

# Coin Machine Manufacturing Company's Plain Statement of Facts to the Business Men of Portland:—

**ADVERTISING** This double page is the largest advertisement we have published. It is the largest we will ever publish. We realize that the importance of this message demands your attention. We are conscious of the large number of small advertisements in this issue and the consequent insignificance of attempting to convey the following information in any other way. Our advertising expense is not large and is not intended to be large. It is definite. We have a certain allowance for advertising purposes. We have not exceeded this amount and will not do so.

## THE MACHINE

THE POTTER AUTOMATIC CHANGE COMPUTING MACHINE is the only mechanical device in the world that will automatically compute and pay the exact amount of change in any transaction, from ONE CENT to ONE HUNDRED DOLLARS; that will total the amount of transactions due to its operation, up to ONE HUNDRED THOUSAND DOLLARS; that will print upon the face of every sales slip the exact amount of the purchase; that will pay either paper money or coin, at the will of the operator; that answers every demand that has been prevalent among mercantile houses for a quarter of a century. This machine, with its wonderful versatility, is made of 1200 parts, many of them duplicates, and each operated by positive action instead of springs. It is essentially mechanical, remarkably durable, easily operated and a marvel in the performance of its functions, accurately, promptly and regularly. It is impossible for the machine to make a mistake, while errors of the operator are immediately detected.

Cable Address: Accounts  
Code: Western Union.

## Wm Whitfield & Co.

ACCOUNTANTS AND AUDITORS.

Agents for  
M'LAREN, GOODE & CO.,  
Certified Public Accountants,  
San Francisco, Los Angeles, New York,  
Chicago, London.

Wm. Whitfield,  
Chartered Accountant.

COMMERCIAL CLUB BUILDING,  
PORTLAND, OREGON.

November 26th, 1910.

To the Coin Machine Manufacturing Co., 720 Corbett Building, Portland, Oregon:

Dear Sirs: We hereby certify, that from an examination of the books and records of your company we find that from August 25th, 1910, to November 25th, 1910, inclusive, there have been five hundred and sixty-one (561) shares sold of the treasury stock, formerly consisting of nine thousand (9000) shares, par value nine hundred thousand (900,000) dollars. In addition, Mr. T. Irving Potter has contributed to the company from his personal holdings, one hundred and seventy (170) shares, par value seventeen thousand (17,000) dollars, which have been used to purchase a thirty-acre factory site in Pennsylvania. Making a total issue during the period of 731 shares.

Eighty-five (85) shares have been sold during three days of this week.

Yours faithfully,

WM. WHITFIELD & CO.,  
Accountants and Auditors.

The above report shows the total sale of the capital stock of the COIN MACHINE MANUFACTURING COMPANY to be.....\$78,100  
Sales made yesterday, November 26, add 35 shares, or..... 3,500  
\$76,600

COIN MACHINE MANUFACTURING COMPANY.

## THE STOCK

The COIN MACHINE MANUFACTURING COMPANY is incorporated under the laws of the State of Oregon for \$2,000,000. The par value of the stock is \$100, fully paid and non-assessable. The first 1000 shares have been offered for sale at \$60 each and the company reserves the right to raise the price \$5.00, or more, per share, beginning with the idea of advancing the price after every 1000 shares have been sold. Upon this basis, the stock will be selling at par when 7000 shares have been placed. About 800 shares have already been sold, during a period of six weeks. Even at this rate, which has been handicapped by the introduction of a new investment, the stock will have reached par within a year and two months. As a matter of fact, the value of the machine is now so thoroughly established in the minds of conservative investors of Portland that the stock will probably sell rapidly from this time on. Special attention is called to the fact that there is not a share of promotion stock for sale. Every share is issued direct from the treasury.

## THE DEMAND

Department store men of prominence on the Pacific Coast have been called upon to pass judgment upon the practicability of the POTTER AUTOMATIC CHANGE COMPUTING MACHINE, as applied to their own lines of business. Without exception, they have pronounced it perfect and eminently adaptable for the purpose for which it was designed. Each one of them has expressed a desire or intention to install the machine the moment it is ready for use. Conditions are the same the world over. Wherever there is a store, there is room for one or more of these machines. Why shouldn't there be? The very inaccuracies, errors and troubles that the machine corrects have long been the prime source of greatest annoyance to large mercantile institutions. The cost of installing a complete system of POTTER AUTOMATIC CHANGE COMPUTING MACHINES will be saved in a very short time by the time and labor it saves and the convenience which it adds to patrons. Portland, alone, as the result of careful inquiry, will use from 500 to 1000 machines within one year from the time of first manufacture. Seattle, Spokane, Tacoma, Oakland, San Francisco and Los Angeles will use as many or more. The Pacific Coast will purchase 10,000. The United States can easily use 300,000. European countries will demand more, in addition to these, than it will be possible to supply for many years to come.

## THE PROFIT

In determining the probable profit to be derived from the sale of the POTTER AUTOMATIC CHANGE COMPUTING MACHINE, capable men have been consulted. The small number of parts required in the construction of the machine, as well as the duplication of many of them, is a prominent feature in reducing the cost of production. The consensus of opinion places this cost at considerably less than \$50 each in quantities. This is approximately the same cost as that of a prominent adding machine now upon the market, which has three times as many parts. To be very conservative, we will say that the cost of manufacture is \$100, with the following results:

Manufacturing cost.....	\$100.00
Selling commission.....	125.00
Office and advertising expense.....	50.00
<b>TOTAL COST.....</b>	<b>\$275.00</b>
Reasonable selling price.....	\$375.00
<b>NET PROFIT PER MACHINE.....</b>	<b>\$100.00</b>

For extra conservatism, we will estimate that the net profit per machine is only \$75. With an output of only 10 machines per day, as against 400 cash registers and 450 leading typewriters, there results a daily profit of \$750, a yearly profit of \$225,000 for 300 working days, or a net profit of 11 1/4 per cent on the total capitalization of \$2,000,000. This, recollect, is based upon one machine, in one country. With the world for a field, several other valuable devices and the foreign rights of the Potter Cashier, a healthy return is assured for every investor, regardless of the amount invested.

## THE PLANS

THE COIN MACHINE MANUFACTURING COMPANY purposes to sell a sufficient amount of stock to provide funds for the erection of a permanent factory on its 30-acre site, immediately adjoining the property of the Westinghouse Electric & Manufacturing Company, near Pittsburg, Pennsylvania. This site has been purchased by this company and the deed is in its possession. Meanwhile, a preliminary plant will be erected at the corner of Grand Avenue and Hoyt street, a lease for which has just been signed by the officers of the company. At this place, all model machines will be built, all dies will be made, all plans will be drawn and all machines intended for Pacific Coast distribution will be assembled. Erection of this plant will be started very soon. The building of the permanent plant will begin as soon as the directors believe that the amount of stock sold justifies such action. The plant will then be hurried to completion and during the interim, the necessary machinery for the big plant will be built, to be ready for installation the moment the building is ready to receive it. While these things are in progress, a competent sales force will be organized, which, as a matter of fact, is now being developed, so that the opening of sales agencies in all parts of the United States will follow the production of the first machines. An adequate advertising campaign will be prosecuted, in connection with a careful, personal canvass, to establish a market for the machines, from the very outset, sufficient to tax the manufacturing capacity of the company.

## TIME REQUIRED

While the enormous amount of work ahead of the company has been systematized to the smallest detail, and economical and effective methods have been and are about to be installed, to facilitate the accomplishment of definite results, the officers of the company are satisfied that at least two years will be required to begin the manufacture of machines in commercial quantity. Investors, therefore, are urged to consider this point when contemplating a subscription to the stock. The opportunity for investment suggested by this company, although magnificent and certain, is not phenomenal. The profit is legitimate and well founded upon commercial principles of the most substantial character. To introduce a novel, mechanical appliance, regardless of how worthy it may be, contemplates the revolution of old methods, as well as the qualification of the new. This consumes time, and investment in the stock of such a company must be made with the expectation of allowing a reasonable length of time for the completion of all the preliminary steps. Upon them rest the integrity and permanency of the company. Results will follow after that.

## THE COMPANY

THE COIN MACHINE MANUFACTURING COMPANY is strongly entrenched. Already years ahead of any possible competition in the character and simplicity of its devices, the company is especially favored with a set of officials who are successful men, of ability, integrity and commercial standing. The officers of this company actually perform the duties incumbent upon them. The directors give plenty of time to direct the efforts of the company. Being men of high business standing, the operations of the company may be relied upon to conform strictly to the most approved lines of procedure. The COIN MACHINE MANUFACTURING COMPANY is peculiarly fortunate in having interested such men as know the value and field of the POTTER AUTOMATIC CHANGE COMPUTING MACHINE. Absolutely knowing the wide demand for such a device, these gentlemen are not only interested as directors, but are enthusiastic over the possibilities and probabilities of the future. The following directors are well known to the business men of Portland: H. C. WORTMAN, of Olds, Wortman & King; H. D. RAMSDELL, Manager, Lippman, Wolfe & Company; T. IRVING POTTER, Vice-President and Assistant Manager, T. B. Potter Realty Company; T. B. POTTER, President and General Manager, T. B. Potter Realty Company; A. D. BOWEN, President Pacific Western Company; W. J. CLEMENS, Insurance; L. E. KERN, Brick Manufacturer, Portland.

## Officers and Directors

H. C. Wortman. T. B. Potter.  
H. D. Ramsdell. A. D. Bowen.  
T. Irving Potter. W. J. Clemens.  
L. E. Kern.

## OTHER DEVICES

The Coin Machine Manufacturing Company has several other devices in process of formation, some of them so well along as to be about ready to put into the market. Each of these is as valuable in the particular line for which it is designed as the Potter Automatic Change Computing Machine. Principal among them is a simplified adding machine which promises wonderful results the moment it becomes merchantable. The other devices are not in shape to make public. The field for the manufacture of coin-handling devices is a marvelous one. There is no end to the utility to which such devices can be devoted. Mr. Potter has spent the major part of his life in studying the adaptability of automatic machines of this character to commercial use. His designs have all been pronounced practical by those who are familiar with them, and the Coin Machine Manufacturing Company will have the sole right to manufacture and market them.

## OFFICES

Coin Machine  
Manufacturing Company  
720 Corbett Building