

MAR 8 - 1902

The
Blickensderfer



Blickensderfer Mfg. Co.
1002 Chestnut Street,
Philadelphia.

The - -
Blickensderfer
Manufacturing
Co. - -

Executive Office and Factory...

Stamford, Conn.,

U. S. A.

Cable Address...

"Blick, Stamford."

-:-

OUR GUARANTEE.

We warrant all of our machines to be of good workmanship and material, and agree to furnish free within one year, any parts that may wear out or break, if not caused by misuse or neglect.

THE BLICKENSDERFER MFG. CO.

SELLING AGENTS

Blickensderfer Typewriting Machines.

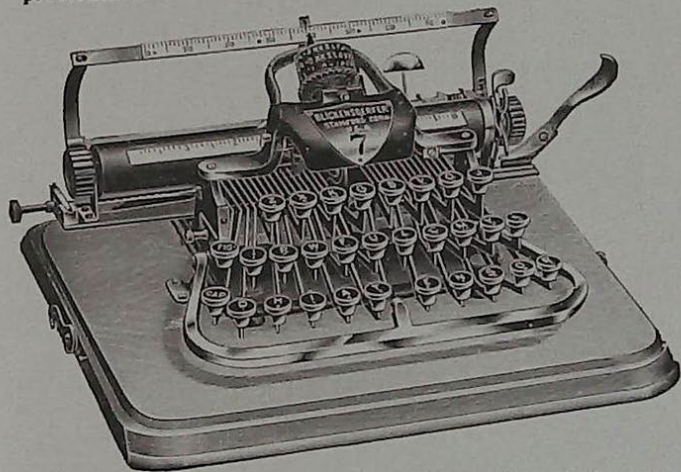


THE BLICKENSDERFER MFG. CO.,	148 La Salle St., Chicago, Ill.
" " " "	18 East 4th St., Cincinnati, Ohio.
" " " "	133 The Arcade, Cleveland, Ohio.
" " " "	93 Griswold St., Detroit, Mich.
" " " "	136 E. Market St., Indianapolis, Ind.
" " " "	325 Broadway, New York City.
" " " "	Cor. 10th & Chestnut Sts., Phila., Pa.
" " " "	413 Wood St., Pittsburg, Pa.
" " " "	908 Locust St., St. Louis, Mo.
BORNEMANN & Co., G. C.,	117 Sutter St., San Francisco, Cal.
COLORADO TYPEWRITER EXCH'GE,	1710 Champa St., Denver, Colo.
HARGER & BLISH,	605 Sykes Block, Minneapolis, Minn.
" " " "	Dubuque, Iowa.
HAYWOOD & Co., H. C.,	20 West Main St., Meriden, Conn.
HIBBARD & Co., H. E.,	608 Washington St., Boston, Mass.
MOORE BROS.,	Equitable Building, Baltimore, Md.
" " " "	918 F St. N. W., Washington, D. C.
PAYNE, T. H.,	823 Market St., Chattanooga, Tenn.
RUSSELL, W. T.,	285 Main St., Dallas, Texas.
SMITH, A. D.,	703 Granite Bldg., Rochester, N. Y.
STRINGAM BROS. & Co.,	Salt Lake City, Utah.
TURNER, K. M.,	102 North Pryor St., Atlanta, Ga.
YORK, D. S.,	302 Germania Bldg., Milwaukee, Wis.

The Blickensderfer.

IN introducing the new BLICKENSDERFER Typewriters (1900 models), we do not say "Equal to"—"As good as"—etc. We say "Better."

Our claim is as broad as words can make it, viz.: The BLICKENSDERFER TYPEWRITER is better than any other, in every particular.



It is a typewriter on a new principle, a machine yielding unequaled results from unequaled simplicity, the **maximum in minimo** of mechanics.

We are in an exacting age. Complication in mechanics is no more to be tolerated than complication in methods. Simplicity is



the order of the day, for experience has proven that in simplicity lies economy of time, money and effort.

Since the first typewriter of any pattern was offered to the public, succeeding years

have witnessed a mad competitive struggle for "improvements" along the complicated lines laid down by that first crude principle.

The BLICKENSBERGER has no part nor parcel with that principle. It is not an "improvement" along moss-grown lines, it is a revolution along new. It is not an enlargement upon an old idea, it is not a spasmodic effort to beat out satisfactory results from unsatisfactory premises, but it is the perfection and promulgation of a new and better idea such as the age demands and has a right to expect.

Wheel Class. The BLICKENSBERGER system of typewriting machines belongs to what is termed the *wheel class*, as distinguished from those in which the type is attached to the end of separate type-bars. It can be readily appreciated that with from 28 to 84 separate moving parts all centering at the same point the slightest amount of wear will result in poor alignment and centering of letters. By placing all of these characters on one wheel poor alignment becomes an impossibility and the centering of impressions is reduced to a very simple problem. Machines of this class have heretofore been subject to other defects which have marred their usefulness, mainly owing to lack of manifolding power. This has been entirely overcome in the BLICKENSBERGER machines, in which all

the advantages of a wheel machine are retained while they have none of the deficiencies.

Efficiency. The efficiency of any typewriting machine is determined by the quantity and quality of the work it can do, with the least amount of effort on the part of the operator, in the shortest possible time. The mechanical construction of the BLICKENSBERGER adapts it to the convenience of the operator in every movement he is obliged to make, enabling him to turn out a greater volume of work in less time and with less effort than on any other machine.

Paper Easily Introduced. The first movement of the operator when seated before the machine is to place his paper in position.

The superiority of the BLICKENSBERGER becomes at once apparent. There are no rolls to separate, no heavy carriage to lift. The paper is simply pushed under the rubber platen and the roll turned by means of the knurl at either end. The paper passes in smoothly and straight, bringing the heading up in plain sight.

Line Space. By merely turning a thumb screw the operator can adjust the space between the lines to **any width** from a hair's-breadth to an inch, enabling him to write perfectly on ruled paper.

Noiseless. A feature which contributes greatly to the pleasure of the operator is the absence of that sharp tap of the type on the paper which is so annoying in the ordinary



typewriter. The operation of the BLICKENSDEFER is almost noiseless.

Interchangeable Type.

The type on this machine is all on a single wheel which is detachable and can be changed in an instant by the operator without the use of a tool. These wheels are made in great variety so that each operator may satisfy his own taste in style or size of type, and, if desired, can use different types on the same sheet of paper.

Interchangeable Ink Rolls.

All the ink on a BLICKENSDEFER Typewriter is contained in a small felt roll which can be removed instantaneously. These rolls are made in a variety of colors both record and copying, and sold at a nominal price. An operator can change the color and character of his ink at will with the same ease that he can change the style of his type, thus affording an opportunity of suiting all tastes and the requirements of all classes of work.



Writing in Plain Sight.

No time is lost by the operator in raising the carriage to examine his work as he is obliged to do in many other machines, for every letter appears in plain sight as soon as printed and the entire work remains in sight until the sheet is finished. The liability to error is very much reduced by

this fact, but if a word or letter has been omitted the insertion or correction is made by means of the pointer, without the use of a scale and in one-half the time in which it can be done on any other machine. If an error is discovered in a finished sheet, the paper can be placed

Insertions and Corrections.

in the machine, the roller turned until the pointer reaches the line in which the fault occurs, the carriage then moved to the required point of printing and the corrections made in plain sight. This operation is surprisingly convenient by

Free Carriage.

reason of the free carriage which can always be turned forward or backward and moved in either direction without pulling against a heavy spring.

Clean Print. Direct Inking.

One of the principal features of the BLICKENSDEFER is its beautiful, clear impression, equaled only by the printing press. Ribbons blur and the impressions are never sharp and clear. Pads get hard and dry and do not ink the type evenly, because the type always rests in the same place on the pad and the letters most frequently used will exhaust the ink long before the others. Printers found out long ago that there is only one way to get even inking—that is by Rollers. The BLICKENSDEFER uses an ink roller, inking each type directly and evenly, resulting in the most beautiful work ever done on a typewriter.



Perfect and Permanent Alignment.

On almost all typewriting machines perfect alignment is most difficult to obtain, and it is usually the first point in which the effects of wear become apparent; the alignment becoming ragged and uneven after a comparatively short term of use. This is particularly the case in machines where the type is on the end of long bars. As these bars are not used with the same frequency, the bearings wear unevenly and this wear is magnified in proportion to the length of the bar. On the BLICKENSBERGER the type is all on a single wheel and is in **absolute and perfect alignment**. It cannot change with any amount of wear, but remains perfect as long as the machine is used.



Automatic Tabulator.

In many offices the work of an operator consists largely of tabulated statements containing several columns of figures of complicated form, widely scattered over the sheet. On other machines it is an almost impossible task to bring the columns in vertical line, but work of this class is made a pleasure on the BLICKENSBERGER by the Automatic Tabulator, with which columns of figures can be printed as rapidly and easily as ordinary words. The tabulator brings every figure in the proper column mechanically, on any part of the paper desired, with perfect vertical alignment. The time and labor saved by this attachment are enormous.

Manifolding.

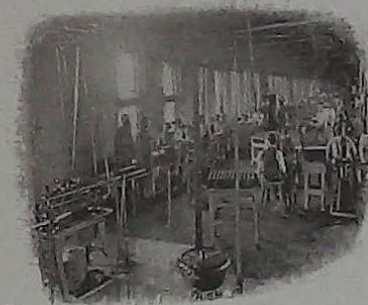
At first sight the BLICKENSBERGER machines have been regarded with suspicion by many on account of their extremely small size and light weight, and some doubt has been expressed as to their ability to stand the hard work incidental to heavy manifolding and stencil work. One trial will convince any operator that not only is this doubt without foundation but that the BLICKENSBERGER is the most powerful manifolder on the market to-day. Any one with a slight knowledge of mechanics will appreciate that the direct blow of the type-wheel is far more powerful than can be obtained with a type-bar. The capacity of this machine is limited only by the number of sheets which can be introduced into the carriage, and a given number of clear copies can be obtained on it with the expenditure of much less force than on any other typewriter.

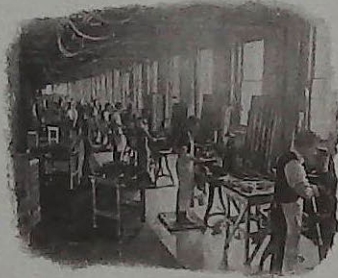
Manifolding Alignment.

One of the most serious defects of the type bar machines is the change of alignment when using different thicknesses of paper. If the machine is adjusted to align perfectly on one sheet of paper, the writing will be disgracefully bad when using several sheets for manifolding. The BLICKENSBERGER has perfect alignment on any number of sheets. **It cannot change.**

Mimeograph Stencils.

The interchangeable type-wheel is a great convenience to those who desire to prepare stencils for duplicating purposes, as it obviates the necessity of constantly cleaning out the





type. The same powerful direct stroke which makes the BLICKENSBERGER a perfect manifold-er, gives a perfect stencil on the wax sheet. The ink roll may be left in position, enabling the operator to more readily see his work and detect errors, or if preferred it can be turned back clear of the type-wheel.

**Extra Length Carriages.
Wide Paper.**

An operator having occasion to use paper wider than ordinary has heretofore been obliged to purchase a machine specially constructed for this work. We are prepared to furnish with the BLICKENSBERGER (No. 7), carriages of different lengths to take paper $9\frac{1}{4}$ inches, 12 inches and 14 inches wide. These carriages are interchangeable in any No. 7 machine. Unless otherwise ordered, machines are delivered with carriages of the standard length to take paper $9\frac{1}{4}$ inches wide. The extra length carriages are subject to an additional charge, as per price list.

Portability.

Any operator who has had occasion to move one of the old style cumbersome typewriters from place to place, can appreciate the immense advantage the BLICKENSBERGER possesses in its light weight and convenient size. Authors, traveling salesmen, and professional men who frequently desire to carry their machines when traveling find this to be the only one which can justly be called a portable machine. It weighs about six lbs. and is packed in a handsomely polished case, the size of a small hand valise.

Price.

One does not need to be an expert in typewriters to see that with the conveniences described, **all** of which are to be found on **no** other typewriter and **some** of which cannot be found on **any other**, the BLICKENSBERGER Typewriter will do more work and more kinds of work, is more efficient and more convenient, and in a word is **better** than any other now on the market. At even prices it would be to the advantage of any operator to purchase this machine, but when it is considered that the BLICKENSBERGER is sold at one-half the price of its competitors, there is no longer room for hesitation.

Simplicity.

How can we do it? It is all explained in one word—**Simplicity.** The BLICKENSBERGER system of typewriters is a **revolution**, a radical departure from all old ideas of principle, form and construction. Simplicity is the keynote of this new idea, simplicity in construction and simplicity in operation. With 250 parts this machine accomplishes more than any other can possibly do with from five to ten times that number. These 250 parts are manufactured on the most improved machinery, by the highest class of skilled labor; they are put together in the best possible form to accomplish the desired results, and the complete machine is a perfect piece of finished mechanism at a price lower than can be reached by any of the old style machines, however cheaply they may be manufactured.



Not Cheap The BLICKENSBERGER is **not a cheap machine**. We have the largest and best equipped factory in the world **but** that is devoted exclusively to the manufacture of typewriting machines. We put more work and better work on all our product; but the number of parts tells the story. Piece for piece we charge more for our work than any other manufacturer but we do **better work** and you get **more value** for **one-half** the outlay.

Durability. **Simplicity** means **Durability**. Fewer working parts, fewer wearing points, mean less repairs. Every piece that takes a strain, every part that moves has been designed after the most exhaustive tests until **weak points** have been **eliminated**. No typewriting machine made will stand one-half the abuse to which the BLICKENSBERGER can be subjected without injury. On other machines to strike two keys at the same time means a ruined alignment and

injured type; on the BLICKENSBERGER **all** the keys may be struck at the same time without any possible injury to the machine. If used properly it cannot be broken. If it is abused and its limit of endurance exceeded, a trifling expense will make it as good as new.

In addition to the saving of

Expense of money in the original purchase and in the cost of **Maintaining.** repairs, we also save you the cost of expensive ribbons. Our ink rolls are sold at a nominal price, are most convenient to handle, and will do better work than any ribbon ever made.



STROKE. One of the most serious objections which can be made to the use of the many machines having the type at the end of a bar or lever, is the nerve-jarring stroke which must be used on the keys to obtain good printing. Each key must be struck sharply with the end of the finger, where all the nerves center, and each blow so given is one more step towards nerve paralysis. The only natural way to use the fingers is to press with the ball of the finger against a light, elastic resistance. This gives no nervous shock to the operator, is less tiring and far more speedy. But try this stroke on any type-bar machine and note the dirty, blurred impression which results, even on the newest and best machine. It is simply impossible to use this natural touch on that class of typewriters, and the operator is forced to tire both muscle and nerves in the effort to obtain good work by striking with the ends of his fingers.

In designing the BLICKENSBERGER machines this question of touch received most careful study, and as a result of long and exhaustive experiment it has been constructed with an easy action, a soft and elastic touch which enables the operator to write at the highest rate of speed with less tiring of the nerves and muscles than is possible on any other machine.

To get the **best results** with the **least effort** it is necessary to use the **natural stroke**, for which the machine is designed. Touch the keys with the ball of the finger and **press them down**. It is not necessary to **strike** the keys, you simply **press** them. The movement of the fingers is much less, as it is not necessary to lift them high above the key-board. The speed is greater both because of this smaller movement and of the lesser muscular effort required.

rational key-board for the sake of saving time and labor ever afterward? Thousands of old operators have taken up our Scientific arrangement and bear testimony to the remarkably short time in which they acquire more than their former speed, and in every case they have found the saving in both time and labor so great that they could not now be induced to return to the old key-board.

In the diagrams given the figures under each key represent the proportionate frequency with which each letter is used. It will be seen that the BLICKENSBERGER Scientific Key-board is arranged on the same principle as a printer's case, the letters most frequently used being on the lowest banks nearest to the space bar and most convenient to the operator. As a result, 94% of all the work is done on the two lower banks and nearly all the endings of words come on the lowest bank close by the space bar.

On the other hand, the Universal Key-board is not arranged on any principle but resulted from the necessity of humoring the construction of the early machines. The letters most used are widely scattered but appear mostly in the two upper banks, the word endings are farthest from the spacer, and the most frequent combinations are so scattered that the operator is obliged to move his hands over the greatest possible distance and perform the maximum amount of labor to manipulate this key-board.

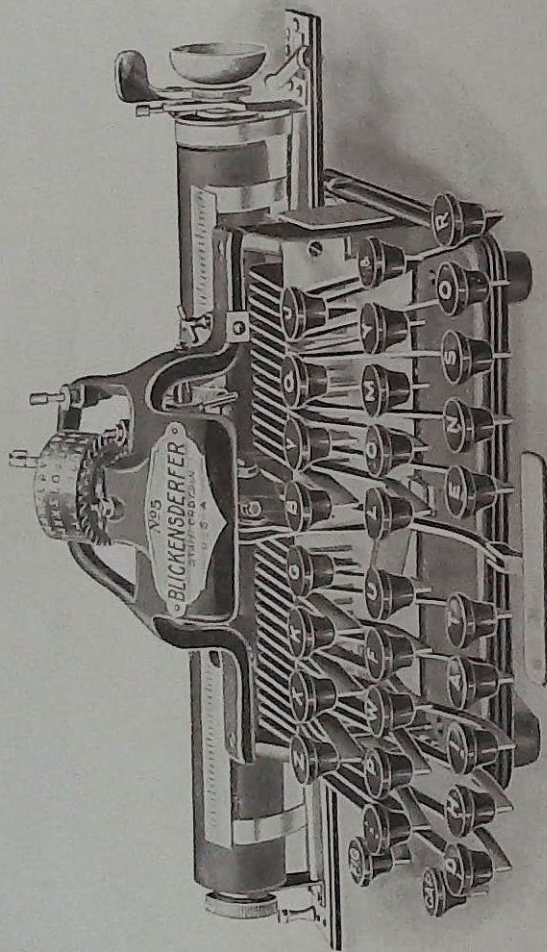
SPEED.

The term speed as applied to typewriters has been very much abused. It is often used to mean the speed with which the parts of the mechanism are capable of moving. This is not a proper conception of the term, as any first-class typewriting machine is capable of moving much faster than any operator can use his fingers, and speed of operation in this sense depends only on the expertness and muscular endurance of the operator.

Speed as required by the purchaser of a typewriter means the capacity of the machine to turn out the greatest amount of work in the shortest possible time and with the least effort on the part of the operator. This is the only proper test of speed, and judged by this standard the BLICKENSBERGER is by far the fastest machine made.

This result is accomplished by the many important time-saving features, all resulting in a volume of work fully one-third greater than can be obtained on any other machine. We have no hesitation in stating that an operator equally expert on the BLICKENSBERGER and on any other standard machine can accomplish as much practical work in six hours on the BLICKENSBERGER as he can in nine hours on any other.





No. 5.

The Blickensderfer No. 5.

For years the public has been looking for a practical, low-priced, portable, key-board typewriter—one that equals any of the high-priced machines in capacity and quality of work, and excels them all in convenience. Such a typewriter is the Blickensderfer No. 5.

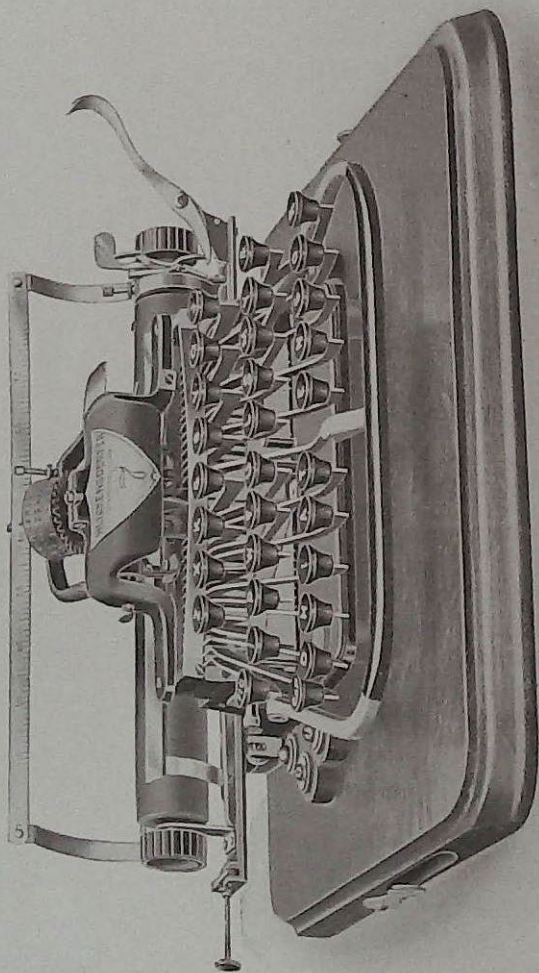
It is a key-board machine with 84 letters and characters, all of which are on a type-wheel weighing less than one-quarter of an ounce. This machine is constructed upon a new principle, peculiarly its own, and combines the best features of the two leading classes of machines, namely: **The perfect and permanent alignment of the wheel class, and the powerful, direct manifolding stroke of the lever class.**

Chief among its many virtues may be mentioned: **LOW PRICE, FULL KEY-BOARD, VISIBLE WORK, DIRECT PRINTING AND INKING, INTERCHANGEABLE TYPE, EXCELLENT MANIFOLDING QUALITIES, SIMPLICITY, DURABILITY AND PORTABILITY.**

In **no other typewriter**, regardless of name or price, are all of these features found.

This well-known model, which has been on the market over five years, has recorded the greatest success in the history of typewriters. Over 40,000 of these machines have been sold and are now in use in all parts of the world, which is proof of their intrinsic merit. It possesses all the general features of merit peculiar to the BLICKENSDERFER system.

In capacity, speed and practical efficiency it is the equal of any typewriter of any other make now on the market and excels them all in convenience.



No. 7.

The Blickensderfer No. 7

Embodies all the excellent features of the No. 5 machine, to which have been added many new time and labor saving devices peculiar to this model.

Elevated Scale. It has a scale elevated above the machine in plain view of the operator all the time and by which the writer can locate the printing point instantly.

Left-hand Margin. The margin at the left of the sheet can be adjusted to **any width** by turning a rod one-quarter turn and pushing it in for any margin required. No set screws to remove. No fixed limits, but instantly adjustable.

Marginal Notes. If the operator desires to insert marginal notes, by lifting the latch as he returns the carriage he can pass the margin without disturbing the adjustment of the marginal stop.

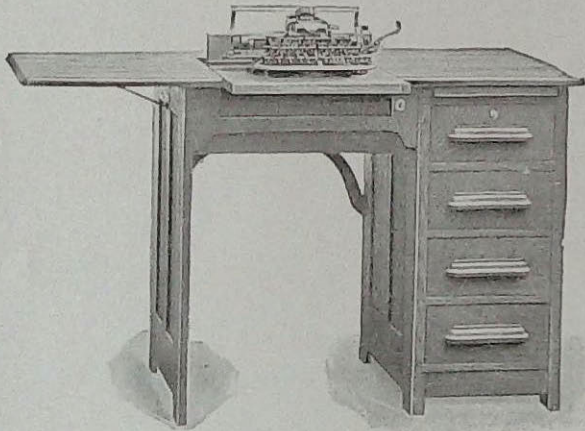
Alarm Bell and Right Margin Lock. The Alarm Bell is free to move to any point of the carriage and can be set instantaneously without releasing any screws or catches. Connected with the bell is the Automatic Action Stop which locks the action a few letters after the alarm has sounded, thus securing a clear right-hand margin. If additional letters are required to finish a syllable or word, a touch of the finger releases the action and the lock is left in adjustment for the next line.

Automatic Pointer. In writing a letter the operator first inserts the date. He has no need to consult a scale, nor lift the carriage to see where he will begin to print. The Automatic Pointer, which is in plain sight, always indicates the line of printing and the exact point at which the impression will appear.

**Blickensderfer
Typewriting Desk
No. 11.**

Length, - - 32 inches.
Width, - - 18 "
Height, - - 26 "

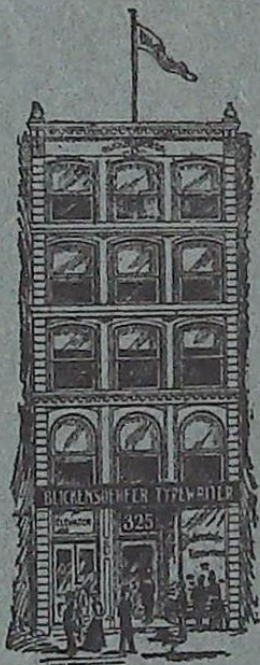
**Price, in Antique Oak,
\$8.00.**



Typewriter Desk No. 12.

Length, { 34 ins. Width, 18½ ins. Height, 28 ins.
Leaf Down, }

Price, in Antique Oak, \$12.00.



New York Salesroom
No. 325 Broadway