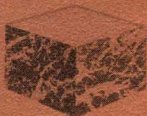


Friden

PROGRAMATIC

®

Flexowriter®

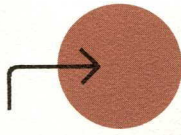


cornerstone of automation

The Friden Programatic Flexowriter is an automatic writing machine which produces an original document and—at the same time—punches tape or cards as an automatic by-product. The tape or cards, in turn, automatically create other records. Thus, the Flexowriter not only handles the first step in the automation cycle, but it makes possible automation of subsequent steps. For this reason it is *a cornerstone of automation*. ■ The Programatic Flexowriter can adapt itself to any requirements you may have, even the most irregular and complex. The reason is versatility. For example, input may be from punched paper tape, edge-punched cards, tabulating cards, a variety of auxiliary input units (such as the Friden Selectadata), or from the keyboard. The keyboard is used only for entering *new data* that has not previously been recorded. The Flexowriter writes all other data automatically after the operator presses a single button. ■ Output is in the form of a multi-copy printed document *and* a by-product punched tape, edge-punched cards, or tabulating cards. With the addition of auxiliary output units, *second* documents, tapes, or cards—containing complete or selected information—may be automatically and simultaneously produced. ■ By *reading* tape or cards, the Programatic Flexowriter brings automation to the preparation of business documents. By *punching* tape or cards, it automates many other paperwork jobs. It thus eliminates the continual manual re-processing of data that runs up office costs. For example, by *punching* tab cards automatically, the Flexowriter completely eliminates the costly manual operations of key punching and verifying. ■ Because of this versatility, the Programatic Flexowriter can meet the basic data processing requirements of any size or type of business—in virtually any application. Whether producing purchase orders, sales orders, invoices, shipping papers; whether providing input-output for electronic computers; or whether doing a host of other business jobs, the Programatic Flexowriter is truly *a cornerstone of automation*. ■ A 12" carriage is provided as standard equipment, but special carriages and platens are available. Other customizing features include a single or double case keyboard, substitute characters, electric line finder, and automatic accuracy check of punch operation. Standard tape punches and readers may be replaced by edge-card punches or readers. Other options, including tabulating card readers, are available to meet any specific requirements. Your local Friden office will be glad to give you complete details.

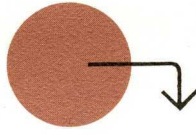
versatility

INPUT



- _____ Punched paper tape
- _____ Edge-punched cards
- _____ Tabulating cards
- _____ Keyboard
- _____ Auxiliary input units

OUTPUT



- Document _____ ■
- Punched paper tape _____ ■
- Edge-punched cards _____ ■
- Tabulating cards _____ ■
- Auxiliary output units _____ ■

The Friden Programatic Flexowriter offers full compatibility with associated equipment. This means that you can simply plug in auxiliary input or output units—either at the time of installation, or later on when automation needs may increase. Through the use of a Friden tab card punch control, you can even attach a card punch machine and get tab cards as an automatic by-product of performing other jobs on the Flexowriter. Thus, a Programatic Flexowriter not only provides automation for immediate needs, but it also serves as the cornerstone for continued expansion of automation.

Friden

Your Company **PURCHASE ORDER**
No. 60482

SHOW THIS NUMBER ON ALL INVOICES, PACKS, BILLS OF LADING, ETC.

TO: COMPANY B
200 INDUSTRIAL ROAD
PITTSBURGH, PA.

NOTICE
ITEMIZED
PACKING LIST
MUST ACCOMPANY
ALL SHIPMENTS

Please Supply the Following Subject to instructions below and additional terms and conditions on reverse side to which seller agrees by acceptance of this order.

DATE	ORDER NO.	DATE RECEIVED BY BUYER	SHIP VIA	T. O. S.	TERMS
12-11-6-	50342	1-15-6-	RAILWAY EXPRESS		NET 30

QUANTITY ORDERED	UNIT PRICE	AMOUNT	DESCRIPTION
25	2.00		44-3 METAL DRAWERS, TYPE A, 36X15X15
100	.25		44-3 FILE HOLDERS, STANDARD SIZE
150	.50		48-6 WOODEN DIVIDERS, WALNUT FINISH
30	.95		47-4 SMALL METAL FILE BOXES, TYPE C

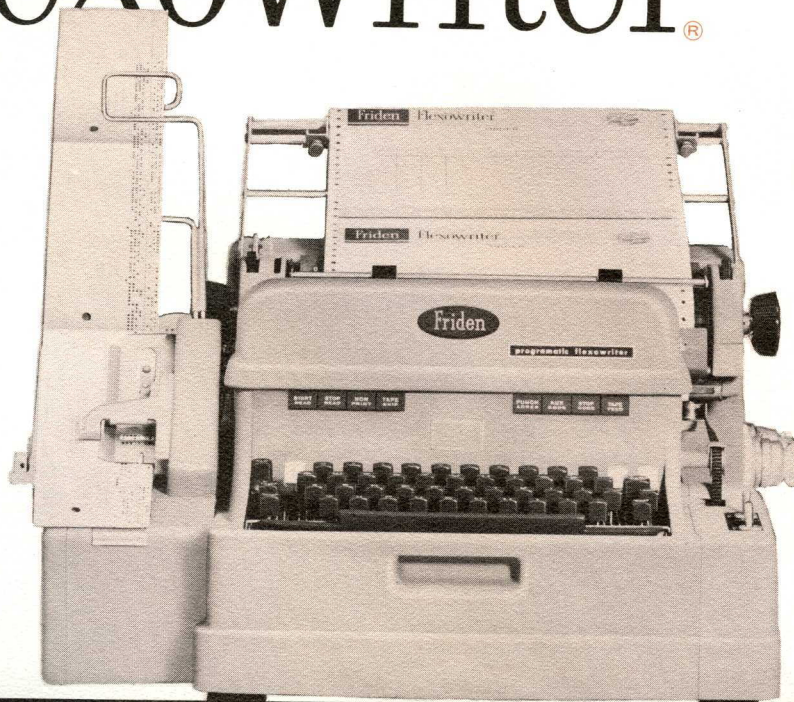
■ *purchase orders* _____

...with copies of the original document for accounting, accounts payable, inventory control, expediting. By-product tape automatically writes voucher checks, receiving reports, commitment analyses. Tab cards may be punched simultaneously, or a second by-product tape may later be converted to tab cards.

PROGRAMATIC
®

Flexowriter®

*is
the
cornerstone
of
automation*



Your Company **SALES ORDER**
No. 30794

SHOW THIS NUMBER ON ALL INVOICES, PACKING SLIPS, PACKAGES, BILLS OF LADING, ETC.

TO COMPANY A
400 MAIN ST.
NEW YORK 16, N.Y.

DATE	ORDER NO.	DATE SHIPPED	SHIP VIA	TERMS
11-15-6-	60482	12-11-6-	RAILWAY EXPRESS	NET 30

QUANTITY	UNIT PRICE	DESCRIPTION	AMOUNT
6	50.00	SHEET STEEL ROLLS, FIRST GRADE	
12	40.00	SHEET STEEL ROLLS, SECOND GRADE	
200	3.00	STAINLESS STEEL RODS, PRE-CUT, 60 INCHES	
200	3.50	STAINLESS STEEL RODS, PRE-CUT, 66 INCHES	
200	3.00	STAINLESS STEEL TUBES, PRE-CUT, 60 INCHES	
200	3.50	STAINLESS STEEL TUBES, PRE-CUT, 66 INCHES	

Your Company **INVOICE**
No. 13714

TO COMPANY A
400 MAIN ST.
NEW YORK 16, N.Y.

DATE	ORDER NO.	VIA	F. O. B.	TERMS
12-11-6-	60482	RAILWAY EXPRESS	OUR PLANT	NET 30

QUANTITY	UNIT PRICE	DESCRIPTION	AMOUNT
6	50.00	SHEET STEEL ROLLS, FIRST GRADE	300.00
12	40.00	SHEET STEEL ROLLS, SECOND GRADE	480.00
200	3.00	STAINLESS STEEL RODS, PRE-CUT, 60 INCHES	600.00
200	3.50	STAINLESS STEEL RODS, PRE-CUT, 66 INCHES	700.00
200	3.00	STAINLESS STEEL TUBES, PRE-CUT, 60 INCHES	600.00
200	3.50	STAINLESS STEEL TUBES, PRE-CUT, 66 INCHES	700.00
10.0% DISCOUNT			3380.00 S
			338.00 -
4.0% TAX			3042.00 S
			241.68
			3283.68 T

■ **sales orders**

...with copies for accounting, production or shipping, customer's acknowledgment, packing slip, bill of lading. By-product tape captures all constant information on the sales order, automatically types up to 90 per cent of the invoice. Machine punches tab cards directly, or second by-product tape may be converted to tab cards.

■ **invoices**

...with copies for accounting, accounts receivable, commission distribution, salesman, branch or distributor. Tab cards may be punched directly or through conversion of by-product tape.

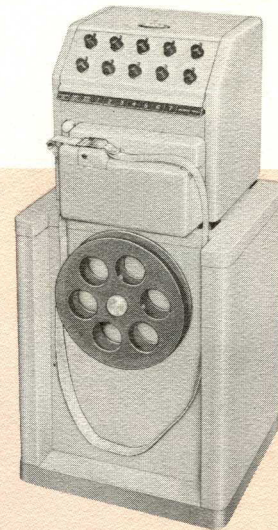
■ let the Friden Programatic® Flexowriter® do your work automatically_____



■ the Friden Programatic® Flexowriter® allows expansion of automation _____

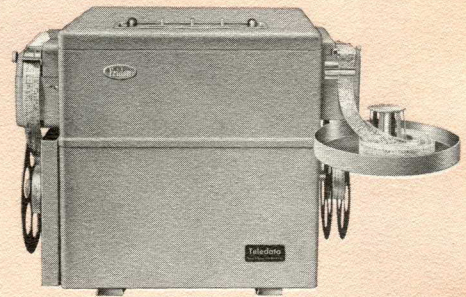
SELECTADATA®

This special auxiliary reader can recall data from storage and introduce it to the Flexowriter for automatic printing, or it may control placement of printing on forms by the Flexowriter.



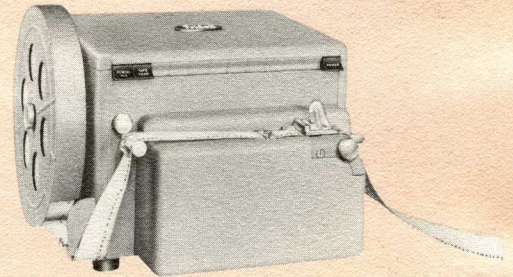
TELEDATA®

By-product tapes produced by the Flexowriter may be transmitted and received by the Teledata over short or long distances, using existing commercial lines. Thus, it is necessary to handle data only once, even though it may be used at several locations.



AUXILIARY PUNCH

Besides the by-product tape which the Flexowriter itself produces, the Friden Auxiliary Tape Punch enables punching of a second tape as a by-product of document preparation. Each tape may contain different information, as required.



AUXILIARY READER

Operating synchronously with the Flexowriter's own reader, the Friden Auxiliary Tape Reader permits introduction of selected data to the Flexowriter from a second source, under control of codes punched into a program tape.



Friden, Inc.

SAN LEANDRO • CALIFORNIA

PLANTS IN: SAN LEANDRO, CALIFORNIA
ROCHESTER, NEW YORK • SCHILLER PARK, ILLINOIS
LEWISTOWN, PENNSYLVANIA • NIJMEGEN, HOLLAND
SALES AND SERVICE THROUGHOUT THE WORLD

FORM 74-221

PRINTED IN U.S.A.

Don Funk
4616 N. GRAND RIVER AVE.
P. O. BOX 847
LANSING 4, MICH., PH. IV 2-8917

Your local Friden office can give you complete details on how the Flexowriter can fit into your operation. Why not call now? Or write to Friden, Inc., San Leandro, California.

FRIDEN AGENCY

M. R. UNDERWOOD, Manager
6-1211 N. Ballenger Rd. 425 S. Franklin
P.O. Box 4127 Saginaw, Michigan
Flint, Michigan Phone PL 4-2893
Phone CEdar 4-9561

■ *Flexowriter,* Programatic* model, allows expansion of automation*

SELECTADATA*

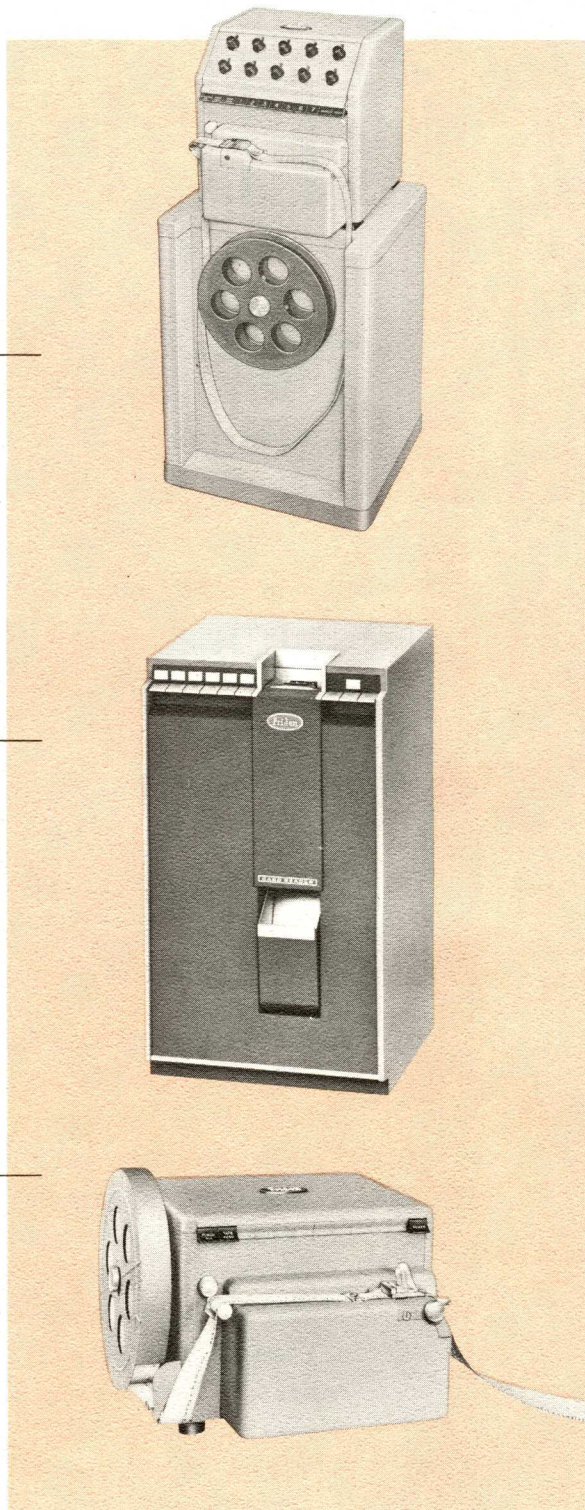
This special auxiliary reader can recall data from storage and introduce it to Flexowriter* for automatic printing, or it may control placement of printing on forms by Flexowriter.

AUTOMATIC CARD READER

The Friden Automatic Card Reader provides rapid, accurate conversion of coded source data from tab cards to a variety of business forms. It reads Hollerith encoded tab cards at 572 codes per minute, has automatic card feeding and ejection.

AUXILIARY PUNCH

Besides the by-product tape which Flexowriter itself produces, the Friden* Auxiliary Tape Punch enables punching of a second tape as a by-product of document preparation. Each tape may contain different information, as required.



*A Trademark of Friden, Inc.

Friden, Inc.

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