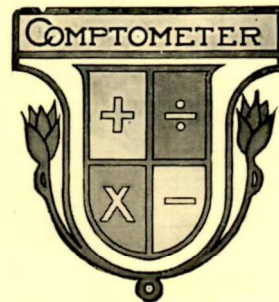


Stop!

You have made a mistake

The New Controlled-Key
COMPTOMETER
Enforces Accuracy

For detailed information see inside pages.



Mechanical Calculations

Further improvements have been made on the World's most accurate, most speedy, and most durable adding and calculating machine. The "Comptometer" by a series of inventions is now made proof against mis-operation.

IT has taken twenty-eight years to bring the "Comptometer" up to its present state of excellence, though it has always been acknowledged to be the finest adding and calculating machine on the market.

Since 1909, when the "Comptometer" was first offered for sale in this country, many of the most progressive merchants in every trade have carefully tested its usefulness and have installed it in their offices. As a result of the economies effected by the machine and the increased efficiency which it has made possible, more than two hundred repeat orders have been received from British concerns alone.

Compels Correct Operation.

THE latest series of improvements have been made with a view to eliminating the least possibility of error. The old form machine itself cannot err; if the keys are properly struck there is no possibility of an incorrect result; but in this, as in all other machines not wholly automatic, there is a human element to be reckoned with—there is always the possibility that an inexperienced operator will not strike the keys in a proper manner. With the latest inventions which have been patented by us, the machine is made proof against mis-operation.

A clerk who has never operated the "Comptometer" before can use it with the certainty of getting correct results.

While drawing attention to these improvements, we invite the consideration of every merchant to the advisability of installing

Mechanical Calculations

the "Comptometer" and displacing the old-fashioned expensive and inaccurate method of performing additions and calculations by mental process.

In every case where the machine has been installed it has effected great economies.

We shall be glad to supply full information to those firms who are interested in the "Comptometer" and the work it will do, and to give them the names of other concerns in their own business who have installed machines.

Every "Comptometer" in use to-day is saving money for its owners. We have no dissatisfied customers.

The Improvements.

WHEN you make a mistake on the New "Comptometer," the "Controlled-Key" patent automatically prevents you continuing to further operate the machine.

Suppose, for instance, the inexperienced operator touches the key in an indecisive fashion, that is, does not give it a full stroke, and therefore fails to register the correct figure, the "Controlled-Key" device immediately comes into action and automatically locks each key in every other column except the one in which registration has not been completed, and the operator cannot proceed until he has put right his mistake by giving the mis-operated key its full stroke. Then, by the simple depression of the release key, the whole machine is unlocked again.

Doubly Safe.

THE second safety feature of the "Controlled-Key" is its automatic prevention of an incomplete upstroke. Should the operator when striking the same key twice or more in rapid succession, attempt to start it down again before letting it clear

Mechanical Calculations

up, he will find it impossible to do so. Once the key has started up, it automatically locks against reversal at any point short of its full upward travel.

The Interference Guards.

IT was formerly possible for an operator to fumble the keys, that is to say, for the fingers to slip from one key to another. On the new model "Comptometer," a key will only go down when it is touched squarely enough to first depress the key-top to a level with the Interference Guards (see page 8).

Thus it will be seen that errors from the accidental slipping of the fingers from one key to another are entirely eliminated on this new model machine.

Cushioned Key-Tops.

THAT the comfort of the operator has not been overlooked in making these improvements is shown by the new key-tops. Keyboard operators are familiar with the discomfort attending constant contact of the fingers against firm unyielding key-tops. But this disagreeable sensation is entirely eliminated by the soft, easy touch of the cushioned key-tops of the New Model "Comptometer" (see page 8).

Knowing what the "Comptometer" is doing for those who are at present using it and believing that it will succeed on its merits, we have the fullest confidence that in the course of the next few years, every progressive firm in the United Kingdom having any considerable amount of calculating work will instal the new "Controlled-Key Comptometer," and we shall be glad to give any firm the fullest facility for

Mechanical Calculations

inspecting the machine and testing it on their own work, free of charge.

The result of installing the machine will be to save money from the first moment. An inexperienced clerk can operate the new "Controlled-Key Comptometer," and within an hour will attain considerable speed and absolutely dependable results.

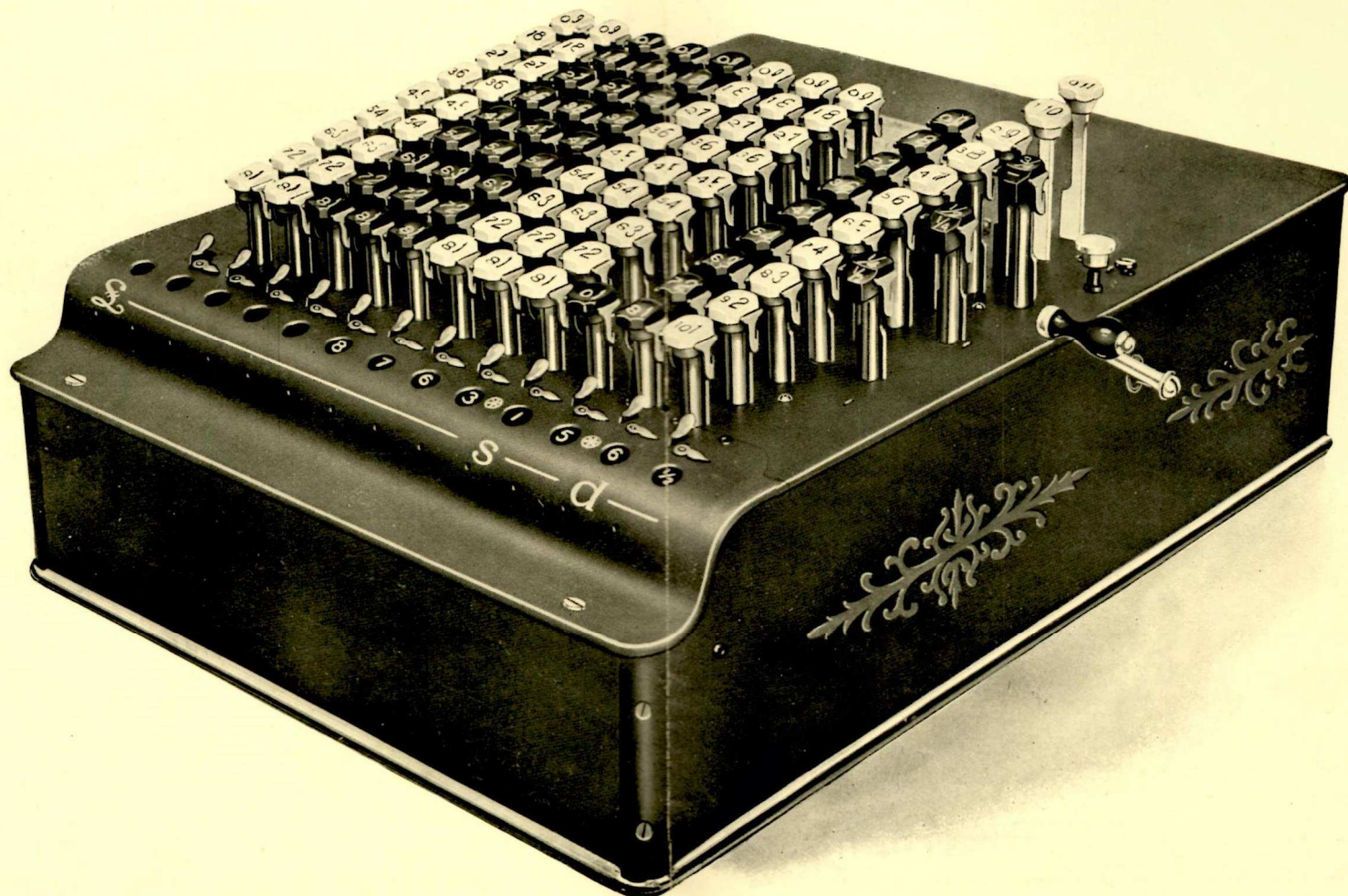
No up-keep Expense.

NO expense other than the initial one of purchasing the machine is necessary. The new "Comptometer" can do the work of three or four clerks; it is always ready. It requires no supplies other than oil, and no expensive operator.

It entirely eliminates inaccurate figures, and makes it possible for all calculating work to be kept up-to-date, because operations are done with a rapidity that is almost instantaneous. The "Comptometer" is rapidly making friends amongst employers for whom it saves money and increases efficiency, and amongst employees who are relieved of a great volume of monotonous work which undoubtedly has a serious effect if persisted in for a length of time.

We shall be glad to have all readers of this little book consider the significance of the machine to themselves and to what extent it can enter into co-operation with them by helping perform the never-ending drudgery of all their calculations. The "Comptometer" adds, subtracts, divides and multiplies with unfailing accuracy and with greater speed than these operations can be performed by any other known method.

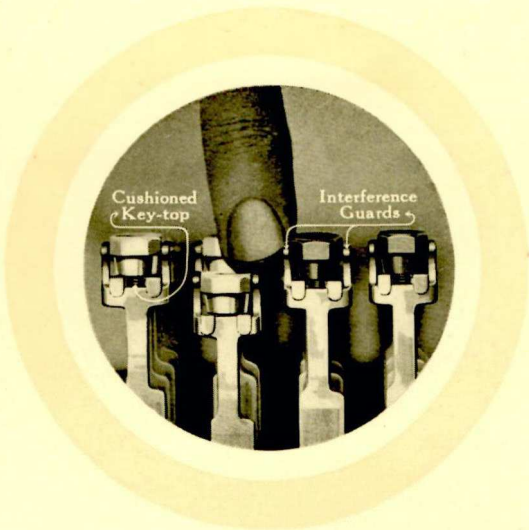




The New "Controlled-Key" Comptometer

THE machine is light, strong, compact, and of the finest workmanship; measures only 6 inches to top of keys; can be placed on an open book or next to the work—wherever may be most convenient. There is no expense for paper or ribbon; no carriage to attend to; no extra buttons, levers, or keys to manipulate and no operating lever to pull—you merely press the keys and read the answer. Actual operation of the machine requires no more physical effort than is needed to finger the keyboard.

FELT & TARRANT MFG. CO., 70 IMPERIAL HOUSE, KINGSWAY, LONDON, W.C.



The New Cushioned-Keys and Interference Guards

THE touch required to depress a key on the new model Comptometer is so light, consequent upon the introduction of the Cushioned-keys, that several hours continuous work can be performed on the machine without any physical fatigue being felt by the operator.

The accidental slipping of the fingers from one key to another is entirely eliminated by Interference Guards which are provided at the side of each key and are to be seen in the illustration above.

A Few Users of Comptometers

(Many have several machines).

Drapers, Outfitters, Department Stores, and Multiple Shops :—

Harrod's, Ltd., London.
 Marshall & Snelgrove, Ltd., London.
 Waring & Gillow, Ltd., London.
 The Home & Colonial Stores, Ltd., London.
 Finnigans, Ltd., Manchester.
 Johnson Bros. (Dyers) Ltd., L'v'pool.
 H. C. Russell, London.
 Fredk. Gorrings, Ltd., London.
 Esselmont & Macintosh, Aberdeen.
 Copland & Lye, Glasgow.
 Boots Pure Drug Co., Ltd., Nottingham.
 Spiers & Pond, Ltd., London.
 J. Lyons & Co., Ltd., London and Liverpool.
 W. Straker, Ltd., London.
 Debenhams, Ltd., London.
 R. Wylie Hill & Co., Ltd., Glasgow.
 Selfridge & Co., Ltd., London.

A. W. Gamage, Ltd., London.
 Hope Bros., Ltd., London.
 Bourne & Hollingsworth, London.
 Jno. Barker & Co., Ltd., London.
 Frank Bentall, Kingston-on-Thames.
 Maypole Dairy Co., Ltd., London.
 T. Eaton & Co., Ltd., London, Manchester, Paris, Toronto and Winnipeg.
 Chas. Jenner & Co., Edinburgh.
 Lilley & Skinner, Ltd., London.
 Bainbridge & Company, Ltd., Newcastle-on-Tyne.
 J. R. Blair & Son, Edinburgh.
 Brighton & Hove Supply Association, Ltd., Brighton.
 Lawsons, Limited, Glasgow.
 Isaac Benzie, Aberdeen.
 Hampton & Sons, London.
 James Beattie, Wolverhampton.

Co-operative Societies :—

The Stratford Co-operative and Industrial Society, Ltd., Stratford.
 Kinning Park Co-operative Society, Glasgow.
 Civil Service Supply Association, Ltd., London.
 Army & Navy Co-operative Society, Ltd., London.
 Brighton & Hove Supply Association, Ltd., Brighton.
 The Darwen Industrial Co-operative Society, Darwen.
 Burslem and District Co-operative Society, Burslem.

Toxteth Co-operative Society, Ltd., Liverpool.
 Birkenhead & District Co-operative Society, Ltd., Birkenhead.
 Scottish Co-operative Wholesale Society, Glasgow.
 United Co-operative Baking Society, Ltd., Glasgow.
 The Eccles P.I. Co-operative Society, Eccles.
 The Shettleston Co-operative Society, Ltd., Shettleston.
 Vale of Leven Co-operative Society, Ltd., Alexandria.

Transportation :—

The Great Western Railway.
 London & North-Western Railway.
 Great Central Railway.
 Lancashire & Yorkshire Railway.
 London & South-Western Railway.
 Midland Railway.
 The North-Eastern Railway.
 Great Northern Ry. Co. (Ireland).
 South-Eastern & Chatham Railway.
 North Staffordshire Railway.
 Railway Clearing House, London.
 Great North of Scotland Railway.
 London, Brighton & South Coast Railway.

Pickfords, Limited, London.
 Hayes Wharf, Limited, London.
 Thames Steam Tug & Lighterage Co., Ltd., London.
 Houlder Bros. & Co., Ltd., London.
 Elder Dempster & Co., London & Liverpool.
 London United Tramways, Ltd.
 Corporation Tramways, Sheffield.
 Corporation Tramways, Glasgow.
 Bristol Docks Committee, Bristol.
 London General Omnibus Co., Ltd.

H.M. Government :—

Census Offices, London and Dublin.
 Home Office, London.
 Local Government Board, London.
 The Royal Mint, London.
 The Public Trustee, London.
 Board of Agriculture & Fisheries, London.
 Board of Agriculture, Edinburgh.
 Post Office Telephones, Glasgow.

Registrar of Friendly Societies, London.
 Ordnance Survey Office, Southampton.
 General Post Office, London.
 Civil Service Commission, London.
 The Meteorological Office, London.
 Congested District Board, Dublin.
 Port of London Authority, London.

Municipal, Public Service, &c. :—

London County Council, London.
 Metropolitan Water Board, London.
 Metropolitan Asylums Board, London.
 Glasgow Corporation :—
 Sanitary Chambers, Glasgow.
 Lighting Dept., Glasgow.

Glasgow Corporation :—
 City Chamberlain, Glasgow.
 City Assessor, Glasgow.
 School Board, Glasgow.
 Tramways, Glasgow.
 City Treasurer, Sheffield.
 Corporation Tramways, Sheffield.

Municipal, Public Service, &c. (continued) :—

Borough Treasurer, Southampton.
 Borough Accountant, Brighton.
 Hackney Town Hall, Hackney.
 City of Birmingham, Gas Department, Birmingham.
 Bristol Docks Committee, Bristol.
 Dundee Corporation, Dundee.
 Municipal School of Technology, Manchester.
 Edinburgh and Leith Corporations Gas Commissioners, Edinburgh.
 St. Marylebone Electricity Dept., London.
 The Clyde Valley Electrical Power Company, Glasgow.

Gas Light & Coke Co., London.
 Imperial Continental Gas Association, London.
 Port of London Authority, London.
 The Western Union Telegraph Co., London.
 Eastern Telegraph Company, Ltd., London.
 Marconi's Wireless Telegraph Co., Ltd., London.
 The Carnegie Trust, Edinburgh.
 City of Birmingham Gas Dept., Birmingham.
 City of Birmingham Electricity Dept., Birmingham.

Publishers, Printers, &c. :—

The Times, London.
The Daily Mail, London.
The Daily Chronicle, London.
The Courier, Dundee.
 Hudson & Kearns, Ltd., London.
 J. Curwen & Sons, Ltd., London.
 Hudson, Scott & Sons, Ltd., Carlisle.
 A. Frost & Sons, Rugby.
 McCorquodale & Co., Ltd., London.
 Lepard & Smith, London.

R. Robinson & Co., Ltd., Newcastle.
 John Dickinson & Co., Ltd., London and Hemel Hempstead.
 Lamson Paragon Supply Co., Ltd., London.
 Wm. Ritchie & Sons, Ltd., Edinburgh.
 Mardon, Son & Hall, Bristol.
 J. S. Darwen & Co., London.
 Wm. Straker, Ltd., London.

Manufacturers :—

Wm. Crawford & Sons, Edinburgh.
 Gramophone Co., Ltd., London.
 Imperial Tobacco Co., Ltd., London.
 Spratts Patent, Ltd., London.
 Wallis & Linnell, Kettering.
 Burroughs, Wellcome & Co., London.
 Kodak, Ltd., Harrow.
 E. J. & J. Pearson, Ltd., Stourbridge.
 Thames Paper Co., Ltd., Purfleet.
 John Dickinson & Co., Ltd., London and Hemel Hempstead.
 Peek Frean & Co., Ltd., London.
 Read Bros., Ltd., London.
 Lewis Berger & Sons, Ltd., London.
 Dunlop Pneumatic Tyre Co., Ltd., Birmingham.
 The Carborundum Company, Ltd., Manchester.
 Sangers, London.
 R. J. Reuter, London.
 Duncan Flockhart & Co., Ltd., Edinburgh.
 Spong & Co., London.
 Gerrish, Ames & Simpkins, Ltd., London.
 Pilkington Bros., Ltd., St. Helens.
 Alexander, Fergusson & Co., Ltd., Glasgow.
 Accles & Pollock, Ltd., Birmingham.
 W. J. Bush & Co., Ltd., Hackney.
 Buttons, Ltd., Birmingham.
 Hepburn, Gale & Ross, Ltd., London.
 Remington Typewriter Co., London.
 Craven & Speeding Bros., Sunderland.
 Dunlop Rubber Co., Ltd., Birmingham.
 Christopher Dodson, Ltd., London.

Mardon, Son & Hall, Bristol.
 Express Rubber Company, London.
 Anderson, Anderson & Anderson, Ltd., London.
 J. Mandelburg & Company, Ltd., Manchester.
 Betts & Co., Ltd., London.
 J. B. Brooks & Co., Ltd., Birmingham.
 Macfarlane Lang & Co., Ltd., Glasgow.
 Tillie & Henderson, Ltd., Glasgow.
 James Keiller & Son, Ltd., Dundee.
 Houghtons, Ltd., London.
 British Portland Cement Mfrs., Ltd., London.
 Pinchin Johnson & Co., London.
 Falk, Stadelmann & Co., Ltd., London.
 J. & D. Hamilton, Ltd., Glasgow.
 Joseph Lucas, Ltd., Birmingham.
 Allen & Hanburys, Ltd., London.
 J. Montgomerie & Company, Ltd., Glasgow.
 Alex. Cuthbert & Son, Newton-on-Ayr.
 Fownes, Ltd., London.
 Hirst Bros. & Co., Ltd., Manchester.
 Aerators, Ltd., London.
 British Xylonite Co., Ltd., London.
 J. Burns, Ltd., London.
 J. T. Goudie & Co., Ltd., Glasgow.
 Robt. H. Ingersoll & Bros., London.
 Atlas Bedstead Co., Ltd., Bilston.
 H. Aston, Ltd., Birmingham.
 Holzapfels, Ltd., Newcastle.
 Burmah Oil Co., Ltd., Glasgow.
 Pumpherston Oil Co., Ltd., Glasgow.
 J. G. Thomson & Co., Ltd., Leith.
 W. P. Lowrie & Co., Ltd., Glasgow.

Merchants, Export Shippers, Provision Merchants, &c. :—

Dalgety & Co., Ltd., London.
 Millers, Ltd., London.
 Sargood, Sons & Ewen, Ltd., London.
 J. A. Ewing & Co., London.

F. W. Moore & Co., Ltd., London.
 Robert Reid & Co., Ltd., London.
 The African Lakes Corporation, Ltd., Glasgow.
 Gilbert J. McCaul & Co., London.

Merchants, Export Shippers, Provision Merchants, &c. (continued) :—

African Association, Ltd., Liverpool.
 C. M. Lampson & Co., London.
 John Dickinson & Co., Ltd., London and Hemel Hempstead.
 A. J. Brown Brough & Co., London.
 Hardt & Co., Ltd., Manchester.
 James Miller, Son & Co., Glasgow.
 Dreyfus & Co., London.
 Armour & Co., Ltd., London.
 Dempster, Moore & Co., Ltd., London.
 Morris Beef Co., Ltd., London.
 Danish Bacon Co., London.
 Otto Monsted, Ltd., Southall.
 John Gardner, London.
 Kearley & Tonge, Ltd., London.

Tulloch & Co., London.
 Robt. Wilson & Son, Barrhead.
 Andrew Weir & Co., London.
 Stewart Thompson & Company, Manchester.
 Geo. P. Harris, Scarfe & Co., Ltd., London.
 Swift Beef Co., London.
 Ant. Jurgens' Margarine Works, London.
 E. Austin & Sons, London.
 Samuel Yates, Manchester.
 The Uveco Cereals, Ltd., Liverpool.
 Mitsui, Ltd., London.
 S. & T. Trounson, Redruth.

Timber Merchants, Builders' Merchants, &c. :—

Churchill & Sim, London.
 W. W. Howard Bros. & Co., London.
 J. Gardner & Sons, Liverpool.
 Montague L. Meyer, London.
 W. & L. Crowe, Ltd., Dublin.
 J. Byford & Son, Ltd., London.

Brooks, Thomas & Co., Ltd., Dublin.
 P.L.A., Surrey Commercial Docks, London.
 Williams, Richards & Company, Liverpool.
 J. Byford & Son, Ltd., London.

Textile, Wholesale Warehousemen, &c. :—

Blackburn & District Weavers' Association, Blackburn.
 Sélincourt & Sons, London.
 M. C. Thomson & Company, Glasgow.
 Calico Printers' Association, Ltd., Manchester.
 The United Turkey Red Co., Ltd., Glasgow.
 Know Mill Printing Co., Ltd., Manchester.
 English Velvet & Cord Dyers' Association, Ltd., Manchester.
 English Sewing Cotton Co., Ltd., Manchester.
 Brierfield Mills, Ltd., Burnley.
 Mather Lane Spinning Co., Ltd., Leigh.
 The Bolton Union Spinning Co., Ltd., Bolton.
 James Nelson, Nelson, Lancs.
 Edmond Whittaker & Sons, Ltd., Oldham.
 John Halliday & Sons, Bradford.
 J. B. Neuerbourg & Co., London.
 Courtauld's, Ltd., London.

Wardle & Davenport, Ltd., Leek.
 Rd. Thomas & Sons, Hebden Bridge.
 J. & T. M. Greeves, Belfast.
 The "Old Bleach" Linen Company, Randalstown, Ireland.
 Bächtold & Co., London.
 Lloyds' Packing Warehouses, Ltd., Manchester.
 Jopson, Bardsley & Jopson, Nelson.
 I. & R. Morley, Ltd., London.
 Copestake, Crampton & Company, London.
 J. & C. Boyd & Co., Ltd., London.
 Simpson & Godlee, Ltd., Manchester.
 Billigheimer, Howes & Company, London.
 J. F. & H. Roberts, Ltd., Manchester.
 Tootal, Broadhurst, Lee & Co., Ltd., Manchester.
 S. & J. Watts & Co., Manchester.
 Burberrys, London.
 R. Allen & Co., London.
 Welch, Margetson & Co., Ltd., London.
 James Haydock, Blackburn.

Wholesale Grocers, Wholesale Hardware, Ironmongers, &c. :—

Joseph Travers & Sons, Ltd., London.
 Rd. Dickeson & Co., Ltd., London.
 Henderson & Liddell, London.
 Brown Bros., Ltd., London.
 Alex. Massey & Sons, Glasgow.

John Shaw & Sons, Wolverhampton, Ltd., Wolverhampton.
 Jno. Moreton & Co., Ltd., Wolverhampton.
 George Cohen, Son & Co., London.

Insurance :—

Commercial Union Assurance Co., Ltd., London.
 North British & Mercantile Insurance Co., Ltd., London.
 Provident Association of London, Ltd., London.
 Sun Fire Office, London.
 Prudential Assurance Co., Ltd., London.
 Alliance Assurance Co., Ltd., London.
 English & Scottish Law Life Association, London.

F. L. H. Collins & Sons, Ltd., London.
 London & Lancashire Fire Insurance Co., Ltd., Liverpool.
 Motor Union Insurance Company, Ltd., London.
 Mutzenbecher, Stahl & Sönksen, London.
 Hogg & Heath, London.
 Sun Life Assur. Society, London.
 Rational Association Friendly Society, Manchester.
 Dawson Bros., London.

Insurance (continued):—

Guardian Assurance Co., Ltd.,
London.
Ocean Accident & Guarantee Corporation, Ltd., London.
Pickford, Watson & Hampton,
London.
James Hartley Cooper & Company,
London.
Pearl Life Assurance Co., Ltd.,
London.

Willis, Faber & Co., Ltd. (Sea
Insurance Co., Ltd.), London.
National Amalgamated Union of
Shop Assistants, Warehousemen
and Clerks, London.
Health Insurance Committee,
Glasgow.
Robert Lindley, Sons & Davison,
London.

Engineers :—

Stewarts & Lloyds, Ltd., Birmingham
and Glasgow.
Birmingham Metal & Munitions Co.,
Ltd., Birmingham.
Rio Tinto Co., Ltd., London.
Drake & Gorham, Ltd., London.
John Brown & Co., Ltd., Clydebank.
India Rubber, Gutta Percha & Tele-
graph Wks. Co., Ltd., London.
W. & G. DuCros, Ltd., London.
Barclay, Curle & Co., Ltd., Glasgow.
J. Stone & Co., Ltd., London.
Albion Motor Car Co., Ltd.,
Scotstoun, Glasgow.
Guest, Keen & Nettlefolds, Ltd.,
Birmingham.
Swan, Hunter & Wigham Richardson,
Ltd., Newcastle-on-Tyne.
Westinghouse Brake Company, Ltd.,
London.
Electric & Ordnance Accessories Co.,
Ltd., Birmingham.
Hans Renold, Ltd., Manchester.
Western Electric Co., North
Woolwich.
The Daimler Co., Ltd., Coventry.
The Wolseley Tool and Motor Car
Co., Ltd., Birmingham.
Singer Manufacturing Co., Ltd.,
Clydebank.
R. Hunt & Co., Earl's Colne, Essex.
The Patent Shaft & Axletree Co.,
Ltd., Wednesbury.
Kynoch Limited, Birmingham.
Archibald Kenrick & Sons, Limited,
West Bromwich.
Argyles, Ltd., Alexandria.

Sunbeam Motor Car Co., Ltd.,
Wolverhampton.
Ruston, Proctor & Co., Ltd.,
Lincoln.
The General Electric Co., Ltd.,
Birmingham.
Dugard Bros., Birmingham.
T. Anderson, Ltd., Liverpool.
Burmeister & Wain Oil Engine Co.,
Ltd., Glasgow.
Mechan & Sons, Ltd., Scotstoun.
Bertrams, Ltd., Edinburgh.
Alex. Jack & Sons, Ltd., Maybole.
Redpath, Brown & Company, Ltd.,
Manchester.
Thos. Glover & Co., Ltd., Upper
Edmonton.
Harrison & Camm, Ltd., Rotherham
Samuel Fox & Co., Ltd., Nr.
Sheffield.
British Thomson-Houston Co., Ltd.,
Rugby, Coventry and London.
Coventry Ordnance Works, Ltd.,
Coventry.
The Birmingham Small Arms Co.,
Ltd., Birmingham.
F. Braby & Co., Ltd., Bristol.
B. & S. Massey, Manchester.
The British Electric Transformer
Co., Ltd., Hayes.
Hurst, Nelson & Co., Motherwell.
The Cooper-Stewart Engineering
Co., Ltd., London.
E. Showell & Sons, Ltd., B'hm.
Aston Chain & Hook Company,
Birmingham.
Scottish Iron & Steel Co., Glasgow.

Miscellaneous, &c. :—

London, County & Westminster
Bank, Ltd., London.
Banca Commerciale Italiana,
London.
Appleby & Wood, Accountants,
Manchester.
Chas. Comins & Co., Accountants,
London.
J. Dix, Lewis, Cæsar & Coy.,
Accountants, London.
Wilson, Stirling & Co., Accountants,
Glasgow.
Investment Registry, Ltd., London.
Ed. Buckley & Co., Wool Brokers,
Liverpool.

Richard Cadbury, Worcester.
Geo. Falconer, Advocate, Aberdeen.
William Turner & Co., Ltd.,
Sheffield.
Edinburgh Collieries, Limited,
Edinburgh.
International Correspondence
Schools, Ltd., London.
Preston Steam Laundry, Preston.
Vivian, Younger & Bond, London.
Naylor Benson & Co., Ltd.,
London.
Merryton Coal Co., Glasgow.
Societe Generale de Paris, London.

FELT & TARRANT MFG. CO.

70 IMPERIAL HOUSE, KINGSWAY, W.C.

Branches at

50 *Wellington Street, Glasgow*, 117 *Colmore Row,*
Birmingham, *Emerson Chambers, Blackett Street,*
Newcastle-on-Tyne, and 196 *Deansgate, Manchester.*

