There's nothing like

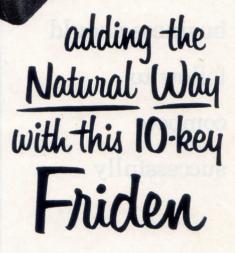
Just put your hand here

to feel how every finger
(of either hand) falls into natural, easy working position...how the
over-size, plainly labeled control keys give direct "live" response
...how Totals and Sub-totals are obtained instantly by depressing bars, with no space strokes
required. This is the *first*adding machine to fit the human hand—the first new keyboard granted a patent in years!

...then watch what happens here

8809 here

Actual items you enter on keyboard appear in this Check Window before they are printed or added. For the first time on an American 10-key machine you see what you're adding —so you can work quickly and accurately. Note, too, how Clear Signal prints automatically on tape with the first item following a total...also how True Credit Balance prints without extra motor operations or pre-setting!



Ideas about adding machines are changing fast since Friden developed *Natural Way* adding. Seems like everybody wants to go 10-key with Friden! Your Friden Man can show you why —call him. Friden sales, instruction, service throughout U.S. and world. FRIDEN CALCULATING MACHINE Co., INC., San Leandro, California.



New model Friden offers rapid multiplication with automatic step-over of multiplicand.

the NATURAL WAY ADDING MACHINE THE AUTOMATIC CALCULATOR THE COMPUTYPER • THE ADD-PUNCH MACHINE