

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:



"Just Turn the Knob"

EVERY keen-witted stenographer, 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 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 Feature**—it 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!"



Price \$100 (\$125 in Canada)

ROYAL TYPEWRITER COMPANY, Inc.

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

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