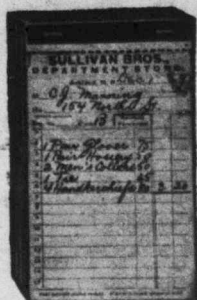
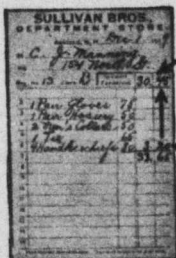


VISIBLE ACCOUNTING — — The McCASKEY WAY

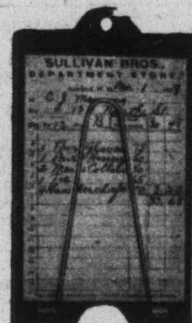
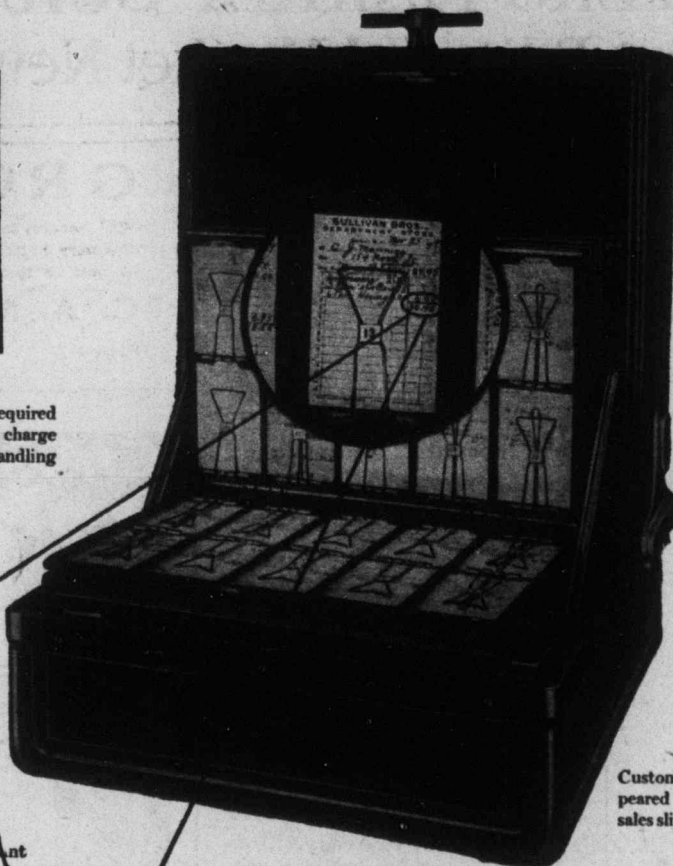


The Original Entry

At least this much work is required to make the original entry of a charge sale with any method of handling charge accounts.



A charge to a customer's account complete except for the filing of the original in the customer's compartment (18) in the register, the placing of the triplicate copy under the string of the customer's package, and the filing of the duplicate copy on the clerk's spindle.



"McCaskey Service"

Customer's part of the McCaskey System of Accounts in which he files copy of his totaled charge sales slips in his home.

Customer's compartment in the register as it appeared previous to the filing of today's charge sales slip covering the \$8.20 charge to his account.

ONLY two simple operations, beyond the work ordinarily done in making the original entry of a charge, are required by a McCaskey System of Accounts to complete a charge to a customer's account so that it is posted, balanced, and ready for instant settlement with a statement to date in the hands of the customer at all times. These two simple operations are:

1. Bring forward the customer's previous balance from the last charge slip filed in his compartment in the Register.
2. Add the customer's present purchase to his previous balance, and file the original in the customer's compartment in Register. Duplicate to clerk's spindle; triplicate to customer.

How a McCaskey System of Accounts Helps:

THE CUSTOMER

- (1) Enables him to SEE at the time the transaction takes place and the details are fresh in his mind that his account is absolutely correct after a charge has been added or credit deducted, thereby eliminating all possible chance for misunderstanding.
- (2) Enables him to know the amount of his account at all times so he can provide to meet it, live within his income, and pay up in full each time.
- (3) Makes it EASY for him to pay his bill for he can mail in a check or drop in and hand the merchant a check for the amount of the account.

THE MERCHANT

- (1) Eliminates the work of posting and making statements.
- (2) Reduces the investment necessary to handle his business: (a) by enabling the customer to see at all times what he owes so he can provide to meet it, (b) by making it EASY for him to pay his bills, (c) by having the accounts posted and balanced and ready for settlement at all times.
- (3) Enables the merchant to exercise the necessary control over his customers' accounts both with regard to credit limits and promises to pay.
- (4) Prevents forgotten charges.
- (5) Creates added confidence in the merchant and his methods.

THE CLERK

- (1) Makes it unnecessary for him to burden his memory with credit information as the System handles that automatically and he can direct his attention toward effecting sales

THE BOOKKEEPER

- (1) Enables him to have every account posted and balanced to the minute and thus remove the possibility of overlooking unposted items in settling accounts.
- (2) Eliminates the unproductive work of posting and making statements so the bookkeeper can utilize the time thus saved in doing other work.

There is a McCaskey System of Accounts for your business—ask for information today.

SYSTEMS SALESBOOKS
McCAskey
GALT, ONTARIO