



SMITH-CORONA

Electra 12

A NEW CONCEPT IN ELECTRIC TYPING



**For
Offices
Large and
Small**

This
Color
is
Sage
Gray

*...a full-featured power typewriter gives
the speed and ease of electric typing in just*
HALF the space – HALF the cost

With the development of the Smith-Corona Electra 12 has come an entirely new concept in electric typing . . . a full-featured electric typewriter for *all* businesses, large or small. Here for the first time is an intermediate-sized electric machine that is small, sturdy and occupies less than half the space and is priced less than 1/2 the cost of all other electric typewriters. And, the Electra 12 will produce perfect letters so vital and necessary in today's exacting business world.

If you have hesitated in "going electric" because of lack of desk space, insufficient typing load, or high cost, here is the opportunity you've been hoping for.

The Electra 12 can be used on any desk or table top . . . the Electra 12 is very light, weighing only 18 lbs., and can be moved from office to office effortlessly . . . the Electra 12 is strikingly attractive and reflects the same

quality, craftsmanship and utility characteristic of Smith-Corona products for more than half a century.

Larger firms will welcome the Electra 12 as a full-duty office machine. It's just perfect where work loads have not previously justified an electric typewriter or where the appearance of the machine, as in reception rooms, is of paramount importance.

Designed to handle 95% of average office requirements, the Electra 12 has a paper capacity of over 12" and will easily accept an 8 1/2 x 11 sheet of paper the long way. The Electra 12 will type an 11" writing line, will handle full-size business envelopes and will produce up to 15 legible carbon copies. It is fully equipped with most major features found on larger electrics—key-set tabulation, repeat action, impression control dial and touch selector.

the **SMITH-CORONA** **Electra 12**



Full-featured for the finest in typing!



WIDE CARRIAGE

Types full-size business envelopes, forms and standard business stationery. The new Smith-Corona Electra 12 has a paper capacity of over 12" . . . a full 11" writing line!



AUTOMATIC REPEAT ACTION

Extra pressure on the space bar or hyphen-underline key gives automatic repeat action, helps you move rapidly to any position or underline effortlessly.



TOUCH SELECTOR

Choose the exact touch you wish on your Smith-Corona Electra 12. Complete range from a very light to a firm touch. Merely set the Touch Selector Dial to the touch that exactly suits you.



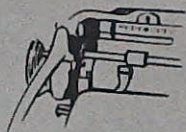
IMPRESSION CONTROL DIAL

Assures perfect carbon copies and stencils by automatically increasing the force with which the typebar strikes the paper without changing the touch necessary to trigger the keys.



KEY SET TABULATION

Conveniently located right on the keyboard. Speeds up setting and clearing of any or all stops. Offers the easiest, most accurate way to type figures, dates, closings and indent paragraphs.



PAGE GAGE

End bottom margin miseries. Page Gage accurately indicates in inches the exact amount of paper remaining at the bottom of the page. Perfect for multi-page letters and reports.

SPECIFICATIONS

Paper Capacity—The carriage will accept paper 12 $\frac{1}{8}$ " wide.

Writing Line—The Electra 12 gives a full 11" writing line, 111 characters with pica spacing, 133 characters with elite spacing.

Weight—The Electra 12 weighs 18 lbs. 8 oz.

Motor—A 110 V 60 Cycle AC motor is standard. Available on order are 220 V 60 Cycle AC, 110 V 50 Cycle AC, and 220 V 50 Cycle AC motors.

Colors—Choice of three custom-styled colors, especially selected by color engineers to harmonize with all office interiors—Sage Gray, Alpine Blue, Seafoam Green.

Type Faces—Choice of Standard Pica or Elite, plus a wide selection of distinctive executive and special-purpose type styles.

Keyboards—Full 88-character American Electric Keyboard is Standard. Also available in a broad selection of special application and foreign language keyboards. Consult your Smith-Corona dealer.

Tabulator—Full-width, keyboard-controlled tabulation.

Platen—New lightweight, wear-resistant, all-purpose platen. Provides excellent write, manifolding and stencil-cutting. Easily and quickly removable for cleaning.

Service—The Smith-Corona Electra 12 is the most thoroughly tested electric typewriter ever produced. Experience proves it requires a minimum of service. However, when necessary, competent repairs or adjustments may be obtained at Smith-Corona Branch Offices and authorized servicing dealers throughout the world.



SMITH-CORONA

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