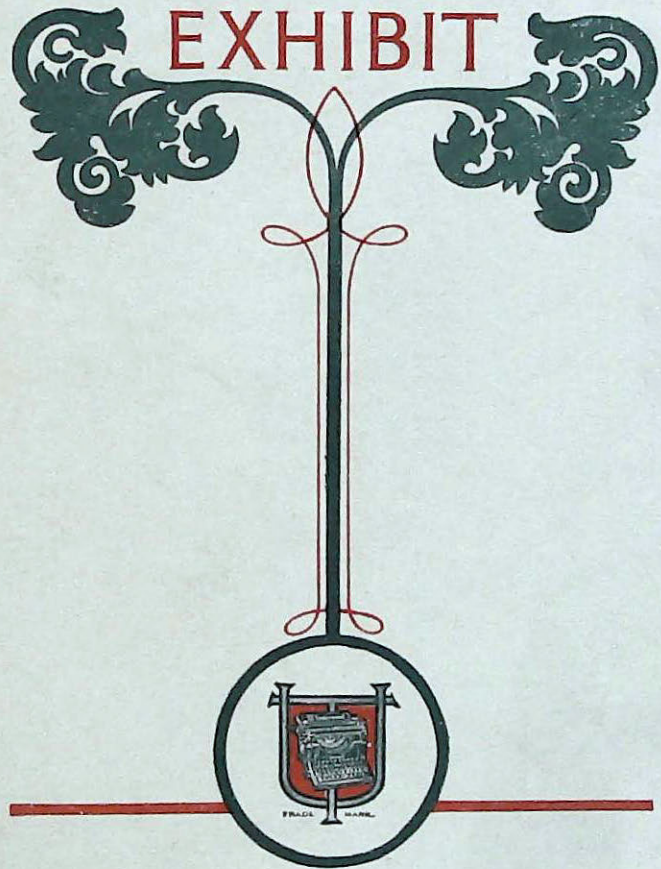


THE
UNDERWOOD
EXHIBIT





Twelfth
Annual Business Show
Madison Square Garden
New York
October 22nd - 29th 1910

The Underwood Exhibit

Underwood Typewriter Company
Incorporated
241 Broadway . . . New York



THE UNDERWOOD TYPEWRITER COMPANY greets you, extends a hearty welcome to this the 12th Annual Business Show, and invites your especial attention to the attractive and educational exhibit it has prepared for your inspection.

¶ The Underwood booth will be found in its usual location, occupying the entire eastern end of the Garden and extending from one side of the building to the other.

¶ In this brochure are presented a few illustrations of the many efficient Underwood office appliances that will be explained to you when you call. Special literature describing each device more comprehensively is yours for the asking.

¶ Expert operators will be pleased to demonstrate the many and truly wonderful labor-saving features.

¶ The entire force is at your service.



THE UNDERWOOD TYPEWRITER



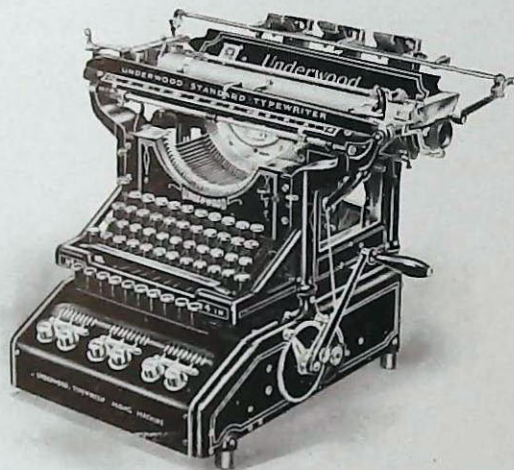
PRESENT day typewriter construction is thirteen years old and its origin is the Underwood Standard Typewriter.

¶ Front stroke visible writing came into existence when the Underwood was born. It is the most popular typewriter in use and requires the largest factory of its kind in the world to supply the demands of the business public.

¶ For ingenuity, skill and perfection of workmanship the Underwood has recently been awarded the Elliott Cresson Gold Medal, the highest honor granted by the Franklin Institute of Philadelphia.

¶ A perusal of the following pages, a visit to the booth and a demonstration of the various devices will show you the numerous advantages and the wide range of typewriter efficiency embodied in "The Machine You Will Eventually Buy."

¶ The Underwood exhibit is a show in itself.



THE UNDERWOOD TYPEWRITER-ADDING MACHINE

THIS machine possesses features solely and distinctly its own, combining two of the most significant and highly essential types of office appliances—the Underwood Typewriter and the Adding Machine. Each mechanism may be used independently or in conjunction at the operator's will.

☐ The above picture represents the Hand Drive model. The Electric Drive machine may be converted into a Hand Drive machine at a moment's notice. Both types are demonstrated.

☐ It will add horizontally as well as vertically, is readily adapted to any system and when used with the various special models of Underwood Typewriters it provides facilities for every class of accounting, business forms and office records.

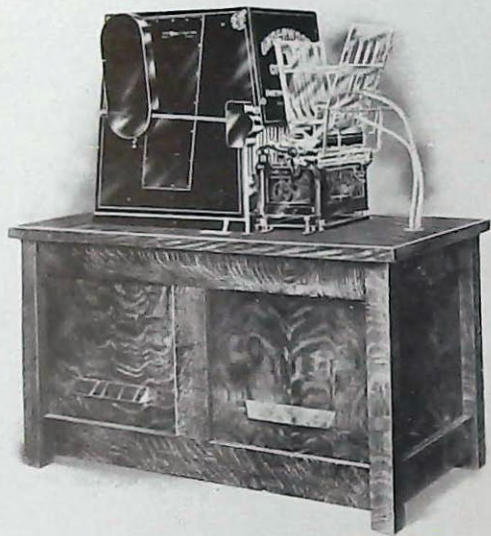
☐ Expert demonstrators are at your service. Look them up.



THE UNDERWOOD PAY STATION

THIS device makes it possible for travelers everywhere to have within reach at all times an Underwood Typewriter.

☐ The Pay Station is popular wherever installed. Costs ten cents for each half-hour's use. Our demonstrator will show you how to operate it. You may need to know sometime.

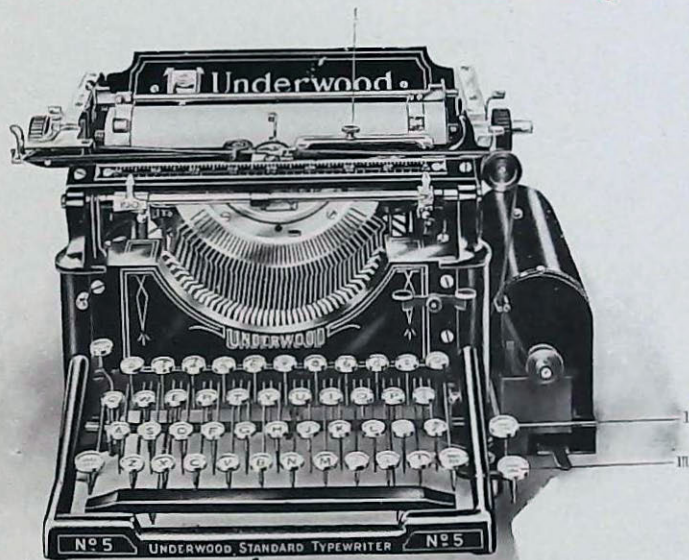


THE UNDERWOOD AUTOMATIC TYPEWRITER OPERATOR

THIS masterpiece of mechanical ingenuity automatically operates the Underwood Standard Typewriter. It produces typewritten letters at the rate of six thousand words per hour, inserts a new name and address in each and makes changes in the body of the letter when desired; in short, it writes personal form letters and delivers them complete for signature.

¶ The Operator works in conjunction with the No. 4 or No. 5 Underwood. Hour after hour it writes, turning out perfect letters—it needs no supervision, it demands no attention.

¶ This is a mechanical marvel and thousands have witnessed its almost human achievements. You must not leave the Garden until you have seen this really wonderful machine.

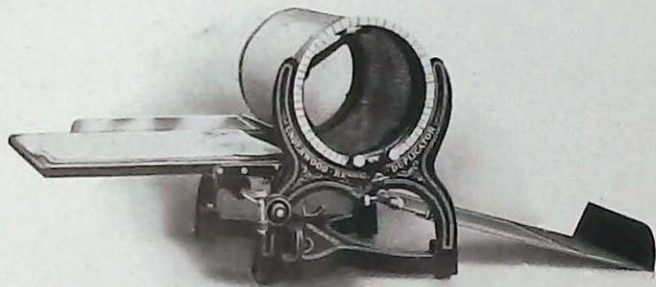


ANDERSON CARRIAGE RETURN

THE business man as well as the operator is vitally interested in this recent Underwood production as the saving of time and labor naturally increases output.

¶ This device returns the typewriter carriage from any point on the line of writing and, at the same time, automatically spaces for a new line. It does not interfere, in any way, with the usual method of returning the carriage by hand.

¶ Come to the exhibit and ask the demonstrator to allow you to operate it.



THE UNDERWOOD REVOLVING DUPLICATOR

THE Underwood Revolving Duplicator is constructed with the well known "Underwood" skill and workmanship.

Q This machine is a tremendous "BUSINESS GETTER" and will, in a short time, save any office many times its cost.

Q It handles all classes of work possible on any duplicator. Many of its mechanical features are original and marvelous for simplicity and efficiency.

Q It is not only as nearly automatic in handling its paper and in its inking mechanism as any machine manufactured, but has many exclusive features which we will be glad to explain, such as:

- First: Equilibrator Pressure Bar.
- Second: Adjustable Handle.
- Third: Large Printing Capacity.
- Fourth: Economy in Cost of Operation.

Q Ask our demonstrator to show how the Duplicator can be the means of saving you both time and money.



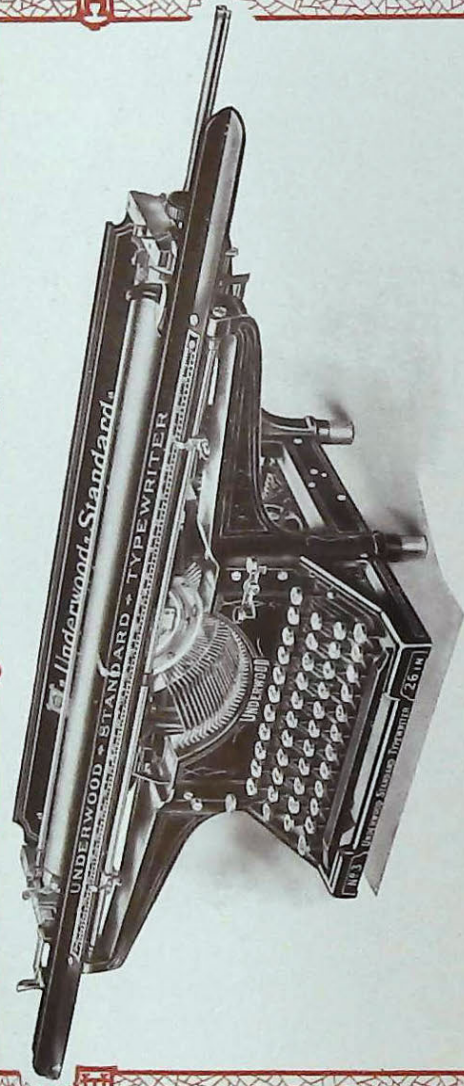
THE UNDERWOOD COMPUTING MACHINE

ONE of the latest acquisitions to the Underwood group of office appliances is the Computing machine, upon which all classes of commercial forms and calculations can be written and computed.

By an ingenious electric mechanism the results of vertical and cross additions and subtractions may be shown in the various dials or totalizers. There are numerous opportunities in the various lines of business that require this machine. Attached to the several classes of Billing machines, it adds the various items, deducts discounts and freight allowances, and carries the daily totals without any effort at all.

Q In statistical form work the number of columns is limited only by the width of the paper.

Q This machine you really must see and have demonstrated. It's worth all the time you can spare and more too.



HIS model, in its several widths, is intended for the most extended tabulations and extremely intricate statistical form-work.

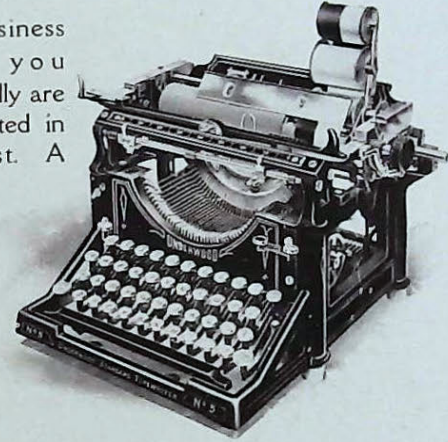
Q Insurance Companies, Financial Houses and large Industrial Corporations find this machine the "Acme of Perfection" in handling the large forms co-in-

cident to their respective business requirements.

Q Must be seen to be appreciated. May we "Show you"?



As a business man you naturally are interested in the latest and best. A careful study of the possibilities of these two machines will broaden your vision of the billing proposition.

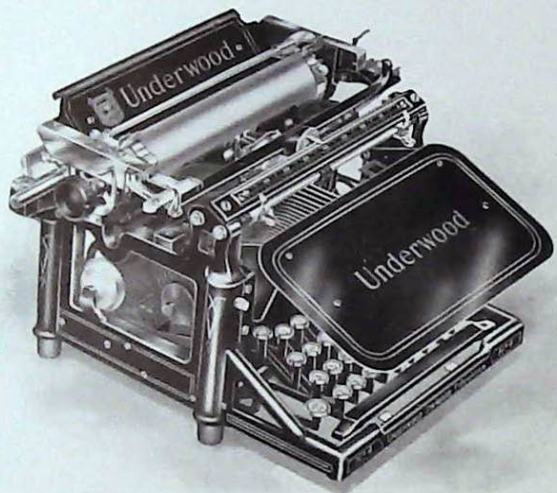


Q The Retail Bill and Charge machine equipped with the Automatic Tally Strip makes possible the greatest time and money saving system ever introduced to the retail trade.

Q By using the Condensed Biller both the bill and the entry in the sales journal are made at one operation. The many advantages become manifest and logical as the expert operators demonstrate and explain.

Q The other special devices exhibited and demonstrated are: Universal Card Writer, Check Writer, Railroad Waybill, Railroad Freight Biller and Ledger Posting Machine. Q Ask about them.





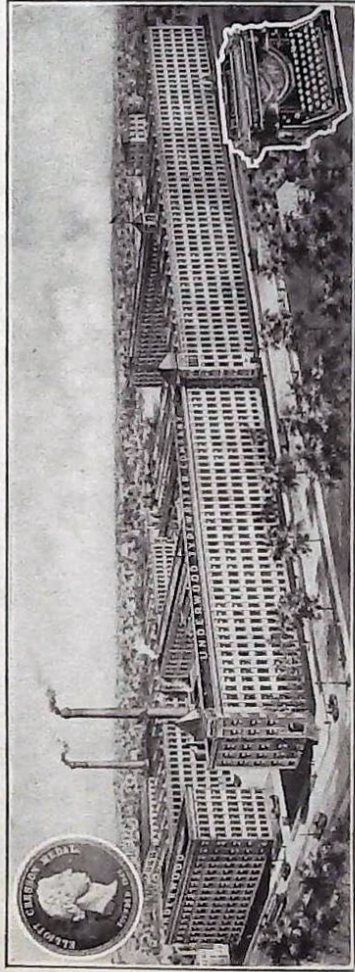
LEARN TOUCH TYPEWRITING



LL authors as well as the foremost instructors of Touch typewriting systems advocate learning the typewriter keyboard and the arrangement and location of the various keys by the sense of touch.

¶ The Underwood Typewriter Company has perfected and patented a unique device for covering the entire keyboard and allowing plenty of space for the action of the hands in operating. This keyboard cover may be attached and removed instantly and where used in connection with the keyboard chart, it combines the good qualities of all other methods and eliminates their defects. Many schools throughout the country have adopted this device and are enthusiastic in its praise.

¶ Experienced (old method) operators have increased their speed on the typewriter 40 to 60 per cent. by practicing with this Keyboard Cover for a short period each day.



THE LARGEST TYPEWRITER FACTORY IN THE WORLD