

# A Satisfied Customer

The greatest asset a retail merchant can have is a satisfied customer.

There are three ways by which a customer can be really satisfied,—

- (1) Good goods at the right prices.
- (2) Courteous treatment.
- (3) Prompt service.

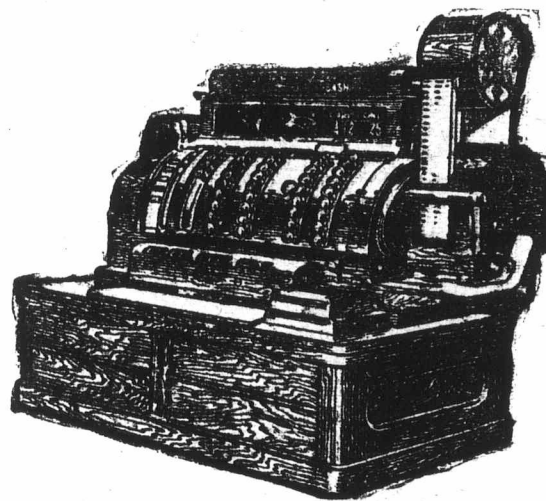
Good goods at the right prices can be supplied by turning your stock over as frequently as possible and by figuring on a fair margin of profit.

Courteous treatment is due all your customers. Your clerks should treat your customers with the greatest civility and respect.

Prompt service can be given customers by employing the most efficient methods of handling sales.

A National Cash Register System is the most improved method in the world. It eliminates delays, disputes, errors, and creates a friendly rivalry among your clerks. It conserves your profits and keeps down overhead cost.

Write us for further information. This will place you under no obligation.



The National Cash Register

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