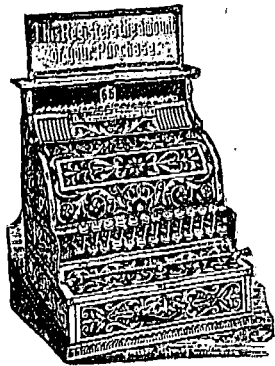
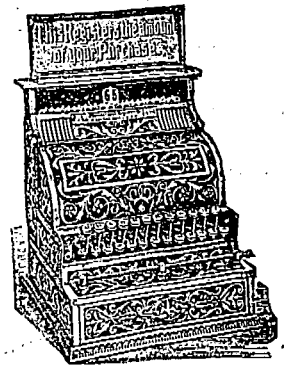


"DON'T DUMP YOUR CASH INTO A DRAWER AND NOT KNOW AT NIGHT WHAT IS THERE UNTIL YOU COUNT IT."—W. H. Maher in Chicago "Inter Ocean."



YOU NEED THIS!

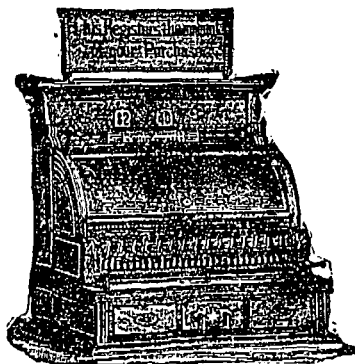


You want to increase your sales for 1890, and to devise plans is time and brain work well used. Now, let us help you. We will suppose that you are already familiar with the fact that National Cash Registers are essential to present business prosperity.

You have in your store fixtures, show cases, safe, books, insurance policies, clerk hire, and, last but by no means least, your stock, all of which have cost you some thousands of dollars. You have invested this money for the sole purpose of getting money. Now the question arises, "Is it extravagance or is it economy to buy something that takes care of the money and guarantees to you that every time any goods go out of your store you will have full value received for them?"

A National Cash Register does it!

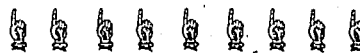
If you were to buy this machine, you would do so for the same reason that over 20,000 other merchants have bought it—namely, because it would save you money. Of course, you cannot tell exactly how much it will save you. Others, before purchasing, have variously estimated that it would save them on an average of from \$1.50 to \$2.50 a day.



ONE STROKE of the FINGER Produces SIX Results.

1. Rings a bell.
2. Unlocks the cash drawer.
3. Throws the cash drawer open.
4. Adds up the amounts of the sales on wheels inside.
5. Drops the indicator of the former sale out of sight.
6. Raises into full view one or more indicators, showing the new sale.

The drawer opens either from the front or back. In the latter case a cashier is used—the clerk registers while the cashier receives the money and makes change.



In this connection it is well to remember that \$100 saved from the cost of doing business and added to the net profit of the year is equivalent to increasing the total sales by \$1,000 to \$1,500. There is a way by which the net earnings of any ordinary country store—just an average business—can be increased \$100 a month, and this without any reduction of legitimate expenses, but entirely from what is, in every proper sense of the word, waste. This saving is effected by the use of the National Cash Register.

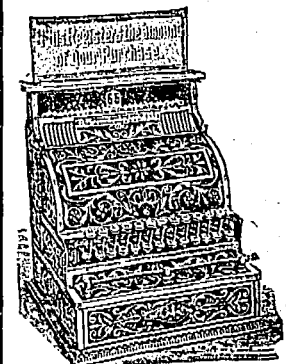
The cost and payments are so arranged that the purchaser pays for the Register, not with money taken from his business, but at the rate of 83½ cts. per day, a less amount than it would save if this "waste" only amounted to \$1 per day. Consequently he is paying for the machine with money that the machine saves him, or, in other words, he is paying for it with money that he would not have if he did not have the Register.



IT DOES NOT MATTER WHAT BUSINESS YOU ARE ENGAGED IN; how small or how pretentious your trade; it matters not whether you, alone, or a score of clerks have access to the money drawer, a Cash Register is indispensable in systematizing your establishment and putting it under the most perfect cash and credit system extant, to-day. If you thoroughly understood a Cash Register, before being without one, you would borrow money at 25 per cent. interest to pay for it.

The National Cash Register Co., 67 Yonge St., TORONTO, ONT.

"BE SURE YOU'RE RIGHT, THEN GO AHEAD."



THE NATIONAL CASH REGISTER COMPANY

174 St. James Street, - - Montreal, P. Q.