

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



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!

adding the Natural Way with this 10-key Friden

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!

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

Friden

THE NATURAL WAY ADDING MACHINE

THE AUTOMATIC CALCULATOR

THE COMPUTYPER • THE ADD-PUNCH MACHINE