

A LANDSCAPE
in **MINIATURE**

**an explanation of the story
told by this display**

**THE CENTURY OF PROGRESS
INTERNATIONAL EXPOSITION
CHICAGO 1933**

THE NATIONAL CASH REGISTER COMPANY

A Landscape in Miniature

This miniature scene, done in realistic detail, tells an allegorical story.

The scene as a whole, with its mountains, fertile plains, flowing waters and figures of men and animals, represents the world of retail business.

The mountains symbolize "Public Preference"; and from this source comes a tumbling stream, which is "The Movement of Trade" or "The Flow of Money," through the channels of retail business.

Just as moving water provides power to turn a miller's wheel, so the flow of customers' dollars provides a driving force that keeps a merchant's business operating.

The Two Millers

On the banks of this flowing stream stand two mills.

One of the millers, when he first built his mill, constructed a dam for controlling the water resources which were to operate his mill. Hoping to save money, he constructed a dam of the old board type. He felt that a "plain wood dam," the kind that had been used by others for years, would be good enough to furnish sufficient water power to operate his business.

However, not much time had passed when the wooden dam began to deteriorate. Leaks opened, through which the water escaped.

As time went on, these leaks became larger. And there came a time when this miller, in spite of his good location and good trade, found himself without adequate power to operate his business.

This miller represents one type of retail merchant and his inefficient dam represents an inefficient, leaky store system.

The other mill, farther down the stream, was built by a more progressive miller. He realized from the beginning that he must assure the protection and control of the water power, which was the life-blood of his business, if he was to get the maximum amount of profit from his mill. He installed a modern, concrete dam. Its construction was strong and dependable. It keeps the water in complete control. As a matter of fact, some of the water, which helps turn his mill wheel, is water which has escaped through the leaky dam of the competitive miller.

This modern, concrete dam represents an up-to-date business system.

In the business world today there are many merchants like the owners of the two mills. Some, like the first miller, continue to try to get along with a system that does not give them proper control over the flow of money through their hands—the life-blood of their business.

Many do not realize the extent of the leaks and losses that exist in the operation of their businesses. They do not know that because of a poor store system and lack of control, these leaks are slowly draining their resources and they are failing to make the profit to which they are entitled.

On the other hand, successful merchants today, like the second miller, use a business system that adequately protects every transaction. These merchants

prevent leaks in their profits by using a modern system of control—an up-to-date National Cash Register System.

The Lake

In the miniature panorama, the flowing waters of trade and money, find their way finally into a lake which symbolizes the "Volume of Business" done by retail stores as a whole.

On this lake moves a boat named "Modern Business."

As it travels over the surface of the lake, no propelling power is visible. Yet the boat moves, and steers an intricate course along the rocky shores and among the islands.

Many a business ship has been wrecked on these projecting rocks and headlands. They are Carelessness, Temptation, Indifference, Laziness, Mistakes. These ships of business were wrecked because they did not have the necessary control to steer safely clear of the rocks.

The good ship, "Modern Business," has, as a pilot house, a modern National Cash Register. As it travels over the lake of "Business Volume," this piloting system enables it to avoid the danger points. With the Information, Protection, Convenience, Service and Economy provided by this modern piloting equipment—a National Cash Register—this ship of modern business sails on.

It is only by having complete information and control that a merchant can be sure of getting all his profit.