



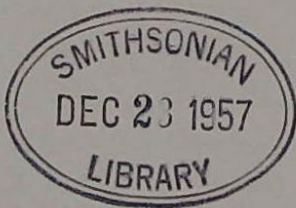
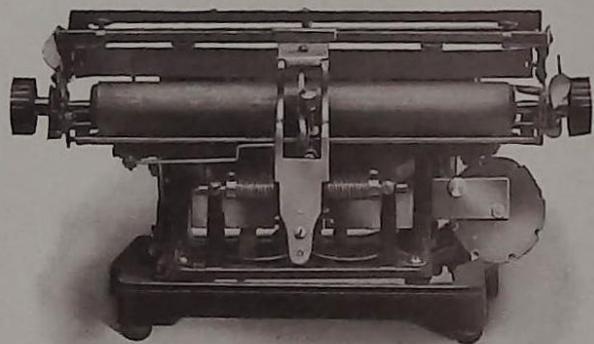
STERLING SALES CO., Inc.

Distributor

STERLING TYPEWRITER CO.

299 Broadway

New York



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THE STERLING TYPEWRITER

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The Sterling



HIS compact machine is certain to revolutionize the typewriter world.

For years people have been looking for an inexpensive machine possessing these cardinal virtues, viz: **durability, perfect alignment, visible writing and writing in any language.**

With the *Sterling* Typewriter can be furnished various sets of alphabets, such as **English, Spanish, German, French, Greek, Portuguese**, or any other that may be desired. Instead of expending \$400.00 for four separate and distinct machines you are getting all four machines in one for one-third the price of one ordinary machine.

To go back to the cardinal virtues—the *Sterling* Typewriter is unequalled for durability. It is not an untried article, but one which has been under severe test for two years under most trying conditions, proving conclusively that

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there is no other machine on the market, no matter at what price, that will wear longer or will require as little repairing. In other words, it has been thoroughly tried and not found wanting.

There is one fault with the older typewriters that has never been remedied, i.e., imperfect alignment. Pay what you may, you will always have the same old difficulty sooner or later, **Imperfect Alignment.** With the *Sterling* we have made this trouble **Impossible**, as the general construction of the type compels straight and even writing. There are no type-bars in this machine to spring and twist, which every operator knows cause endless difficulty.

It is always essential that a machine be so constructed that when speed is a factor, there will be no doubling up of letters or close spacing here and wide spacing there. The *Sterling* stands high in this respect.

Generally speaking this machine embodies what the public have all these years been looking

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for. There are no little intricate levers and ratchet wheels to get out of order, or other unnecessary contrivances that tend to complicate instead of adding to the usefulness of a practical writing machine.

To the average business man, professional man, or farmer, an expenditure of \$100.00 is unwarranted. A machine that will handle their correspondence and sell for the price of this machine is needed. There is where the *Sterling* fits in.

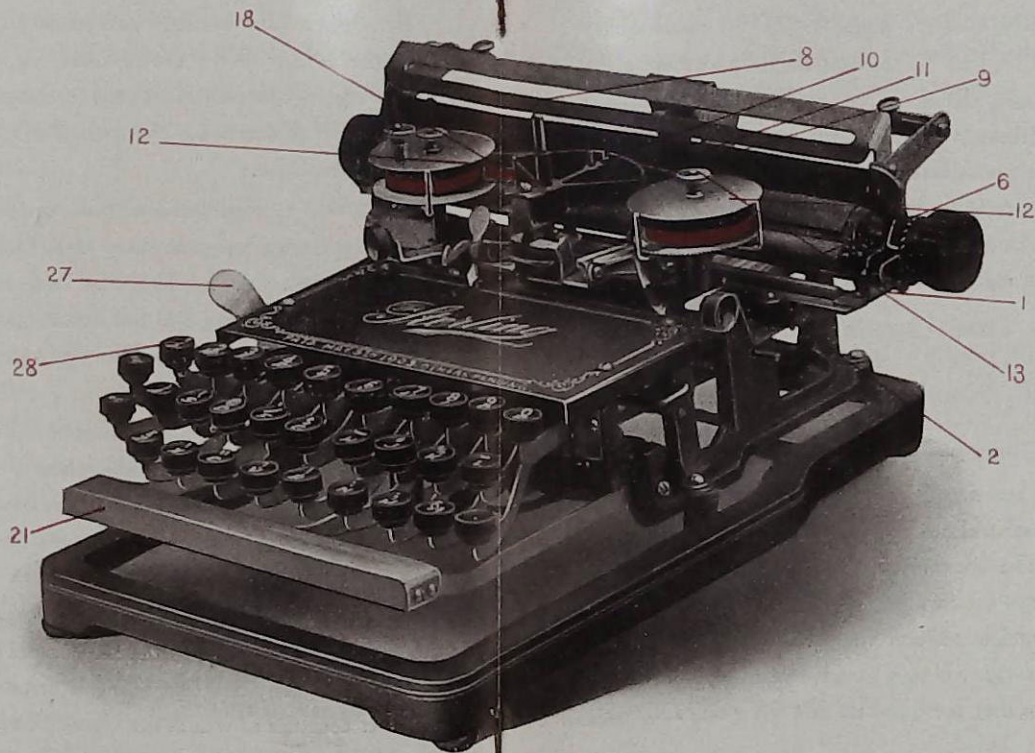
Think of what this typewriter means to a business house which deals with trade in many foreign countries. There is hardly an important establishment these days that does not have to write in a foreign language daily.

The machine is thoroughly covered by patents which are broad and extensive, one of them embodying fifty-one claims, and is protected in other countries as well as the United States.

Dealerships will be carefully considered.

**Sterling
Superiority**

In all respects, the *Sterling* equals in fine points all other machines. In perfection of alignment absolute uniformity of impression and ability to write in any language the *Sterling* possesses points of superiority over any other machine.



- | | | | | | |
|------------------|-------------------|-----------------------|----------------|--------------|-----------------|
| 1 Carriage | 2 Carriage Slide | 6 Feed Rollers | 18 Paper Guide | 9 Line Guide | 10 Letter Guide |
| 11 Ribbon Shield | 12 Ribbon Spools | 13 Thumb Screws | 18 Type Wheel | | |
| 21 Space Bar | 27 Shift Key Lock | 28 Capitals & Figures | | | |

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Durability In the *Sterling* it is the ability to stand the use and abuse of the heavy hand of the novice and to outlast a delicately adjusted, high priced machine. This is accomplished mainly by the type segment, a marvel of construction. The type is the vital part of any typewriter. The parts are few and strong and will stand hard usage without injury.

That's Sterling durability.

£ £ £

Alignment Alignment is the result of the mechanical construction that makes clean, straight writing possible at all times. The construction of the type compels straight and even writing. The question of alignment, straight uniform writing has always been and always will be a trouble to manufacturers as long as they use type-bars that will spring and twist.

That's Sterling alignment

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Visible Writing Every character, in either color of the bi-chrome ribbon is plainly visible. Visible writing is a necessity now.

That's Sterling visibility.

£ £ £

Writing in any Language By the instant change of the type segment the *Sterling* becomes a typewriting machine for various languages. That is, English, Spanish, German, French, Portuguese, Greek, etc. This convenience puts this machine in a class by itself. Think of what this means to a commercial house with foreign connections.

That's Sterling superiority.

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Our Claims We are offering a typewriter at less than one-third the cost of the older machines, that embodies every essential that is necessary to a typewriter, without "frills" or complicated parts. A machine that is strong, honestly made and of the greatest simplicity. We claim for the *Sterling*, that subject to proper use and the ordinary abuse of the office, that our machine is as nearly indestructible as any typewriter can be. The *Sterling* is not an experiment, having been demonstrated for the past two years, showing the merits as above set forth.

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