

1924

**The *Logical*
Typewriter.**

FARRINGTON
INSTITUTE
LIBRARY

for
**business
home or
school**

—there are over

600,000

CORONA TYPEWRITERS NOW IN USE BY

Such well known individuals as—

and 900 firms in the country's largest industries—

Cornelius Vanderbilt, Jr.
H. C. Witwer
H. G. Wells
Rex Beach
Rudyard Kipling
Cardinal Benlock of Spain
Secretary to Pope Pius XI.
Will Rogers
Cyril Maude
E. Alexander Powell
Winifred Sackville Stoner
Monte Blue
Burton Homes
J. B. Duke
Mrs. J. Borden Harriman
James Montgomery Flagg
Mrs. Whitelaw Reid
Franklin P. Adams (F. P. A.)
Damon Runyon
George Patullo
Prof. Lionel S. Marks
John McCormick
C. Coles Phillips
Reinald Warrenrath
The Prince of the Asturias
(Heir to the Throne of Spain)
H. M. The King of Siam
Herbert Corey
Sinclair Lewis
Charles Fuller Gates
H. H. Princess Mary Louise
Lady Templeton
Sir Charles Markham
Mme. Nazimova

Iron and Steel

American Car & Foundry Company
American Steel & Wire Company
Carnegie Steel Company
National Tube Company

Railroads

Atchison Topeka & Santa Fe R. R.
New York Central R. R.
Pennsylvania Railroad
Southern Pacific Company

Automobiles

Henry Ford & Son
General Motors Company
Packard Motor Car Company
Pierce Arrow Motor Car Company

Food and Drugs

Beechnut Packing Company
Campbell Soup Company
National Biscuit Company
Parke Davis & Company

Publishers

Chicago Daily News
Curtis Publishing Company
Methodist Book Concern
New York Evening Post

Insurance

Equitable Life Insurance Corporation
Metropolitan Life Insurance Company
Ocean Accident & Guarantee Corporation
New York Life Insurance Company

Packing

Armour & Company
Libby, McNeil & Libby
Morris & Company
Swift & Company

A \$4,000,000 concern

With highest grade rating

DUN - - - AA - A 1

BRADSTREET - G - AA

and with 17 years experience

in building

and

specializing

on

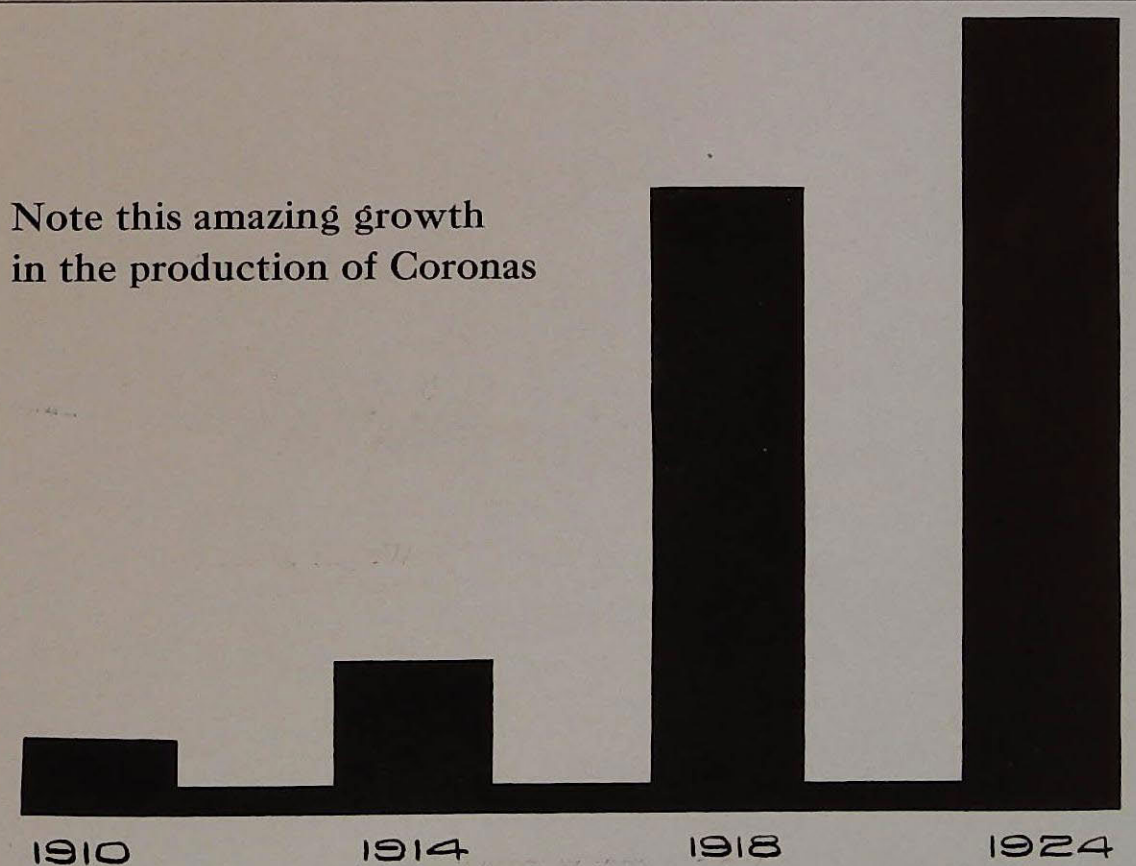
ONE

product

Quantity production in these modern efficient factories explains Corona's low price



Note this amazing growth
in the production of Coronas



There are more Corona's in use than all other makes of similar typewriters combined

The Development Typewriter

from

Over 100 lbs. in 1850

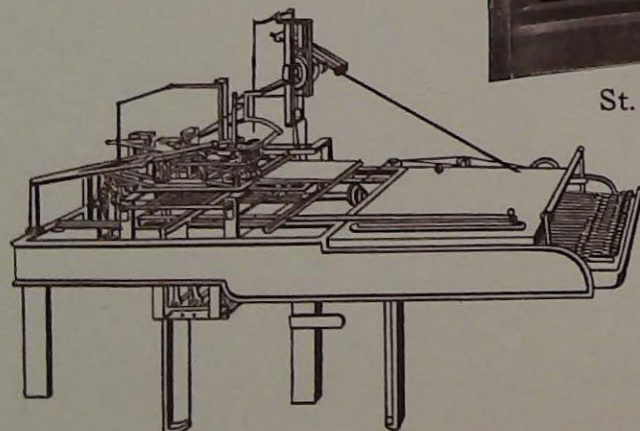
to

9 lbs. in 1924



St. Francis Printing Machine, 1857

Weight 37 lbs.



Eddy's Typographer, 1850. Weight approximately 100 lbs.

of the



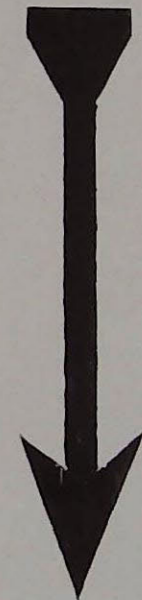
The compact, practical,
light weight typewriter of today

Weight 9 lbs.



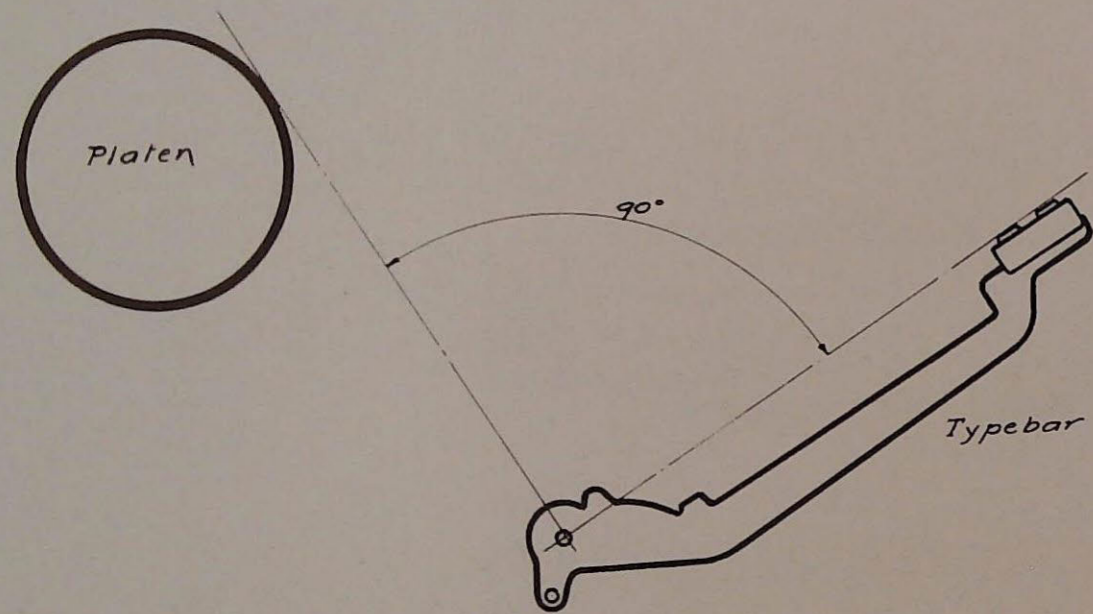
Type of Machine in general use since 1897

Average Weight 32 lbs.



In this
compact typewriter
of today—

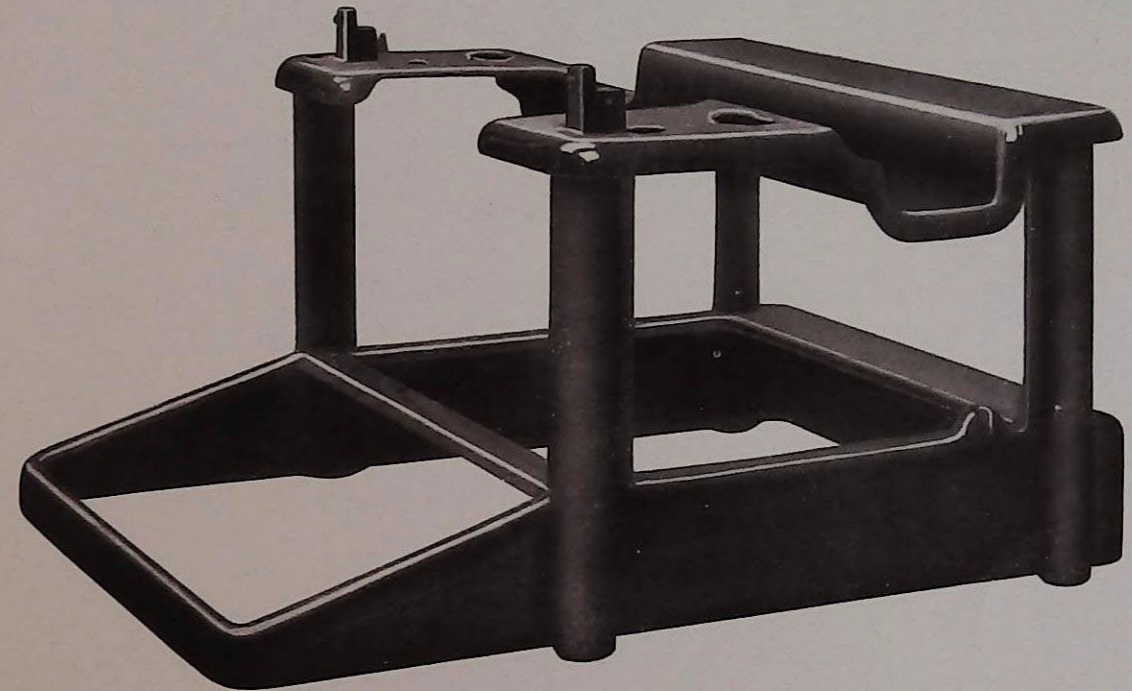
Standard Principles of construction have not been sacrificed.



Note the full length type bar { the essential part
of a typewriter },
operating through an arc of
90 degrees.

Standard Construction
Standard Operation

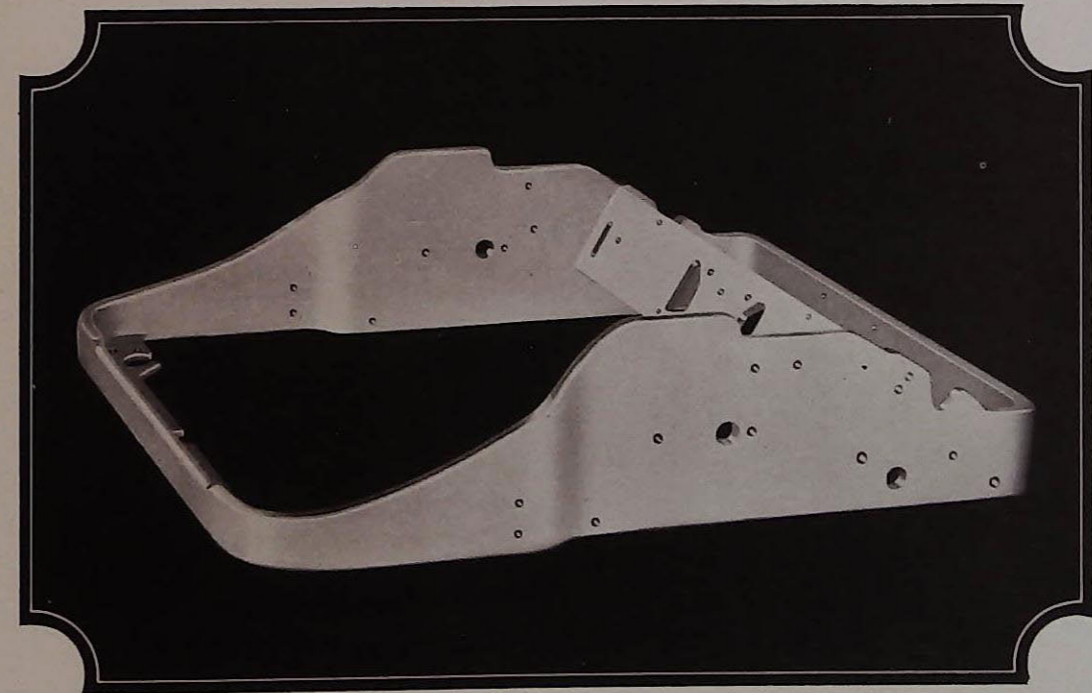
Weight was reduced, without sacrificing strength, by substituting aluminum, for the old style cast iron frame.



Cast iron—
← bulky, heavy
and brittle.

Weight
approximately
15 lbs.

Heavy Cast Iron Frame of the ordinary machines of today

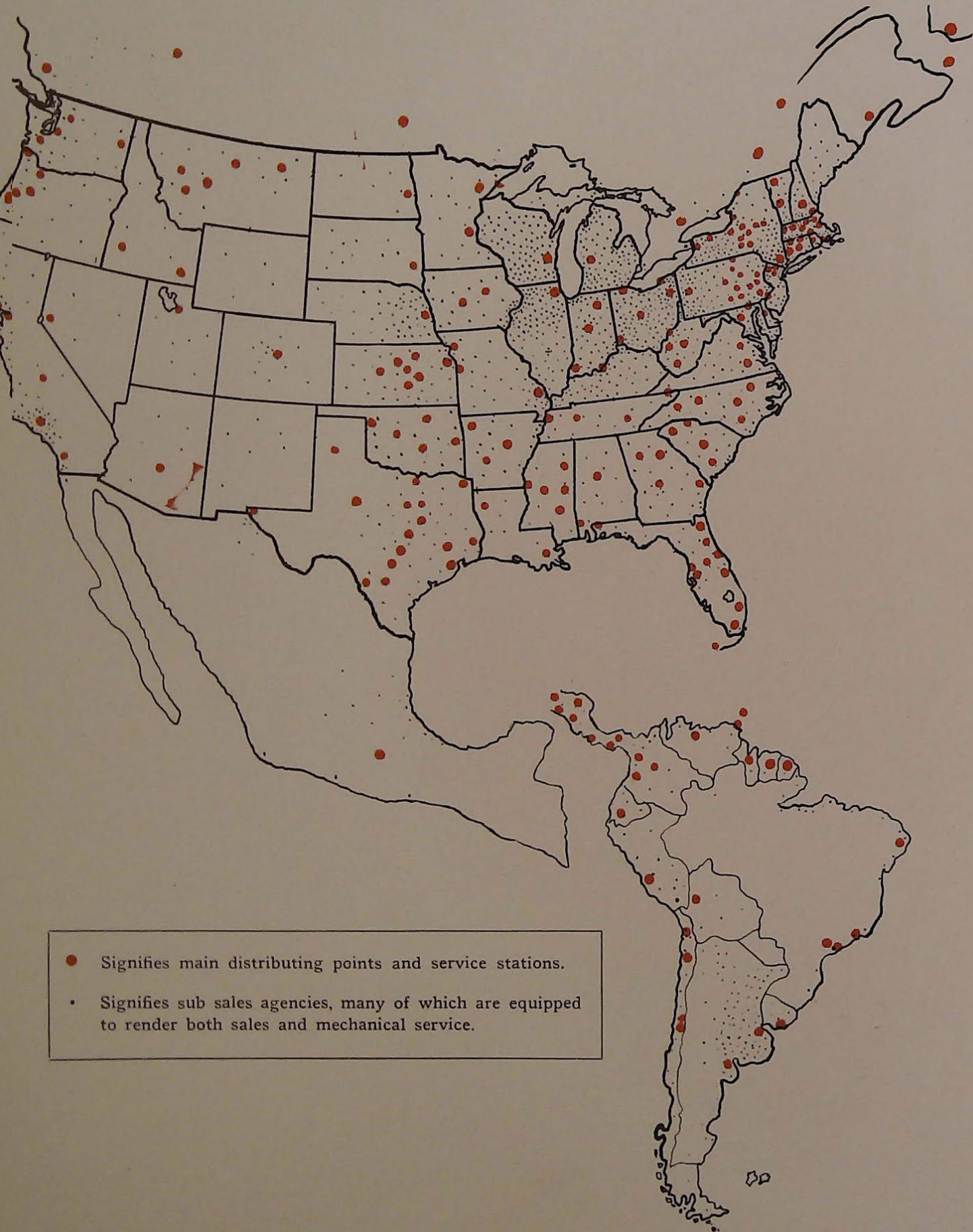


Aluminum,
← light, compact
and tough.

Weight
approximately
1 1/3 lbs.

Aluminum Frame of Corona Four

Corona sales and service found in 5,000 cities throughout the world



● Signifies main distributing points and service stations.
• Signifies sub sales agencies, many of which are equipped to render both sales and mechanical service.

5,000 cities throughout the world

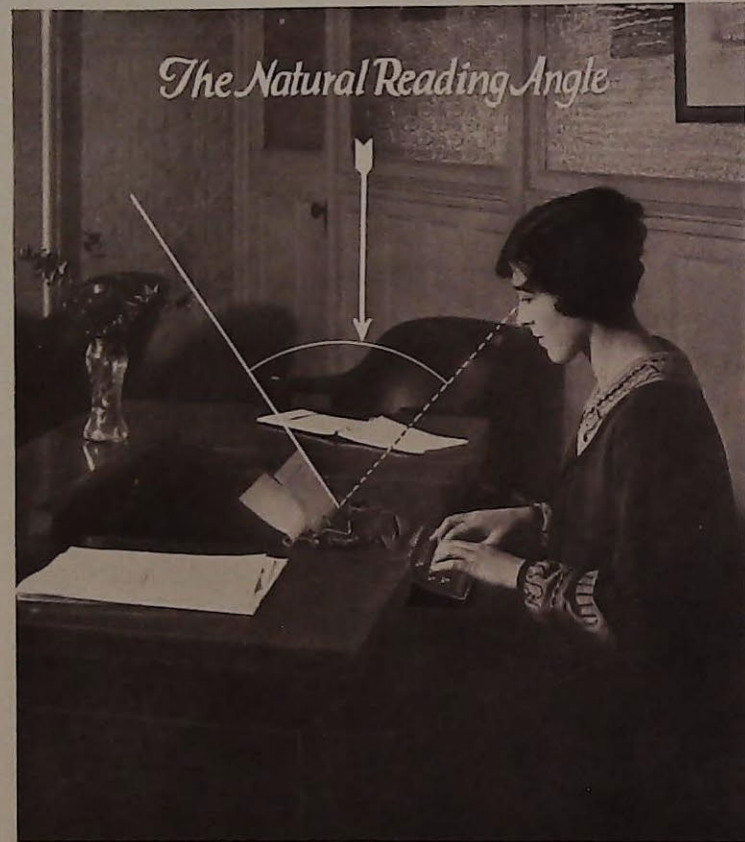


Nearly one third of the output of Corona's three big factories goes to supply the demands of foreign lands.

—and in addition Corona is the **only** typewriter which holds the work at the **natural reading angle**, providing—

100% straight line visibility across the entire writing line.

Reduces fatigue—
Saves eye strain—
Increases the operator's efficiency.



The Natural Reading Angle.



You do not read a newspaper like this—

vertically

—yet that is the way the paper is held in the ordinary typewriter.



Neither do you hold it this way—

horizontally

—as the paper is held by one other portable.



You hold it this way—

at the natural reading angle

—The Corona way.

Corona is therefore the **logical** typewriter
for

BUSINESS

1. The Standard Keyboard satisfies the expert touch operator,
2. Corona has been PROVEN to be MORE DURABLE than the ordinary machine,
3. The service expense is lower,
4. You can have more typewriters at the same cost,
5. **And the price**—saves you 40%.

HOME

1. It is easily moved about in the home,
2. It requires no special desk,
3. Can be taken along when traveling,
4. Has the Standard Keyboard,
5. Will stand more abuse than any typewriter,
6. **And the price**—is within the reach of all.

SCHOOL

1. Has the STANDARD KEYBOARD,
2. Enables the school to accommodate more pupils with the same investment,
3. Reduces lost teaching hours because Corona seldom gets out of order.
4. The simple construction reduces service expense,
5. **And the price**—is the lowest in school buying history.

*Here are the names of a few people
you know, who will vouch for Corona*

INDIVIDUALS

Neatly
Type
a
List
of
Local
Users
and
Paste
Here

FIRMS

Attach
Here
a
List
of
Local
Firms
Using
Corona

*—and what one well known local man
thinks of Corona*

Paste
Local Testimonial
Here

What style of type do you prefer?

CORONA
FOUR

*furnished
with*

PICA

ELITE 10

ELITE 12

BILLING

CORONA THREE
& XC MODELS

*furnished
with*

PICA

ELITE 10

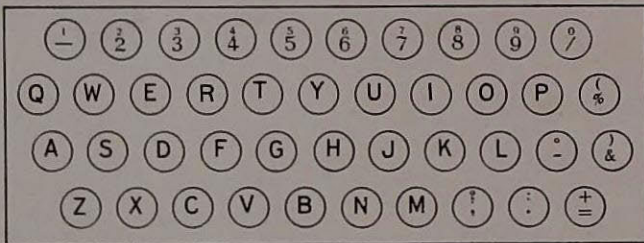
ELITE 12

ITALIC

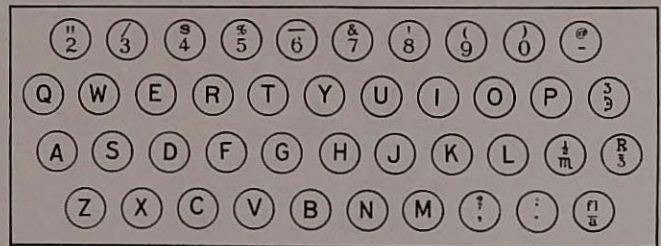
MEDIUM ROMAN

BILLING

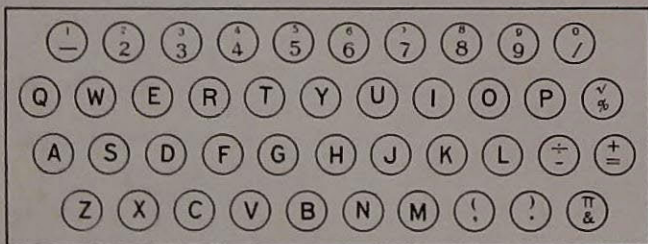
Four Popular Vocational Keyboards



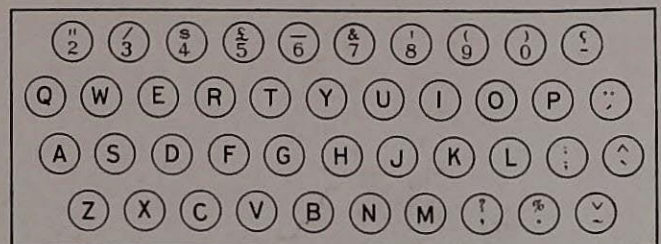
XC Chemical Keyboard



XC Medical Keyboard



XC Engineering Keyboard



International Keyboard Writes Nine Languages

There is a Corona Keyboard for every foreign language