Announcing the NEW MODEL ROYAL No. 10

The Machine with a Personality" FEATURE No.2

No Matter What Your Personality May Be— The ROYAL MASTER-MODEL 10 will fit it:



pher, every office manager, every expert operator on the firing-line of "BIG BUSINESS" will grasp at once the enormous work-saving value of the *New*

Knob" Royal Model 10.

Because it is "the machine with a personality"—your personality! Think of a master machine with an adjustable touch—a typewriter you can "tune up" to fit your own personal touch, simply by "turning the knob" until it strikes the keynote of YOURSELF.

Think of getting through your week's work with the minimum of effort and banishing the dull grind of "typewriter nerves."

That's only one reason why the No. 10 Royal is the master machine. There are many other big, vital new features. Combined with the personality of its regulated touch, you get a typewriter with 100% speed—100% accuracy—100% visibility—100% durability—making 100% EFFICIENCY. A machine with 1,000 working-parts "minus"—a typewriter of long-term service, that need not be "traded out" and won't "die young."

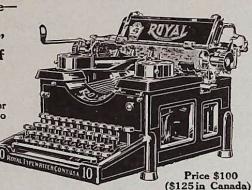
The No. 10 Royal introduces many exclusive Royal features not found on any other typewriter in the world. It carries all standard improvements: Tabulator, Back Space Key, Bichrome Ribbon and Automatic Reverse, and has the famous

Royal Triple Service Featureit writes, types cards and bills!

BUILT for "BIG BUSINESS" and its GREAT ARMY of EXPERT OPERATORS.

Get the Facts!

Send for the "Royal man" and ask for a DEMONSTRATION. Or write to us direct for our new brochure, "Better Service," and a beautiful Color Photograph of the new Master-Model 10, showing all of its many remarkable new features. This advertisement describes only one, "Write now—right now!"



ROYAL TYPEWRITER COMPANY, Inc.

Room 15, Royal Typewriter Building, Broadway, New York BRANCHES AND AGENCIES THE WORLD OVER

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