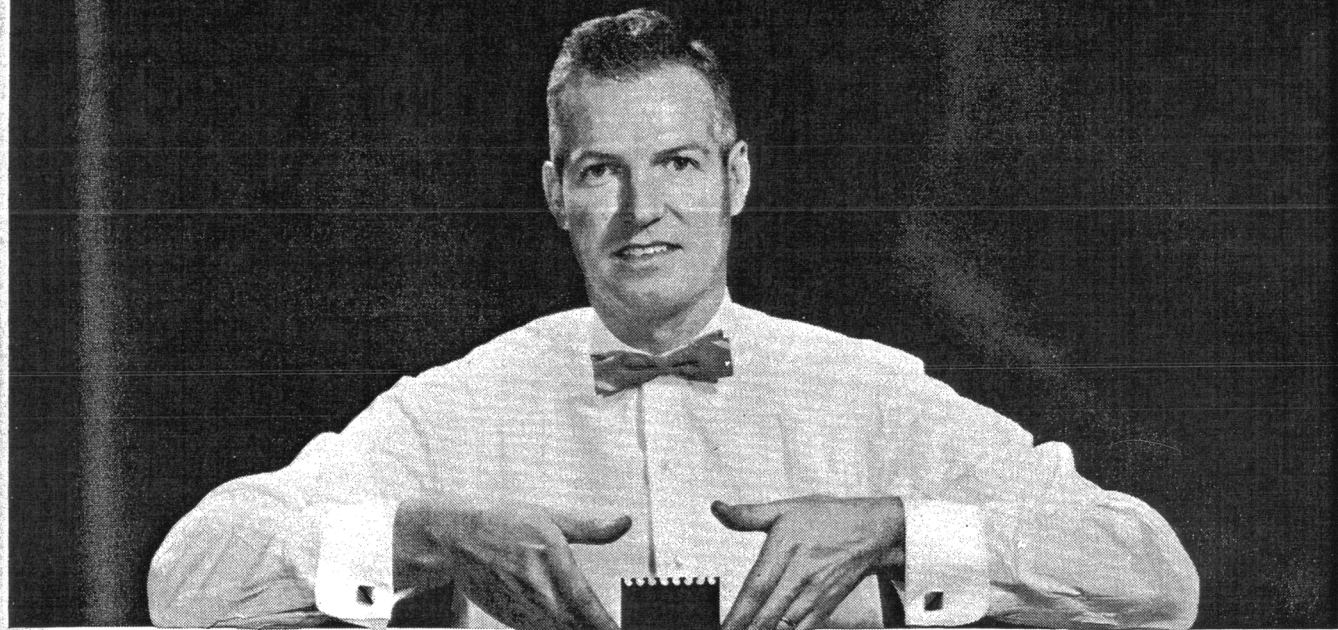


It will pay you to investigate "National 315"



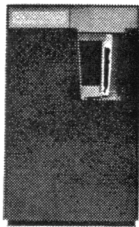
## This Card...

a new concept in Computers  
can revolutionize your data  
processing procedures.

This magnetic card is the heart of the National 315 Card Random Access Memory (CRAM) ... an unequalled advance in economical magnetic file processing.

In effect, a reel of magnetic tape—3¼ inches wide—has been cut into 256 strips forming addressable magnetic cards. A single card is capable of storing 21,700 alpha-numeric characters. Each card contains seven recording tracks that can be addressed electronically by the central processor.

The 256 cards (5,555,200 alpha-numeric characters) are housed in a removable cartridge that can be changed in less time than it takes to change



a reel of magnetic tape. Up to 16 CRAM files can be operated on-line with the National 315... providing 88,883,200 alpha-numeric characters... an unprecedented range of random accessible memory.

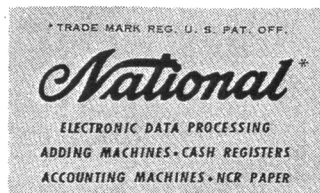
This unique system combines all the advantages of random and sequential processing... eliminates rewind time... requires fewer files... speeds sorting, up-dating, and reporting routines.

INVESTIGATE THE NATIONAL 315 for economical price performance • For unusual expansibility • For high-speed, balanced processing • For economy of programming • For ease of operation.

*Learn why the National 315 is the most advanced electronic data processing system available today. Call your nearby National office, or write to Data Processing Systems and Sales, Dayton 9, Ohio.*

**THE NATIONAL CASH REGISTER COMPANY • Dayton 9, Ohio**  
1039 OFFICES IN 121 COUNTRIES... 77 YEARS OF HELPING BUSINESS SAVE MONEY

CIRCLE 9 ON READER CARD





**IDEAL CEMENT COMPANY**

"LEADING CEMENT MANUFACTURER IN THE U.S."



## "Why we chose the NCR 315 Computer."

— IDEAL CEMENT COMPANY, Denver, Colorado

"In these days of sharpened competition, maintaining an adequate return on investment requires current, accurate information quickly and clearly presented. At Ideal we are counting on our NCR 315 System to give us much better control over all phases of our operations.

"Ideal operates 17 plants (an 18th is under construction), ranging from California, Oregon and Washington through the Mountain, Mid-West and Southern states to the Atlantic and Gulf Coasts in

the Southeast. The control of operating and repair supplies, and the value analysis on these materials are big jobs which the computer with CRAM will permit us to do more efficiently.

"Another area where we expect substantial payoff is in the scheduling and allocation of production and distribution. In addition to our producing plants, we operate a number of storage and distribution terminals. Transportation is a big item in the delivered cost of cement

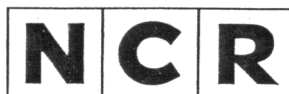
and our computer will assist us in doing the best job at the lowest possible cost.

"We are scheduling much of our routine data processing activities for the 315. Also we will make use of it in research, exploration, and engineering problems. The system's modular design and versatility should enable it to take care of all our needs for years to come."

*Cris Robbins*

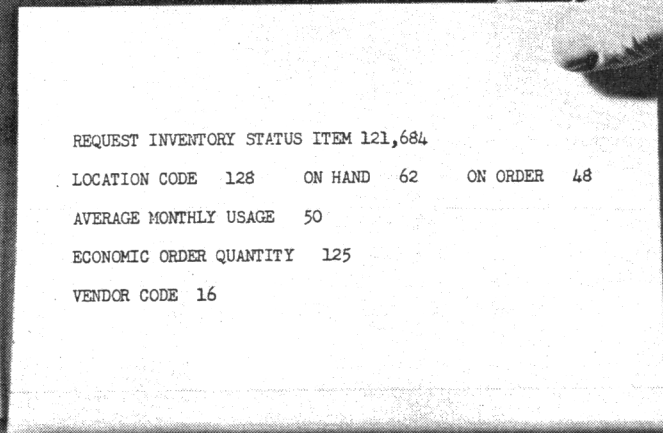
*Cris Robbins, President, Ideal Cement Company*

NCR PROVIDES TOTAL SYSTEMS — FROM ORIGINAL ENTRY TO FINAL REPORT — THROUGH ACCOUNTING MACHINES, CASH REGISTERS OR ADDING MACHINES, AND DATA PROCESSING  
The National Cash Register Co. • 1,133 offices in 151 countries • 79 years of helping business save money





**ANSWERS  
ANSWERS**



REQUEST INVENTORY STATUS ITEM 121,684  
LOCATION CODE 128 ON HAND 62 ON ORDER 48  
AVERAGE MONTHLY USAGE 50  
ECONOMIC ORDER QUANTITY 125  
VENDOR CODE 16

## ANSWERS . . . with CRAM and Remote Inquiry

*provided by  
the NCR 315  
Computer System*

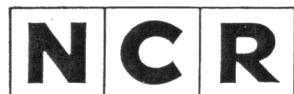
The NCR 315 CRAM (Card Random Access Memory) Computer System is more than just another back-office electronic accounting machine.

In industry, for example, Inquiry Units can be located at dozens of remote locations, enabling people to communicate with the computer files . . . even from hundreds of miles away. With the NCR 315 you will be able to keep a "current finger"

on the pulse of your business . . . to get immediate answers to questions about inventories, production, sales . . . and a host of other timely facts people must have to effectively manage . . . and to act while the "iron is hot."

For more information, call your nearby NCR representative or write to The National Cash Register Company, Data Processing Systems and Sales, Dayton 9, Ohio.

NCR PROVIDES TOTAL SYSTEMS - FROM ORIGINAL ENTRY TO FINAL REPORT - THROUGH ACCOUNTING MACHINES, CASH REGISTERS OR ADDING MACHINES, AND DATA PROCESSING  
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CIRCLE 19 ON READER CARD



## STATE OF NEW MEXICO

"SPACE AGE RESEARCH CENTER FOR THE FREE WORLD"



### "Why we chose the NCR 315 Computer with CRAM."

— STATE OF NEW MEXICO, Santa Fe, New Mexico

"Our choice of the NCR 315 Computer with CRAM (Card Random Access Memory) resulted from a 3½-year evaluation study. In each case, the factors pointed to the 315 with CRAM as the computer best suited to our needs.

"Our reasons for going electronic were twofold: 1) to gain the benefits of

better management control, including fiscal control of the state's resources; and 2) to keep pace with the growth and the economic progress of our state.

"With the 315 we are able to react quickly to changing financial conditions. We have more timely and meaningful data upon which to base

management decisions. We have an expansible system — one that is capable of growing as we grow . . . and we are in a much better position to fulfill our fiscal responsibilities to the citizens of New Mexico."

*Jack M. Campbell*

Jack M. Campbell  
Governor  
State of New Mexico

NCR PROVIDES TOTAL SYSTEMS—FROM ORIGINAL ENTRY TO FINAL REPORT—THROUGH ACCOUNTING MACHINES, CASH REGISTERS OR ADDING MACHINES, AND DATA PROCESSING  
The National Cash Register Co. • 1,133 offices in 120 countries • 80 years of helping business save money

**NCR**

**DATAMATION**

CIRCLE 13 ON READER CARD