

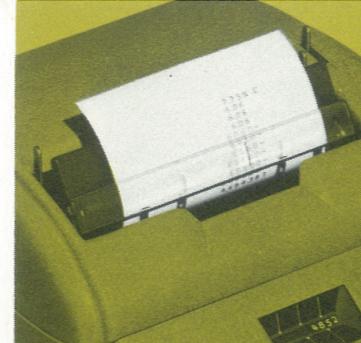
NEW



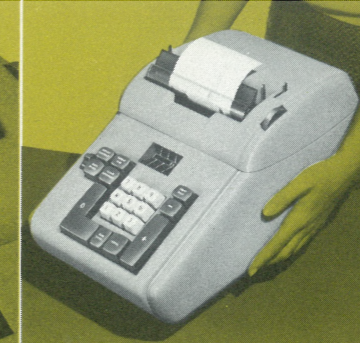
*speed,
versatility
for
your
everyday
figuring...*

from **Friden**

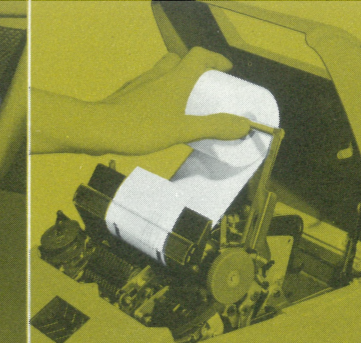
This is the new Friden Natural Way Adding Machine with Wide Platen. Its modern, attractive appearance suggests that it belongs in today's modern office, but its *performance* removes all doubt. Figures fly in the Friden — adding, subtracting, *multiplying*. Exclusive Natural Way keyboard, exclusive visible Check Window, and extra wide platen are three main reasons why this is America's outstanding ten-key adding machine; its many other features accent its superiority. Plan now to try this truly exceptional machine on your own figure-work—no obligation, of course. Just call your local Friden office, or write, Friden, Inc., San Leandro, California.



The paper roll is completely enclosed. Only the part you want to see is visible. Transparent tear-off bar leaves every item visible.



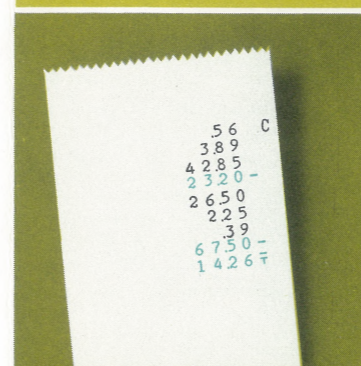
The Friden weighs only 25 lbs. Equipped with convenient hand grips. Easy to pick up and move from desk to desk or from office to office.



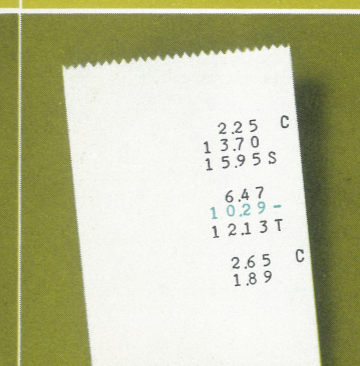
Roll paper can be changed in a twinkling. Just lift out. Guides are adjustable for narrow or wide paper. Ribbon changed with equal ease.



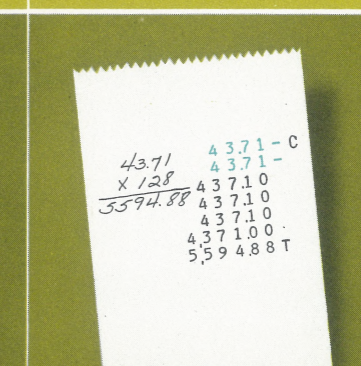
All operating keys are live. No extra strokes or pre-setting. Total or subtotal printed instantaneously. Keyboard has special light touch.



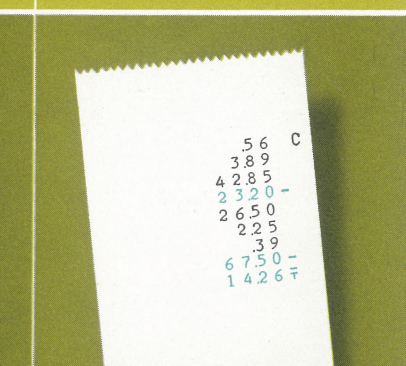
Every negative value is automatically printed in red, and automatically designated by proper symbol (including negative totals and sub-totals).



Clear Signal C prints automatically with first item after a total, when machine is clear. Automatic spacing of tape after totals and sub-totals.



Automatic step-over of multiplier, repeat add, repeat subtract, and back space features encourage really efficient multiplication.

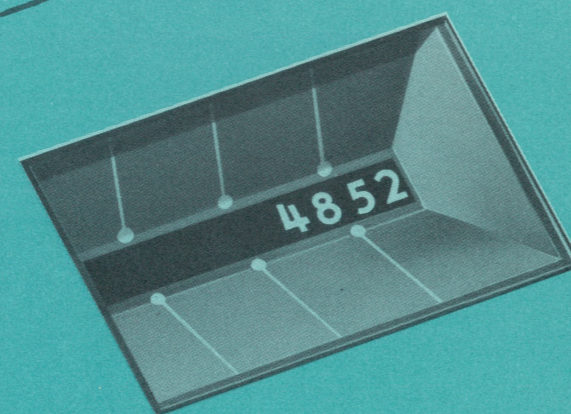


When total of subtracted amounts exceeds total of added amounts, one depression of the Total key prints the true credit balance.



New
TIME-SAVING
FEATURES
WILL INCREASE
PRODUCTION
IN
TODAY'S MODERN
OFFICE

ACCURACY



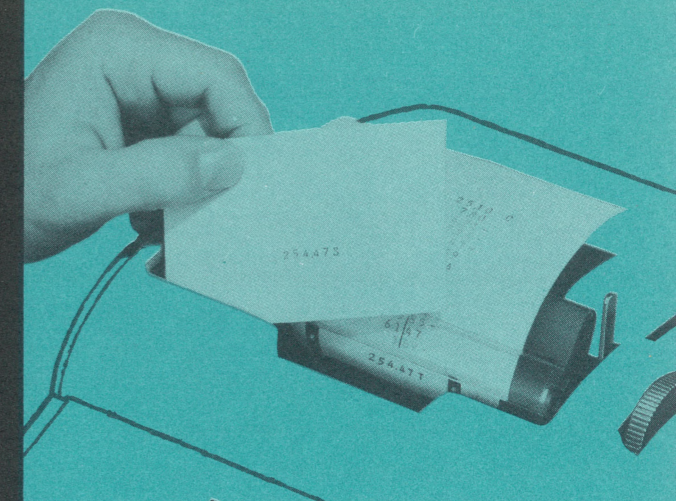
Nothing slows down office production like undependable figure-work. (Many businessmen have assumed that either accuracy or speed must be sacrificed on ten-key adding machines. This is because *all other* ten-key machines are "blind" — the operator can't tell what she has entered until it is added and printed.) Not so with the Friden. The famous Friden Check Window lets the operator see what she has entered *before* it is added or printed! No other ten-key adding machine in America has this feature, so important for accuracy. On the Friden, you *expect* accurate work — *and get it!*

SPEED



The "hunt-and-peck" system really puts brakes on office production, but most operators are forced to use it. With a Friden, your operator will convert to speedy "touch" operation in minutes because the Natural Way keyboard was designed to fit the human hand! All keys and bars are over-size and shaped for finger-tip comfort. Concave surfaces on the center row of keys (4, 5, 6) keep the hand in "home" position. The L-shaped zero bar enables operators trained on conventional keyboards to make the transition to the Friden Natural Way keyboard without handicap. Special features make multiplication amazingly fast. Here, then, is a machine *built for speed!*

VERSATILITY



It's difficult to increase office production with "one-job" machines, so Friden versatility is important. The machine handles tape rolls up to 4¾ inches wide or individual forms up to 5½ inches wide. Tickets, pass books, envelopes, deposit slips, and other forms may be inserted directly *from the front* for validation. And — without even lifting the cover — forms may be inserted from the rear for complete printing of all figures and symbols that normally appear on the adding machine tape. Adjustable paper guides permit quick aligning of printed forms. On the Friden you get *all-around utility!*



It's clearly shown
in so many ways—
the Friden
Natural Way Adding Machine
provides speedier,
lower cost figuring.
If you are anxious
to increase office efficiency,
call your nearby Friden man now
for a demonstration.



EQUIPPED WITH CASH DRAWER

Friden also brings the many exclusive advantages of *Natural Way* Adding Machines to retail sales work, where speed and accuracy count most. Any of the models can be equipped with automatic cash drawers. Two sizes are available.

Friden, Inc.

SAN LEANDRO • CALIFORNIA

PLANTS IN

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LEWISTOWN, PENNSYLVANIA • NIJMEGEN, HOLLAND

SALES AND SERVICE THROUGHOUT THE WORLD