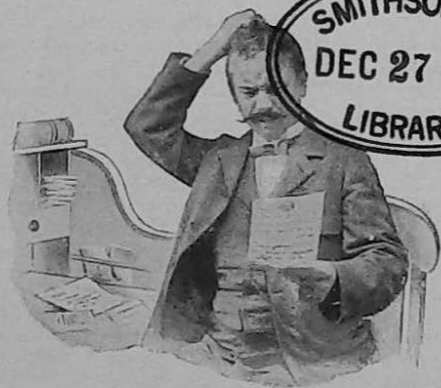


SMITHSONIAN  
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***WHY** in the world doesn't a man like Jones get down to business methods when he can buy an American Typewriter for \$10? Does he think I'm running a puzzle department?*

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**E**VERY ONE who desires his correspondence to be "up-to-date," easily read, and business like, uses a typewriter. **DO YOU?**

You may not need an expensive machine and a professional stenographer, but you surely cannot afford to be without a typewriter when the No. 2 American, which combines simplicity, durability, and ease of operation, is sold for \$10.

**The American Typewriter Co.**

265-267 BROADWAY, NEW YORK CITY

## AMERICANS ALWAYS LEAD

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### Type-writers a Necessity

### The American \$10 Typewriter

### A Low-priced Machine

### Endorsed by the Public

### 37,000 in Use

### Simple Durable

**T**HIS is the typewriter age. Pen-scribbled letters are out of date. There is nothing which more quickly indicates that a business is behind the times than a pen-and-ink correspondence. The unwritten law of business requires typewritten letters. They save time, make a good impression, improve your credit, and bring your office up to date. In fact, typewriters have become an economical necessity, and the world's business to-day could not be transacted without them. Yet thousands have been denied the benefit of this great business aid because of two great obstacles—high price and difficulty of learning. Both of these have been overcome by the introduction of the American \$10 Typewriter, which combines the essentials of success in any article intended for general use—high quality and low price.

For nine years the American has held a unique position in the typewriter world. Selling for only one-tenth the price of the \$100 machines, it has, nevertheless, met the requirements, in every particular, of a vast number of business men. This would have been impossible had it not possessed actual merit. To-day, with thirty-seven thousand in use, it stands without a rival, the "Standard High-grade, Low-price Typewriter of the World."

Like most great inventions, the American is extremely simple, containing but thirty-five parts, while the other machines contain many times this number and for this reason, can never sell at a low price.

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THE CLINCHING ARGUMENT: PRICE, \$10

## AMERICANS ALWAYS LEAD

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### Unexcelled Work

### Good Rate of Speed

### Privilege of Trial

### Within the Reach of all

### Only \$10

### Beautiful Work

We do not claim to give a machine capable of the highest speed for \$10, but we do claim that the work of the American is equal in quality to that of any other machine, and that it is capable of handling an average correspondence. If you can write twenty words a minute legibly with a pen you are a rapid writer. If you never knew this before, try it. The American Typewriter is capable of writing between thirty and forty words a minute.

We are confident that to secure your order it is necessary only to have you realize the value of our machine, and therefore have arranged with the express companies to allow you one week's trial before actually buying. This shows our confidence in the American, and gives you an opportunity for a thorough test. Surely, neither the cost nor the time required to learn need longer stand in the way of your having a typewriter. The American is a machine which anyone can afford to own, but which no writer or business man can afford to be without.



*A pen-scribbled letter*

### Description of Machine

The first thing required of a typewriter is that it shall do good work. In this respect the American is unexcelled. It prints directly from the type, and not through a

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THE CLINCHING ARGUMENT: PRICE, \$10

## AMERICANS ALWAYS LEAD

ribbon. This gives a clear-cut impression and saves the bother of cleaning type. Inks of different colors may be substituted without the use of tools.

### Straight Lines

The alignment is perfect and permanent, the type being locked by a clever mechanism in its exact position before and while the letter is being printed. Thus your finished letter is in even, straight lines, with no characters twisted or slipping above or below their fellows. The type is a facsimile of that of the high-priced machines.

### Always Goes

The American always goes. A typewriter that hesitates, balks and finally stops, is useless, no matter how many other good features it has. The American is extremely simple in its mechanism, and the working parts being made of the best cold-rolled steel insures its durability.

### Writing Visible

The writing is always in sight, so corrections and insertions are made with ease and accuracy. Thus it is perfectly adapted to making statements of accounts and other tabulating.

### Easily Operated

The operating is very simple. The paper is turned to its place by a rubber cylinder and moved any desired distance in either direction by the turning of a line spacer. In writing, your right hand moves the pointer to the letter or figure wanted on the semi-circular dial, while your left hand moves a key that prints that letter or figure by pressing the type itself against the paper. No instructions are needed. You can begin writing your letters as soon as you get your machine, and a few days' practice will give you a speed of thirty to forty words a minute.

### No Lessons Needed

## AMERICANS ALWAYS LEAD

### Portability



### Quiet

The weight of the machine, in leather traveling case, which is furnished in place of the metal case without extra charge, is only five pounds. In use it is much quieter than keyboard machines, and can be operated on a desk, table, or on your knee, as it measures only five inches high, by seven deep, by eleven wide. For traveling men it has no equal.

*pleased with his American* From one original, made with special

### Duplicating 100 Copies in 1/2 Hour

duplicating ink on the American, one hundred good copies can be made with the Duplicator or Simplex Printer in half an hour. The time and labor saved in such a combination, for business notices, church reports, school examinations, etc., is out of all proportion to the small cost of the outfit. There is no greater drudgery than the writing over and over of the same letter. The ink is copyable, letter-press copies being easily made in the usual way.

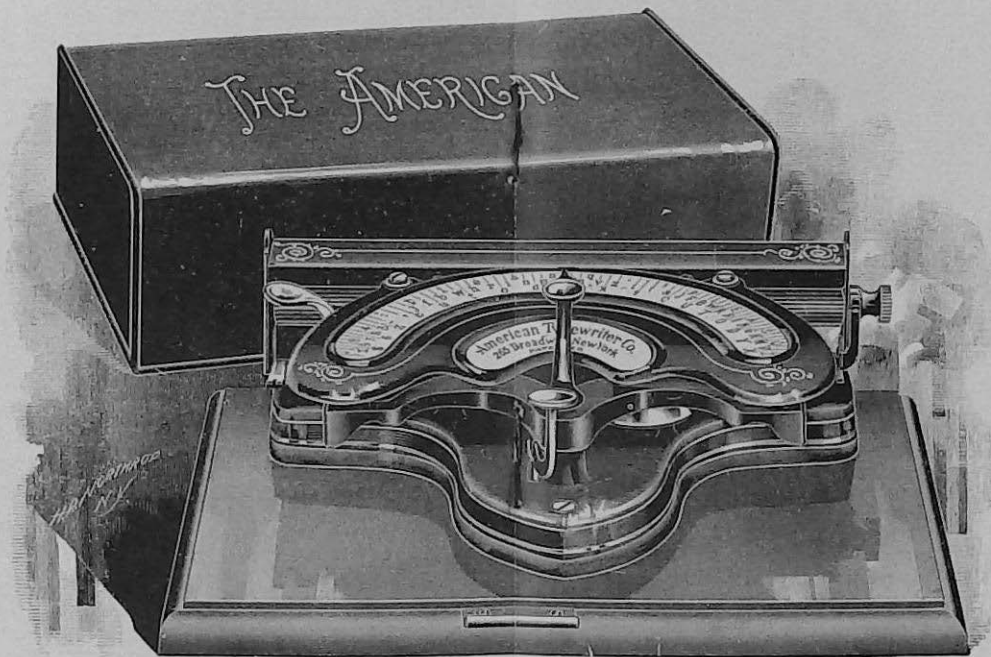
### Languages

We have machines for English, Italian, French, German, Spanish, Portuguese, Russian and Scandinavian. We call special attention to our large type machine, which has met with remarkable success among clergymen, professors and lecturers. It is also suitable for making out orders, or any condition where special legibility is required. Physicians have

### Large Type for Clergymen

THE CLINCHING ARGUMENT: PRICE, \$10

THE CLINCHING ARGUMENT: PRICE, \$10



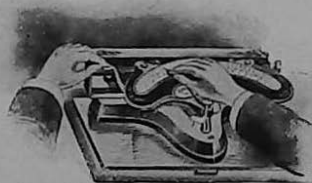
## THE AMERICAN TYPEWRITER

A TRIUMPH OF SIMPLICITY :: A MARVEL OF MECHANICAL SKILL

Price, Complete . . \$10

## AMERICANS ALWAYS LEAD

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*The American at work*

### Medical Signs

found our machine so perfectly suited to their needs and have ordered them in such large quantities that we have found it necessary to make a special machine for them, including the medical signs.

### More Good Points

The paper feed is especially adapted to holding envelopes and postal cards, which can be handled with the same rapidity as with the \$100 machines. Paper up to nine inches in width can be written on. There are seventy-three characters, including capitals, small letters, figures and punctuation marks. The keyboard is arranged so that letters most used form combinations, such as "and," "the," etc. The bell rings four letters before the end of the line, giving ample time to finish or divide words properly.

### Durability

The American Typewriter is scientifically constructed, the parts are interchangeable from one machine to another, and only the best material is used in its manufacture. The base and top plate are annealed cast iron, handsomely japanned and ornamented. The working parts and paper carriage are made of cold-rolled steel. The main-spring is phosphor-bronze, which does not rust, and keeps its strength for years.

### Material

## AMERICANS ALWAYS LEAD

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### Construction

The type wheel is spring brass, on which rubber type is vulcanized under high pressure and temperature. This special method produces type which has proved itself fully as durable as metal type. The keys are polished and nicked. The ink rolls are of Spanish felt, and the keyboard is white enamel. A handsome metal case, with a mahogany finished base, or a leather traveling case, is supplied with the machine.

### Terms

Our terms are strictly cash. We extend no credit. This is not intended to be discourteous, but is simply a matter of business. Our price is so low that we cannot possibly afford to open accounts. Remittances may be made by express, money order, registered letter or New York draft. Unregistered letters are at sender's risk. Machines are always expressed, carefully packed, ready for immediate use. If you desire to try the machine before purchasing, we will, on receipt of \$1 to guarantee return charges, send C. O. D. for remainder of price, with privilege of examination. *Please mention the express company by which you wish it sent.*

### Shipment

### 10 Days Trial

The immense success of the American, wherever its merits have been tested by actual trial, warrants us in making this special trial offer. *If you wish to try the American for one week, deposit \$10 with your express agent, sending us his receipt, and we will send the machine, instructing him to refund your money, less expressage, if it is not satisfactory.* This shows you the absolute confidence we have in our typewriter.

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THE CLINCHING ARGUMENT: PRICE, \$10

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THE CLINCHING ARGUMENT: PRICE, \$10

## AMERICANS ALWAYS LEAD

This is the regular type we send in all machines unless otherwise ordered.

This is our large type, for clergymen and public speakers, furnished at regular price.

In ordering state whether you wish regular or large type.

### A Bit of History

The American Typewriter Company was incorporated in 1893. Its officers are men who have been in the typewriter business for the past sixteen years, and are thoroughly fitted by long experience to conduct the manufacture of high-grade writing machines on a large scale. The machines are covered by United States and foreign patents. The factory is located at Derby, Conn., made famous as the home of Yankee ingenuity, and has a capacity of one hundred machines a day.

When the American \$10 Typewriter came on the market there were a number of low-priced typewriters. The mechanical superiority of the American was soon evident, and to-day it occupies this field without a competitor.

We are therefore in the typewriter business to stay, and fully appreciating that satisfied customers are the foundation of our successful business, we will do everything in reason to make all owners of our machines perfectly and permanently satisfied, so that they will recommend it to others.

THE CLINCHING ARGUMENT: PRICE, \$10

## AMERICANS ALWAYS LEAD

### Guarantee

We will replace without charge any part of the American Typewriter that proves defective within one year of its sale.

### Price List of Parts

Ink Rolls, per pair	\$0.25
Extra Ink, any color, requiring extra rollers for each color	.25
Duplicating Ink, for use with Duplicator to make 100 copies	.50
Type Wheel, French, German, large type, etc. (all type wheels interchangeable), extra dial required with each style of type wheel	1.50
Top Plate and Dial complete	.50
Dial	.20
Carriage, complete	1.25
Printing Lever or Space Key	.50
Carriage Feeding Mechanism and Spring	.50
All Screws, each	.05
Feed Roller	.25

We make a specialty of our No. 104 linen paper, 500 sheets, 65 cents. Also a plain white envelope of good quality, 500, 90 cents. We will print your name, business and address on the paper for \$1.25, and envelopes for \$1.00. Special price on printing, etc., will be given on large lots.

We also have a full line of typewriter supplies, paper, ink, etc.

### One Hundred Copies in Half an Hour from One Original

We sell the best form of the oldest, most reliable Duplicator ever invented. The copies it produces are neat facsimiles of the original, made on the American by simply changing ink rolls. Fifty cents' worth of ink will last six months.

DUPLICATORS WITH TWO SURFACES		WITH FOUR SURFACES	
No. 1. Note size, 6 $\frac{1}{2}$ x 9 $\frac{1}{2}$ , \$3.50	No. 6. Note size	\$5.00	
No. 2. Letter size, 9 x 11 $\frac{1}{2}$ , 5.00	No. 7. Letter size	6.50	
No. 3. Cap size, 9 x 13 $\frac{1}{2}$ , 6.00	No. 8. Cap size	7.50	
No. 4. Folio size, 15 x 18, 10.00	No. 9. Folio size	13.50	

Special duplicating typewriter ink and extra rollers (price 75c.) are all the extras required.

### Bushnell's Perfect Letter-copping Book

Requires no letter-press. Books sent by mail, postpaid, on receipt of price.

No. 2. 10 x 12 inches, 100 leaves	\$1.00
No. 10. 6 x 10 inches, 150 leaves	1.00
No. 20. 10 x 12 inches, 150 leaves	1.30

THE CLINCHING ARGUMENT: PRICE, \$10



*“Well, I am delighted. At last Jones has an American Typewriter. Now from this letter I can tell what he is driving at—and what a relief from his pen-scribbled puzzles! I’ll wager Jones will do some business now.”*

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**THE CLINCHING ARGUMENT \$10**  
PRICE :: :: :: :: ::

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**WE** TRUST your mind is fully made up as to your need of a typewriter, and that you are thoroughly satisfied the American Typewriter is the machine you want.

**The American Typewriter Co.**

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265-267 BROADWAY, NEW YORK CITY

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