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The Brain Has a Limited Capacity



If one-half its load is removed it can handle the remainder twice as well.

This merchant is overworked. He is not making each year the profit he should. He is losing money daily by not giving his attention to important matters in the management of his business. He is handicapped.

More than half his brain is working on how to take care of the five greatest troubles in a retail store—cash sales, credit sales, money received on account, money paid out, and money changed.

If he only would let a National Cash Register take care of these important details he could then give his WHOLE BRAIN to the big things that would make his business successful. He would be just as prosperous and happy as the man opposite.

This merchant is successful. His brain is occupied with the big and important things that will increase his business. His five greatest troubles—the handling of cash sales, credit sales, money received on account, money paid out, and money changed by himself and his clerks—are taken care of by a National Cash Register.

His whole brain is planning how to increase his business. He is not worried with the routine matters that are handled far better by a cash register. He has time for study and for recreation, and he can take frequent vacations.

He is an up-to-date business man and his feet are firmly planted on the road to success.

WRITE NOW FOR FREE BOOKLETS

NATIONAL CASH REGISTER CO.

Canadian Factory at Toronto

General Sales Office for Canada: 285 Yonge Street, Toronto