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THE DEVELOPMENT AND SIGNIFICANCE of RUF.

In the year 1918, Alfons RUF, a Swiss Accountant, was granted the first patents for his bookkeeping posting board with carbon copy journal. But his creative idea itself could not be patented, and "The Direct Method", i.e. bookkeeping in the form of loose Ledger Cards, has thus become common property. The RUF method is the shortest way, is always up to date, and makes it possible to draw up a chart of accounts which is comprehensible at a glance and can be adapted to keep pace with a firm's expansion.

The same thing is true of RUF's second pioneering achievement, the replacement of handwriting in bookkeeping by the typewriter. The mere mention of RUF Standard, RUF Portable and RUF/HERMES INTROMAT is enough to indicate the continuous part that RUF has played in this development.

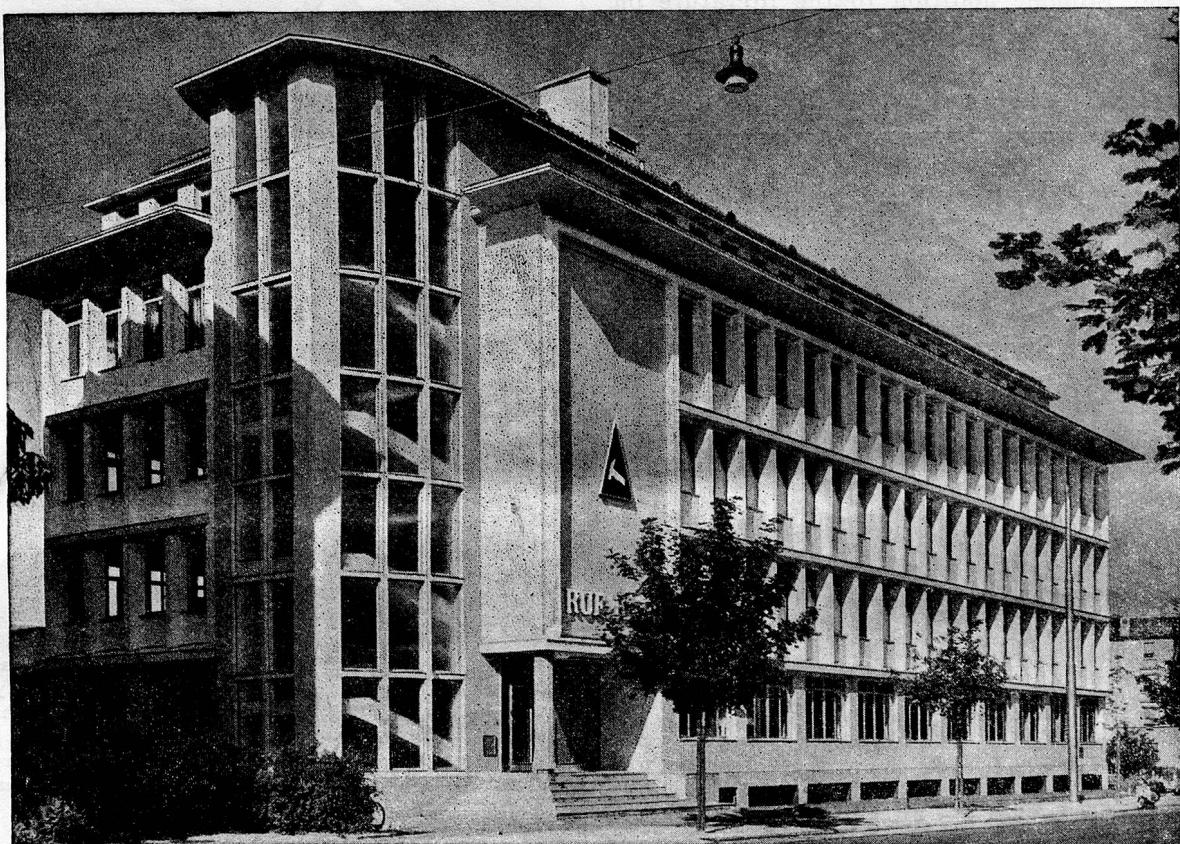
The latest link in the long chain of RUF bookkeeping appliances and machines — The HERMES INTROMAT Bookkeeping Typewriter offers amazing possibilities. The forms to be used are simply placed in the two channels of the sheet inserter, and by pulling down a lever they are automatically fed to the correct writing line. Once the entry is typed, ejection of the forms or line-by-line spacing takes place automatically.

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This extensive increase in the supply of office machines has gone hand in hand with steady



HERMES INTROMAT Bookkeeping Typewriter
for "3 in 1" posting without carbon paper.
Produces Ledger Card, Statement and Journal in
one operation.



Headquarters of RUF BUCHHALTUNG A.G. in Zurich 48.

organisational extension. RUF specialises today in bookkeeping for Trade and Industry, Hotels, Hospitals and Institutions, Railway Companies and Government Offices.

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World Reputation. Independent RUF branches in which the parent establishment holds an important interest exist today in five European and three overseas countries, while independent marketing organisations are at work in nine countries in Europe and eleven countries overseas. RUF machines are used in Hammerfest and Iceland no less than in Cape Town. Here in England, RUF Equipment and machines are marketed by the RUF ORGANISATION LIMITED of Horley/Surrey and London.

Supply available anywhere. RUF is today in a position to supply any firm, from the small business up to the major commercial and industrial enterprise, with the equipment in bookkeeping machines, appliances and forms which it requires.

Efficiency in your Accounts

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