

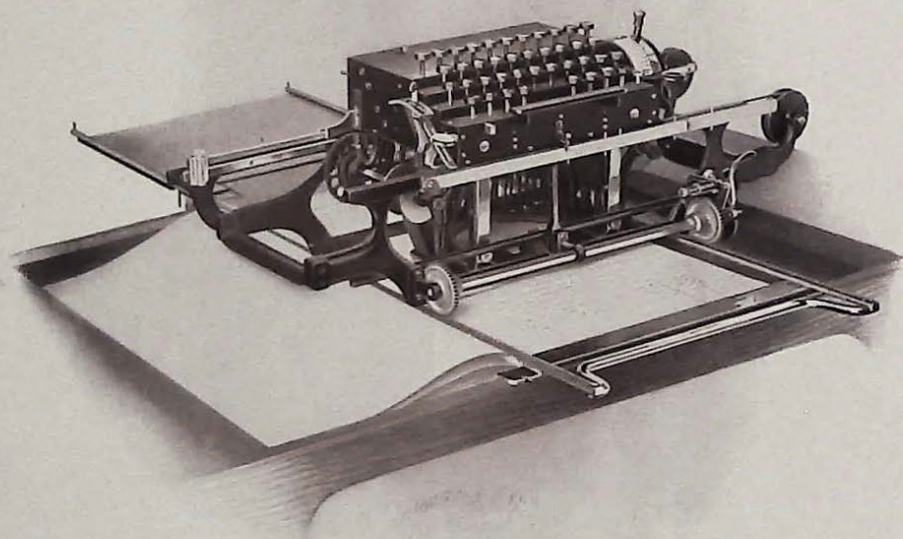
THE FISHER
A Billing,
Tabulating,
Book-recording
MACHINE

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DUREN & KENDALL,
GENERAL AGTS,
70 FRANKLIN ST. BOSTON. TEL. MAIN 4212

Bartlett & Company
The Orr Press
New York

“ As soon as you know you'll be
sorry you didn't know sooner ”



The Fisher

The Fisher Billing-Machine and Book-Typewriter

Fourth Edition

Elliott-Fisher Company

Factory Cleveland

General Offices New York U S A

Sales Offices

New York	Pittsburg	St. Louis
Chicago	Buffalo	Minneapolis
Philadelphia	Cleveland	New Orleans
Baltimore	Cincinnati	Atlanta
Boston	Detroit	

Foreign Office 87 Gracechurch St London England

Branches Manchester England Glasgow Scotland

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What It Is

THE FISHER is, in a sense, more than a typewriter; its work is not merely nor chiefly writing letters.

It is a billing, tabulating, book-recording, card-system and, of course, a letter-writing machine.

It may even be more useful to a small than to a large concern.

It will likely save more in a large office, and even there economy may not be found its chief advantage.

The saving effected by the machine in a year, may be \$1000, possibly \$2000, perhaps only \$100. Depends on your business and your system.

Expense account cut by Fisher machine
—cut so much that economy seems
almost to come first in considering it.

What it Does

The use and advantages of the machine will be specially treated under the following headings:

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Bill with Book Entry (a)

The entry book may be merely a tissue copy book ; if so, the page of the book is turned over the flat platen of the machine, a carbon sheet placed thereover, then the bill on top the carbon.

Billing Systems

You don't have to adapt your system of billing to the machine; the machine adapts itself to your system.

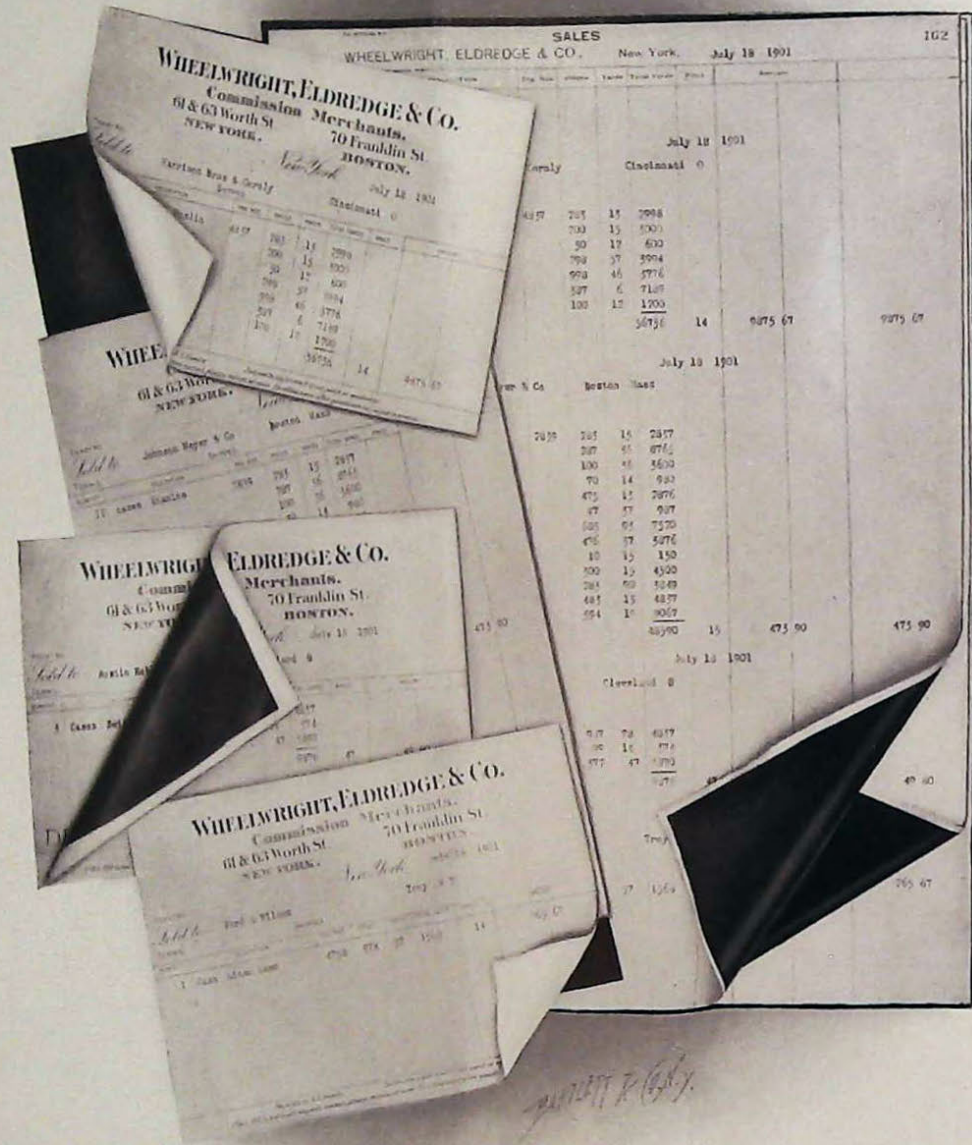
Good systems are bettered with the FISHER. The most economical, safe systems are possible with it, not without it.

(a) Bill with Book Entry

The entry book may be merely a tissue copy book ; if so, the page of the book is turned over the flat platen of the machine, a carbon sheet placed thereover, then the bill on top of the carbon. The machine printing on the bill makes a duplicate printed carbon record on the page of the book. No waiting to copy, no letter-press, no omission to copy, no discrepancy between bill and entry, and bill legible—printed.

A ruled salesbook of common or ledger paper may be used in the same manner with same results. Bill and entry at one operation—both typewritten. Bills of various sizes may follow each other without waste of time or of book space.

There is practically no loss of time in turning the page onto the platen.



Loose-leaf Entry Book (b)

The bill, as made out, is removed, but the entry (sales) sheet remains in position on the platen until completely filled out on one side, and then is reversed for use on the other. The above illustration shows sales-sheet made in triplicate. Bills of varying sizes as needed are laid on the sales-sheet in succession. Duplicate and triplicate bills at same time if wanted.

(b) Loose-leaf Entry Book

Is what its name indicates: a book built up of loose leaves. You operate on the loose leaves, one at a time; as completed they are filed into a binder making a book of the completed records.

The entry clerk (who becomes bill and entry clerk combined when using the FISHER machine) lays the loose-leaf, the full size you are accustomed to using, onto the flat platen of the FISHER; he then picks up the size bill wanted (duplicates and triplicates at the same time, if desired), lays it on the entry sheet, starting at the top, with carbon between, and the machine prints bill and entry. It likewise will make as many extra copies of the entry sheet as may be needed, all in one operation.

The bill as made out is removed, but the entry sheet remains in position on the platen until completely filled out on one side, and then is reversed for use on the other. Bills of varying sizes are used as needed and laid on the entry sheet in succession. Printed matter on the bill heading can overlap the preceding entry on the sheet, thus avoiding all waste of space. When the entry sheet is completely filled on both sides it is transferred to the binder. The sheets are paged in advance so as to insure absolute check against loss.

The advantage of the system, compared with the use of the regular bound entry books, consists in the entry clerk having only the current entry sheet in use, leaving the binder, or book as it may be properly called when it contains the completed sheets, free for reference, without interruption as occurs when the entry clerk is operating in a regular bound book containing not only current but the completed records.



Manifold Bill Book (c)

Top page contains the bills; the next page a copy of the bills, being the "account sales," rendered to the home office; the third page is permanently bound in the book and is the local office record from which the postings are made to the ledger. The book is composed of alternately-arranged leaves in the order named.

(c) Manifold Bill Book

Alternate pages of removable bills and permanently bound sales pages have been in rather extensive use for some years.

The reason for it is in the economy and saving of time in making bill and sales-record copy at one stroke, by inserting carbon sheet between bill and sales sheet, thus making bill and book entry at one operation—usually with pencil, occasionally with pen or stylus.

Frequently the billing clerk starts in with pen or stylus, finds the stylus too stiff (cramps the fingers), the pen too yielding and soft to make even an approximately correct copy, and then resorts to pencil.

System is good; trouble lies in the tools. Pen and stylus too slow, too stiff or too yielding, so both are impractical. Pencil not fit for billing; may pass for memoranda.

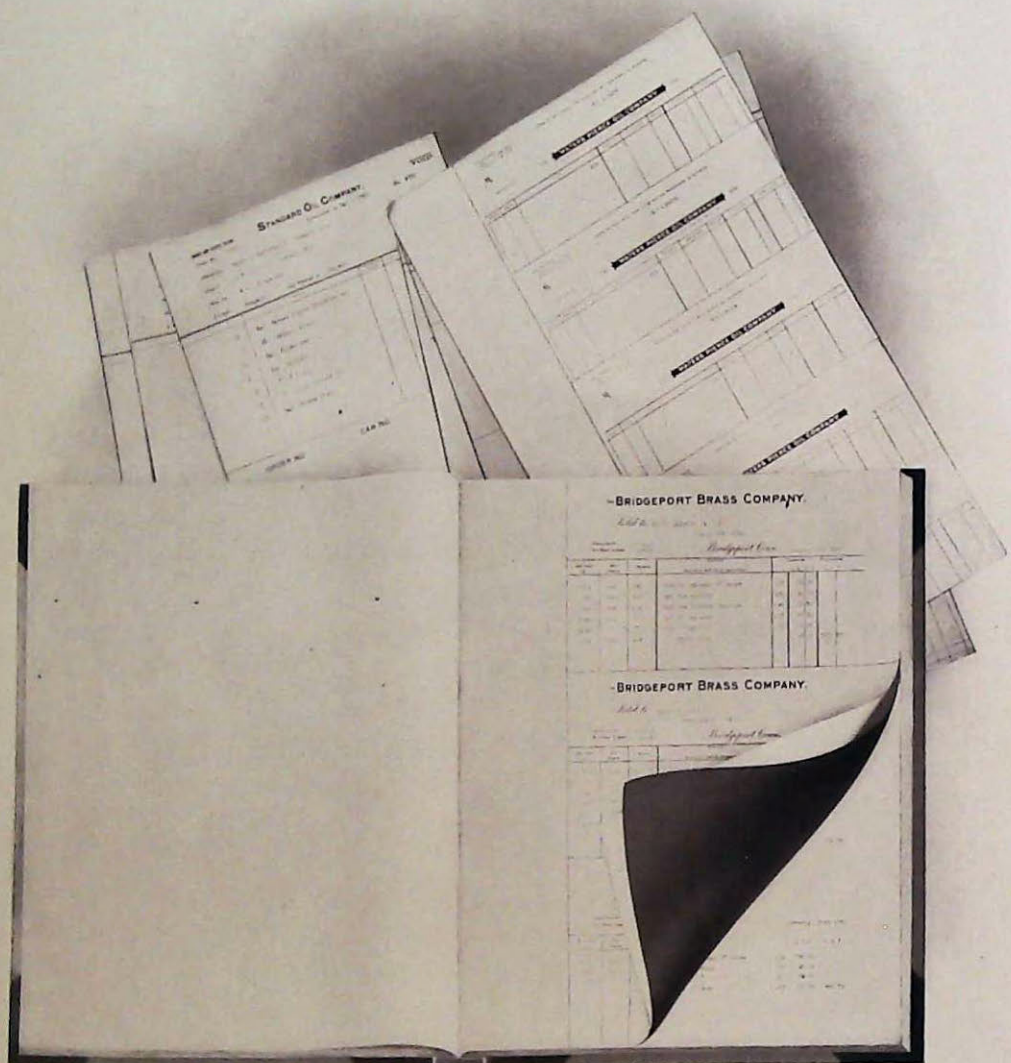
Then the greater the speed and the more crowded the biller with work, the more illegible both bill and copy.

Extra-sensitive carbon paper, needed to get good copy, frequently plays peculiar and costly tricks. The finger nail, the edge of the cuff, or the bottom of the coat sleeve, work just as actively and incessantly through the carbon on the salesbook underneath as the pencil or pen. Has been known to put a tail on an "o," making it a "9." More liable to occur on long sheets or books than on short.

The FISHER Billing-machine preserves all the advantages of the system, adds a few of its own, and wipes away the faults.

Result: Typewritten bill and entry; clear, legible copy, free from streaks and marks; greater speed. (The speed of typewriting vs. pen-writing known to almost every one). In billing there may be even a greater advantage in speed than in letter-writing, depending somewhat on the character of the business.

In printing fractions, one stroke of the key prints the character $\frac{1}{2}$ (takes three distinct operations in writing; fraction $\frac{1}{10}$ and the like, take four). Fractional characters are supplied on FISHER Billing-machines as may be required to suit the work to be done.



The Standard Oil Co. and Waters-Pierce Oil Co. forms, illustrated, represent two applications of the loose-leaf bill and charge system. The Bridgeport Brass Co. use the manifold bill book (alternate pages of removable bills and bound book copy).

(d) Loose-leaf Bill and Charge

(Individual Charge-sheet for Each Bill)

Should be used with skillful discrimination ; preferably after consulting expert authority on such systems. There are right and wrong uses of them. Rightly used they may be the best of all billing systems. Wrongly used or applied—well, no need of wrong application.

The forms are often printed in pads, wire stitched or gummed at the left edge, forming practically a temporary book.

The FISHER machine can operate on the forms while remaining in the pad, the charge-sheets to be transferred at convenient intervals, all in a bunch, to the binder, with no danger of loss or misplacement, If desired or necessary for the requirements of the business, the bills alone may be removed as written, leaving the charge and other forms remaining in the pad as hereinbefore suggested.

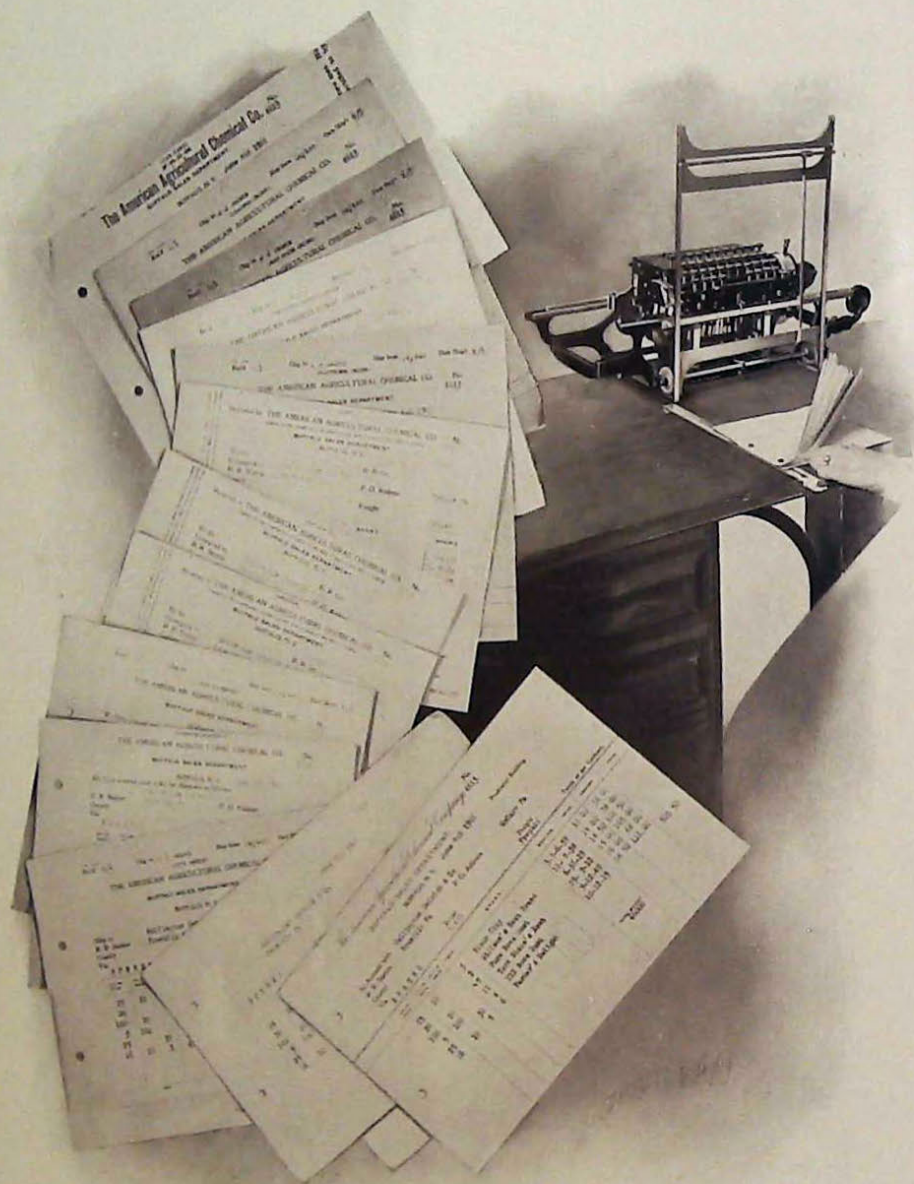
If the forms are furnished in loose packages, the advantages of the FISHER come from the use of a billing-strip attached to the platen, in which studs are adjustably mounted to fit the file holes in the forms. This keeps the sheet or forms in a perfectly rigid position and in correct printing register, without permitting slipping or shifting of the forms with relation to each other or to the carbon, with clear carbon copies, and more of them and more legible than can be obtained on any other machine or in any other way.

The work is inserted more quickly in the FISHER over the registering studs, than in the holders of other machines.

Corrections can be made without removing the forms or disturbing their register.

Additional matter can be added to one or several or all the forms when reinserted in the machine, and in as perfect register as if printed in one insertion.

Résumé: Safety, perfect register, quick insertion, easy method of making corrections, quicker removal, more copies, clearer copies.



Thirteen records on differently-printed forms, varying in size, taking in every transaction, from the order with its various copies, to and including the invoice and the car label.

Combination Forms

Many excellent results can be accomplished by an intelligent planning of the work, and made possible only with the use of the FISHER machine, as is illustrated in the American Agricultural Chemical Company and North Electric Company forms.

American Agricultural Chemical Company forms (illustration on opposite page) comprise the bill, the charge-sheet, acknowledgment of order, salesman's record, original, duplicate, triplicate freight-shipping tickets, five copies of the order, and car label—thirteen records, taking in every transaction from the order, with its various copies, to and including the car label. In the event the complete shipping tickets cannot be made out at the time of making of order, the name, address and general information can be put in at the time the order is written, and then the shipping tickets, as also some of the other forms, reinserted in the machine for completing details.

The North Electric Company (illustrated on page 46) make out the order, the acknowledgment to the customer, bill, charge-sheet, copy of order for the superintendent, and four additional copies of the order for different factory departments, all in one operation. The factory departments get merely the order number and not the name and address of the customer. The prices and terms likewise do not appear on the four factory department orders. This is accomplished by making up the set of different size blanks and different size carbons.

The FISHER machine operates as easily and quickly on forms composed of different widths and heights of blanks and carbons of varying sizes, to permit just such matter to appear on copy as is desired, as it does on the single sheet. Holding all the sheets at one edge in perfect register without shifting of paper or carbons permits of planning systems of advantageous kind, the use of which is limited to the FISHER machine.

The manifold power of the FISHER makes it possible to plan for as many copies as the needs of any business will require.

Aside from the saving in labor, all records are ready as soon as the original order is completed. All are in typewritten form, and all will agree in detail when the first copy is checked.

There is a very decided advantage in having all orders for factory or shipping departments ready in the shortest possible time, which is assured by consuming no more time for making a dozen department orders than for making the first copy—a result easy of accomplishment on the FISHER machine.

MARSHALL FIELD & COMPANY.

IMPORTERS, RETAILERS, MANUFACTURERS

STATE, WASHINGTON, RANDOLPH & WABASH

SOLD TO

CHICAGO, Apr 1 1902

Mrs William Devine
283 Webster Ave

2/706

NOTED: MEMORANDUM TO BE PREPARED ON EVERY BILL MUST BE REVISED BEFORE THE LAST DAY OF THE MONTH

Mar						
615	1	4	Dress Goods	1 25	6 00	
		1	Remt Challie		1 35	
3812		1	Carver		3 25	10 60
2602	5	1	Corset		1 50	
404		1	Dz Hdks		2 25	
		1	Muffler		2 50	
		1	"		2 50	8 75
2114	7	1	Gown		1 00	
		3	"	50	1 50	
		3	Chemise	50	1 50	4 00
6	7	1	Remt Challie		1 35	
26		1	Corset		1 50	2 65
3504	10	1	Dz Hose	4 00	1 00	
1115	11	1/2	" Napkins	2 00	3 00	
3506		3	Ties	75	2 25	6 25
7305	13	1	Waist		6 00	
809		1	Pr Gloves		1 75	
5404		1	Buckle		35	8 10
1608	15	1	Seal Skin Coat			200 00
70	19	2	Collars	12	24	
		1	Tie		50	
		2	Pr Hose	45	90	1 64
72					6 00	
64					35	6 35
3608	21					12
506	27					
5403	28	1				
		2				
		3	Co.			
		3	Pr Co.			
		2	" Sli.			
		1	Dz Handh.			
		1	Remant L.			
		2	Coats			
		2	Yds Flannel			
		2	" Embroidery			

Dry Goods and Department Store Billing (e)

A double sheet (statement size) folded at the right edge, perforated for separating easily at the end of month. Top sheet is the bill; under sheet the copy or sales-record.

(e) Dry Goods and Department Store Billing

Salesbook entirely dispensed with; likewise itemized ledger. No discrepancy between bill and charge. Bills ready on the first of the month, collections follow sooner. Credits for merchandise returned, entered in red (easily distinguished, avoiding claims for errors that do not exist). Bill ready for customer at any time during the month on call. Duplicate bills easily made when called for without disturbing ledger clerk. More items on bill and bills perfectly legible, and all with less labor—much less, possibly one-half, perhaps one-third as compared with separate bill and salesbook or itemized ledger.

Forms: A double sheet (statement size) folded at the right edge, perforated for separating easily at end of month. The under sheet is preferably 1 1/2 or 2 inches wider than the top sheet. Top sheet is the bill; under sheet the copy or sales record. The department and salesman's number, or registered number of each check, is entered preferably in the first (left) column of bill and appears on bill and copy; a quick means of tracing claims. Can be entered in the left margin of under sheet (sales record) and not show on bill.

As the charge checks are received in the billing department, the entries are typewritten on the bill; copy made simultaneously without extra labor.

A special platen, provided with a continuous roll of carbon paper, running through metal guides, automatically raised and lowered with the rear and forward travel of the machine over the platen, permits the form to be slipped into position (the bill on top and the sales sheet copy underneath), without handling of carbon paper at any time, and always in exactly the same position, for registering properly with the preceding written matter and for the use of the tabulator (see page 22, also page 30). As the charge is made the form is slipped out of the machine into a drawer or back in the file in an instant.

The charges are entered daily and at end of month bill and copy part company and the total (one item) is posted to the ledger, and bill mailed. Copies are filed into binder or vertical file.

Unpaid balances are put on the bill before separation from copy; likewise payments, if desired to appear on bill.



No carbon to be handled; and the form is slipped in and out of the machine almost as quick as a wink.

Minor Advantages: The most active accounts will require but twelve lines per year in the ledger, a saving in ledger cost and ledger clerk labor.

No smutting of bills from handling of carbon.

Suited Alike to Large and Small Business

Marshall Field & Co., Chicago, use fifty of these FISHER machines in their retail billing department.

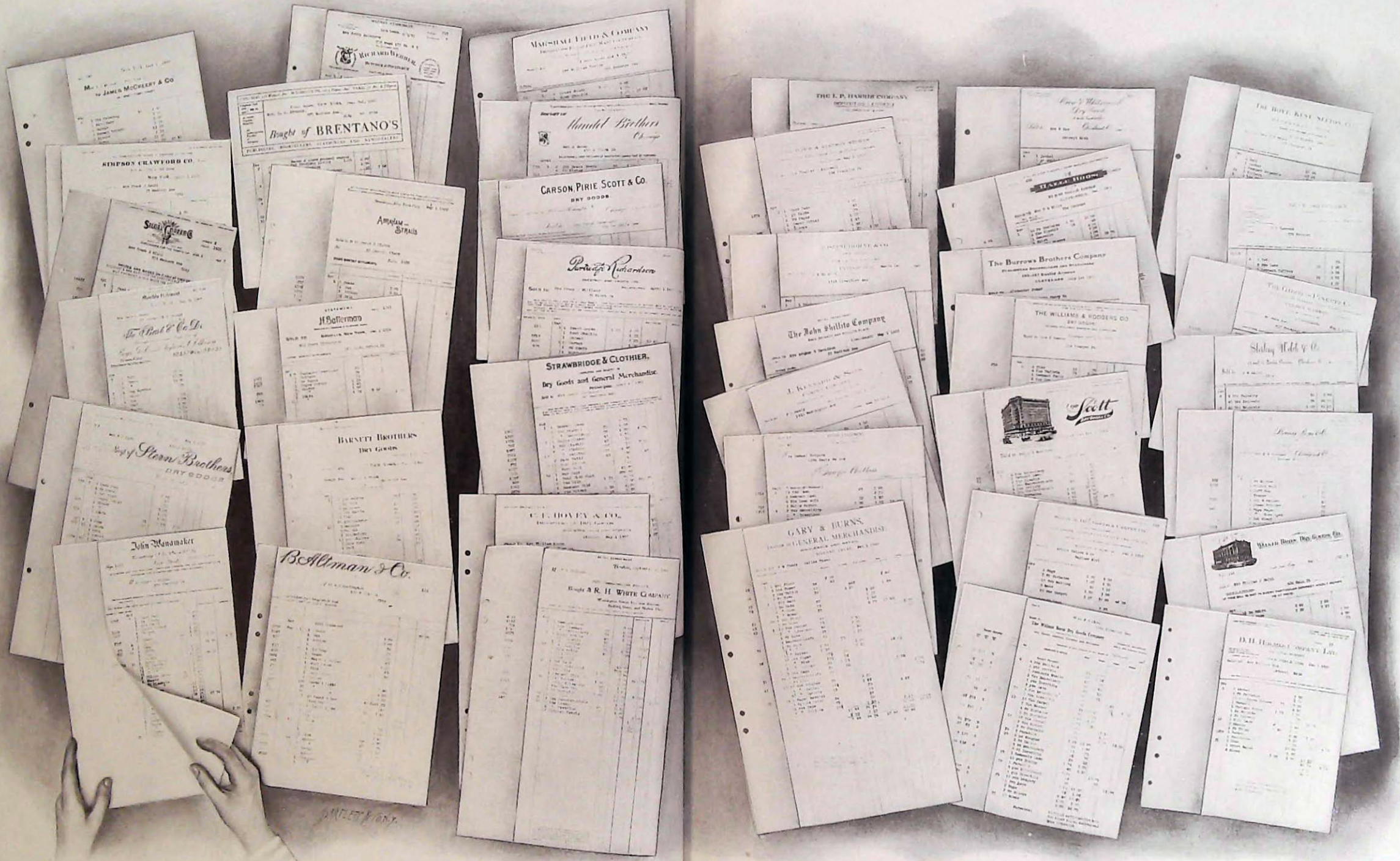
John Wanamaker, in his Philadelphia and New York stores, sixty Eleven dry goods houses in Cleveland use one each.

A butcher in New York has thirteen.

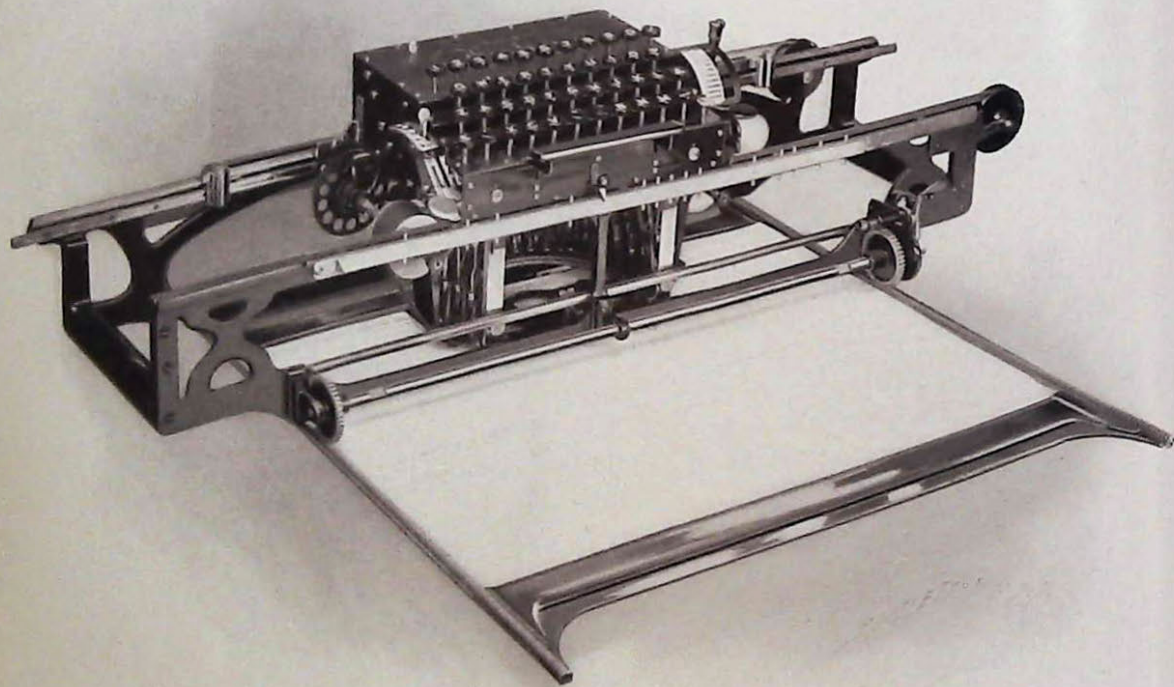
A general store in Midland, Texas, uses one to as great advantage as the largest house in the country.

The machine and system are suited to small as well as large business, and to any kind where charge accounts are kept, and an itemized statement of all purchases made is periodically rendered, as indicated by the illustrations of the bill forms in the next succeeding two pages—all users of FISHER Billing-machines in quantities of one to sixty.

There are also other important applications of its use.



Users of Fisher Billing-machine quantities of one to sixty



We call it a way-billing machine because it seems to have been planned exclusively for it.

Railway Way-billing

Excessively large work; the FISHER Way-billing machine makes it less. We call it a way-billing machine because it seems to have been planned exclusively for it.

There are four ways of making way-bills:

- (1) penwriting, with tissue letter-press copies;
- (2) typewriting, with tissue letter-press copies;
- (3) typewriting, with carbon copies;
- (4) typewriting, with "copying carbon."

There are two requisites in way-billing: first, speed; second, plenty of copies. Illegibility has almost come to be considered a necessary evil—frequently a costly one.

The FISHER machine sacrifices neither speed nor number of copies, and produces original and all copies clean, clear and legible; 10 copies easily, 15 just as easily, 20 good copies if wanted, and more in a pinch.

The unobstructed flat platen of the FISHER, holding the work in a spread-out condition, enables the work to be slipped in and out instantly; practically no loss of time. The tabulating device enables the printing mechanism to "hop, skip and jump" from column to column with double-quick speed. The visibility of the writing gives the clerk a chance to inspect the work without interruption or loss of time. When the way-bill is done there is no waiting for the copies. Trains can start off without delay. Smaller forms are possible—one of the larger economies.

But the greatest advantage comes from legibility:

- (a) legibility of way-bill facilitates unloading;
- (b) legibility of way-bill facilitates notice of arrival;
- (c) legibility of way-bill facilitates expense billing;

THE LAKE SHORE & MICHIGAN SOUTHERN R'Y CO. FORM A. F. R. 102

Charge to Toledo W. L. 5736 Date 2/23 Feb 19th 1901. Original Point of Shipment Chicago Ill.

Car No. 56354 Initial L S M S Consignee Matthew & Dons

NO. OF PACKS	ARTICLES	WEIGHT	RATE	CHARGE
1	Cass Brass Fittings	300	10	30
TOTAL				30

THE LAKE SHORE & MICHIGAN SOUTHERN R'Y CO. FORM A. F. R. 102

Charge to Chicago W. L. 2726 Date 2/3 Feb 19th 1901. Original Point of Shipment Cleveland Ohio.

Car No. 57363 Initial P S R Consignee American Steel & Wire Co

NO. OF PACKS	ARTICLES	WEIGHT	RATE	CHARGE
20	Coils Brass Wire	2000	10	2 00
TOTAL				2 00

THE LAKE SHORE & MICHIGAN SOUTHERN R'Y CO. FORM A. F. R. 102

Charge to Toledo W. L. 573 Date 2/3 Feb 19th 1901. Original Point of Shipment Englewood

Car No. 57363 Initial D Consignee National Paper Box Co

NO. OF PACKS	ARTICLES	WEIGHT	RATE	CHARGE
111	Rolls Stiff Paper	500	10	50
TOTAL				50

FORREST & S. H. Y.

- (d) legibility of way-bill facilitates auditing;
- (e) legibility of way-bill prevents mistakes.

No change in freight-handling systems.

No change in employees.

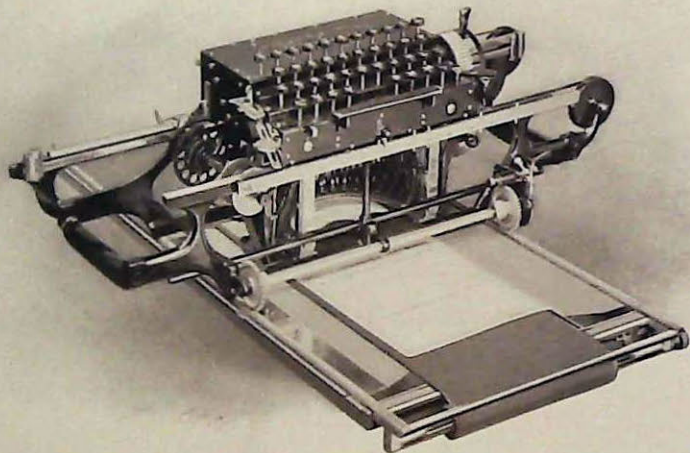
Regular way-billing clerks are to be preferred to the most expert stenographers; in fact, the way-biller's knowledge is essential. Willingness is the chief, if not the only, qualification for learning. In two to four weeks as great speed as with the pen; after that a constant gain.

Expense Billing

Even simpler than way-billing with a FISHER Billing-machine (see illustration, page 30). Differs from the way-billing machine in the use of the continuous carbon-roll platen, requiring no loose carbon to be handled when duplicate copy is made, and the insertion of a folded sheet into the machine places three expense bills in position for printing original and duplicate.

The expense billing being mainly, if not wholly, copy work, the clerk is ready for regular work after a few hours' practice. It will be slower than the pen for the first few days. But there is only the fingering of the keys to learn.

Expense bill written on Fisher machine. The cashier likes it; the collector likes it; the consignee likes it.



Carbon-roll billing-machine; no loose carbons to be handled. The insertion of a folded sheet into the machine places three or more expense bills in position for printing original and duplicate.

Other Railroad Uses

Station reports, pay rolls, auditor's reports, abstracts, recapitulations, and entering contracts in book form, with extra loose-leaf copies for filing in various departments; train, freight, and passenger traffic statistics; making out orders with carbon copy in book; making out checks and vouchers, and other uses almost without end, including letter writing, of course.

Extract from report of local freight agent of one of the largest railroad systems in the country:

" Total number bills written in 5 days	8271
Total number bills written with pens	5697
Total number bills written with typewriters	2574
Total average per day	1654
Pen, average per day	1139
Typewriter, average per day	515

We had eight men on the pen-and-ink billing; we had two men on the typewriter billing.

1139 way-bills by 8 men, average per day	142
515 way-bills by 2 men, average per day	257
FISHER machine, 5 days, way bills	1432
* * * machine, 5 days, way bills	1142
In favor of FISHER	290
FISHER, average per day	286
* * * average per day	228

I am of the opinion that typewriters are the things for making way-bills, and am convinced by the last test that we can make all our transfer station rebilling on typewriters at a saving of from \$30 to \$50 per week. This estimate is very rough, indeed; nevertheless, think it can safely be put down as a maximum. Not only so, but the same operators can be utilized for our monthly reports to your office, making them faster, much more legible, etc.

Also can use typewriters to advantage over pen and ink on freight bills, vouchers, arrival notices, accountings, etc."

Tabulating, Reports and Statements

The FISHER machine is built in three sizes: to write an 11-inch line or less, 18-inch or less, 24-inch or less.

Even the 11-inch machine will write tabulated statements by the foot or yard in width, written without creasing or folding.

The Edison Electric Illuminating Company, of New York, make their annual reports, 4 feet wide, on an 11-inch machine without folding or creasing the paper.

The New York Central Railroad make out reports 8 feet wide on an 11-inch machine.

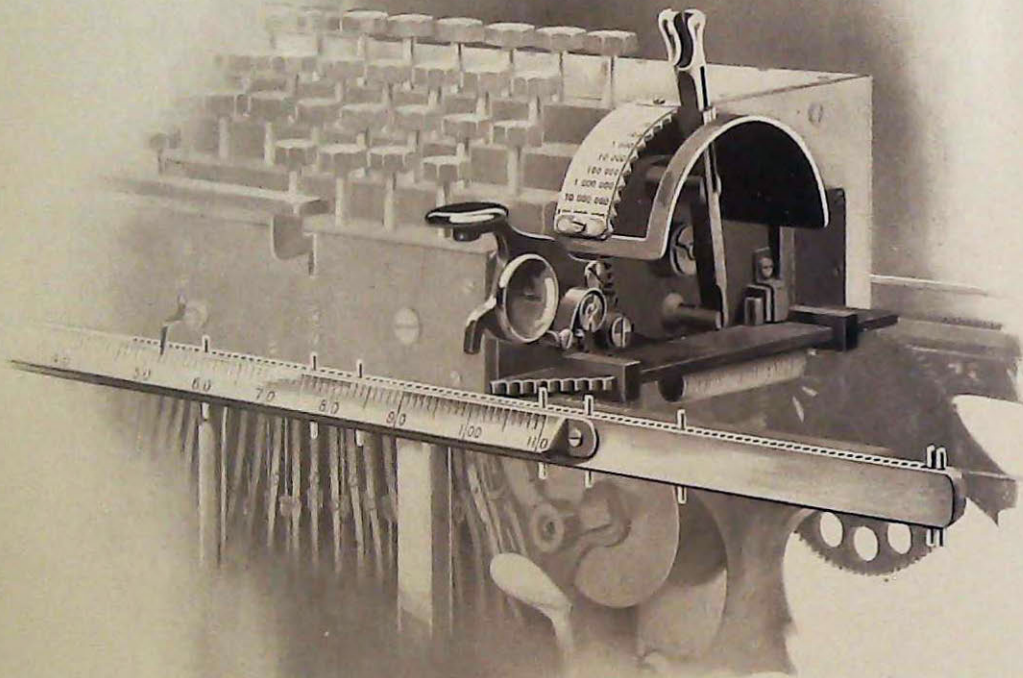
The motion of the entire printing mechanism can be controlled in any direction with one finger. The work is held flat—spread out and stationary—just as when writing with pen or pencil. One pull of the machine and it is brought to the desired line or column on the paper; a push, and it glides off, exposing the entire sheet.

During the progress of the work, the operator has at no time to lift the machine or the mechanism. Prior to the advent of the FISHER, it was impossible on any other typewriting device to hold printed forms in perfect relation to each other when one or more copies were to be made. There's a gradual slipping, creeping and crawling of the sheets when fed around a cylindrical platen.

Locked and firmly held in a stationary position on the flat writing bed of the FISHER, the printing will appear as accurately on the last line of the under sheet as on the first of the top, with no streaking or blurring or smutting of carbon copies, all as clean as the original, and as many copies as you will likely want.

Automatic Tabulator

Sufficient speed to make the machine practical and advantageous for tabulating (including billing) work is attained by the use of the semi-automatic tabulator, which is attached to the keyboard, and spaces the printing mechanism from one column to its neighbor, and locates it even at the proper point in the column according to the value or denomination of the figures or items to be inserted.



Automatic tabulator: The hop-skip-and-jump-and-land-there-safe method of locating the machine just where you want it.

Writing Checks

The illustration herewith shows the use of the FISHER as a check-writing machine.

Alternative leaves of checks and duplicate printed forms take the place of the old-style check stubs. A printed carbon copy of each check. No entry of stub necessary. Can be made up in bound book form or loose leaves as preferred. Bank account credited and individual account charged direct from the duplicate copy, avoiding cash book.

Printing done with indelible ink, the type embossing and driving the ink into the fibre of the paper. Perhaps too much of an innovation for most houses. Being used by a few of the largest. Good reason for it. They are sharper economists and are on the watch for improvements. When they see a good thing and prove it good, they want it.

Vouchers

The same plan as explained above is applicable to making out vouchers; carbon copy made simultaneously in book (or the loose-leaf system). No letter-press copying; no waiting for copy; no smearing or blurring of original or copy; no omission to copy.

Receipts

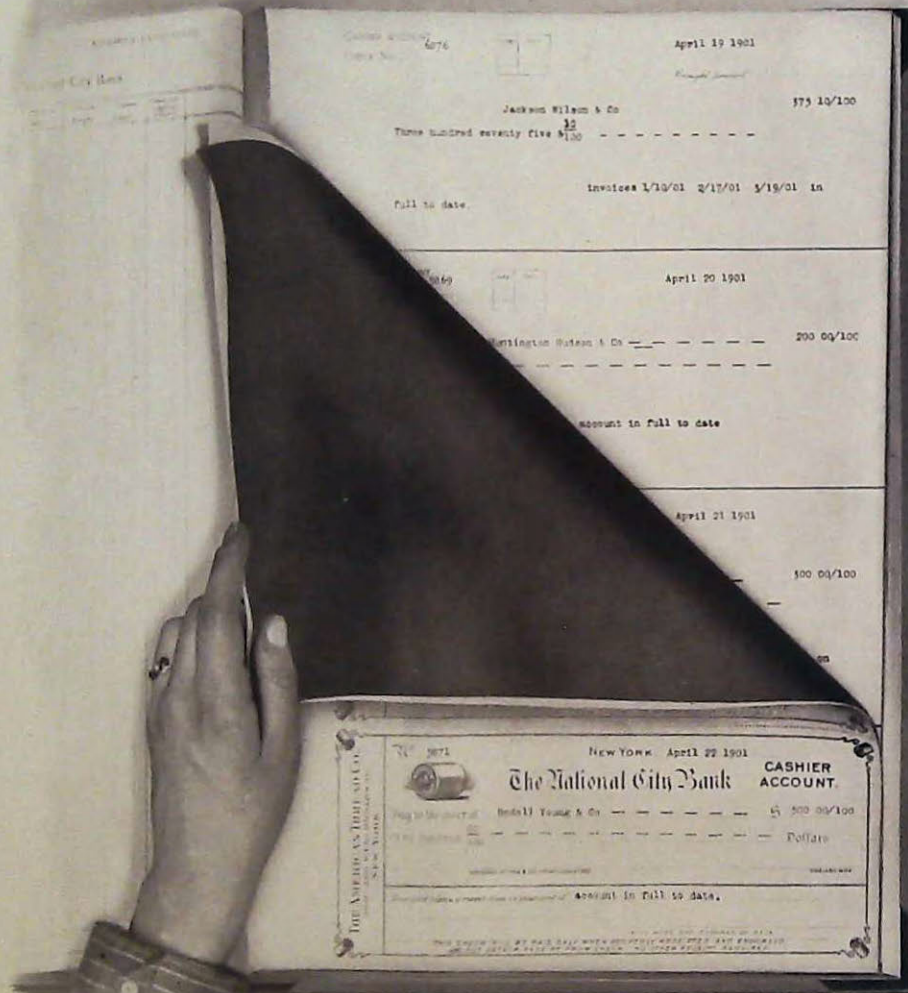
Follow checks and voucher system as explained above.

Filling in Forms, Policies, Etc.

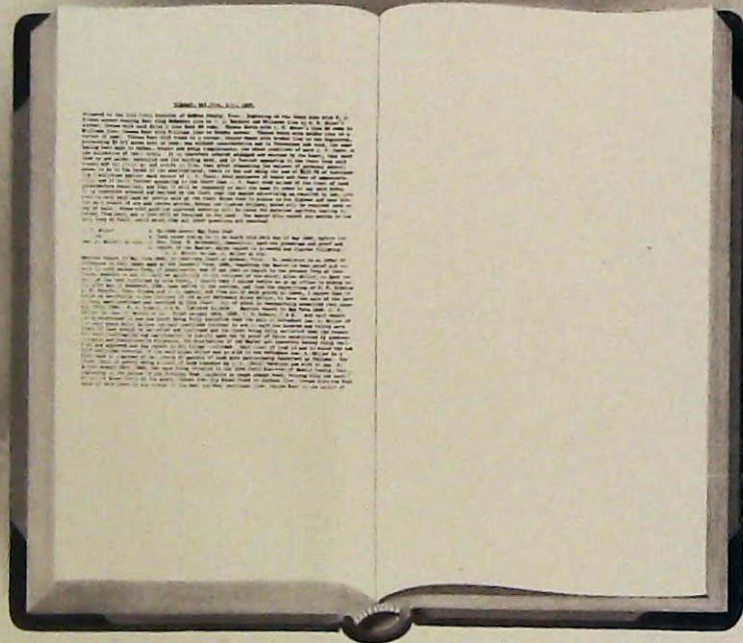
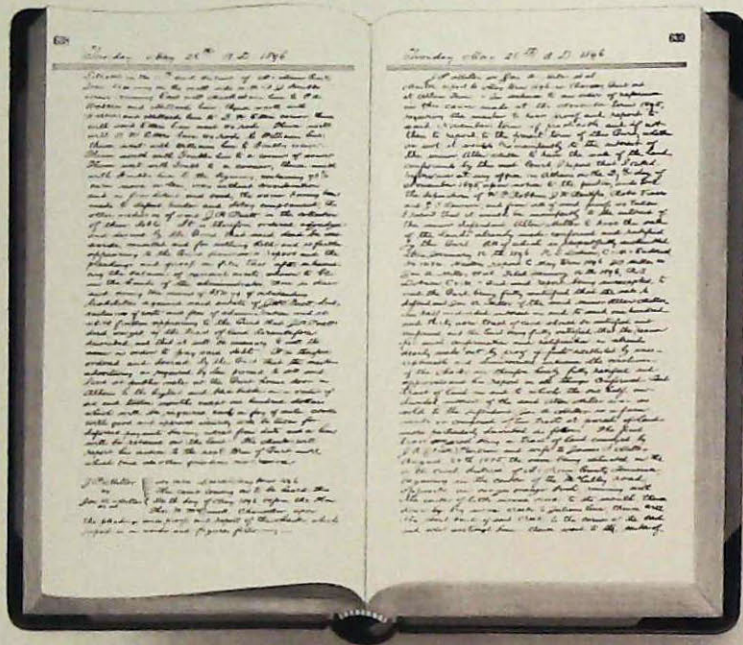
Insurance policies (life, fire and accident policies), deeds, mortgages, and all partially printed forms, are quickly inserted in position, quickly filled in and quickly taken out of the machine. Two important gains result from the change:

- (1) Legibility of typewriting compared with handwriting.
- (2) Greater speed when done on FISHER machine.

If additional copies are to be kept in book or loose-leaf form there is no additional labor in doing it.



Perhaps too much of an innovation for most houses; being used by a few of the largest.



Typewriting takes less space—one-third of the books as compared with handwriting.

Official Records

There is but one way of making records in books from the time of Adam to that of the FISHER machine: writing by hand. With the FISHER, the cost of doing the work is reduced in a proportion of three to one; but the saving in cost is not the only motive for change.

Typewriting takes less space—one-third of the books as compared with handwriting.

The storage of books is also but one-third.

Typewriting affects the size, cost, fitting-up and location of vaults, and the cost and method of copying, printing, binding, repairing, indexing, cataloguing and arranging of records.

Binding and paper get less worn with typewriting.

Extra carbon copies are made without additional cost or delay.

The uniform look of typewriting facilitates reference.

Skill in penmanship ceases to be the main requisite qualification for recording clerk.

Typewriting is easily learned by everybody; a legible handwriting is possible only to some.

Typewriting is more legible than handwriting can be. Apart from mere convenience, fewer mistakes are made in reading and copying typewriting than handwriting.

Indelibility

The words "indelible" and "indelibility" are loosely applied to typewriting. There is, however, permanent ink for typewriting that does not bleach in the sun, fade with time, wash out with water or other known liquids, nor in any way change with acids or other known agents. It can be erased, of course, by scraping, but that invites suspicion by leaving a mark on the paper, and any addition or change requires the machine.

Typewriting in books with permanent ink is the most indelible manner of record now extant; it is a manner involving no spontaneous change and the least liability to unlawful change. Absolutely, it cannot be changed by a person with only casual access to the record.

The FISHER makes and prints the record. Nothing is wanting in its performance or in the result.

Card Systems

If the use of the FISHER were confined to the one function of card-system writing, its value in that field alone is sufficient to give it fame.

The Fisher Card-writing Platen

(Also for Letter Sheets)

You feed the cards to the machine, they drop out after having been written on, falling face downward. Each card as it is fed to the printing point forces the preceding one out—no handling after the feeding process.

Cards lie in a perfectly flat condition—no bending. Bending or curling the cards destroys their efficiency. If each card does not stand shoulder to shoulder in height with its neighbor you likely miss it in fingering it in the box.

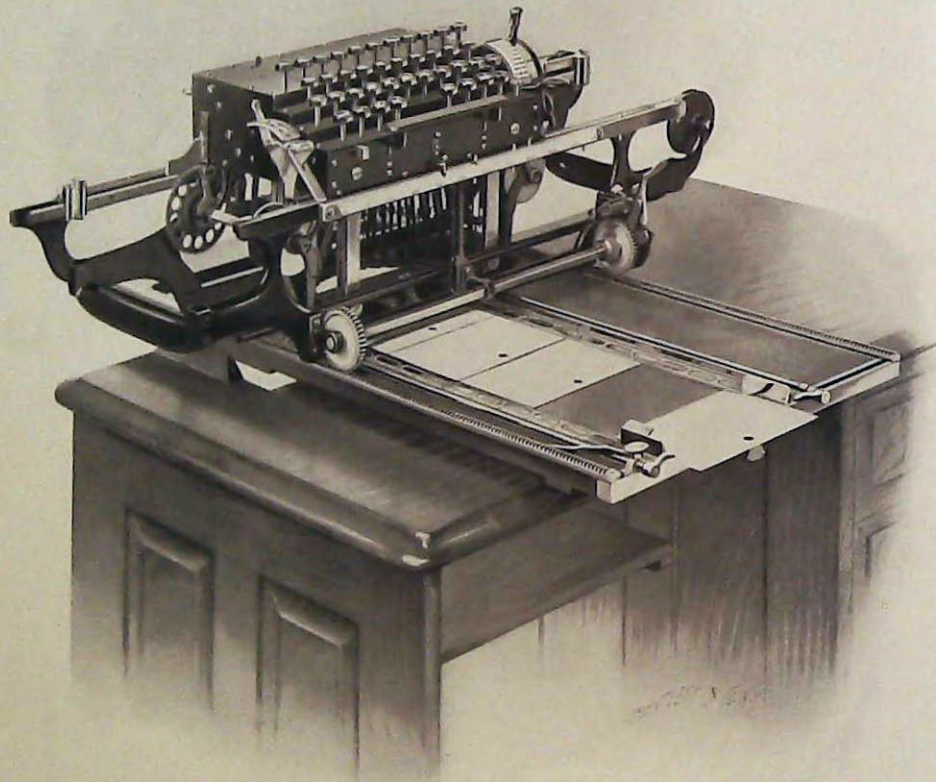
Has automatic adjustment for thick or thin cards, writes on a card one-sixteenth of an inch thick and as stiff as a board as easily as on the thin kind. If there is an advantage, it is in writing on the heavy kind. Writes on the tabs of guide cards; on all regular or irregular projections. Writes as close to all margins as you want to get with a pen.

Result: More perfect work and less labor than would be possible with pen or other machine.

Printed (typewritten) cards give quicker reference and cause fewer mistakes.

The FISHER saves money in the writing and more money in the after use of the cards.

The largest single card index ever completed (over a million and a half cards) was written with FISHER machines at **EQUITABLE LIFE ASSURANCE SOCIETY, New York.**



The Fisher Card-writing Platen (also for letter sheets). Cards lie perfectly flat. You feed the cards to the machine. No handling after the feeding process. Each card as it goes in forces the preceding one out.

Public Libraries
(Monthly) July 1901
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652 Writing machines in libraries—Machine work will inevitably take the place of handwriting for almost everything in libraries because it is cheaper, quicker, and more legible.

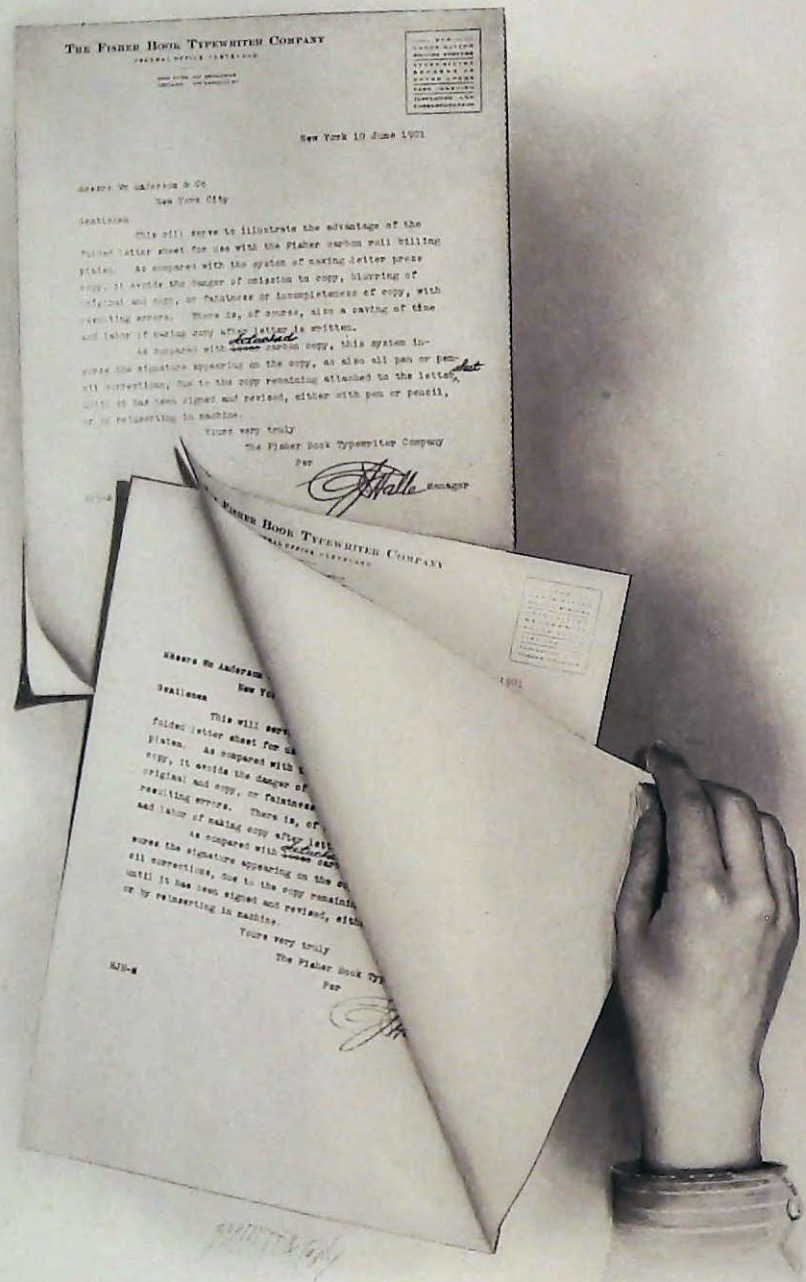
The last comment is from James H. Canfield, librarian of Columbia university:

We used a FISHER typewriter ("flat typewriter" I believe it is called) for about a month while they were building an entirely new machine for us, and have used the new machine for about 10 days.

We have a special type of our own, with special characters, and thus far find ourselves very pleasantly impressed with the machine and its work.

I use two young women at it, thinking the continuous strain of operation is more than one ought to bear. I think it is no exaggeration to say that they will probably turn out as many complete cards each day as six copyists by the hand method, and I am inclined to think that when they have had more experience with the machine, and have gained in speed, they will do as much work as eight copyists used to do.

Of course we have in addition to this gain in economic administration the added satisfaction of a very distinctly printed card, tho I must admit that we turn away from our old hand printing with some regret.



Signature and all pen or pencil corrections appear on the carbon copy.

Letter Writing

For Those Who Want a Better Way When They Learn About It

The value of the FISHER as a billing, tabulating, card-writing machine seems generally to handicap its reputation as a letter machine.

Considering merely letter-writing in the old way, other machines will do the work.

If your present system of letter-writing is entirely satisfactory to you and you have no other uses for the FISHER, this chapter may be of no interest. It is directed mainly to those who want a better way when they learn about it.

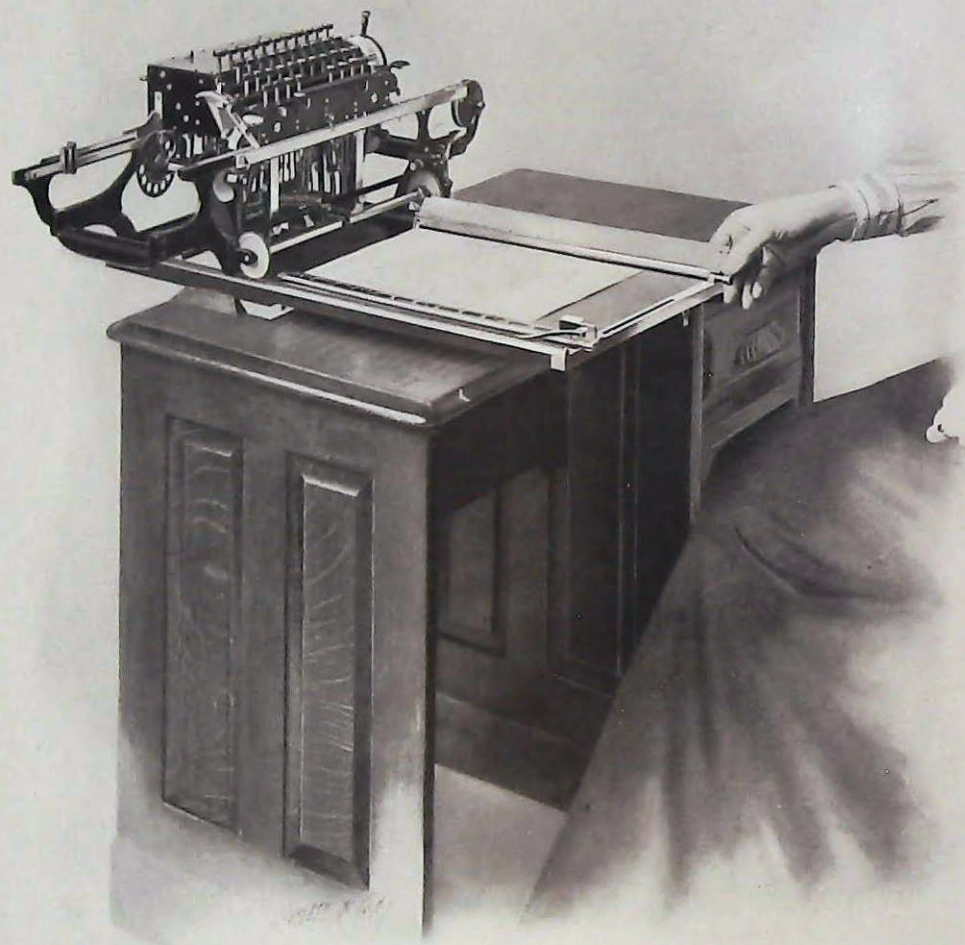
The systems of letter-writing in use are:

- (1) Typewritten letter with letter-press copy.
- (2) Typewritten letter and loose carbon copies.

The weak points in the first are blurring of original, blurring of copy, incompleteness of copy, and labor of making copy; of the second, failure to make changes on copy when changes are made on the original, failure of signature to appear on copy and danger of loss of copies (to those who fear the danger).

The FISHER on letter work gives you the bound-book copy or the loose-leaf copy, or both; and whichever it gives, it gives clearer and better, safer and cleaner, and makes a carbon copy direct into the impression book while the letter is being written, with plenty of loose copies at the same time if wanted. This completely avoids possibility of blurring the original, failure or incompleteness of copy, omission to copy, delay in making copy, labor in making copy.

To those who care not for the book copy, the FISHER, with the use of the carbon-roll platen, as illustrated for use with folded bill form and for expense billing in railroads on pages 22 and 30, permits of the use of the folded form letter sheet, perforated for separation at the right edge (see opposite page); and when two copies are wanted, or a second sheet written, a triple fold. The folded form is slipped



The card-platen as applied to letter sheets.

into the machine quicker than a single sheet over the cylinder of the ordinary typewriter. There is no carbon to be handled; the sheet lies in a flat spread-out condition. When pen or pencil corrections are to be made, after letter is written and is ready for signature, a small holder containing a strip of the carbon is slipped between original and copy, so that any changes or additions to the original made by the signer of the letter, as well as the signature, finds its way simultaneously onto the copy. If corrections are to be made with machine, the folded form can be quickly re-inserted, the original and copy not yet having been separated, and are consequently in perfect register. The same applies to making corrections during the course of writing. Besides the quick insertion into the machine, the time and labor of inserting carbon is saved.

Result: More speed, due to quicker handling. One second saved in ten means one minute in ten; likewise one hour in ten. The saving in time may not be the most important feature; the absolute agreement between copy and original and the clearness and cleanliness of the copy may be more important, the signature appearing on loose copy being most important of all.

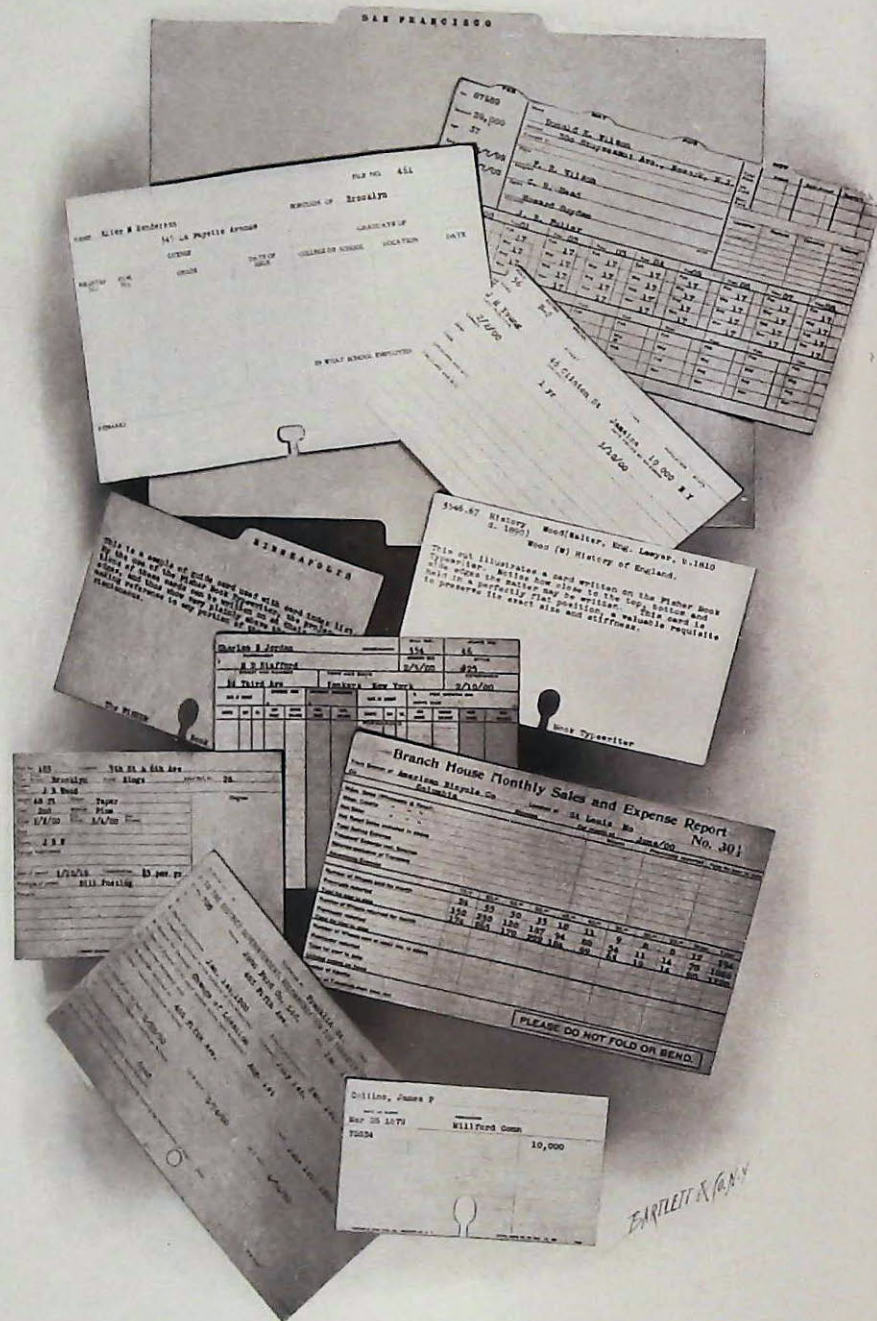


The Bound-book Copy



The Loose-leaf Copy

or



The large card at the top is a guide card, $11\frac{3}{4} \times 9\frac{1}{2}$ inches, taken from a vertical letter file. The small one at the bottom 5×3 inches, the size most largely used for indexing.

Manifolding

Usually a dry subject. Every good machine claims to be the best in this respect, but no reason given why. The FISHER makes more legible carbon copies than has ever been possible on any printing mechanism. In some respects it is an important item, may be the saving of half the labor where a large number of copies are wanted. Running through the FISHER machine once will give the desired number of copies which might otherwise take two operations on other machines.

We do not claim to make twice the number of copies that the next best manifolder will make, but the margin is great enough at times to just save a second edition.

The FISHER printing arm operates with a downward blow of the type onto a flat surface. You can hit like a hammer on a tack, and that is the whole secret of the tremendous manifolding power of the machine. More power in the arm results in more copies, but not necessarily in clearer copies.

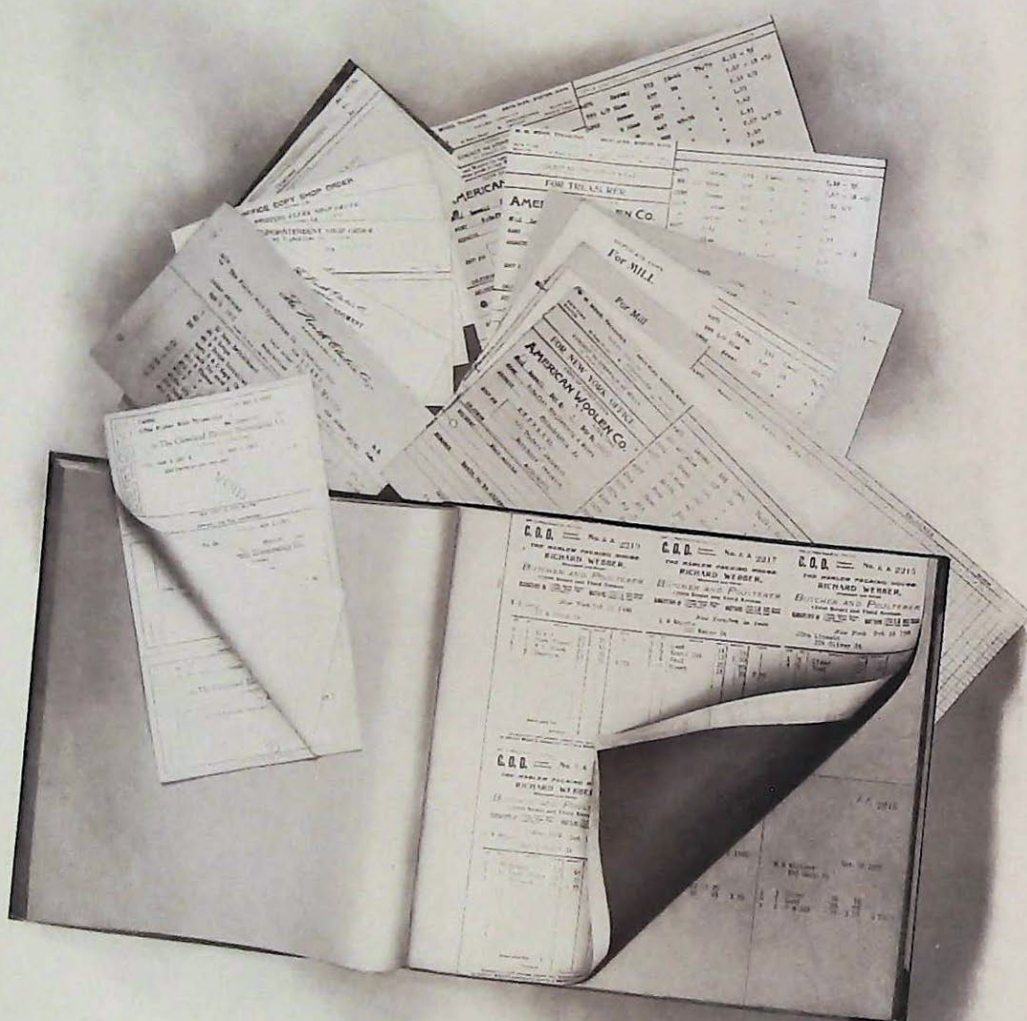
The non-shifting of the paper results in all copies being as clean as the original, and likewise prevents blurring of the type impressions. There is, of course, a limit to what can be done on the FISHER, but it has always been found safely outside any demand made upon it, and outside the limit possible on other printing devices.

The stationary flat writing surface insures perfect register of all copies; corrections can be made without removing paper or copies from the machine.

Cutting Mimeograph Stencils

FISHER machine holds the wax sheet as smoothly and rigidly as a sheet of paper on a drafting board. Printing mechanism may travel back and forth and crosswise over the surface a thousand times, but it neither wrinkles, creases nor mars the sheet, for it does not come in contact with it except when you strike a key, and then it simply cuts the impression as clean as a whistle.

Result: Clean, clear, perfect stencils and clean, clear, perfect copies; and more of them. Likewise, no spoiling of wax sheets. The FISHER is as perfect for stencils alone as for any of its other uses.



We give you our best judgment and experience in taking the shortest path and the safest road to accomplish the result you desire according to your needs.

Summary

The foregoing descriptions relate to the commonest applications, and more widely known uses of the machine. "Wherever the pen will write the Fisher will typewrite" is true in a broad sense. Account books may be kept with it—cash book, day book, journal—but not ledger posting. For the latter use it would waste more time than it would save, as the turning of the pages consumes more time than the posting of accounts. The advantage of the machine on any kind of book work hinges on that one point; viz., if the turning and finding of the page takes more time than the making of the entry, the FISHER is slower than the pen; *under any other conditions, faster.*

Our Office System Department

We do not serve the purpose of an expert accountant; we do not audit; we confer with you, suggest, counsel and advise, and give you the benefit of our best judgment and experience in taking the shortest path and the safest road to accomplish the result you desire according to your needs. We give our best advice and render every possible assistance to those who contemplate the use of the FISHER machine. We make no charge for such service.

For the Information of the Operator

(1) The writing surface (platen) is flat and underneath the machine and holds the work in a spread-out condition ;

(2) the printing mechanism travels over the surface of the leaf or sheet, which remains stationary ;

(3) the writing is visible ;

(4) it is a type-bar, shift-key machine ;

(5) it has universal (Standard) keyboard ;

(6) the machine weighs less than 18 pounds (about half as much as the well-known types of letter-writing machines).

Awards

Omaha Exposition, 1898

Gold Medal

Franklin Institute, Philadelphia, 1900

John Scott Medal

Guarantee : Elliott-Fisher Company guarantees—and authorizes its selling agents to guarantee—the Fisher machine against any defect of manufacture for a period of one year from date of delivery. The Company will replace, repair and hold the purchaser free from any charge for repairs, on any machines proving defective within one year from date of delivery.

Price List (*Strictly Net*)

11-inch machine (11-inch line of print), tabulator,
billing and book table, and cover . . . \$160 00

18-inch machine (18-inch line of print), t
billing and book table, and cover . . . \$175 00

24-inch machine (24-inch line of print), tabulator,
billing and book table, and cover . . . \$200 00

11-inch machine, tabulator, carbon-roll billing
platen (illustrated page 30), cover (no
table) \$160 00

11-inch machine, tabulator, combination card
and letter platen (illustrated page 38), desk
and cover \$160 00

Electric light attachment (for 110-115 volt
current \$ 5 00

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