

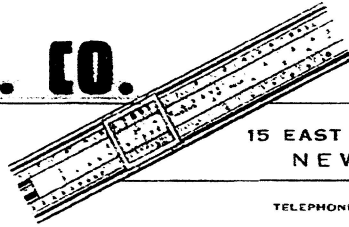
ACU-RULE MFG. CO.

(SUCCESSOR TO FETTER MFG. CO.)

MANUFACTURERS OF

*Specialty Merchandise*15 EAST 26TH STREET
NEW YORK

TELEPHONE ASHLAND 4-5120



August 14, 1939

Gentlemen:

"REMEMBER WAY BACK WHEN"! hardly anyone ever heard of a slide rule? Well, today it's different!

Beginning with the new fall term in high school there will be over **TWO MILLION** potential customers for slide rules, as this instrument is being taught to children in practically all junior high schools and high schools throughout the country. In addition to high school students there will be approximately **HALF A MILLION** new students in colleges and universities interested in the purchase of slide rules.

"**TIME MARCHES ON**". No more multiplying, dividing, extracting square root by the old method. Today everyone uses slide rules to save time.

Aside from students, slide rules are now used by architects, engineers, merchants, salesmen, purchasing agents, manufacturers, accountants, estimators, chemists, and many other professional tradesmen and craftsmen.

The demand continues to **GROW**.

Each year is **BIGGER** than the previous year.

"**CASH IN**" on this demand by featuring

ACU SLIDE RULES

to your trade.

We are now in a position to give you the service you require. Write for prices and complete information. Ask for samples or place your order now.

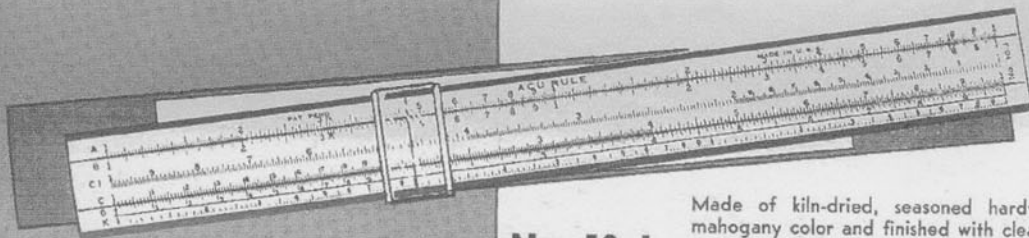
Yours very truly,

ACU-RULE MFG. COMPANY

Magnus H. Hannekim, Sales Mgr.

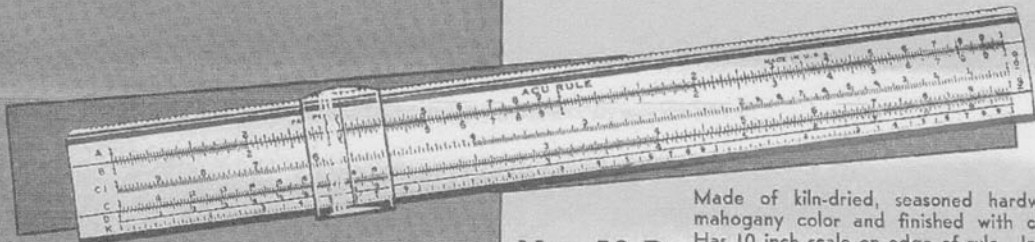
GS/cw-21

Courtesy of MIT Museum, Cambridge, MA.



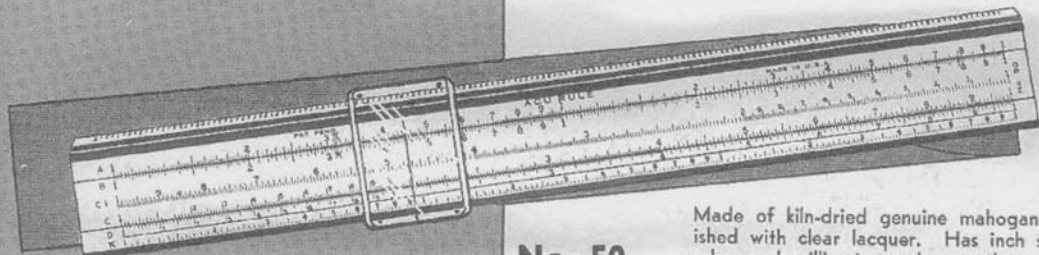
No. 10-J

Made of kiln-dried, seasoned hardwood stained mahogany color and finished with clear lacquer. Indicator (Cursor) metal frame, flat $\frac{1}{8}$ " beveled edge, Lucite lens with red hair-line. Packed in individual boxes. Weight approx. 22 lbs. (Per gross) Packed 3, 6 and 12 doz. Price per gross \$18.00



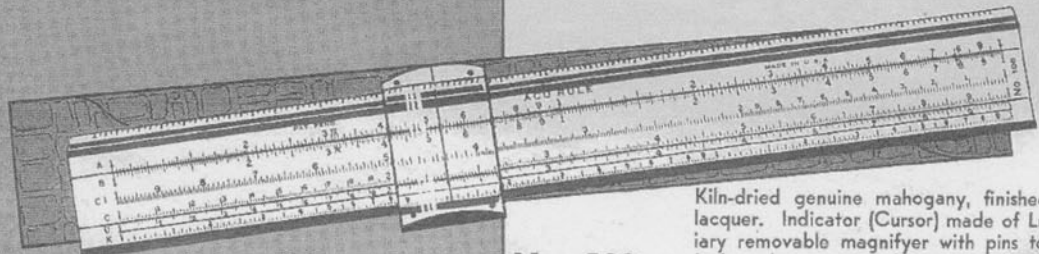
No. 10-D

Made of kiln-dried, seasoned hardwood stained mahogany color and finished with clear lacquer. Has 10 inch scale on edge of rule. Indicator (Cursor) metal frame with Lucite magnifying lens, red hair-line. Packed in individual carrying case. Weight approx. 25 lbs. per gross. Packed 3, 6 and 12 doz. Price per gross \$21.00



No. 50

Made of kiln-dried genuine mahogany wood, finished with clear lacquer. Has inch scale on one edge and millimeter scale on other edge of rule. Indicator (Cursor) made of Lucite. Packed in individual carrying case. Packed 12 rules to a counter display box. Weight approx. 25 lbs. per gross. Packed 3, 6 and 12 doz. Price per gross \$36.00



No. 100

Kiln-dried genuine mahogany, finished with clear lacquer. Indicator (Cursor) made of Lucite. Auxiliary removable magnifier with pins to fit Cursor. Inch scale on one edge and millimeter scale on other. Sine, log and tangent scales on back of rule. Packed in individual carrying case. Packed 12 rules to a counter display box. Weight approx. 25 lbs. per gross. Packed 3, 6 and 12 doz. Price per gross \$72.00

Courtesy of MIT Museum, Cambridge, MA.

THE MOST SENSATIONAL SLIDE RULES EVER OFFERED AT SUCH LOW PRICES

Mannheim type slide rules with A, B, C, D, CI
and K Scale

Slide rules provide an accurate device for easily and quickly solving mathematical problems involving multiplication, division and the combination of each or both, percentage and proportion, squares and square root, cubes and cube roots, diameters and areas, reciprocals, and combinations of these processes.

The operation of a slide rule is extremely easy. It is well worth while for anyone called upon to do much numerical calculation to learn to use one. By means of a slide rule hours of work are saved without mental strain in the calculation of everyday problems of all forms of business.

Used by: Students, Teachers, Architects, Engineers, Merchants, Salesmen, Purchasing Agents, Manufacturers, Accountants, Estimators and Chemists.

Instructions: "Acu-Rules" (Mannheim type Slide Rules), have six Scales, A, B, C, D, CI and K. The "Acu-Rule" consists of three parts, viz: The

"Body," "Ruler" or "Stock" on which is printed Scales A, D and K; The "Slide" moving in the "Ruler" grooves, having scales B, CI and C. The "Cursor," "Indicator" or "Runner" consisting of a magnifying lens set in a metal frame that slides on the face of the "Rule" and "Slide."

It will be easy to learn the operation of the "Acu-Rule" by reading the simple instructions carefully. The most important point is to learn to read the scale so that you can locate numbers without hesitation. Then learn what each scale is best used for. Scales A and B are identical, as are C and D. The CI Scale is the same as C but inverted. Instructions furnished with each rule.

Problems are worked by moving the "Slide" in the "Ruler." The "Cursor" locates the setting with the hair line. The hair line on the lens of the Cursor must be at a 90° angle to the lower edge of the "Ruler," so be sure the word "top" on the metal frame is at the top. Check by centering the hair line on the A-I and D-I either at the right or left end of the A and D scales. If the "Slide" is tight in the grooves, free by using a little talcum powder, oil of paraffin, paraffin wax or sandpaper.