

**THE ROAD
TO
PROFIT**



The Core Memory Project

THE merchant who would travel the high-road to profit must have accurate information concerning his money, accounts, disbursements and all other store transactions.

Every merchant has different store system problems to solve. A system that would meet the needs of another merchant might not meet yours. That is why we make more than 600 different National Cash Registers to meet the needs of 315 different kinds of business.

For nearly half a century we have enabled merchants to get just the system they need. Our prices are so low and terms so reasonable that any merchant can easily own a National Cash Register System that will insure his getting all his profits.

The National Cash Register Company Dayton, Ohio

(Prices shown in this folder apply in the United States only and are subject to change without notice. Write us direct for more information or consult our nearest representative. We have branch offices all over the world, nearly 300 in United States and Canada.)

Press-down-key total adder



No. 711—Price \$75.00

Metal cabinet finished in brown mahogany, oak or mahogany.

Fixed key arrangement



Any amount from 5c to \$1.95 can be recorded at one time.

This cash register has the following improvements:

Right size indication.
Coin tester.
Bell.
Customer counter.
Metal top.
Key arrester.
No Sale counter.
Lid counter.

Individual locks.
Automatic cash drawer.
Key stops.
Key coupler.
Key lock.
Protected cash total.
Removable resetting key.
Colored key checks.

Nationals are low in price, high in quality

Press-down-key total adder with detail-strip printer



No. 717—Price \$125

Metal cabinet finished in brown mahogany, oak or mahogany.

Fixed key arrangement



Any amount from 5c to \$1.95 can be recorded at one time.

This register has all the improvements of the No. 711. In addition, it has a glass top and a visible detail-strip. This strip is inside the register under lock and key and provides an unchangeable history of the day's business.

This register can be equipped with combination reading and printing total. It then becomes No. 717-T—Price \$150.

Nationals stop leaks in your profits.

Press-down-key total adder with detail-strip printer



No. 726—Price \$150

Metal cabinet finished in brown mahogany, oak or mahogany.

Fixed key arrangement



19 amount keys and a "No Sale" key. Any amount from 1c to \$1.99 can be recorded at one time.

The figures at the top of the register show how much is recorded when a sale is made. All amounts recorded are added into one total adding counter which shows at any time just how much money should be in the cash drawer. This register has all the improvements of the No. 717. When equipped with combination reading and printing total it becomes No. 726-T—Price \$175.

From next month than Nationals

Press-down-key total adder with combination reading and printing total



No. 728-T—Price \$200

Metal cabinet finished in brown mahogany, oak or mahogany.

Fixed key arrangement

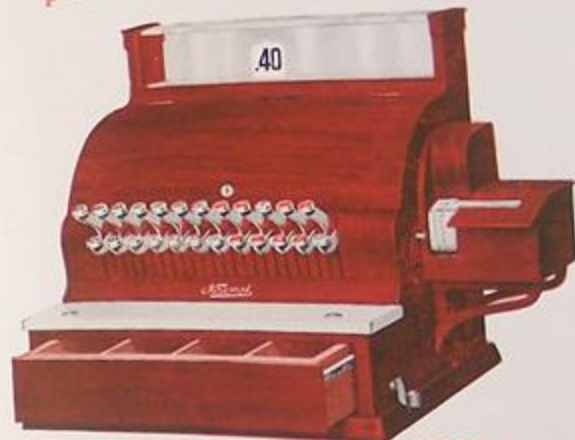


21 amount keys and a "No Sale" key. Any amount from 1c to \$3.99 can be recorded at one time.

This register has all the improvements of the No. 717 and also the total printing device. It calls attention to the amount recorded by ringing a bell. It shows how much money has been taken in and how many customers were waited on. It also shows the number of "No Sale" transactions and the number of times the lid over the added records has been raised.

A National does much and costs little

Press-down-key total adder and total printer with day-book attachment



No. 736-G-T—Price \$250

Metal cabinet finished in brown mahogany, oak or mahogany.

Standard key arrangement



23 amount keys, a "No Sale" and a "Paid Out" key. Any amount from 1c to \$5.99 can be recorded at one time.

This register has the following improvements:

- Day-book attachment.
- Right size indication.
- Glass top.
- Colored key checks.
- Detail-strip spacer.
- Special transaction keys.
- Removable resetting key.
- Transaction counters.
- Coin tester.
- Combination reading and printing total.
- Lid Counter.
- Bell.
- Individual locks.
- Key arrester.
- Key coupler.
- Key stop.
- Key lock.
- Flexible key.
- Automatic cash drawer.
- Resetting counter.

Nationals control money paid and received

The Core Memory Project

Receipt, slip and audit sheet printing National Cash Register



No. 2278(12)-1

Metal cabinet finished in brown mahogany, oak or mahogany.

Besides having all the improvements previously listed, this register is equipped with a ten-row renumber printer. This device is used for recording cost prices, stock, size and lot numbers.

This register also shows separate totals of the amount of business done by all of nine clerks in each of nine different departments.

The merchant can tell at a glance the amount of business handled by each clerk and the amount totalled according to different transactions.

Nationals give complete information

Multiple-drawer National Cash Register



N C R Slip Credit File with glass cover



N C R Credit File No. 1

Metal cabinet finished in brown mahogany, oak or mahogany. Made in two sizes: No. 1 as shown, 16 $\frac{1}{2}$ " wide, 11 $\frac{1}{2}$ " high, 28 $\frac{1}{2}$ " deep. No. 2 is 21 $\frac{1}{2}$ " wide, 11 $\frac{1}{2}$ " high, and 28 $\frac{1}{2}$ " deep. Built to accommodate four different size sales-slips.

No. 1 for 3 $\frac{1}{2}$ " slip,	120 accounts.	Price \$150.
No. 2 for 3 $\frac{1}{2}$ " slip,	180 accounts.	Price \$225.
No. 3 for 4 $\frac{1}{4}$ " slip,	108 accounts.	Price \$150.
No. 4 for 4 $\frac{1}{4}$ " slip,	168 accounts.	Price \$225.
No. 5 for 5 $\frac{1}{4}$ " slip,	80 accounts.	Price \$150.
No. 6 for 5 $\frac{1}{4}$ " slip,	130 accounts.	Price \$225.
No. 7 for 6 $\frac{1}{4}$ " slip,	70 accounts.	Price \$150.
No. 8 for 6 $\frac{1}{4}$ " slip,	120 accounts.	Price \$225.

Different combinations of these two sizes provide a filing system for any number of charge accounts.

N C R Files save time, work, and money

The Core Memory Project

Type "C" 10 Line Credit Authorizing System

The salesperson handling a charge sale writes the details of the transaction on a sales-slip and inserts the slip in the telephone, as shown at the right. The slip is automatically approved from the Credit Office by means of the master phone and authorizing unit shown below.



This is the master phone and authorizing control unit. Signal-lights show the authorizer when a salesperson has inserted a sales-slip for authorization. These lights also indicate the location of the slips, by departments. Telephonic communication is instantly established between the salesperson and office. The credit authorizer can "O. K." the charge slip by merely pressing a button on the switchboard.



National Cash Register Sales Offices in the United States

ALABAMA Birmingham Mobile Montgomery	ILLINOIS Bloomington Cairo Chicago Danville Decatur East St. Louis Joliet Peoria Quincy Rockford Springfield	MASSACHUSETTS Boston Brookton Fall River Fitchburg Lawrence Lowell Lynn New Bedford Pittsfield Springfield Worcester
ARIZONA Phoenix	INDIANA Evansville Chico Ft. Wayne Gary Indianapolis Kokomo Logansport Muncie Seymour South Bend Terre Haute Vincennes	MICHIGAN Battle Creek Detroit Escanaba Flint Grand Rapids Jackson Kalamazoo Lansing Saginaw
ARKANSAS Ft. Smith Jonesboro Little Rock Pine Bluff	IOWA Burlington Cedar Rapids Council Bluffs Davenport Des Moines Dubuque Ft. Dodge Mason City Ottumwa Sioux City Waterloo	MINNESOTA Duluth Minneapolis Owatonna St. Paul
CALIFORNIA Bakersfield Chico Fresno Los Angeles Oakland Sacramento Santa Barbara San Bernardino San Diego San Francisco San Jose Santa Rosa Stockton	MISSISSIPPI Greenwood Hattiesburg	MISSOURI Jefferson City Joplin Kansas City Springfield St. Joseph St. Louis
COLORADO Denver Pueblo	KANSAS Hutchinson Salina Topeka Wichita	MONTANA Billings Butte
CONNECTICUT Bridgeport Hartford New Haven New London Waterbury	KENTUCKY Danville Lexington Louisville Paducah	NEBRASKA Grand Island Hastings Lincoln Omaha
DELAWARE Wilmington	LOUISIANA New Orleans Shreveport	NEVADA Reno
DISTRICT OF COLUMBIA Washington	MAINE Portland	NEW HAMPSHIRE Manchester
FLORIDA Jacksonville Miami Orlando Tampa West Palm Beach	MARYLAND Baltimore Pocatello	NEW JERSEY Asbury Park Atlantic City Camden Elizabeth Jersey City Newark Paterson Trenton
GEORGIA Atlanta Augusta Columbus Macon Savannah Thomasville		
IDAHO Boise Pocatello		

National Cash Register Sales Offices (Continued)

NEW YORK Albany Binghamton Brooklyn Buffalo Elmira Glens Falls Jamestown Newburgh New York Niagara Falls Poughkeepsie Rochester Schenectady Syracuse Troy Utica Watertown Yonkers	OKLAHOMA Hobart Muskogee Oklahoma City Tulsa	TEXAS Beaumont Corpus Christi Dallas El Paso Ft. Worth Houston Paris San Antonio Waco Wichita Falls
N. CAROLINA Asheville Charlotte Raleigh Winston-Salem	OREGON Eugene Portland Salem	UTAH Salt Lake City
N. DAKOTA Fargo	PENNSYLVANIA Allentown Altoona Butler Chester Easton Erie Harrisburg Johnstown Lancaster New Castle Norristown Philadelphia Pittsburgh Pottsville Reading Wilkes-Barre Williamsport York	VERMONT Burlington
OHIO Akron Canton Cincinnati Cleveland Columbus Dayton Hamilton Lima Mansfield Newark Portsmouth Sandusky Springfield Toledo Youngstown	RHODE ISLAND Providence	VIRGINIA Lynchburg Norfolk Richmond Roanoke Staunton
	S. CAROLINA Charleston Columbia	WASHINGTON Bellingham Everett Seattle Spokane Tacoma Walla Walla
	S. DAKOTA Aberdeen Rapid City Sioux Falls	W. VIRGINIA Charleston Clarksburg Huntington Parkersburg Wheeling
	TENNESSEE Chattanooga Knoxville Memphis Nashville	WISCONSIN Fond du Lac La Crosse Madison Milwaukee Racine Wausau
ALBERTA Calgary Edmonton	NEW BRUNSWICK St. John	London Ottawa Toronto Windsor
BRITISH COLUMBIA Vancouver Victoria	NEW FOUNDLAND St. John's	QUEBEC Montreal Quebec
MANITOBA Winnipeg	NOVA SCOTIA Halifax Sydney	SASKATCHEWAN Moose Jaw Regina Saskatoon
	ONTARIO Hamilton Kitchener	

In Canada

**When you invest in an up-to-date
National Cash Register**

You get the benefit of our long experience in building store systems for nearly half a century.

You get the latest improvements which have proved under test to give the most protection and information regarding business records.

You get a cash register that has become the standard by which cash registers are judged throughout the world.

You get the service that results from having more than 2,000 men in daily contact with all the different kinds and sizes of stores.

You get a guaranteed repair service that is famous throughout the world for its economy, courtesy, and efficiency.

3 ARCADE BLDG. - JOHNSON CITY, TENN.
R. W. SHULTS - SALESMAN.

Our guaranty

We guarantee to furnish a better cash register for less money than any other concern in the world.

**The National Cash Register Company
Dayton, Ohio**