



# A Great National Public Utility

That concerns all merchants and all people

**T**HE original Cash Register rang a bell, indicated and recorded the amount of the purchase. It benefited the merchant only.

In a third of a century this old model has developed into a Cash Register that directly benefits every *man, woman and child* who spends money in a store.

This new Cash Register equally concerns every *merchant and clerk, every banker and wholesaler* in this land.

*It furnishes every customer with a receipt sales-slip.*

*It prints on this the amount paid or charged.*

*On this is also printed the date of the sale and who made it.*

*It forces a duplicate, printed record for the merchant.*

*It prevents disputes over charges and bills paid.*

*It saves shoppers' time.*

*It gives the merchant all his profits. It gives him more money for his family.*

*It promotes more and quicker sales.*

*It protects each clerk against making errors and against the mistakes of others.*

*It rewards the diligent clerk by telling his employer which one makes the largest number of sales and which one gets the greatest amount of business.*

*It assures the banker additional security for the money he loans the merchant.*

*It gives the wholesaler additional assurance that the merchant will have money to pay his bills.*

*It furnishes the banker and the wholesaler mechanical evidence that the merchant's statement of his business is correct.*

*It is a business necessity.*



## Merchants!

We have new 1916 models that give this perfect service.

Write us today or see our agent in your city and learn how you can secure one of these public service machines.

Liberal allowances will be made for old National Cash Registers that were good in their day, but do not so completely protect you or give the valuable service our 1916 models do. Address Dept. P 3

The National Cash Register Co. of Canada, Ltd. TORONTO CANADA