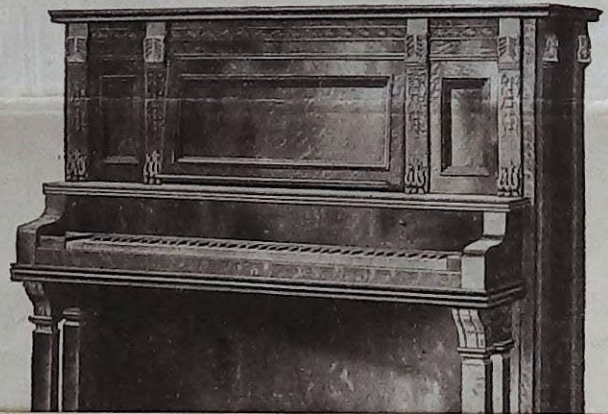
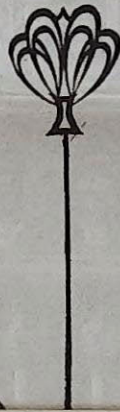
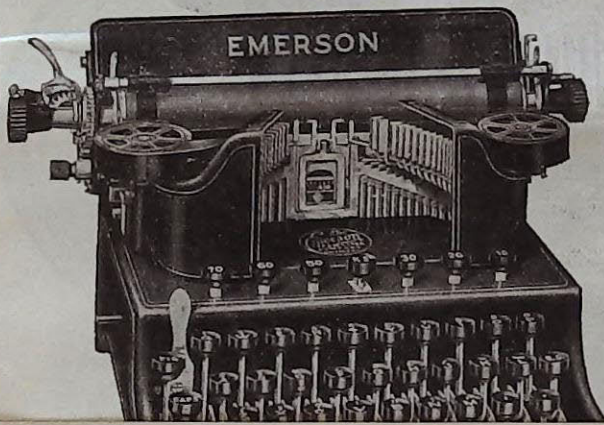


YOUR CHOICE FREE

FOR A LITTLE OF YOUR TIME
YOU FURNISH THE NAMES
WE DO THE SELLING



\$50^{.00} For 30 Days

For at Least Thirty Days, possibly longer, and under any circumstances until we send you further notice, we will furnish the New Improved EMERSON Typewriter

with all its latest improvements, at the *special reduced price of \$50.00.*

The unexpected large demand for EMERSON Typewriters has compelled us to greatly increase our daily manufacturing product, which has resulted in our being able to somewhat reduce the cost of manufacture. We have therefore decided, for thirty days at least, possibly longer, to give every buyer the benefit of the reduction in manufacturing cost brought about by the great increase in daily output. In ordering, should your order blank or contract read "\$60.00," you may, for the immediate present, with pen and ink correct it to read "\$50.00."

Should you receive our Free Offer, don't fail to order at once, and don't wait for the thirty days' limit to expire, but take advantage of this special price reduction (the \$50.00 price) immediately.

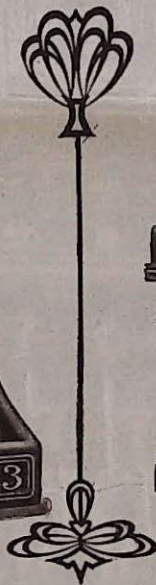
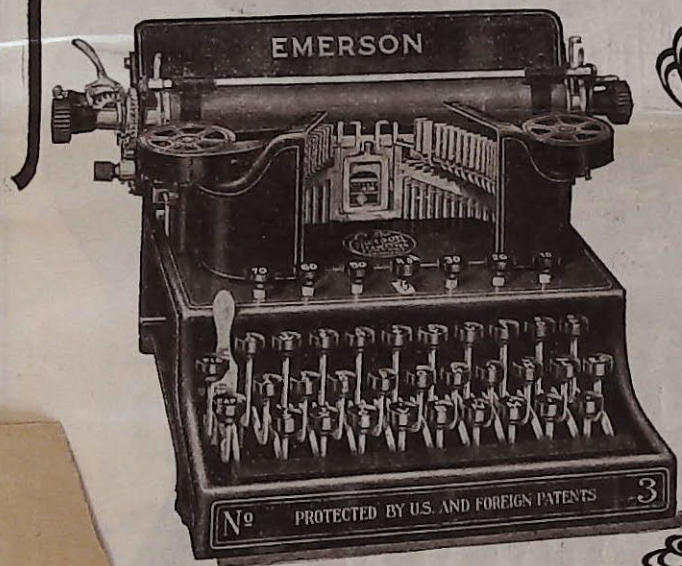
At the \$50.00 price we should sell a number of typewriters in your immediate neighborhood within the next thirty days; therefore do not delay.

At the special \$50.00 price we expect nearly everyone who receives our Free Offer to take immediate advantage and help us to place from two to five typewriters at once.

At the \$50.00 price we expect to add thousands of new agents and dealers; in short, we hope during the next thirty days to advertise the EMERSON as it has never been advertised before.

The Emerson Typewriter Company
WOODSTOCK, ILLINOIS

YOUR CHOICE FREE
FOR A LITTLE OF YOUR TIME
YOU FURNISH THE NAMES
WE DO THE SELLING



is \$60⁰⁰ Typewriter free to you under our Offer This Upright Grand Piano free to you under our Offer

WE WILL FURNISH YOU FREE
A \$60⁰⁰ EMERSON TYPEWRITER

IF WE SUCCEED IN SELLING TWO TYPEWRITERS

AN UPRIGHT GRAND PIANO

AND

A \$60⁰⁰ EMERSON TYPEWRITER

FREE TO YOU IF WE SUCCEED IN SELLING 5 TYPEWRITERS TO THE
PARTIES WHOSE NAMES YOU FURNISH US.

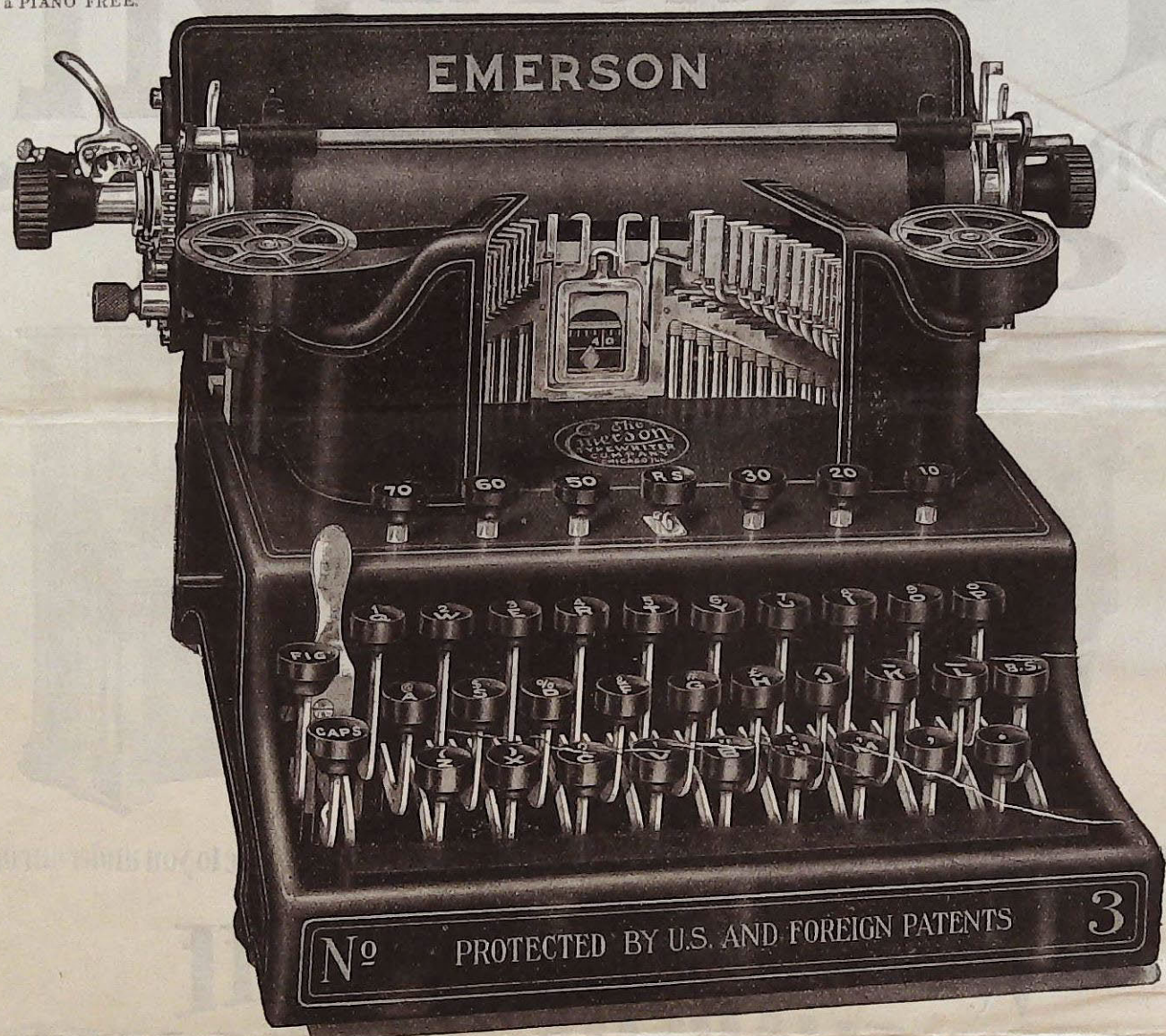
READ OUR
FREE OFFER ON PAGES 5^{AND} 6

The Emerson Typewriter Co
Woodstock, Ill.

THIS TYPEWRITER FREE ON THE VERY EASY CONDITIONS EXPLAINED IN OUR FREE OFFER

READ OUR OFFER ON PAGES 5 AND 6

Fill out Names Blank. Make and keep a copy of the Names Blank for yourself. Send the names and an order for our typewriter to us and as soon as we sell two typewriters to the names furnished, your Emerson will be free to you. Read the offer on pages 5 and 6, by which you can have a typewriter free, also a PIANO FREE.



This picture will give you just a little idea of the appearance of the New Emerson Typewriter, a strictly high grade \$100.00 machine, being sold for a short time at \$60.00 and on easy payments of \$10.00 cash and 10 cents a day. Fill out the Names Blank and send to us—do it today sure—send your order with the names, and just as soon as we sell two machines, your Emerson will be free to you, when five machines have been sold you will get the Piano Free also. Most likely we will sell two machines or more within a very few days. Read the Offer on pages 5 and 6 and then send the names and your order.

The above illustration has been engraved by an artist from a photograph, and since it shows the EMERSON typewriter greatly reduced in size it doesn't really do it justice, and you must therefore see the machine to appreciate that we are really giving a \$100.00 typewriter for only \$60.00, and since we will offer it to every name you will furnish us and on our most liberal terms of \$10.00 down, the balance 10 cents a day, payable monthly, \$3.00 a month, we should be able, within a very few days, to sell at least two typewriters to the names given us, thus entitling you to your machine free, and we shall certainly hope long before the allotted 90 days, as per our offer on pages 5 and 6, we will have sold five or more typewriters to these names, thus entitling you to receive free not only the typewriter but the Upright Grand Piano as well. The EMERSON typewriter, as illustrated, combines the highest grade up-to-date features of all \$100.00 machines. It is built in our own factory at Woodstock, Ill., built from the very best material that can be procured, every facility is there afforded for turning out the best possible product. We employ mechanics of the highest grade, and as a result they produce a typewriter that is at least equal to the best.

DETAILED DESCRIPTION

TOUCH. Softest and lightest; most responsive yet used.
SPEED. The highest possible rate of speed being attained with the least possible effort.
ALIGNMENT. The construction of the EMERSON type-bar insures perfect alignment, whether making one or a dozen copies.
KEYBOARD. Standard keyboard—84 characters on every machine.
DURABILITY. The exclusive features of the EMERSON give it the simplest mechanism, and as a result it is built so that it is practically everlasting.
VISIBLE WRITING. The writing is all visible all the time; not only a few words visible, but all visible.

The Emerson Typewriter must be seen to be appreciated
TYPE-BAR. Type-bar is the latest, fastest, strongest type-bar construction yet produced.
SHIFT MECHANISM. It has a novel shift mechanism, which will be greatly appreciated by those who have been using other \$100.00 machines.
TWO-COLOR RIBBON. It has the latest two-color ribbon.
BACK-SPACER. Has back-spacer key.
TABULATOR. The EMERSON is equipped with the latest and best tabulator made.
 The type is easier to clean than on any other machine.
 It is full standard size, all parts are made true to gauge and are interchangeable and practically non-destructible; simple and easy to operate; the EMERSON is made to take the place of \$100.00 machines everywhere.
 The EMERSON is made as the ideal machine for the largest factories, largest banking and accounting institutions, government and railroad offices, and alike the ideal machine for the small office or for the biggest commercial institutions of the country, a machine that should be owned and used in every office, large and small; every bank, large and small; and at the price and on our liberal terms no one who has writing to do can afford to be without an EMERSON, the typewriter for the teacher, scholar, professional man and business man. Worth many times its cost in any home for the education and training it will give the growing children, to say nothing of its invaluable use to the parent, father or mother; and while at least the equal of any machine made selling at \$100.00, it is being offered at only \$60.00, payable \$10.00 down and 10 cents a day, payments to be made monthly, \$3.00 a month.
 Once we put one machine in a neighborhood, especially if we can then have the names of 20 or more reliable people in the same neighborhood, we have no difficulty in getting orders for the EMERSON. When the EMERSON is once used, people buying will have no other.

ONE TYPEWRITER FREE!

We will also SEND YOU FREE your choice of the Watches illustrated and described on this page, on the easy conditions explained under Our Great Free Offer.

Read our Free Offer on pages 5 and 6 and then fill out our Names Blank, (keep a copy of the Names Blank for yourself for protection), send the names and order to us. See pages 5 and 6 for our free offer.

These Gold Filled Watches

Your choice of style or size, open face or hunting case. Gents or Ladies

GIVEN FREE!

On the easy conditions explained under our FREE OFFER!
See pages 5 and 6

Under our Offer WE do the selling. You merely send us a list of names on our Names Blank, keeping a copy of the names yourself for reference.

Immediately we start circularizing and using every effort to sell an Emerson to every party whose name you furnish us, and as soon as we sell two typewriters, the typewriter you order when you send the names will be FREE to you. When we sell three, the typewriter and your choice of these watches will be FREE to you.

When we sell five typewriters, the typewriter and an Upright Grand Piano will be Free to you.

Read the Free Offer on pages 5 and 6 and then mail us the list of names and your order. DO IT NOW — DON'T DELAY

About these Beautiful Watches

These watches are all high grade, 20 year guaranteed, gold filled watches of the very latest style, and they come in a great variety of engravings. While we may not be able to send you the exact same engraving as illustrated, we will send you your choice as to size and style, and if not in the exact same engraving as shown, it will be engraved at least as beautifully as any one of the engravings shown on this page.



Gentlemen's 18 Size
Open Face or Hunting Case



Gentlemen's 16 Size
Open Face or Hunting Case, as desired



Ladies' 6 Size Hunting Case



Ladies' 0 or Smallest Size
Hunting Case or Open Face

The cases are made of two plates of solid gold over an inner plate of hard composition metal, and are guaranteed to wear for 20 years.

All these watches are stem-wind, the very latest style, and we furnish them as illustrated, either in gent's large 18 size in either open face or Hunting case as desired, or in the smaller size for gents, size 16, in open case or Hunting case as desired. The ladies' watches we furnish in either the standard 6 size Hunting case or in the 0 size Hunting case or open face as desired.

These watches all come with high grade full jeweled Elgin movements, guaranteed accurate timekeepers.

Read our Free Offer on pages 5 and 6, then fill out our Names Blank, giving us, if possible, 20 or more names of people in your neighborhood who might be induced to purchase a typewriter. When you fill out the Names Blank be sure to copy the same and keep this one copy for yourself as your protection, that you may know you get credit for every typewriter we sell to the names furnished.

Having filled out the Names Blank then fill out our regular Order Blank carefully, enclose \$10.00 with your order, either a money order, bank draft or check, and send to us. We will send the typewriter to you at once, and remember just as soon as we have sold two typewriters to the names you have given us, your typewriter will be free to you, and any money sent us will be immediately returned to you. As soon as we have sold three typewriters you get a typewriter and your choice of these watches free, or as soon as we have sold five or more typewriters, you get your typewriter free and all the money you have sent us returned to you, and you also will receive free from us the Upright Grand Piano illustrated and described in this pamphlet.

Be sure to read our Free Offer on pages 5 and 6. We may be able to sell two or even five typewriters to the names you furnish us within a very few days and, remember, just as soon as we make the first two sales your typewriter is free to you and any money sent us by you will be returned. When we have sold three typewriters you will get in addition to the free typewriter your choice of these watches, and when we have sold five, you get in addition to the free typewriter the Upright Grand Piano.

On another page notice the illustration of the beautiful typewriter we furnish for only \$60.00, really a regular \$100.00 machine, and since everyone whose name you send us will be earnestly solicited by us to buy this typewriter for only \$60.00, and on our liberal terms of \$10.00 down and 10 cents a day, or \$3.00 monthly, we shall hope to sell five or more typewriters to the names you furnish us, surely within ninety days, possibly within thirty days.

On the following pages read what the people say about the EMERSON typewriter, how easily they receive it free, and consider what an opportunity we are offering you.

Don't fail today to fill out the Names Blank and the Order Blank and send to us with \$10.00. Remember, we do the selling, we make every effort to sell the people whose names you give us, and when we do make the sales the typewriter, or the typewriter and watch, or the typewriter and Grand Piano are free to you.

THIS UPRIGHT GRAND PIANO FREE

READ OUR FREE OFFER ON PAGES 5 AND 6.

If you read our Free Offer on pages 5 and 6, you will learn that if you will fill out a Names Blank giving us twenty or more names (keeping a copy for yourself), and will fill out our Order Blank and send to us with \$10.00 for an Emerson Typewriter, we will send you the Emerson Typewriter by express, and if at any time within ten days after you receive it you are not perfectly satisfied with it, you can return it to us at our expense, and we will immediately return your \$10.00; but if you are perfectly satisfied with it and keep it, we will immediately begin our effort to sell Emerson typewriters to everybody whose names you furnish us, and we will ask you to make any effort you like to sell names to the same people or others, and if together we succeed in selling two or more Emerson typewriters within 90 days, just as soon as the two Emerson typewriters have been sold, we will return any money you have sent us and your

Emerson Typewriter will be free to you, and if we succeed in selling as many as five Emerson Typewriters within the 90 days, just as soon as the sales have been made we will send you a beautiful Upright Grand Piano free, this, in addition to your free typewriter, and all money that you have sent us will be returned to you.

Should we succeed in selling as many as five Emerson Typewriters within a week or ten days, you will not have to wait the 90 days, for the Emerson Typewriter will be free to you, the money returned to you and the Upright Grand Piano will be free to you just as soon as we together have sold the five typewriters, whether it be a few days or a few weeks, provided only that the sales are made within 90 days; therefore, be sure to read our Free Offer on pages 5 and 6.



This is an exact illustration, engraved by our artist from a photograph, of a piano we have sent out free for the sale of five Emerson Typewriters on our Free Offer, as explained on pages 5 and 6.

On the following pages and in the circulars enclosed, please see the photographs of people to whom we have given pianos free and typewriters free, and read what they have written us in their letters of testimonial, what they say about the beautiful pianos, the Emerson Typewriter, and the ease with which they earned them free.

These beautiful Upright Grand Pianos which we furnish free are supplied us by one of the largest piano manufacturers in the United States. We furnish them in a variety of styles of case or cabinet, and we give you your choice of either a fine figured oak, walnut or mahogany case, as desired. All cases are double veneered and cross-banded inside and out, and all in genuine oak, genuine walnut or genuine mahogany, as desired. Understand, they are not stained or finished to appear like this wood, but they are all guaranteed the genuine wood, double veneered, either in walnut, oak, or mahogany, as desired. We have them in a variety of beautiful patterns and carvings, either the exact same pattern as shown here or other equally up-to-date and beautiful designs of the same size.

These pianos stand 4 feet 9 1/2 inches high, 5 feet 4 inches wide, 2 feet 3 inches deep, all 7 1/2 octave compass. They are all full composite metal plate, genuine bushed tuning pins and genuine ivory keys; three strings to each treble note,

copper wound bass strings, double repeating action, rolling fallboard, genuine nickel action rail and nickel action brackets, continuous nickel hinges on fallboard, patent new system anti-friction Agraffe nickel plated pedals, constructed throughout of the very best of material.

We could buy much cheaper pianos but we have determined on a policy, although we furnish these pianos free, to send out only such pianos as will insure a happy surprise to the worker, something intended to be found much better than expected. We have gone to one of the best piano makers in America to know that we get the right quality, the rich, full tone, the beauty and up-to-date design, and we have not sent out a piano that the manufacturer does not list at \$300.00 or upward.

Instead of buying a cheap piano we have tried to get something that is especially fine, and all the pianos we have given away are pianos the manufacturer has listed at \$300.00 or upwards. Of course, from this price list, buying as many pianos as we do for cash, we get a discount, but we know when you receive one of these pianos free you will be surprised at the high grade instrument we furnish, as the people who have received pianos free from us will testify, some of their testimonials we print herein.

READ OUR FREE OFFER ON PAGES 5 AND 6.

OUR FREE OFFER

PLEASE READ EVERY WORD IN THIS FREE OFFER CAREFULLY

FILL OUT THE ENCLOSED NAMES BLANK carefully, try to send us 20 or more carefully selected names. (Read our instructions for selecting names). Keep a copy of the names blank for yourself, for future reference and to make sure we give you credit for every typewriter we or you sell.

FILL OUT THE ENCLOSED ORDER BLANK carefully, on the back of the order blank in the two blank lines provided for same. Be sure to state the style of Piano or Watch wanted in case you become entitled to either free under this offer.

Send to us by mail AT ONCE the names blank, the order and TEN DOLLARS (\$10.00), in a bank draft, check or money order.

Don't send the names blank unless accompanied by the order and TEN DOLLARS (\$10.00).

AS SOON AS WE RECEIVE YOUR NAMES BLANK, ORDER AND TEN DOLLARS (\$10.00) and approve of your references or guarantor, we will immediately send you the Emerson Typewriter by express, and immediately we will begin an effort to sell a typewriter to every person whose names you furnish us, first by mailing each person circulars, printed matter, etc., and by extending to each one our Most Liberal Terms, our special \$60.00 price and our easy payment terms of \$10.00 down and 10 cents a day, payable monthly, \$3.00 each month.

We will also ask you to allow these people to see and examine your EMERSON TYPEWRITER. By the SELLING EFFORT we will put forth and by such help as you can give us in the way of seeing and speaking to these people about your EMERSON TYPEWRITER, we will hope within a few days to sell at least two typewriters to the parties whose names you furnish us, and just as soon as we sell two typewriters to the names you furnish us, the typewriter sent you will be free to you, when we will immediately return to you all the money you have sent us and give you a receipt in full for your EMERSON TYPEWRITER FREE TO YOU.

IF WE SUCCEED in selling TWO EMERSON TYPEWRITERS to the parties whose names you give us any time within 90 days or sooner, your Emerson Typewriter will be free to you and any money sent to us by you, will be immediately returned to you.

IF WE SUCCEED in selling THREE Emerson Typewriters to the parties whose names you give us, any time within 90 days or sooner, YOUR EMERSON TYPEWRITER WILL BE FREE TO YOU and any money sent to us by you will be immediately returned to you and YOUR CHOICE OF THE FOUR WATCHES WILL ALSO be sent to you free.

IF WE SUCCEED in selling FIVE or more Emerson Typewriters to the parties whose names you give us any time within 90 days or sooner, YOUR EMERSON TYPEWRITER WILL BE FREE TO YOU and any money sent us by you will be immediately returned to you, and THE UPRIGHT GRAND PIANO will also be sent to you FREE.

WE ARE WILLING to make all the selling effort ourselves, yet you can help us, if you will, and in helping us greatly help yourself. Within a week after you receive your Emerson Typewriter we may be able to sell the two typewriters that will entitle you to your typewriter free, and in a short time thereafter, make the additional sales that will entitle you to a WATCH or PIANO, FREE.

JUST AS SOON as we sell TWO typewriters we will immediately return any money you have sent us and receipt in full to you for your Emerson Typewriter free.

JUST AS SOON as we sell THREE typewriters we will immediately send you FREE your choice of the watches in addition to the typewriter already free to you.

JUST AS SOON as we sell FIVE typewriters we will immediately send you FREE the UPRIGHT GRAND PIANO in addition to the Typewriter already free to you.

TOGETHER we may not only sell the necessary TWO, within 10 days, to entitle you to the FREE TYPEWRITER, but within 10 days we may sell the FIVE which would entitle you to the EMERSON TYPEWRITER free and also the UPRIGHT GRAND PIANO free.

UNDERSTAND, YOU WILL GET YOUR REWARDS immediately we make the necessary sales. If we can sell TWO TYPEWRITERS or even FIVE Typewriters the first week or even in a part of the first week so much the better, then immediately your TYPEWRITER IS FREE TO YOU, and the PIANO Goes to you at once free.

WE MAKE THIS RESERVATION. No order will be considered a sale until we have passed on and approved of the reference or guarantor given, and we have shipped the machine, and all orders must be sent to us within 90 days, dating from the date of the POST-MARK on the envelope first containing your names blank, order and ten dollars, and the postmark date on the envelope 90 days later, carrying an order from any of the parties whose names you give us. In other words, you will get no credit for any orders we may receive after 90 days from the date you send us the names, your order and \$10.00.

FOR YOUR PROTECTION please understand, when you send us the Names Blank with 20 or more names, your order and \$10.00 and after you receive the typewriter, if you are not perfectly satisfied with the typewriter and do not feel confident we can sell TWO or more of these typewriters to the parties whose names you sent us, you can return the typewriter to us any time within ten days after you receive it at our expense and we will immediately return your \$10.00, including whatever express charges you paid on it.

READ OUR INSTRUCTIONS ON NEXT PAGE.

AS A HELP TOWARDS HAVING YOUR EMERSON TYPEWRITER BECOME FREE TO YOU, POSSIBLY WITHIN ONE DAY OR MAYBE TWO OR THREE DAYS AFTER YOU RECEIVE IT.

To make it possible for you to own the EMERSON Typewriter we send you free of any cost, and to have all the money you send to us returned to you immediately, to have all this happen within the shortest possible time, and before we could hope or expect to reach the people whose names you give us with circulars and other effort, when we receive your Names List, your order and your \$10.00 and ship the typewriter to you by express, with the understanding that you can return it to us at any time within ten days and get your money back if you are not perfectly satisfied with your purchase, and do not feel that together we should be able to sell two or more typewriters to the names within 90 days, at the very same time as we mail you your bill we will mail you several Installment Payment Plan Order Blanks, order blanks to be used by parties ordering the EMERSON typewriter payable \$10.00 down and 10 cents a day or \$3.00 a month.

We will send you these order blanks by mail when we ship you your typewriter for this reason:

The moment you open up your typewriter and begin trying it, if seen by others it will be sure to be admired and most likely the day, if not the very hour, you get it, it will be seen and admired by people who would be glad to place their order at once, if they can know from you that the machine can be had for \$60.00, payable \$10.00 down and \$3.00 a month.

Therefore, that you may be prepared to take their orders (if they wish to order), right on the spot, perhaps the hour or the day you receive your typewriter, you will be provided with these blank order blanks, and right then and there, the first hour, the first day or any day thereafter anyone seeing your typewriter and wishing to take advantage of the low price and special terms, can fill out the order blank and mail us their order, and understand, as soon as two of these orders come in to us, provided the references or guarantors are satisfactory to us and we ship the machines, that very time we will immediately return all the money you have sent us and receipt to you in full for your typewriter, which will then be free to you.

We are going to provide you with these order blanks the very day we ship your machine to you so that you won't then have to wait the few days it would take us to begin trying to sell to the names you give us. Of course we shall make the selling effort just the same, but you may easily get in ahead of us and get the two orders before we can get our selling matter to the other people; and remember, we won't delay you a moment. When we receive and accept the first two orders then your money goes back to you and your typewriter is free to you.

OUR FREE OFFER

START READING OUR FREE OFFER
IN FIRST PRECEDING PAGE (Page 5)

READ EVERY WORD CAREFULLY, then fill out our names blank. Keep a copy of the names blank for yourself as a record and to make sure we give you credit for every machine we sell.

After filling out our names blank, fill out our order blank, and with the two blanks send us TEN DOLLARS (\$10.00) and thus get your typewriter at once, when we will begin our effort to sell typewriters to the parties whose names you give us.

INSTRUCTIONS FOR SELECTING NAMES FOR THE NAMES BLANK

Fill out the enclosed NAMES BLANK with the names and postoffice addresses of people in your neighborhood who you think we might possibly interest in the purchase of one of our Emerson Typewriters at \$60.00, either for cash or on our liberal terms of \$10.00 cash and 10 cents a day.

On the Names Blank give us the names of business concerns who you believe could use a typewriter to advantage, preferably people who have no typewriting machine at present but who you believe would have use for one; or if you know of any business houses who own old machines, machines not giving perfect satisfaction, include such names; also the names of bankers, lawyers, merchants, manufacturers, business houses of all kinds where in your judgment they could use a typewriter to advantage; also the names of doctors, teachers, railroad agents and telegraph operators.

Use your best judgment and give us a carefully selected list of twenty or more names, preferably twenty or thirty names if you use care and judgment in selecting the names, but better furnish us only ten names or less rather than to furnish an indifferent list gathered at random. For example: If you know of a concern or individual who uses one or more typewriting machines which were bought at \$100.00 each, and you feel reasonably sure we could not induce such party or parties to buy a better machine even at \$60.00 on easy terms, then don't send such names; or if it be a person or firm that you feel there would be no possible chance of selling a machine, try as hard as we may, then don't include such names.

To get just the list of names we want, we would suggest on a blank piece of paper you first write out a general list of the names you know, and then beginning with the first name on your list, study each name a little, and if you decide that among the names there are some there will be no possibility of selling a machine, then scratch such names from your list, and after you have gone over your list carefully and scratched off the impossible ones, then copy the remaining names onto our NAMES BLANK and mail the list to us.

Be sure to keep a copy of this names list for yourself, that later you may be able to check up and know we gave you credit for every typewriter we sold.

DON'T SEND THE NAMES LIST unless in the same envelope to us, you send us your order properly filled out, with THREE good responsible parties named as reference, or a thoroughly responsible party as endorser, and enclose with \$10.00 in money order, bank draft or check.

YOU MUST SEND YOUR ORDER AND \$10.00 with the names list.

This is an absolute condition of our offer, and no attention will be paid to any requests, correspondence or names lists in connection with this offer unless the Names List properly filled out is accompanied by an order properly filled out with three responsible names given as reference or a responsible party as guarantor, and \$10.00 is enclosed.

Understand, after you receive your typewriter if it isn't perfectly satisfactory, you can return it to us any time within ten days, when we will immediately return your \$10.00, together with any express charges you may have paid, otherwise let it be plainly understood, under the condition of this offer you are to keep the typewriter and pay for same at the rate of 10 cents a day, payments to be made each month, \$3.00 per month, until the full sum of \$60.00 has been sent us, unless in the meantime by the offer we make and by such assistance as you can give us we succeed inside of 90 days from the day you send us your Names List, order and \$10.00, in selling two or more typewriters to the parties whose names you give us. This, with your assistance, we shall hope to do in a very short time; and understand, if we succeed in selling two typewriters, just as soon as we send us and receipt in full to you for your typewriter free; and just as soon as we send us three typewriters to the parties whose names you furnish us, your typewriter will be free to you, and you will also receive from us, free your choice of the watches illustrated and described; and just as soon as we have sold five typewriters to the parties whose names you give us, your typewriter will be free to you, and you will also receive free from us the Upright Grand Piano illustrated and described. It should be understood, however, that all these orders must be received by us within 90 days from the day you send us your order, \$10.00 and the Names List, and no order sent us will be considered as a sale until we have passed upon the references or guarantor and have accepted same and shipped the machines.

We must have your Names Blank, your order and \$10.00 in cash before we ship your machine and before we begin our selling effort, for the reason that in order to be reasonably sure of selling two, five or more EMERSON Typewriters to the names you furnish us within 90 days, we must first know there is an EMERSON in your town in the hands of an interested party, a person who is interested in seeing us make from two to five sales, one who will assist us, a typewriting machine that we can ask these people to go and see, examine and learn from you and from the machine the wonderful value we are giving.

With little or no expense to ourselves we could easily compile a list of names of business people in your town and other communities and mail our circulars and offers to them; and as a result we would, of course, sell some typewriters; but to make our circularizing and selling efforts effective, we find we get vastly better results by taking a list of, say 20 names, placing a typewriter right on the ground in the hands of an interested party among these 20 people, and then make an effort to get these 20 people, one and all, to go and see the typewriter, see and examine it where it is, in their own town, in the hands of a party who is interested with us in seeing that we get orders.

With an EMERSON Typewriter in your hands and you very much interested in our making sales right soon, it being of the utmost interest to you that we sell, it possible, two EMERSON typewriters within a week, and of very great interest to you that we sell at least five typewriters within 90 days, all to the names you give us, knowing in advance that you are perfectly satisfied with your typewriter and (of course you will return it to us within ten days and get your \$10.00 back if you are not satisfied), that we can write to every party whose names you furnish us and ask them to go and see your machine, knowing in advance your interest is such that you will gladly point out the strong qualities in the typewriter, as you have found them, and you will be interested in telling every party who calls to see you how well you are pleased with the typewriter.

Your interest in our selling two typewriters within a week, if possible, surely within 90 days, and your interest that we sell at least five typewriters within 90 days, will be such that we know in advance that you will be willing to go and see these people whose names you give us and tell them about your typewriter, and you yourself will, as you have an opportunity, ask the people to examine your machine, and it is in this way, and this way only, that we hope to interest right soon a large part of the people in the purchase of a typewriter.

From day to day you will have an opportunity of seeing these very people whose names you have given us, you can explain our liberal terms to them of \$10.00 down and 10 cents a day, payable \$3.00 monthly if necessary tell them just how to fill out their order; you will be able to tell them just what the express charges will be on a typewriter; in short, you can be of very great help to us in the things that you can say and do in the way of helping us to make sales.

While we will start out in our selling effort, circularizing these people and making such effort as we can to sell them independent of any work you may do for us, you can, nevertheless, do a whole lot, taking only your spare time, and you having a typewriter in your own home will make it possible for us to make sales we otherwise could not make; therefore we want no list of names from anyone excepting the list be accompanied by an order and \$10.00 in cash.

Fill out the Names Blank carefully, following our instructions as made plain on this page, keep a copy of the Names Blank for yourself for future reference, fill out the Order Blank, enclose \$10.00 in cash and send to us; we will send the typewriter to you at once by express, and if it isn't perfectly satisfactory to you you can return it to us at any time within 10 days, and we will immediately return your money; otherwise we will begin our selling effort immediately, and we shall hope, with a little of your help, to sell the first two typewriters within a very few days, when we can return your money to you a receipt to you in full for your typewriter. We shall also hope within 90 days or less to sell five or more typewriters, thus entitling you to the Upright Grand Piano, free.

AS A HELP TOWARDS HAVING YOUR EMERSON TYPEWRITER BECOME FREE TO YOU, POSSIBLY WITHIN ONE DAY OR MAYBE TWO OR THREE DAYS AFTER YOU RECEIVE IT.

To make it possible for you to own the EMERSON Typewriter we send you free of any cost to you, and to have all the money you send us returned to you immediately, to have all this happen within the shortest possible time and before we could hope or expect to reach the people whose names you give us with circulars and other effort, when we receive your Names List, your order and your \$10.00 and ship the typewriter to you by express, with the understanding that you can return it to us at any time within ten days and get your money back if you are not perfectly satisfied with your purchase, and do not feel that together we should be able to sell two or more typewriters to the names within 90 days, at the very same time as we mail you your bill we will mail you several Installment Payment Plan Order Blanks, order blanks to be used by parties ordering the EMERSON typewriter payable \$10.00 down and 10 cents a day or \$3.00 a month.

We will send you these order blanks by mail when we ship you your typewriter for this reason:

The moment you open up your typewriter and begin trying it if seen by others it will be sure to be admired and most likely the day, if not the very hour, you get it, it will be seen and admired by people who would be glad to place their order that very instant, if they can know from you that the machine can be had for \$60.00, payable \$10.00 down and \$3.00 a month.

Therefore, that you may be prepared to take their orders (if they wish to order), right on the spot, perhaps the hour or the day you receive your typewriter, you will be provided with these blank order blanks, and right then and there, the first hour, the first day or any day thereafter anyone seeing your typewriter and wishing to take advantage of the low price and special terms, can fill out the order blank and mail us their order, and understand, as soon as two of these orders come in to us, provided the references or guarantors are satisfactory to us and we ship the machines, that very time we will immediately return all the money you have sent us and receipt to you in full for your typewriter, which will then be free to you.

We are going to provide you with these order blanks the very day we ship your machine to you so that you won't then have to wait the few days it would take us to begin trying to sell to the names you give us. Of course we shall make the selling effort just the same, but you may easily get in ahead of us and get the two orders before we can get our selling matter to the other people; and remember, we won't delay you a moment. When we receive and accept the first two orders then your money goes back to you and your typewriter is free to you.

WHY WE MAKE THIS MOST EXTRA-ORDINARY OFFER TO YOU

Just before explaining why we make this wonderful offer we want to first urge you to read every word printed in this pamphlet, also the big circular with the big cut of the typewriter, which is one of the circulars we shall mail to the names you furnish us, and then if you are in doubt as to whether or not you should accept our offer and send us the Name List, the Order Blank and your \$10.00 at once, the \$10.00 to be returned to you just as soon as we sell two typewriters if sold within 90 days; in short, if you have any doubt at all as to the genuineness of our proposition, the rare opportunity we are offering you, first ask your banker or some experienced business man in your town for his advice. Ask him to advise you whether or not in his judgment you should accept our offer and send us the list of names carefully selected, together with your order and \$10.00.

If, when you read this offer, you do not feel inclined to immediately (today) fill out the Name Blank, the Order Blank and send to us with \$10.00, please show our letter and this special circular to some good business friend of sound judgment and get his advice. We are sure this done you will send us the Name List, your order and \$10.00 today.

WE MAKE THIS MOST EXTRAORDINARY OFFER TO YOU FOR THE FOLLOWING REASONS:

It is our intention, after a time, to sell the EMERSON typewriter everywhere at \$100.00, and to sell it through regularly appointed agents, assigning to each agency a certain amount of territory and to protect our agent in the territory so assigned.

While we have appointed agents in some of the larger cities, and here and there in smaller communities, and have already accepted contracts from the United States Government and a number of the large railroad corporations of the country, and have made our contracts in Europe, Asia and South America and are now delivering machines on these contracts, and no typewriter has heretofore been produced that has met with such wide and universal approval all over the world, it is not our purpose to appoint agents generally throughout the United States until after we advance our price to \$100.00; but in the meantime it is our desire to see that the EMERSON is widely advertised and thoroughly known throughout all parts of the United States, and for this purpose, the purpose of introducing the EMERSON everywhere, we have concluded that the first 50,000 EMERSON machines for the United States will be sold largely under our Free Offer Plan, as explained in this pamphlet on pages 5 and 6.

By first placing one EMERSON on our Free Offer Plan in every town, several in every city, and then beginning our advertising or selling campaign to the special names furnished us on our Name Blanks, having a typewriter on the ground in the hands of an interested party so that everyone who receives our circular matter can see the machine, and seeing learn of its superiority over all other machines; and, too, during this campaign giving the people an opportunity of buying either for cash or on the installment plan a regular \$100.00 typewriter for \$60.00, a machine which hereafter will be sold everywhere for \$100.00, we feel sure this method will advertise our typewriters thoroughly everywhere; they will become generally known, after which we can appoint agents, put our price at \$100.00 and easily sell the output of our factory in competition with all other makes.

While it would be impossible for us to send out an army of men from Chicago on the basis of salary and expenses to cover the territory as rapidly as we are covering the territory on this plan, and the promise of \$60.00 where the people who receive the circulars haven't an opportunity of seeing the machine in the hands of one interested in making sales, would not bring the EMERSON rapidly into popularity and place it where they can be sold through agents at \$100.00; if we can first send you one EMERSON typewriter, then to a list of 20 people, names carefully selected, we can go after each person with special and concerted effort, with the advantage that we all the time have a machine in your hands to be seen, and knowing, as we do, that you will be interested in our selling two to five machines within a short time, we can feel reasonably sure of making at least several sales in your town within a short time, sales that we could not make by any general circularizing without a machine on the ground in the hands of an interested party, a result that we could hardly expect to accomplish by sending a man to your town to demonstrate the machine if it were possible to cover the entire territory with salaried representatives.

By this method of distribution we hope to cover the whole United States rapidly, sell a number of machines in almost every locality, and shortly have the EMERSON so widely advertised that our dealers or agents on the ground will have no difficulty in taking orders at \$100.00.

Understand, while this offer is going to you, it is going to thousands of others, one or more in every community, according to the population of the community.

While we are sending a typewriter to you in response to your order with a list of names, we will be sending typewriters every day to many others, and in this way we will fast cover the United States.

We hope in a comparatively short time, as EMERSONS are to be sold at \$60.00 each, the territory will be thoroughly covered, everyone everywhere will know that the EMERSON is the best typewriter made, then our free offer for introducing the EMERSON and making it known everywhere and our \$60.00 price and our installment payment proposition will be withdrawn.

After this great introduction sale is over and the EMERSONS have been placed, then anyone wanting an EMERSON, and, by the way, having once used an EMERSON no one will use any other, then they will have to go to their nearest selling agent, the agent who has charge of the territory in which the prospective buyer is located, and there pay \$100.00 for the machine.

After this great free offer campaign we expect every EMERSON will be sold at \$100.00, and should net us at the factory, after deducting the agent's commission and other expenses, at least \$65.00 to \$70.00 each.

Make up your list of names today, fill out the Name Blank carefully, try to give us 20 or more names, keep a copy of the Name Blank for yourself for reference, and to make sure that we give you credit for every machine you sell, fill out the order blank and send both blanks and \$10.00 to us; we will then send the EMERSON typewriter to you by express, and if it isn't perfectly satisfactory to you, if after you have seen and examined the typewriter you do not feel reasonably sure that together we can sell two or more typewriters within a very short time, thus entitling you to your typewriter free, your money to be returned to you, you can return the typewriter to us at our expense, and we will immediately return all the money you have sent us.

Understand, you may not have to work a week to earn your right to the typewriter free. Very likely, even before we have had time to begin circularizing and putting forth our endeavor to sell typewriters to the names you furnish us, people seeing your typewriter and learning from you it can be had for \$60.00, payable \$10.00 down and \$3.00 a month, may want to give you orders, and, by the way, for this purpose we are going to send you some order blanks so that you can take orders as well as we in case people come to you and want to leave their order, and you may take two or more orders within a week, and, of course, as soon as we have sold two typewriters we will return your money and receipt to you in full for your typewriter free to you.

If you have the slightest doubt as to whether or not you should take advantage of this most extraordinary offer, then we urge you to consult some friend for advice, preferably some experienced business man, a banker, a lawyer or a merchant. Ask him to read this pamphlet and our offer as explained on pages 5 and 6 and our letter to you, and see if he doesn't advise you at once to send us the Name Blank, your order and \$10.00.

After you have taken advantage of our liberal offer, as explained on pages 5 and 6, have sent us a list of names, your order and \$10.00, and we have sent you the EMERSON typewriter by express, and you have had ten days in which to examine it and satisfy yourself that it is all and more than we claim for it, perfectly satisfactory to you, and you are convinced that together we should easily sell two or more typewriters within a very short time, a week or two at the most (though you have 90 days' time) and thus entitle you to receive your money back and your EMERSON typewriter free, and, of course, with the privilege, in case you are not satisfied, of returning the typewriter to us at our expense and getting your \$10.00 back; after you have done this and we have circularized and made every effort to sell an EMERSON typewriter to the people whose names you have given us, and you have assisted us by making it possible for us to tell these people that you have a typewriter where they can see and examine it, and otherwise have helped us to take orders, then if you feel you would like to become our regular selling agent for your territory, say, your town plus a radius of 10 miles in each direction, then write us, saying you would like to become agent and have this territory exclusively, and we will then mail you an Agent's Application Blank to fill out, which application blank we feel quite sure will be accepted by us, especially if you first take advantage of our Free Offer, as explained on pages 5 and 6.

Under our agency plan we protect each agent or dealer in his territory. We usually assign and protect an agent or dealer first in a territory comprising the entire city or town, plus a radius of 10 miles in every direction.

If we find our agent or dealer covers this territory satisfactorily and then wishes to extend his territory to take in a whole county or several counties, we are always glad to take this under consideration, and if the territory is not already occupied and we are reasonably confident the agent or dealer will cover the territory satisfactorily, we then assign the larger territory to him. In an agent's territory we protect him in every way. We allow no other person in the same territory to sell typewriters. If through our advertising we receive inquiries from parties residing in his territory, we immediately communicate direct with our agent, send him any correspondence or inquiries we receive from parties in his territory and otherwise aid him in every way we can in making sales.

To agents and dealers occupying exclusive territory we allow certain liberal commissions or discounts, but these commissions or discounts apply only to regularly appointed agents, agents who have filed with us an application applying for the agency or dealership and the same has been passed upon and accepted by us, then such agent or dealer has our fullest protection, gets our liberal discounts and privileges and is placed in a position where he can practically control the typewriter business in his territory, since he can sell a machine for \$60.00 the equal of any machine sold at \$100.00, and he is authorized to accept orders either for cash or on the easy installment payment plan of \$10.00 down and 10 cents a day, payable monthly, \$3.00 a month.

You can easily add from \$50.00 to several hundred dollars a month to your monthly income by representing the EMERSON Typewriter Company as agent or dealer.

WE HAVE A VERY ATTRACTIVE PROPOSITION TO OFFER TO DEALERS AND AGENTS.

We believe we have the most interesting, by far the biggest money-making and in every way the easiest and most satisfactory arrangement for dealers and agents ever offered by any typewriter company in existence.

We question if ever before a proposition that meant so much in the way of money-making in the sale of any single article, through an agent or dealer who could devote either all or part of his time to the work, has ever gone out as is now being offered by us to agents and dealers in unoccupied territory.

A little later on if you would like to devote part or all of your time to taking orders for EMERSON typewriters, this after we have thoroughly canvassed the territory and popularized the EMERSON typewriter in your town, which with your aid we should be able to do within a very few weeks, then after you have sent us the list of names, the order blank and \$10.00 and received your typewriter under our Free Offer, as explained on pages 5 and 6, and we have started on this selling campaign, if you feel you would like to become an agent or dealer for us and have an exclusive territory, with a view later on of having this territory extended, perhaps to a county, possibly to several counties, and later on it wouldn't be at all unlikely that your business would develop where you might hire several men at a big profit to yourself to cover this territory; if later on you feel like undertaking this selling agency and dealership, then write us and ask for our Dealership Application Blank.

JUST NOW fill out the Name Blank and the Order Blank and send to us with \$10.00. Let us send you the typewriter by express, with the understanding you can return it to us at any time within ten days if you are not perfectly satisfied with it.

When we send you the typewriter we will send you a number of order blanks, for you may be able to get two orders from people who see your machine the very day you receive it, or within a very few days. In which case, of course, we will immediately return your \$10.00 and give you a receipt in full for your typewriter free, and under any circumstances we will immediately begin our effort to sell a typewriter to the people whose names you give us, and you will, of course, receive from us a typewriter, or a typewriter and watch, or a typewriter and piano, subject to the liberal conditions explained in our Free Offer on pages 5 and 6.

Do You Want To Become An Agent or Dealer?

If you would like to become a regular Agent or Dealer in Emerson Typewriters, devoting all or part of your time to the work

We Have a Proposition Such As No Other Typewriter Maker Can Offer You

To Agents and Dealers we assign a certain territory, protect our Dealer or Agent in the territory, we furnish him such a typewriter in the Emerson at \$60.00 (for the present) with such liberally easy terms for payment by his customers and give our Dealers and Agents such discounts and advantages over all other typewriter dealers, that our Agent and Dealer can not only control the typewriter sales in his territory, but make three times as much money as can be made selling any other typewriter.

\$1,000.00 to \$3,000.00 A YEAR CAN EASILY BE MADE IN ANY GOOD EXCLUSIVE TERRITORY BY AN ACTIVE AGENT OR DEALER WHO WILL DEVOTE HIS ENTIRE TIME TO SELLING THE EMERSON TYPEWRITER.

First, the EMERSON Typewriter is offered at a price so low that it attracts the attention of every one, not only large business houses, bankers, merchants, manufacturers and others who employ stenographers and cannot afford to use any other typewriter, and who generally will buy for cash, but it also attracts the attention of doctors, lawyers, teachers, the small business houses, individuals and families.

No family having children can afford to be without an EMERSON in their home, not only for the great convenience in letters to be written by the parents, but for the educational facility it affords the children, and at our special low temporary price of \$60.00, with terms of \$10.00 down and 10 cents a day, there is hardly a family within the radius of the average territory allotted to an agent or dealer who cannot be induced to buy an EMERSON typewriter on our liberal terms, especially at the low price of \$60.00; and remember, even though our price is only \$60.00, and our terms more liberal than those offered by any typewriter maker, still we allow a liberal cash discount or commission to our agents and dealers.

Later on, if you send your application to us for dealership after you have first accepted our liberal offer (as explained on pages 5 and 6), and your application is accepted and you are prepared to devote part or all of your time to taking orders for EMERSON typewriters, you will be surprised to find how very easy it will be to take orders at \$60.00, especially on our installment plan; how many business houses will order for cash, and it will be made easy by reason of the work you and we will do within the next few weeks; we by circularizing and putting forth our selling efforts to sell to the people whose names you give us and the assistance you give us by reason of having a typewriter on the ground in your home which we can tell people to go and see, and for the help you can be to us in recommending the EMERSON typewriter and in urging people to send us their orders.

After a few weeks we will hope to have a number of typewriters placed in your immediate neighborhood. First the typewriter you send for on our free offer, as explained on pages 5 and 6, and later at least a number of typewriters that we hope to sell in your town to the parties whose names you will furnish us.

As these typewriters are used and people in the community learn of the satisfaction they give, and as we advertise the machines widely in your territory the EMERSON will become so generally known that you will be surprised how easily you can take orders after this, our first Free Offer Selling Campaign, is over. In fact, it is for the purpose of making it easy to take orders for the EMERSON that we are extending this most liberal offer, whereby on the easy conditions we have explained we furnish one typewriter free, a watch free, or a piano free.

WHO WE APPOINT AS AGENTS AND DEALERS

While as a rule we appoint experienced typewriter salesmen or dealers as our agents, and going into the larger cities we at once look for the largest and most reliable dealer in typewriters to make our agent, and seldom have any difficulty in interesting the very best typewriter dealer in a city, since the experienced dealer, seeing the EMERSON and learning of the \$60.00 price and the liberal terms, can at once see that he can make five times as much money selling the EMERSON as he can on any \$100.00 machine made; nevertheless, in smaller cities and towns we appoint various people in various lines of trade as our agents and dealers.

Among our most active dealers in some of the smaller cities and towns are stationers, druggists, dry goods and other merchants, jewelers, agricultural implement houses and, too, some of the very best agents we have are numbered among the railroad agents, R. F. D. men, banks and bank clerks, hotel men, managers of creameries, elevators, lumber yards, people who are able to devote only a part, sometimes a very small part, of their time to the work.

Among some of our very best agents are young men who have heretofore been selling clothing, books and other articles of merchandise, acting as dealer or salesman, and having learned of the opportunity of selling EMERSON typewriters at only \$60.00 for cash or on the installment plan, and getting liberal cash commissions for so doing, and seeing they can make from \$5.00 to \$10.00 in selling EMERSON typewriters where they formerly could make \$1.00 in selling clothing, books and other merchandise, have discontinued their other work and taken up the sale of EMERSON typewriters, and are now making some of our very best salesmen and dealers.

It is not necessary to devote all your time in order to become an agent or dealer for the EMERSON typewriter. If you can devote but a small part of your time, or if you are in an office where people are constantly calling, you may become our agent without devoting so much time as to leave your office, or if you are so employed that you have an hour or so a day that you can spare to showing the EMERSON to prospective buyers, or otherwise devoting your time to the work, you can become an agent for the EMERSON in unoccupied territory.

Railroad agents in unoccupied territory can often double their salaries by representing the EMERSON, and this without going out of their office, simply calling attention to their typewriter as people come to their office to see them.

Grain buyers, creamery managers, real estate men; in fact, men in all callings who are either located in an office where people call to see them, or who have a little spare time that they can devote to representing the EMERSON typewriter, can easily add from \$50.00 to several hundred dollars a month to their monthly income by representing the EMERSON Typewriter Company as agent or dealer.

If you want a dealership contract with us and a certain territory assigned you; for example, the town in which you live, plus a radius of ten miles around the town, we would be glad to receive your application for the agency or dealership. In a letter or on a postal card you could write us, saying, "Please mail your Dealers' Contract Blanks and Agency Application," when we would be glad to consider your application with a view of appointing you our agent or exclusive dealer in the territory wanted; but before giving any territory exclusively to an agent or dealer we first want to know that such territory has been thoroughly canvassed on our Free Offer Plan, the plan presented in this circular.

Before appointing an exclusive agent we first want to place an EMERSON Typewriter in your town and we want the list of names, that we can circularize or otherwise thoroughly canvass. We want to be able to tell these people that we have an EMERSON Typewriter in their town where they can see it; in short we want to carry out our great, free, liberal offer plan, which offer is fully explained on pages 5 and 6 in this pamphlet. If later you would like to become our exclusive agent in your territory, you can make application for Dealers' Contract and Agency Application, this after you have fulfilled the conditions of our liberal free offer.

Just now fill out the enclosed Name Blank, give us 20 or more good names, fill out the enclosed Order Blank carefully, enclose \$10.00 and send both blanks to us. We will send the EMERSON Typewriter to you with the understanding and agreement that if it isn't perfectly satisfactory, you can return it to us at any time within ten days, and we will immediately return your \$10.00, together with any express charges paid; otherwise you are to keep the machine and you and we make every possible effort to sell machines.

The day we send you the typewriter we will also send you a supply of order blanks, so that people seeing the machine the day you open it up will have a chance, if they so desire, of using your order blanks to send us their orders, and this even before we have had time to send advertising matter to the names you furnish us. It wouldn't be at all unlikely if you would get the first two orders necessary to bring the typewriter to you free within a day or two, and before we would have time to begin our selling campaign with the parties whose names you give us. Understand, we will immediately start our selling campaign. We will try our very best to sell as many typewriters as possible to the names you furnish us. You can make such effort as you can to let people see your typewriter and explain it to them, and together we will not only try to sell the two machines necessary to entitle you to your typewriter free, but we will try to sell five or more at the earliest possible date; and, understand, if you and we sell two machines any time within 90 days, you will be entitled to your typewriter free and your money will be immediately returned to you.

If you and we together succeed in selling five or more typewriters within the 90 days, you will not only be entitled to the typewriter free, but also to the Upright Grand Piano.

We won't delay a moment. Just as soon as we receive the first two orders and the same have been accepted, your typewriter will be free to you, and the money you have sent us will be returned to you, and we will receipt in full for the typewriter sent you.

If you send us the Names Blank and Order Blank and \$10.00, we feel reasonably sure that after the 90 days are up and we have finished this special soliciting and advertising campaign, you will be exceedingly anxious to take the agency for our EMERSON machine and have the exclusive sale for same in your territory.

As an exclusive agent you will find on our liberal terms and low price you can sell to a large percentage of the farmers, for every farmer should have one of our typewriters. Even the farmer will find it indispensable for writing his letters, keeping records, and, besides, where there are children the machine will become invaluable as an instructor. By its use the children will learn how to write, construct, paragraph, spell, etc.

You will find customers among the largest business houses, bankers, merchants, tradesmen of all kinds, professional men, doctors, lawyers, teachers and preachers; in fact, everyone who has an office or who in their home have occasion to do writing will be prospective customers.

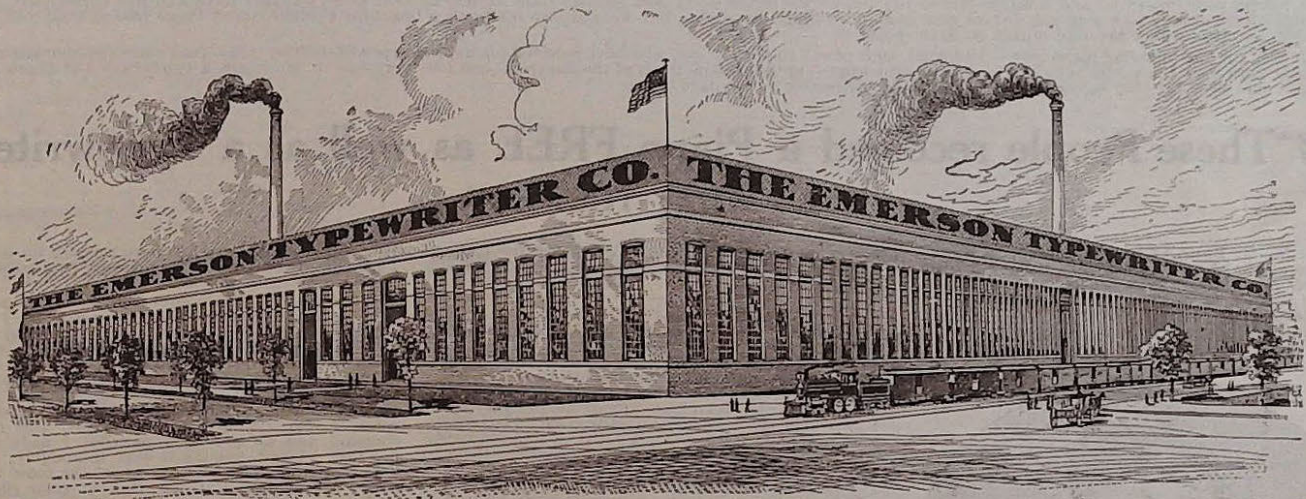
Under our exclusive agency and dealership plan we allow a liberal commission, give most extraordinary inducements; in short, do everything possible to make the business of our dealers and agents both pleasant and profitable.

Today please fill out the enclosed Name Blank and the Order Blank and send to us with \$10.00.

If you are in doubt, ask some friend to read this circular and offer over with you; refer it to your banker, a lawyer or any sound business man, and follow his advice.

OUR FACTORY AT WOODSTOCK, ILLINOIS

And a Bit of History Concerning the Great Emerson Typewriter



THE above is a picture of our factory at Woodstock, Ill., about 50 miles from Chicago, on the Wisconsin Division of the Chicago & Northwestern R. R. Should you visit Chicago and be interested in a typewriter, you are especially requested to take part of a day and come out and look over our factory. (Our general offices are also located here at the factory.) Here you will find one of the most modern, new, bright and up-to-date typewriter factories in the world. Large well lighted rooms, all ground floor to give perfect foundation for our machinery, to assure accurate work, perfect lighting, every modern convenience, special side-track and many special facilities combining to make it possible for us to produce in the Emerson and yet offer it for only \$60.00, payable \$10.00 down, the balance ten cents a day, payable monthly, \$3.00 a month.

A Bit of History Concerning the Great Emerson Typewriter

The Emerson Typewriter Company has at its head a man of very wide typewriter experience, a gentleman who has devoted his life to the work, beginning as a stenographer, later a salesman and still later filling the various most important places in the upbuilding, manufacturing and handling of a number of the highest grade \$100.00 machines now on the market. The man in charge of this business would no doubt today be associated with one of the old standard companies selling typewriters at \$100.00 each, but for an incident that called his attention to the possibilities of a new machine, the EMERSON, far excelling any of the so-called standard or \$100.00 machines now on the market. The one man who is responsible for the development of this great machine, a typewriter that far excels any other on the market, regardless of name, make or price, years ago and while associated with one of the largest makers of \$100.00 machines, had his attention called to a new machine, one introducing a new idea, the EMERSON idea, and while the original machine or model was in a way crude, his long experience in the typewriter business enabled him at a single glance to see that in this, which was to become the great EMERSON, there was a typewriter idea that far excelled anything heretofore produced. He purchased the patents of this new and truly marvelous EMERSON and devoted some years to perfecting the model, always holding to the one great idea, the idea which makes the EMERSON far superior to any other typewriter made. With his wide experience and with the aid of lieutenants, mechanics, designers and inventors in the typewriter field, he succeeded, using the new and marvelous basic idea, in perfecting a truly wonderful writing machine, the typewriter we are now offering, the EMERSON. The machine perfected, he proceeded to have special tools and machines designed that would make every part perfectly, and as these tools and machines were designed and built, he also planned a factory, a factory especially designed for the economic building of a thoroughly high grade typewriter. This factory was located at Woodstock, Illinois, a beautiful city in one of the richest agricultural sections of the State of Illinois, located 50 miles from Chi-

cago on the Wisconsin Division of the Chicago and North-Western Railroad.

The man who alone is responsible for taking the crude machine with this wonderful typewriter idea and developing it to its great commercial possibilities as we have it today, has had the satisfaction of seeing the EMERSON endorsed as being a machine far in the lead of any machine of any kind, age or make. These endorsements have come from the very highest authority, from skilled mechanics in the typewriter and other fields, and the largest users of typewriters in different sections of the world, and the best experts everywhere.

Should you ever visit Chicago and are interested in the purchase of a typewriter, and you will take the time to run out to Woodstock (an hour's run on the North-Western Road) and will go out into our factory and see the sort of a factory we have, the way our work is done; see the finished machine and there see it in use and compare it with other typewriters, we are sure even at more than \$100.00 you would take the EMERSON in preference to any typewriter made.

We could give you a world of references from people who are using the EMERSON typewriter, and who, we are sure, would gladly tell you what they think of it and how they feel it compares with other makes of machines which they have paid \$100.00 for and have discarded for the purpose of using the EMERSON; or we could refer you to almost any man, woman or child in Woodstock, Ill., where our factory is located, who could tell you of our plant, the class of people we employ, the kind of work we are understood to be doing, the sort of a machine we are making, and how they understand the EMERSON is regarded as compared with other machines, regardless of what their names may be or the price asked for them.

Whether you buy now or later, if you ever use a typewriter, some day you will use an EMERSON, and that some day if it be a few months later it will mean you will pay \$100.00 for it, whereas our price today is \$60.00, not \$59.99 so after this one general campaign of mission work and introduction is over our price for the EMERSON will be advanced.

Lots of Pianos are Going Out Free Under Our Free Offer. Don't You Want One?

If you will accept our Free Offer and send us a list of names (keep a copy of the list for yourself), fill out our order blank and send to us with \$10.00, we will send you an Emerson Typewriter by express and if it isn't perfectly satisfactory, you can return it to us at any time within ten days and we will immediately return your money; otherwise we will make strong effort to sell typewriters to everyone whose name you give us. If you like, you can also make an effort to sell to people whose names you give us and others, and just as soon as we together succeed in selling two typewriters in addition to the one you buy, we will receipt to you in full for your typewriter and it will be free to you and we will return every cent you have sent us; and as soon as we together have sold five typewriters, your typewriter will not only be free to you and all your money be returned to you, but we will also send you a beautiful Upright Grand Piano free as well. All this provided the typewriters are sold within 90 days' time.

On this and the following pages please read what some of our customers say, who have received pianos and typewriters free. Just read their testimonials carefully and learn from those who have had experience just what they and others think of the Emerson, and how very easy it is to earn a typewriter and piano free. You will note some say they earned both the piano and typewriter in two days or less.

These People received a Piano FREE as well as a Typewriter.

READ WHAT THEY SAY.

Mr. W. U. Douglas of San Pierre, Indiana, writes us that he earned his beautiful Upright Grand Piano and Typewriter free in FOUR DAYS. This in a town of less than 200 inhabitants.

Is there any reason why you should not earn a piano and typewriter free in just a few days?



W. U. Douglas, San Pierre, Ind.

Read What Mr. Douglas Says

San Pierre, Ind., Feb. 22, 1911.

The Emerson Typewriter Co., Woodstock, Ill.

GENTLEMEN:—On account of the treatment accorded me by The Emerson Typewriter Company I deem it my duty, in fairness to your Company, that I show my appreciation by writing you a letter. Please understand you have my permission to use this letter as a testimonial if you so desire.

I wish to give you a complete and correct statement as to my transactions, and also wish to thank you for your assistance in making it possible for me to sell five Emerson Typewriters in four days in a town of less than 200 inhabitants, thereby earning my typewriter and also a piano free.

On February 4th I sent you my order for a typewriter and also a Names List of prospective purchasers. On February 7th I received my typewriter by express. On February 8th I mailed you an order for one typewriter, and on February 10th I mailed you an order for three more typewriters. On February 11th I mailed you an order for the fifth typewriter. These typewriters were all delivered before February 14th. Permit me to say that I have a couple more sales made as soon as I can get away from the office to close them up.

This could have been accomplished only through your promptness in furnishing the typewriters immediately upon receipt of the orders, and it is conclusive proof that you mean what you say.

I must confess I was more than surprised when I received the typewriter. It is exactly as you represent it to be, as good as any \$100.00 typewriter on the market. I have found it so myself. In the past I was partial to the Remington and used one for a time, and find that I can do my work on the Emerson just as good and it fills the bill just the same as the Remington did. I wish to say that it is something for me to say this, as I considered the Remington without an equal until I had used the Emerson.

I have also used the Densmore, the Monarch and the Oliver besides, and find the Emerson touch as

light if not lighter than any of the above typewriters. The Emerson in appearance compares favorably with the Oliver, also the Monarch. It has a two-color ribbon, tabulator and back spacer key the equal of any that I have ever seen, your writing always before you, and in making reports it cannot be beat. Summing it all up I cannot but repeat that the Emerson is as good as any typewriter on the market at twice the price.

In closing, allow me to say that I have not heard one word of complaint from any of the parties that I have sold the Emerson to, so that alone is sufficient to show that it is all O. K. Can give the names of any of the purchasers to anyone desiring them and they can speak for themselves.

You are at liberty to refer anyone to me, and I will be only too glad to say a good word for the Emerson as it is all right in every particular, and if it was not, I would only say that it was not.

Yours very truly,

W. U. DOUGLAS,
Agent, I. C. R. R. Co.

Mr. W. A. Drummond of Seiling, Oklahoma, gets a beautiful Upright Grand Piano free, also a Typewriter free, and Mr. Drummond writes that this was all accomplished in not over two days time on his part.

Just remember, we give you 90 days time, and if Mr. Drummond can earn his piano and typewriter in just two days, the same as many others have



W. A. Drummond, Seiling, Okla.

done, writing us they earned their piano and typewriter in from a few hours to a few days, surely you can do about as well.

Why not take advantage of our great Free Offer at once before we increase the price of the typewriter? For in a very short time we will advance the price.

The above is a picture of Mr. W. A. Drummond of Seiling, Okla., engraved by our artist from a photograph. Following is an exact copy of a letter we just received from Mr. Drummond, telling how easily and quickly he earned his piano and typewriter free.

Seiling, Okla., Feb. 25, 1911.

The Emerson Typewriter Co., Woodstock, Ill.
DEAR SIR:—When I noticed a typewriter for sale for 10 cents a day and a chance to get one free, I read the advertisement again and then I sent for

your proposition, and when I got through reading it I concluded it was a little the best proposition I had found in quite a while.

I could not understand how you could do as much as you agreed to do, but I figured that I was only risking \$10.00 anyway, and figured that you must have something pretty good or scandalously poor, or you wouldn't send them out on such conditions, and I sent you an order. I have never regretted it. I not only earned my machine with very little effort but have earned a piano also. I consider the typewriter the neatest, the most compact and all around typewriter I have ever handled. I find, looking it over thoroughly, that it is all there. The bearings where the most wear comes are large and strong, the two-color ribbon shift is fine, in fact the whole machine is about the finest adjusted of any machine I have ever had any experience with.

I don't suppose I put in over two days altogether in getting my five orders, as I would talk it up well where I went and when I could get a little spare time. I not only got the required number to get your machine free, but the piano also, and have several more orders that are sure.

It is no more a riddle how you can make such stupendous propositions as to give a machine free, also a fine piano for selling only five machines, as the advertising you will get from each machine sold will bring you in a dozen others, as you certainly have got the goods when it comes to typewriters.

I want to thank you for your fair treatment, and am sure I will be able to send you a good many orders.

Yours very truly,

W. A. DRUMMOND.

After a time we expect to sell the Emerson Typewriter at \$100.00. In a very short time we shall advance the price at least \$10.00 to \$25.00; therefore we advise you to take advantage of this most extraordinary offer while the opportunity is still open.

Mr. B. J. Miller, Benson, Ill. receives an Upright Grand Piano Free and a Typewriter Free, as a result of our selling five Emerson Typewriters through the assistance of Mr. Miller.



B. J. Miller, Benson, Ill.

Earned the Piano in 6 hours.

Mr Miller writes us that he put in less than six hours' time in earning a piano free and the typewriter free under our liberal offer.

If Mr. Miller can earn a piano and a typewriter free in less than six hours in a small town, do you think you can afford to overlook our offer?

If this man can earn a typewriter and piano in six hours, even if you cannot do as well, suppose it takes you six days, wouldn't it be time well spent?

Mr. Miller says some very nice things about the Emerson. In his letter he compares the Emerson with some other machines, and we especially urge that you read Mr. Miller's testimonial printed hereon.

Following is Mr. Miller's letter. Please read it:
Benson, Ill., Feb. 22, 1911.

The Emerson Typewriter Co., Woodstock, Ill.

GENTLEMEN:—I received my Emerson and it is certainly a wonder. Other manufacturers will take a certain point as advantageous over certain machines, but the Emerson excels in all parts. The Oliver claims to be a visible writer while it is not entirely so. Here the Emerson again excels. The touch, the lightness of which is surprising, and too it is silent. The tabulator is a feature in advance of every other, and the back spacer is fine, while, above all is the beauty of type, and then the style of the machine in general certainly outclasses all. Light and strong, everything working to a nicety, without any chance of getting out of order. The people here are all taken up with it, and I have no trouble to secure orders. On the proposition you offer there is an opportunity for anyone who will give it a few moments' time. I wasn't six hours in all in securing the five orders which entitled me to my machine and the upright grand piano free.

Summing up the whole, anyone wishing to take advantage of your Free Offer will be greatly surprised and delighted, for they will find they can sell five machines in a few hours easily, besides secure more orders, for it has them all outclassed.

Yours very truly,
B. J. MILLER.

Mr. B. J. Miller is the agent of a great corporation, a business man, and we feel safe in saying we believe you can rely fully on everything he recommends; therefore why delay in accepting our Free Offer?

This Piano Earned in 24 Hours

Beverend W. J. Simmons, Pastor Methodist Episcopal Church at Maplesville, Ala., receives an Upright Grand Piano and an Emerson Typewriter free for, as he writes us, 24 hours work and that in a town that is well worked by other typewriter companies, sometimes, he says, as many as three salesmen a week.

Mr. Simmons tells us in his letter he has used the Oliver, the Underwood, the Smith Premier, the Remington and several other makes of standard typewriters, and then he goes on to tell how these compare with the Emerson. Mr. Simmons writes us a beautiful letter, and since he is an educated professional man and evidently a gentleman of wide experience, in fact his picture printed hereon commends him, we would ask that you carefully read the reverend gentleman's letter.

Please read the following letter just received from the Reverend W. J. Simmons.

We are in receipt of worlds of the strongest kind of testimonials and endorsements, but this is such a beautiful letter and considering its source, we take pleasure in publishing it and in asking you to read it carefully.

Maplesville, Ala., Feb. 27, 1911

The Emerson Typewriter Co., Woodstock, Ill.

GENTLEMEN:—Very seldom do I write a testimonial, yet it is a marked disposition of mine to boost a thing, a man or a company when I have found it, him or them to be well worthy. The fire of my enthusiasm gets hot when fed by proper fuel, and in simple justice to you as a company and the Emerson Typewriter, I must let you hear the cracking of the flames as others have already heard, emitting a goodly light of warm appreciation.

The Emerson Typewriter is the Acme of Excellence. In my career as a businessman I have used the Oliver, the Underwood, the Smith Premier, the Remington and several other makes of standard typewriters, but for general utility the Emerson excels them all.

The points of superiority of the Emerson are as follows: (1) Its compactness—it is not so big and bunglesome. (2) Its weight—it is not so heavy and unhandy. (3) Its great ease of operation—this includes its excellent touch and the general responsiveness of its mechanism. (4) Its extreme simplicity—its the most simply constructed machine I know of. (5) Its tabulating device is unique, and should appeal strongly to any business man. It's the most convenient. (6) You can not hang the typebars, a feature that gives it a place above any other machine. I tried to hang the bars by pressing two or more keys at the same time, I tried this

repeatedly, but failed in every attempt. This is a marked improvement. (7) Its general appearance is beautiful, simply pretty enough for a parlor. I have tried and tested THE EMERSON thoroughly and rigidly, and in every respect it has proven itself true. The service it has rendered me proves conclusively that it is a STANDARD TYPEWRITER and well deserves a place alongside every other standard machine and on a shelf above most of them. I most heartily commend THE EMERSON to any person who wants a typewriter for COMPACTNESS, CONVENIENCE and GENERAL SERVICE. The EMERSON must be seen and used to be fully appreciated. It stands pre-eminent, ONE among many.

The price of the EMERSON should appeal to everyone. The public has long paid too much for typewriters, and I trust that the public will appreciate the price of the EMERSON and show that appreciation by forcing you to increase the facilities of your factory manifold, and I believe that my trust is well-founded.

In all my dealings with you I have found you at all times strictly on the "square." Your frankness, promptness and very courteous treatment accorded me are matters that call forth warm appreciation.

Wishing for you the full fruition of your fondest hopes, and for the EMERSON a world-wide sale, I am,

Yours most truly,
(Signed) W. J. SIMMONS,
Maplesville, Ala.



Reverend W. J. Simmons, Maplesville, Ala.

P. S.—I will add that I found the Emerson a little awkward at first, but the awkwardness vanished in a day or so. One man in this town who had never used a typewriter wrote letters with comparatively good speed in three days. The speed of the Emerson is all sufficient.

The time consumed in placing five machines and winning my piano was not more than TWENTY FOUR HOURS, and my town is well worked by other typewriter companies, sometimes as many as three salesmen a week.

What some of Mr. Simmons' customers say about the Emerson Typewriter

Maplesville, Ala., Feb. 23, 1911.

The Emerson Typewriter Co., Woodstock, Ill.

GENTLEMEN:—The typewriter bought of you through your Mr. Simmons of this town, has proven to be perfectly satisfactory. I shall keep same and will pay the installments as contracted.

(Signed) DAVID W. VINES,
Maplesville, Ala., Feb. 23, 1911.

The Emerson Typewriter Co., Woodstock, Ill.

GENTLEMEN:—The Emerson Typewriter bought of you through Mr. W. J. Simmons of this town, has given entire satisfaction, and I find it to be all that you claimed it to be. I therefore will keep the machine and remit for same as per contract.

(Signed) CLYDE CULVER,
Maplesville, Ala., Feb. 23, 1911.

The Emerson Typewriter Co., Woodstock, Ill.

GENTLEMEN:—This is to notify you that I shall keep the Emerson Typewriter bought of you through Mr. W. J. Simmons, and you may expect me to carry out the terms of the contract relative to same. I find the machine to be O. K.

(Signed) RALPH CALLOWAY.

Mr. Simmons earned his typewriter and piano free in just a few days.

So many have earned a piano and typewriter by devoting just a few hours or a few days time to the work, that it does seem to us that since we give you 90 days time in which we are to receive the necessary five orders to entitle you to a typewriter free and a piano free, agreeing, of course, that the typewriter will be free to you just as soon as we have sold two machines, and the piano free to you just as soon as we have sold five machines, not asking you to wait one day beyond the time of making the sales, that you cannot afford to overlook this great opportunity.

In a short time we shall advance the price of the Emerson. If we do not advance it at once to \$100.00 it surely must be advanced to \$75.00, so now is the time to take advantage of this most extraordinary offer.

We could go on giving you any number of testimonials and photographs from and of people who have received typewriters and pianos free for a very little effort, a few hours or a few days work, but it seems almost useless to fill up a lot of space and ask you to read hundreds of testimonials, one after the other, and in a general way one just like the other. We have a great volume of testimonials from people who have received pianos and typewriters free and they are very enthusiastic as to the quality of the typewriter, most enthusiastic at the receipt of such a beautiful and high grade upright grand piano. If you were in our offices we could show you no end of testimonials similar to those printed in this pamphlet, and if we felt the slightest doubt that there was any lack of evidence in the number of testimonials and pictures produced herein to satisfy the most skeptical, we would go on printing page after page of pictures, testimonials, endorsements, assurances and advice to you from others who have dealt with us, and can from their own experience tell you what they received and what you can expect.

Read the testimonials over carefully. If you would like a lot more before deciding to accept our offer, write us. If you would like to communicate direct with some of these people who have received pianos free and typewriters free, and ask them for further information as to how easy it was to take orders, and how the Emerson Typewriter is regarded by other customers, you are at liberty to do so. We are sure our customers would be glad to answer you, but in making inquiry be sure to enclose a two-cent stamp for reply.

Before passing by this rare opportunity, and if in the slightest doubt, go to your banker and show him this Offer, and let him advise you, or go to some good, reliable businessman of experience and show him our Offer and ask him to advise you whether or not in his judgment you would be wise to accept our offer.

Our Offer is very simple; the whole thing very easy; anyone can carry it out.

Just think! we only ask you to fill out our Names Blank, giving us the names of twenty or more people in your town, names carefully selected, those in your judgment most likely to need a typewriter (keep a copy of the Names Blank for your own reference), and fill out our Order Blank, give us the names of three parties as reference, or, preferably, to save time and insure prompt shipment, have some good, reliable businessman (a banker or bank officer preferred), sign the bottom line of the Order Blank as a guarantee, send the list of names, the Order Blank and \$10.00 to us, and we will send the typewriter to you by express with the understanding if it isn't perfectly satisfactory, you can return it to us at any time within ten days, and we will immediately return your \$10.00, together with any express charges paid by you; but if perfectly satisfactory we will both start at once to try to take orders, and just as soon as we have sold two typewriters (whether sold by you or us), to the names you have furnished us, or to other names, just so soon we will return all the money sent us and your typewriter will be free to you, and just as soon as together we succeed in selling five typewriters, we will also send you free a beautiful upright grand piano. Please observe these testimonials from people who have sold the typewriters in six hours, others in two, three or six days.

The only condition we make is that the sales must be made within 90 days, the 90 days dating from the day you send us your first order and Names Blank taking as a date the postoffice postmark on the envelope and the last date 90 days from that date on which an order comes to us, the date being taken from the postmark on the envelope in each case.

Whether we succeed in selling two typewriters or five typewriters within the 90 days, we will hope to sell them within the first few days, if not the first week or so.

Today when you get this offer if in doubt talk it over with a banker or other businessman, and then we feel sure you will fill out our Order Blank and the Names Blank and send to us with \$10.00; let us send you the typewriter and let us begin our effort to sell five typewriters in a few days' time.

Address your orders plainly,
THE EMERSON TYPEWRITER CO.,

General Office and Factory,
Woodstock, Ill.

Mr. J. A. Gray of Waverly, Tenn.,

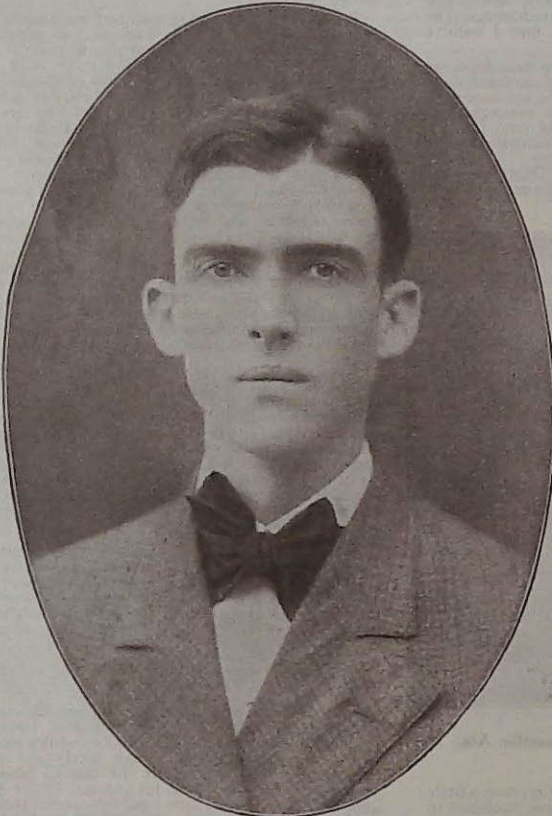
JUST RECEIVED A BEAUTIFUL UPRIGHT GRAND PIANO FREE FROM US

Mr. Gray was kind enough to send us his photograph and write us a beautiful letter, telling what he thinks of the piano, the typewriter, our method of doing business, and what he advises you to do.

We thought you and others would be interested if we would, on a circular, reproduce the photograph and reprint Mr. Gray's testimonial.

The Piano, as illustrated herein, is the exact same piano we sent Mr. Gray, for we have had it engraved from a photograph taken directly from the instrument, although it is a piano you must see and examine to appreciate. The piano the manufacturer lists at \$450.00, though, of course, we got a discount from this price.

Please read Mr. Gray's letter carefully and see what he thinks of the piano and typewriter, our terms, etc., and especially note what he advises you to do.



THIS IS A PICTURE OF MR. J. A. GRAY,
OF WAVERLY, TENN.

Waverly, Tenn.
February 20, 1911.

THE EMERSON TYPEWRITER CO., Woodstock, Ill.

GENTLEMEN:—The piano you sent me free, which is the piano listed by the manufacturer at \$450.00, is surely one of the handsomest pianos I have ever seen; full size, beautifully finished, and a very much better and more expensive piano than I had any idea you would send me.

I have now received free from you a beautiful big, full size, Upright Piano, which the manufacturer lists at \$450.00, and which no doubt is the equal of pianos that are sold in large cities at \$450.00; and I have also received free from you one of your Emerson Typewriters, and all because I answered your advertisement in the newspaper and received from you your Free Offer, mailed you my order, the list of names and \$10.00, exactly as you told me to do. With my assistance you have succeeded in this very short time in selling five typewriters to the parties whose names I furnished you, and others, and this has all been done in so short a time and with such little effort on my part.

What I appreciate, especially, is that you didn't wait for the 90 days to expire, but instead, just as soon as the five typewriters had been sold, you immediately returned all the money I sent you, receipting to me in full for my typewriter free, and also immediately and in so short a time after you received my list of names you sent me this Grand Piano, free.

I understood when I sent you my order and \$10.00 and the list of names that it wasn't necessary for me to do any more, that after that you would do the selling by sending your circulars and special installment offers to the people, and this you certainly did in a very thorough manner; but I felt the opportunity to get such a beautiful piano for nothing, and also to get an Emerson Typewriter free was altogether too good for me to take any chances on losing, and as you gave me the privilege of soliciting orders and gave me credit for any sales I might make or help you to make to people other than those whose names I furnished you, I did put in some time in hustling for orders for you, but that was easy, for with such a typewriter as the Emerson I found people only had to see the typewriter to understand what a wonderful bargain it is and especially on your liberal terms of \$10.00 down and 10 cents a day. However, if all the time I devoted to helping you to take orders and to get orders was figured up in hours, I don't believe it would mean more than two days' work on my part, and see what I get for these two days' time, a beautiful piano that the manufacturer lists at \$450.00, one of the handsomest pianos I have ever seen, and a typewriter that I consider at least as good as any \$100.00 typewriter made. Call the piano, if you will, \$450.00 and the typewriter \$100.00, and you see I received \$550.00 in value for not more than two days' work on my part.

I will admit my experience seems almost too good to be true. It hardly seems possible that a man could simply answer a newspaper advertisement, receive a Free Offer, and then merely send a list of names, which didn't take more than an hour to fill out, an order blank and \$10.00, and then in a comparatively few days get his money back and be told his typewriter was free to him, and then in a comparatively few days more have one of the finest pianos built,

sent to him free, and be told that he was entitled to his piano free, simply because five Emerson Typewriters had been sold as a result of the names being furnished and the little effort I put forth to help to get orders for typewriters. Nevertheless it is true, I never saw an Emerson Typewriter or heard of the Emerson Typewriter Company until I saw their advertisement in the paper a few weeks ago. My experience has been such a happy surprise to me that I feel it my duty both to the Emerson Typewriter Company and to others who have answered their advertisement, or who may see their advertisement or may receive their offer, that I tell them what my experience has been.

My advice to everyone would be to write for the Emerson Company's Free Offer at once, and then fill out their Names Blank carefully, also the Order Blank, and send to them with \$10.00; and while the Emerson Typewriter Company will thoroughly circularize the names you furnish, will surely make a very strong effort to sell typewriters, I would advise that you do not let the selling effort stop at this, but do as I did, take your typewriter around and show it to the people, do a little talking yourself to the people they write to and circularize and to others, just keep hustling for a short time until you know the five orders have been sent to them.

As for the Emerson Typewriter it certainly is a wonderfully fine machine. Everyone likes it, and it is generally pronounced at least the equal of any \$100.00 typewriter made. It has many features that make it preferable to any other typewriter.

In conclusion I would say this, if you will accept the Emerson Typewriter Company's Free Offer proposition and will help them to get orders by getting out and doing one day's good, hard hustling, in my judgment you will be almost sure to at least get your money back and your typewriter free; but if you will stay at the work and hustle for a week, or the equivalent of a week, in helping them, then in my judgment you will be almost sure to get one of these grand pianos free, as well as a typewriter free; and if you have the same experience I have had, which I hope and believe you will if you hustle a little as I did, you won't have to wait 90 days to get your typewriter and piano free. You will find the Emerson Company will be mighty glad to return your money and receipt to you in full for the typewriter just as soon as they make the two sales, and just as quick to write you if they make the five sales from the five orders that come to them and send you the piano free.

The Emerson Typewriter is a great bargain if you were to pay cash in full for it, but on their liberal terms of only \$10.00 down and \$3.00 a month it is still a greater bargain, for you can pay for it without hardly feeling it; but when you add their Free Offer by which you can assist them and get a typewriter for nothing and also such a beautiful piano for nothing, then it does seem to me that anyone receiving their Free Offer will be foolish not to act at once.

What I like about the Emerson Company's way of doing business is, they do everything so openly and are frank, plain and honest. First, they tell you if in doubt to talk the matter over with your banker, attorney or any other adviser before sending your list of names, order and \$10.00, and then they tell you after you receive the typewriter if it isn't perfectly satisfactory and you don't feel that at least two sales can be made in a very short time, to send the typewriter back and get your money back; then too if you would keep the typewriter they would lose no time in going ahead with their selling campaign, and further, just as fast as you are entitled to anything you get it, including your money back, your free typewriter and your free piano and you don't have to keep writing them about it either.

My advice to everyone who receives this Free Offer is to act at once.

Yours very truly,
J. A. GRAY.

In a later letter under date of February 25, 1911, Mr. J. A. Gray, who received his piano free, comments further:

Waverly, Tenn., Feb. 25, 1911.

THE EMERSON TYPEWRITER CO., Woodstock, Ill.

GENTLEMEN:—In acknowledging receipt of the beautiful piano, and in installing it in my home, I want to say, this most beautiful mahogany piano sent me by you as a special present for soliciting a few orders here for the Emerson, I can say I am surprised for a certainty at the quality of the piano, although you had written me that you were sending me something nice. Now I am a fairly good judge of musical instruments, and I wish to say there is not a single feature of a cheap piano in the one sent me. It is beautiful in design, rich in appearance and, most important, has a very sweet tone, indeed. I want to thank you over and over for it. I feel that I got it rather undeservedly, although I did the work of getting the orders, but I am for the Emerson Typewriter from now on and have been since I tried my sample machine the first fifteen minutes.

The Emerson is making good under heavy use in our town. I have put in seven here in our banks, law offices and other places, where the service is heaviest and the Emerson is doing the work in the choicest manner. It is a first class \$100.00 machine, and our folks are wise enough to see it and buy one now.

Let me thank you again for the beautiful piano and know that I certainly appreciate it.
J. A. GRAY.

WHY NOT DO AS MR. GRAY DID?

There is no reason why we cannot together, if you will accept our offer, send us a list of names, fill out our order blank and send us \$10.00, with the effort we would put forth and with a little assistance on your part, do at least as well as Mr. Gray did. A few days of your time spread over two or three weeks, as you can spare an hour now and then, coupled with the effort we will put forth in the way of circularizing, mailing offers, etc., there is no reason why we cannot sell five or more typewriters and thus entitle you to one of these pianos free, also the typewriter free.

Don't delay but today fill out our Names Blank (keep a copy of the Names Blank for your own reference), fill out our Order Blank and send to us with \$10.00. We will send the typewriter to you with the understanding that if it isn't perfectly satisfactory, and you are not convinced that together we can sell from two to five typewriters in much less than 90 days, you can return the typewriter to us at our expense, and we will immediately refund your money.

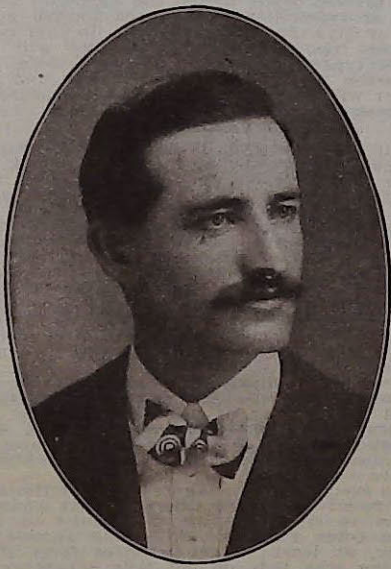
Understand, as soon as we together sell two typewriters provided they are sold within 90 days, your money will be returned to you and your typewriter will be free to you. If we sell three typewriters within the 90 days you will get your typewriter free, also a gold filled watch free. If we sell five typewriters within the 90 days you will get your typewriter free and an Upright Grand Piano such as we sent to Mr. Gray, will be free to you.

Understand, you will not have to wait the 90 days. Should we sell two typewriters, say in the first three days, then immediately in three days your money will be returned to you and your typewriter will be free. Supposing we sell the five typewriters in a week, then in just that one week's time your money will all be returned to you and your typewriter will be free to you, and the piano will be sent to you at once, free.

Don't delay, but send the list of names, the order blank and \$10.00 at once. Remember, as to our reliability we refer to any resident of Woodstock, and especially to the McHenry County State Bank of Woodstock, and you are at liberty, if you choose, to send your money to the McHenry County State Bank, with instructions not to turn it over to us unless they know us to be thoroughly reliable.

Address us plainly: THE EMERSON TYPEWRITER CO.,
Woodstock, Ill.

People Who Received Typewriters Free



MR. HENRY F. WEISENBORN
Millstadt, Ills.

Read what the people say who answered our newspaper advertisement, received our Free Offer, and at once sent us a list of names, filled out our order blank, and sent to us with \$10.00.

We print here a few testimonials and show pictures of just a few from the many who received Emerson Typewriters from us free on our Free Offer Plan.

Want of space prevents our showing pictures and testimonials from the great number who have received typewriters from us free under our Free Offer Plan, with just as little effort on their part as those referred to hereon.

The testimonials shown on these pages, together with the pictures, are only examples of what many have done and are doing, and what you surely can easily do. These few photographs with testimonials will show how easily and altogether satisfactorily the plan works out, just as well as if we were to print a big book full of pictures and similar testimonials.

Some day we may print a booklet giving you the names of a great number throughout the United States who have received typewriters from us free under our Free Offer, but just now we thought it might interest you to here reproduce from actual photographs pictures of some of the people who are receiving typewriters free, and let them tell you in their own way, from the testimonials they have written us, which signed testimonials are on file in our office.

Read the testimonials carefully. If you care to write to any of these parties you can do so, being sure to enclose return postage.

The experience of these people should be your experience. Read their testimonials and see just what their experience has been, and then fill out one of our Names Blanks (keep a copy of the Names Blank for yourself) and fill out one of our Order Blanks and send both to us with \$10.00. We will then send you the Emerson Typewriter by express, with the understanding and agreement if it isn't perfectly satisfactory you can return it to us at our expense, and we will immediately return your money. However, we know in advance it will be highly satisfactory to you. We will at once begin our effort to sell typewriters to the parties whose names you furnish us, and just as soon as we together succeed in selling two typewriters, provided they are sold within 90 days, we will return all your money to you, and your typewriter will be free to you just

as it is free to the parties whose testimonials and pictures we here show.

Their money was all returned to them. We received to them in full for the typewriter. We would very much like to do the same for you. Won't you please fill out the Names Blank and Order Blank and send to us with \$10.00 today?

If you would like any further information before accepting our liber Free Offer, write us. We will be glad to furnish you any information you may want.

Mr. Weisenborn, who received his Emerson Free, writes us, saying it did not take two hours' work on his part. Says it's the equal of any \$100.00 typewriter, etc., etc. Read Mr. Weisenborn's testimonial.

To the left is a picture of Mr. Henry F. Weisenborn, of Millstadt, Ill., one of the many who have recently received Emerson Typewriters Free by accepting our Free Offer proposition. Mr. Weisenborn says it did not take two hours of his time to earn the typewriter Free. All he had to do was to fill out our names blank and send to us with his order and \$10.00. We did the circularizing and selling, and in a few days we returned Mr. Weisenborn's money and receipted in full to him for his typewriter free, since we had sold the necessary machines to entitle Mr. Weisenborn to his typewriter free.

Mr. Weisenborn strongly advises you to accept our offer at once and mail us a names blank, order blank and \$10.00.

Surely you can do as well as Mr. Weisenborn did. Please Read Mr. Weisenborn's Letter of Testimonial.

What Mr. Henry F. Weisenborn, of Millstadt, Ill., says:

Took less than two hours' work to get his Emerson Free. Better than other typewriters selling for \$100.00.

Millstadt, Ill., Jan. 26, 1911.

Emerson Typewriter Co., Woodstock, Ill.

Gentlemen: I feel I am under obligations to you and I shall cheerfully do all I can for you, and you are at liberty to ask me for favors.

It did not take two hours' work on my part to earn the beautiful Emerson Typewriter. All I had to do was to fill out your names blank. You did the selling work, for your circular and liberal offer was most attractive. You sold the necessary number of typewriters in such a few days.

I got my money back from you in such a few days, much quicker than I had any idea could happen. You did not delay a day, but just as soon as you sold the machines, without waiting to hear from me, you sent my money back and in writing made my typewriter free to me.

There is no better typewriter made than the Emerson; it is at least as good as any \$100.00 typewriter made.

I advise everyone who sees your free offer to do just as I did.

HENRY F. WEISENBORN.

All Mr. Weisenborn did was to send us a list of names, an order and \$10.00, and in a few days we made the necessary sales and returned his money, and his Emerson Typewriter was free to him.

Can't you do as much?

M. P. C. Scott, President National Citizens' Bank, of Canby, Minn., receives an Emerson typewriter free and writes us it was no work on his part. His work, he says, was merely the filling out of our names blank. (We did the selling.) Mr. Scott says it's a \$100.00 machine.

Mr. Scott says hereafter the Emerson will be the typewriter used in his town. This is a result of our Free offer.

Mr. Scott advises you to accept our free offer at once. Read Mr. Scott's testimonial carefully.

Surely you can do as well as Mr. Scott did.

The above is a picture of Mr. P. C. Scott, President of the National Citizens Bank, of Canby, Minn. Read Mr. Scott's testimonial on this page. We regret want of space prevents us from printing a vast number of similar

testimonials and showing pages and pages of pictures.

Surely you can do as well as Mr. Scott and the many others have done and are doing. Simply fill out our names blank, keep a copy for yourself, also fill out our order blank and send to us with \$10.00. We do the selling. And just as soon as we sell two typewriters to the parties whose names you furnish us (provided we sell them within 90 days)—we may make the two sales in a very few days—then your typewriter will be free to you and we will return your money to you.

Read Mr. Scott's letter and then fill out our names blank and order blank and send to us with \$10.00.

Mr. P. C. Scott, a banker of Canby, Minn., writes us he received the Emerson Free—so easy. Mr. Scott says the Emerson surely is a \$100.00 machine.

Mr. Scott advises you to accept our free offer at once.

Read Mr. Scott's letter:

Canby, Minn., Jan. 24, 1911.

Emerson Typewriter Co., Woodstock, Ill.
Gentlemen:

The Emerson is surely a \$100.00 machine, having every advantage of \$100.00 machines.

While I received my typewriter free under your free offer, you did the selling—all I had to do was to make up a list of names for you and you did the selling.

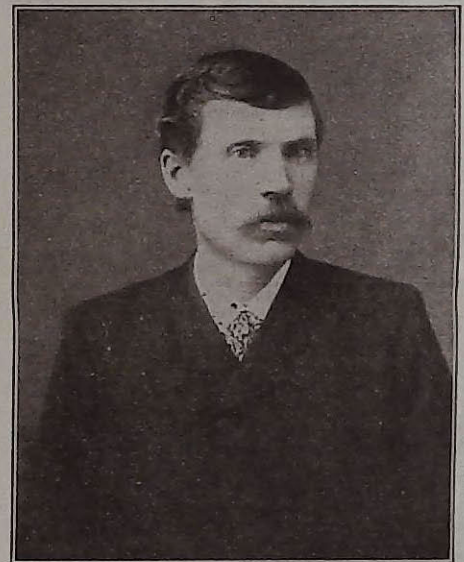
The letters, circulars and offers you mailed to the parties whose names I furnished are what made the sales. Therefore I feel you placed a fine typewriter with me practically free, and yet I can now see how it would be impossible for anyone to sell another make of typewriter in this town than the Emerson is known here. From now on you will get the business in this town.

I advise everyone to quickly take advantage of your free offer at once.

P. C. SCOTT.

What Mr. Scott has done you can easily do. Won't you today fill out our names blank and order blank and send to us with \$10.00? We may sell the necessary two machines in a very few days, when we will immediately return your money and your typewriter will be free to you.

Take advantage of this Free Offer before it is withdrawn.



MR. P. C. SCOTT
Canby, Minn.

FILL OUT OUR NAMES BLANK. Do it today. Keep a copy of the blank for yourself; also fill out our order blank. Inclose \$10.00, and send to us. We will send you the Emerson Typewriter by express, with the understanding and agreement you can give it ten days' trial and test and if you are not perfectly satisfied with it and do not feel sure we can at least sell the two typewriters within the time that will bring your typewriter free to you, you can return the typewriter to us at our expense and we will immediately return your \$10.00, including any express charges paid by you.

Just as soon as we receive from you the names, the order and the \$10.00, we will ship the typewriter to you and immediately begin our GREAT EFFORT to sell a typewriter to every one whose name you furnish us.

If within 90 days we succeed in selling TWO typewriters, your typewriter will be free to you and we will immediately return all the money you sent us. We shall hope to sell TWO within a few days and within a few days return your money to you.

If we sell three you will receive a typewriter free, also your choice of our gold-filled watches.

If we sell five you will receive a typewriter free, also an UPRIGHT GRAND PIANO.

Today please fill out our names blank and our order blank and send to us with \$10.00. Address

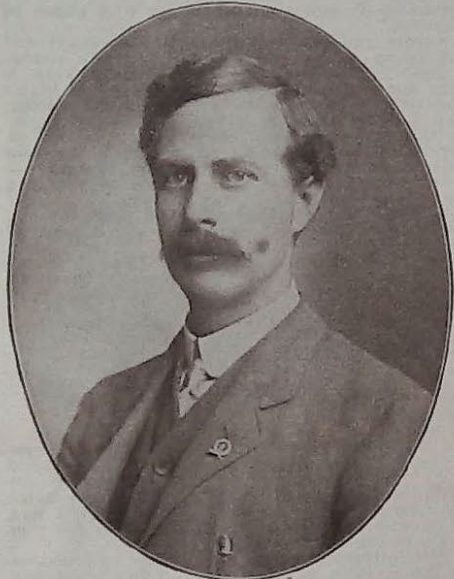
THE EMERSON TYPEWRITER CO.,
Woodstock, Ill.

As to our reliability, we refer to any resident of Woodstock, or you can, if you prefer, send your money to the McHenry County State Bank, with instructions not to turn the money over to us unless they know us to be thoroughly reliable.

Read What the People Who Have Received Typewriters Free Say

Mr. Bliss Freeman is a member of the firm of Freeman Brothers, Dealers in Furniture, House Furnishings and Wall Paper, at Las Cruces, New Mexico.

Mr. Freeman received his Emerson Typewriter free for just a few hours' work.



B. FREEMAN,
Las Cruces, N. M.

The above is a picture reproduced from a photograph of Mr. Bliss Freeman, of Las Cruces, New Mexico. Mr. Freeman was kind enough to send us his photograph and testimonial, testifying to the quality of the Emerson Typewriter and the ease with which he received it free.

Please read Mr. Freeman's testimonial on this page.

THIS IS A TESTIMONIAL RECEIVED FROM MR. BLISS FREEMAN OF LAS CRUCES, NEW MEXICO. NOTE MR. FREEMAN SAYS TO RECEIVE HIS TYPEWRITER FREE HE DID NOT DO TO EXCEED TWO HOURS' WORK.

Las Cruces, New Mex., Jan. 24, 1911.
Emerson Typewriter Co., Woodstock, Ill.

Gentlemen: I was very much surprised to get your check for \$10.00, our first payment on the machine. I wish you every success in your business, and I am enclosing a photograph for you to use.

I answered your 10-cents-a-day advertisement and I received your Free Offer by mail, and I promptly sent you \$10.00 in cash. I sent you a list of names and I sent you our order. I received the typewriter promptly, and I can tell you I am very much pleased with it, and I consider it is better than any \$100.00 typewriter on the market. I would not exchange it for any other typewriter made for my own use. It is in many ways better than other typewriters selling at \$100.00, and I don't see how you can make the price so low.

I did just as you told me. I filled out your Names Blank, I told my friends about the Emerson Typewriter, but altogether I do not believe I put in more than two hours' work. I am very grateful to you for the treatment you gave me and the promptness with which you returned my money. I advise every one to accept your liberal offer. Yours truly,
BLISS FREEMAN.

WHAT MR. W. C. BENNETT OF OREGON, WISCONSIN, SAYS ABOUT THE EMERSON TYPEWRITER HE RECEIVED FREE:

Oregon, Wis., Jan. 14, 1911.
The Emerson Typewriter Co., Woodstock, Ill.

Gentlemen: In answer to your advertisement which appeared in the paper, and in which you advertise the Emerson Typewriter, payable \$10.00 down and 10 cents a day, stating in the advertisement "One Typewriter free for a small service," immediately I received from you a letter and circular matter, fully describing your typewriter and your liberal terms and plan.

I promptly sent you \$10.00 in cash and in the same letter I returned your Names Blank filled out with the names of those I believed most likely to buy a typewriter, and I gave considerable care to the selecting of these names, just as you explained in your circular.

Within a very few days after mailing this Names Blank and \$10.00 with my order I received the Emerson Typewriter. I have since used it, of course, examined and naturally compared it with other typewriters, and I am not only pleased with the machine in every respect, but it is better than any other typewriter I have used, and I would not trade it for a new typewriter of any other make for my own use. My wonder is that you can

afford to sell this typewriter at less than the highest priced typewriters on the market, since, so far as I can see, it has many advantages over any other typewriter made.

What surprises me even more than to find the Emerson Typewriter so much better than any other, is the ease with which I secured the typewriter free. It was so very easy. The mere filling out of your Names Blank and speaking to a few of my friends, and I received word from you that you had sold the necessary machines that entitled me to a typewriter free, costing me not one cent, and all the money I had sent you returned to me.

I see no reason why anyone who receives your Free Offer and is willing to devote an hour's time filling out your Names Blank with carefully selected names, should not have an Emerson Typewriter free of any cost and practically with no effort or time on their part. I would strongly recommend that every one who receives your offer should do just as I did, and from my experience it hardly seems possible, under your liberal offer, that the typewriter can cost them one cent of money. Yours very truly,

W. C. BENNETT.

THE PEOPLE WHO ARE RECEIVING THE EMERSON TYPEWRITER FREE, UNDER OUR FREE OFFER, AND THE USES OF THE EMERSON EVERYWHERE HAVE SO MUCH TO SAY IN PRAISE OF THIS WONDERFUL MACHINE THAT WE COULD NOT POSSIBLY FIND SPACE TO TELL YOU ALL THE GOOD THINGS WE ARE HEARING ABOUT IT.

BELOW ARE EXTRACTS FROM JUST A FEW OF THE MANY RECENT LETTERS OF COMMENDATION.

Hurdsfield, N. Dak., Jan. 20, 1911.
The Emerson Typewriter Co., Woodstock, Ill.

Gentlemen: The typewriter reached me in good shape and was far beyond my expectations. I like it fine and you may send me Dealers' Contract as per your letter of December 5th.

D. C. BAKER.
With Northern Pacific R. R. Company.

Coin, Ia., Jan. 2, 1911.
The Emerson Typewriter Co., Woodstock, Ill.

Gentlemen: I have had my Emerson now a month. The typewriter is all right, and will suit my purpose as well as any machine; in fact, I cannot see but that it is just as good as any of the so-called standard machines.

C. H. WALDRUFF.
C. B. & Q. R. R. Co.

Delmont, S. Dak., Jan. 23, 1911.
The Emerson Typewriter Co., Woodstock, Ill.

Gentlemen: The typewriter is really better than I expected, as I am extra well satisfied with its appearance, workmanship and construction. I am more than pleased with the work it does and could not expect any more from any machine, even if it cost three times as much; in fact, the Emerson cannot be beaten by any of the so-called high-priced machines.

I hereby send you a few names of parties who I think will be in the market for a machine, and if you and I can persuade them in buying one Emerson, we will be working for a good cause.

C. BREITBACH.
Buyer of Cream, Butter and Eggs.

Understand, under our Free Offer you are only obligated to send us a list of names on our Names Blank, your order and \$10.00. We will do all the selling.

We will send our big pink circular (the same big circular we sent you) to all the names you furnish us; this in addition to other advertising matter, in our effort to get orders from as many as possible.

Please read the big pink circular, the one we sent you. You will also notice we call attention in the big pink circular to the fact that we have a typewriter in the town which these people can see. We, of course, are referring to the typewriter we will send you under our Free Offer.

Just as soon as we receive your list of names and order and we send the typewriter to you, we then begin circularizing to the names you furnish us, and on the big circular every one is plainly told that there is a typewriter in their town. As they write us we will give them your name and address, and, of course, you can help us greatly in getting orders by permitting these people to see and examine your typewriter.

If we succeed in selling two or more typewriters any time within 90 days to the parties whose names you furnish us, your typewriter will be free to you, and the money sent us by you will be returned to you. If we succeed in selling three typewriters within 90 days, you will receive free, in addition to the typewriter, a beautiful gold filled watch. If we succeed in selling five or more typewriters within the 90 days, you will receive in addition to the typewriter a beautiful Upright Grand Piano.

We will put forth such effort and ask you to give us such assistance in the way of showing your typewriter to the people, that we will hope to sell the necessary two typewriters that will bring your typewriter to you free within a very few days.

You understand, of course, in filling out our

order blank that you will agree with us that in case we do not succeed in selling two or more typewriters within 90 days, you are to continue paying for your typewriter at the rate of \$3.00 a month until the same has been paid for in full. However, it will be our earnest desire to sell the necessary number of typewriters within the limited number of days that will entitle you to your typewriter free, and in this way we will get more typewriters placed in your town, the Emerson will become better known and our effort will have had the greatest measure of success.

YOU TAKE NO RISK.

All you have to do is to fill out our Names Blank (keep a copy of the Names Blank for your reference), fill out our Order Blank and send to us with \$10.00. We will then send the typewriter to you by express, with the understanding that you can give it ten days' trial, and if for any reason you are not satisfied with the machine, and do not feel that together we should be able to sell two or more typewriters in much less time than 90 days, you will be at liberty to return the typewriter to us at our expense of express charges, and we will immediately return your money, together with any express charges you may have paid.

As to our reliability, we refer you to any citizen of Woodstock, or you are at liberty to send your money, if you desire, to the McHenry County State Bank of Woodstock, with instructions not to turn the money over to us unless they believe us to be thoroughly reliable.

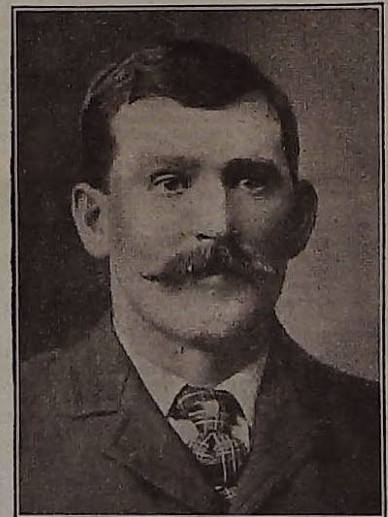
To everyone who answers our advertisement and receives our Free Offer we make a strong effort to either receive their order on our Free Offer Plan, or, failing to receive an order, at least to get a letter from them stating why they do not take advantage of our Free Offer.

If you do not feel like taking advantage of our Free Offer, won't you please write us and state the reasons why, and give us some idea if we may hope at some future time to receive your order for an Emerson Typewriter?

We have a very exclusive Dealership proposition, by which we appoint dealers and give them exclusive territory and an opportunity to make big money representing the Emerson Typewriter Company in that territory, but we prefer to select our dealers from those who have first taken advantage of our Free Offer and have therefore, through the use of the Emerson Typewriter, become familiar with the machine while we are busy advertising the territory.

If you do not feel that you can take advantage of this Free Offer, but would like to consider an exclusive Dealership, we would be glad to hear from you along this line.

If you are interested in a typewriter for your own use, or if you would like to receive a typewriter free under our Free Offer Plan, or you would like to represent us in an exclusive Dealership, or there is any sort of a typewriter proposition that would appeal to you, we would especially like to hear from you.



S. A. HOWELL,
318 W. Chestnut St., Creston, Ia.

This is a picture of Mr. T. A. Howell, of Creston, Iowa, of the firm of Howell & Rhine, who recently received an Emerson Typewriter free under our Free Offer Plan. Mr. Howell writes us stating he thinks the Emerson is one of the best, neatest and most up-to-date typewriters he has ever seen, and says he can cheerfully recommend it to anyone wanting a good typewriter. Says it suits him as well as any \$100.00 machine made, and he further states the typewriter was earned in a very short time, but a few hours' work.

Address us plainly,

THE EMERSON TYPEWRITER CO., WOODSTOCK, ILL.

EMERSONS FREE TO THESE GENTLEMEN

MR. TEMPLETON'S FREE TYPEWRITER.

We just received a photograph and a nice letter from Mr. J. C. Templeton, of Kenefic, Okla., in which Mr. Templeton says a lot of nice things about the Emerson Typewriter and the ease with which he received it free, and we have therefore taken occasion to have a cut made from this photograph and reprint the same hereon, together with Mr. Templeton's testimonial.

Many people are receiving the Emerson Typewriter free as a result of our Free Offer, and, of course, want of space prevents our giving you any idea of the great number of letters of testimony and commendation that are coming to us from the many who are receiving Emerson Typewriters free.

From just a few of these testimonials and the pictures that come to us, printed hereon, will give you a very good idea of how this plan works out and how greatly it would be to your advantage to avail yourself of our Free Offer.

MAKE THE START IN THIS WAY.

Fill out our Names Blank (keep a copy of the list of names for yourself), fill out our Order Blank and send it to us with \$10.00 enclosed; we will send the Emerson Typewriter to you by express, with the understanding and agreement that you can give it ten days' trial, and if at any time during the ten days after you receive it you become dissatisfied or feel that we would not together be able to sell two or more Emerson Typewriters within a short time and thus entitle you to your Emerson free, you can return the typewriter to us at our expense and we will immediately return your money, together with any express charges you may have paid.

Understand, if you and we together succeed in selling two Emerson typewriters any time within ninety days, your typewriter will be free to you, and surely with our combined efforts we should sell more than two typewriters within a week or two.

gentlemen for furnishing me, free of one penny's cost, the best typewriter in this town, better than the Underwood, Oliver, Remington or any other make.

What I cannot understand is, how you can afford to have such a liberal policy, for all I had to do was to fill out your Names Blank. It seems to me you did all the work. Certainly you made a very strong effort to sell to everyone whose names I gave you. The way you go at the selling end after you get the names it does not seem to me you could fail to sell two or more Emersons in a very few days. At any rate, I received my Emerson typewriter free, and I am more than pleased with it, and I want to recommend everyone to whom you write, everyone who sees your advertisement or who may receive your Free Offer, to immediately fill out your Order Blank and send the names, and I feel quite sure my experience will be their experience, and that is, they will receive their typewriter free.

Yours very truly,

J. C. TEMPLETON.

READ WHAT MR. TEMPLETON HAS SAID ABOVE. NOTE THAT HE ADVISES YOU TO FILL OUT THE NAMES BLANK, THE ORDER BLANK AND SEND TO US WITH \$10.00.

WILLIAM JAMES GLADISH, SR., 435 MARKET STREET, CHATTANOOGA, TENN., RECEIVES AN EMERSON TYPEWRITER FREE IN CONSIDERATION OF HIS HAVING ACCEPTED OUR FREE OFFER, SENT US A LIST OF NAMES, AN ORDER BLANK AND \$10.00, AND BY OUR EFFORT AND SUCH ASSISTANCE AS MR. GLADISH GAVE US, WE SUCCEEDED IN SELLING THE NECESSARY TYPEWRITERS TO ENTITLE HIM TO HIS TYPEWRITER FREE.

as people see the Emerson and find out what a beautiful machine it is and how perfectly it works, and how quickly anyone without experience can learn to operate it and do any kind of writing or other work that can be done on any typewriter.

I don't see how the typewriter companies selling machines for \$100.00 will be able to find buyers, for from my experience and from what others have said who have seen the Emerson, they would prefer the Emerson typewriter.

Of course I got my typewriter for nothing. It seems most impossible that you can afford to give me a typewriter for merely giving you a few names, but of course after you shipped the typewriter to me and began to advertise to the people whose names I gave you, telling them they could see my typewriter and all, I can understand how it was very easy for you to sell the number of typewriters to entitle me to my typewriter free. I will always be very grateful to you for the very liberal way in which you treated me and gladly say a good word for the Emerson when I can, and I hope you great success in this city and in every town in the United States in selling Emersons.

I have no doubt you will be able to sell every Emerson you can make. I would recommend to everyone who gets your last offer during the short time you are making it to take advantage of it and not delay a day. I am very glad I acted quickly and followed your directions, since I now have the best typewriter I have ever seen.

Yours truly,

WILLIAM JAS. GLADISH, SR.

WANT OF SPACE PREVENTS US FROM GIVING NO END OF TESTIMONIALS FOR THE EMERSON.

THIS WONDERFUL FREE OFFER MAY SOON BE WITHDRAWN. DO NOT FAIL TO TAKE ADVANTAGE OF THIS OPPORTUNITY WHILE IT STILL LASTS TO RECEIVE AN EMERSON FREE.

Understand, you take no risk, because if the machine isn't perfectly satisfactory when received, if you are not confident that together we should easily be able to sell two or more typewriters in a very short time, you can return the typewriter to us at our expense, and we will immediately return your money; otherwise, we will immediately begin to send circular matter, our special offers and inducements to everybody whose name you give us and make every effort we can by mail to sell as many typewriters as possible. While you will be under no obligation to make any selling effort, we agreeing to do all of this, still, if you are so disposed, you can assist us greatly. You may be willing to distribute some circulars for us and from time to time see some of the people or all of the people whose names you gave us, and permit the people to come to your home or office and see and examine your Emerson Typewriter, and in this way together we should be able to sell not only two machines within a very few weeks, but surely five or more long before the ninety-day period has elapsed.

THIS IS A MOST EXCEPTIONAL OFFER.

We say "exceptional" because this offer may soon be withdrawn. Originally, just in making the start, we offered a typewriter free for the sale of one typewriter within ninety days, and a number of machines were given on these terms. Some of the testimonials appear in this pamphlet. Later we changed it and required the sale of two typewriters within ninety days, and in the very near future we may change our offer and require the sale of three or four or more typewriters within ninety days to entitle anyone to a typewriter free; and a little later this plan of giving typewriters free in consideration of the parties sending us lists of names and helping us to introduce our typewriter may be withdrawn; therefore, we strongly urge you not to delay but at once fill out our Names Blank (keep a copy of the Names Blank for yourself for reference), fill out our Order Blank and send to us with \$10.00.

THERE IS NO POSSIBLE RISK.

If there be any question in your mind as to our reliability, we would gladly refer you to any resident of Woodstock, Ill., where our factory is located, or you are at liberty, if you prefer, to send your money to the McHenry County State Bank of Woodstock, Ill., with instructions to them not to turn the money over to us unless they know us to be thoroughly reliable.

Do not send us a list of names unless the same is accompanied by an order and \$10.00. Do not ask us to make any reduction in price or any concession of any kind. Remember, we are offering a \$100.00 machine

and we can make no exception to the terms and conditions made plain in our printed matter.

MR. J. C. TEMPLETON, KENEFIC, OKLA.



Want of space prevents our showing Mr. Gladish's (Sr.) Picture.

READ WHAT MR. GLADISH SAYS ABOUT THE TYPEWRITER HE RECEIVED FREE:

Chattanooga, Tenn., 435 Market St.,

Jan. 28, 1911.

The Emerson Typewriter Co., Woodstock, Ill. Gentlemen: Now that I have received my Emerson Typewriter free under your Free Offer, I want to say I don't see how anyone who has any kind of business can afford to be without a typewriter, since writing longhand with a pen and ink is so unbusinesslike, and

This is a picture engraved from a photograph of Mr. J. C. Templeton, of Kenefic, Okla. Mr. Templeton answered our Free Offer, sent us a list of names, an order and \$10.00, and it was under our Free Offer Plan that Mr. Templeton received his typewriter free.

READ WHAT MR. TEMPLETON SAYS ABOUT THE EMERSON TYPEWRITER, AND THE WAY HE RECEIVED IT FREE:

Kenefic, Okla., Jan. 31, 1911.

The Emerson Typewriter Co., Woodstock, Ill. Gentlemen: I want to voluntarily thank you

FREE TYPEWRITERS=WHAT THE PEOPLE SAY



JOSEPH MARION PHELPS
Centralia, Mo.

From the many to whom we have sent typewriters free on the terms of our Free Offer, we have selected a few testimonials, and with photographs shown on these few pages and using the words of our customers; show you how easy it is to secure a typewriter **FREE**.

Please read these letters of testimonial. We could furnish you no end of similar testimonials, if more were necessary to convince you or if space would permit.

YOU DO THIS. Fill out our names blank, keep a copy of the names blank for yourself, fill out order blank and send both blanks to us with \$10.00. Of course if the typewriter isn't satisfactory when received and you do not feel reasonably sure that together we should be able to sell the necessary two typewriters in just a few days, why just return the typewriter to us at our expense and we will immediately return your \$10.00, also any express charges you may have paid out.

Understand we immediately begin doing the selling. You don't have to do one thing more than furnish us the list of names. We thoroughly circularize with all our offers every name you furnish us and we do the selling, and just as soon as we succeed in selling two typewriters to the names you furnish us, provided it is within 90 days, we will send your money back to you and your typewriter will be free to you.

We shall hope to sell the first two typewriters in just a few days.

ON THESE PAGES, by pictures and testimonials, we show what our customers say.

Just take their advice. These are but a very few of the great many who first answered our newspaper advertisement, then received our **FREE OFFER** by mail and at once sent us a list of names, an order and \$10.00. Read what their experience has been, the exact same experience many others have had and are having, the experience you should have.

TAKE THE ADVICE OF THESE PEOPLE, who have accepted and had the experience.

A picture above is of Joseph Marion Phelps, of Centralia, Mo., who says he did less than **TWO HOURS'** work to get his Emerson Typewriter free. Read Mr. Phelps' testimonial printed on this page.

Mr. Phelps says the Emerson is a better typewriter than any \$100.00 typewriter made.

Mr. Phelps says all he had to do to get his typewriter Free was to send us a list of names.

Mr. Phelps says anyone who will devote an

hour's work on our Free Offer should get an Emerson typewriter free.

Read Mr. Phelps' letter on this page. THEN fill out our names blank and order blank and send to us **AT ONCE** with \$10.00. **DON'T DELAY.**

Mr. Phelps received his Emerson Typewriter Free for Two Hours' Work.

Mr. Phelps says the Emerson is better than any \$100.00 typewriter made.

Centralia, Mo., Jan. 14, 1911.

The Emerson Typewriter Co., Woodstock, Ill.
Gentlemen: I answered your advertisement which appeared in the paper, in which you advertised the Emerson Typewriter, payable ten dollars down and ten cents a day, stating in the advertisement one typewriter free for a small service. Immediately I received from you a letter and your liberal terms and plan. I promptly sent you ten dollars in cash and in the same letter I returned names blank well filled out with the best class of names I could find—those I believed most likely to buy a typewriter, and I gave considerable care to the selecting of these names, just as you explained in your circular I should do.

Within a very few days after mailing you this names blank and \$10.00 with my order I received the Emerson Typewriter. I have since used it. Of course I examined it thoroughly, and naturally compared it with other typewriters. I am not only pleased with the machine in every respect, but I believe it better than any \$100 typewriter on the market, and I would not trade it for a new typewriter of any other make for my own use. My wonder is that you can afford to sell this typewriter at less than the highest-priced typewriters on the market, since, as far as I can see, it has many advantages over any other typewriter made.

What surprises me even more than to find the Emerson so much better than any other typewriter was the ease with which I secured the typewriter free. It was so easy, a mere filling out of your names blank and speaking to a few of my friends, really not more than two hours' work on my part, and I received word from you that the necessary number of typewriters had been sold to entitle me to my typewriter free, costing me not one cent, all the money I having sent you being returned to me. I see no reason why anyone who receives your great free offer and is willing to devote an hour's time to filling out your names blank with carefully selected names should not have an Emerson typewriter free of any cost and practically with no effort or time on their part.

I would strongly recommend that everyone who receives your offer should do just as I did. I know they will be treated with the same consideration, and from my experience it hardly seems possible under your liberal offer that the typewriter can cost them one cent of money. Yours very truly,

JOSEPH MARION PHELPS.

Don't you think you can do as well as Mr. Phelps did? This is what we ask you to do: Fill out our names blank and order blank and send to us with ten dollars. We will then send the typewriter to you by express and if when it is received you are not perfectly satisfied with it and do not feel we should be able to sell the necessary two or more typewriters that would bring your typewriter free to you, and this in a very short time, you can return the typewriter to us at our expense of express charges and we will immediately return your money together with any express charges you may have paid.

Howell & Rhine, of Cresco, Iowa, write us, saying they received their Emerson Typewriter free for just a few hours' work.

They say the Emerson is an improvement over any other typewriter on the market.

READ THEIR TESTIMONIAL on this page and then fill out our names blank and order blank and send to us with \$10.00, and let us see if in a week or two you too can't have an Emerson Typewriter free of any cost to you.

Below is a picture of Mr. Rhine and family, of Creston, Iowa, who received an Emerson Typewriter Free.

Read their testimonial on this page. They say you can get an Emerson without \$1.00. They say it's the equal of any typewriter made. They advise you to take advantage of our **FREE OFFER**.

Please do as they did: Fill out our names blank and order blank and send to us with \$10.00. We will return your money at once if you are not satisfied with the machine and do not feel reasonably sure we can quickly sell the necessary number of machines to entitle you to your typewriter free.

Messrs. Howell & Rhine, of Creston, Iowa, say they got their Emerson free for just a few hours of their time. You should be able to do just as well.

Creston, Iowa, Jan. 18, 1911.
The Emerson Typewriter Co., Woodstock, Ill.

Gentlemen: We see no reason why anyone who is willing to spend a few hours talking to his friends in his own town and filling out the names blank with carefully selected names could not have an Emerson Typewriter Free, the same as we did. We urge you strongly to try anyway, as it costs you so very little. Don't be skeptical; this is a bona fide offer. Yet it hardly seems possible to offer so much for so little, not a dollar.

Just a few days after I sent you the \$10.00 we received the Emerson Typewriter. The Emerson is the equal of any typewriter made, in fact has improvements over other machines or typewriters. It was a very short time after we sent you the \$10 when the people whose names we gave began receiving from you circular letters and offers. We only furnished you the names and spoke to some of our friends about our typewriter, and in a few days we received a letter from you returning the money we sent you and telling us our typewriter was **FREE** to us.

We were greatly surprised how very easy we received our typewriter free. Yours very truly,

HOWELL & RHINE.

Please do the same as this firm did. Fill out our names blank, fill out our order blank and send to us with \$10.00. We will then start our selling campaign to the people whose names you give us, and we will hope to sell the necessary two typewriters within a few days, that will bring your typewriter free to you and your money back to you.

Picture of Mr. Rhine and family, Creston, Iowa.

Picture of Mr. Rhine and family, Creston, Iowa.

YOU TAKE NO CHANCE. As to our reliability we refer to any citizen of Woodstock, Ill., where our big factory is located, or you are at liberty, if in doubt, to **SEND YOUR MONEY** to the **McHENRY COUNTY STATE BANK**, of Woodstock, with instructions not to turn the **MONEY** over to us unless they know us to be thoroughly reliable.

YOU TAKE NO RISK, for after you receive the typewriter, if you are not perfectly satisfied with it and do not feel reasonably sure that together we can sell two or more in a very short time, you can return the typewriter to us any time within 10 days and we will return your money, including any express charges paid by you.

Send us the NAMES BLANK, ORDER BLANK and TEN DOLLARS today. Address

THE EMERSON TYPEWRITER CO., Woodstock, Ill.

A FEW of the MANY WHO HAVE RECEIVED TYPEWRITERS FREE

We are sending out any number of typewriters free to people who earn them with very little effort, devoting but a few hours of their time.

At our special \$60.00 price we have no difficulty in getting orders from all classes of people, and our customers who take advantage of our Free Offer proposition are meeting with great success.

Below we show photographs and short extracts from testimonials. Want of space prevents our printing entire letters or giving you more than a suggestion of the vast number of testimonials we are receiving from people to whom we have sent and are sending typewriters and pianos free.



O. F. Birkhold, Rosewood, Ohio

Mr Birkhold writes under date of March 31, 1911, as follows:

"On January 28th I purchased a Royal Typewriter No. 1, I also purchased an Emerson. The selling price of the Royal is \$65.00, and I will sell it and the metal carrying case, which cost me \$2.50 extra, for \$55.00, and the machine has not written five thousand words. I can truthfully say, had I seen an Emerson machine before I bought the Royal, my choice would have been the Emerson."

(Signed), O. F. BIRK HOLD.

Mr. Birkhold received his Emerson Typewriter free under our Free Offer.



H. H. Sperling, Langham, Sask.

Mr. Sperling, writes us under date of March 20th, saying:

"The Emerson is the best typewriter I have ever seen. I have had the No. 5 Oliver and the Remington, but they are not in it when it comes to the Emerson. I would not think of trading my Emerson for any \$100.00 machine out.

I think the touch is the lightest and softest, and the entire visible writing, the shift mechanism, two-color ribbon, back spacer and tabulator are superior to the Oliver or other typewriters. The Emerson simply sells itself."

(Signed), H. H. SPERLING.

Mr. Sperling received his Emerson Typewriter free under our Free Offer.



A. W. Armstrong, Auburn, Ills.

Mr. Armstrong, under date of February 4th, 1911, writes as follows:

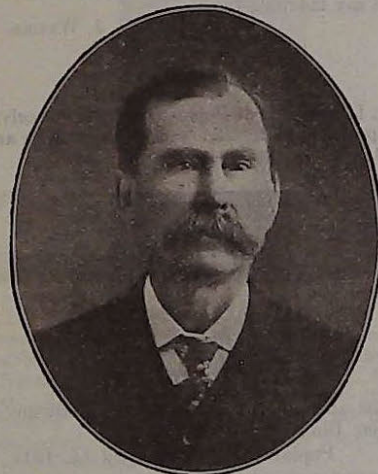
"I had no idea when I filled out the Names Blank and sent it to you with \$10.00, that I would in a comparatively few days thereafter receive a receipt in full for my typewriter, stating it was free to me.

One party that I called on in regard to purchasing a machine had an Oliver, and he said to me, 'If I can sell my machine I will buy an Emerson'. The next day I met him and he said, 'I have sent in my order for an Emerson, have sold my Oliver'.

The Emerson will do all the work that any other typewriter will do and a lot more than some. I have given it a thorough trial, and it is the best typewriter I have ever seen or used."

(Signed), A. W. ARMSTRONG.

Mr. Armstrong received his Emerson Typewriter free under our Free Offer.



W. T. Yowell, Sidney, Iowa

Sidney, Iowa, March 22, 1911.

The Emerson Typewriter Co., Woodstock, Ill.

Gentlemen:—After using the Emerson Typewriter on my abstract work every day, all day, for two months, I want to say that the work is better and more rapidly done than with any machine I have ever used. I have had in my office the Oliver, the Remington and Underwood, all very good machines, but after using the Emerson, I prefer it to any other I have ever used.

(Signed), W. J. YOWELL.

Mr. Yowell received his Emerson Typewriter free under our Free Offer.



W. L. Richardson.


Mr. Richardson writes us, under date of March 6th, saying:

"The Emerson will do anything that any \$100.00 typewriter will do. I have used the Remington and the Smith-Premier, and the Emerson, according to my way of thinking, does the prettiest work of them all."

(Signed), W. L. RICHARDSON.

Mr. Richardson received his Emerson Typewriter free under our Free Offer.

PIANOS or TYPEWRITERS or BOTH Were Given TO THESE GENTLEMEN FOR A VERY SMALL SERVICE.

 Read What They Say.

Want of space compels us to print only very short extracts from a few of the many letters of testimonial, and to show very small pictures of only just a portion of the many to whom we have given PIANOS or TYPEWRITERS or BOTH.

Mr. C. W. Horton receives a Typewriter Free. Below see his picture and read a few of the many nice things he says:



The above is a picture of Mr. W. C. Horton of Belle Rive, Ill.

Belle Rive, Ill., April 18, 1911.

It is with the greatest pleasure that I have the opportunity of testifying in behalf of your wonderful Typewriter, the Emerson. I say "wonderful" because I am surprised that you can put out such a great and valuable writer as the Emerson at such a remarkably low price. It is surely wonderful.

If one cannot sell such a high grade typewriter as the Emerson at the price and terms surely they would hardly be capable of exchanging or selling \$20.00 gold pieces for \$10.00. Why, I sold three typewriters before I hardly knew that I had one myself, which entitled me to my typewriter free, and I have three more good prospects now in view.

(Signed), CHARLES W. HORTON.

Mr. J. W. Smith receives an Emerson Typewriter free. See his picture and read what he says.



The above is a picture of Mr. J. W. Smith of Kimball, S. Dakota.

Kimball, S. Dak., April 19, 1911.

In regard to the Emerson Typewriter will say: It certainly is the best machine that I have ever seen for the money.

I had been using an L. C. Smith \$100.00 machine before I received the Emerson, and I find that the Emerson is equally as good as any of the \$100.00 typewriters. The Emerson has the best tabulator that I have ever seen on any machine, regardless of price.

It took me only about one day to make the sale of two typewriters which entitled me to my typewriter free.

(Signed), J. W. SMITH.

Mr. N. J. Weeks of Charlotte, N. C. receives an Emerson Typewriter free, and has nice things to say about it. Below see his picture and read what he says.



The above is a picture of Mr. N. J. Weeks of Charlotte, N. C.

Charlotte, N. C., April 17, 1911.

I beg to say that I consider the Emerson Typewriter the equal of any other standard machine on the market and in many respects better. For its simplicity it has no equal.

I have had experience with the Oliver, Remington, Underwood and L. C. Smith, and I consider the "Emerson" equal in every respect, and in many respects better. If a man has any use for a typewriter at all, all that is necessary to sell him an Emerson is to show him the machine. I sold the required number of typewriters in about one day to earn my machine free.

(Signed), N. J. WEEKS.

R. L. Redwine of Poplar Bluff, Mo., receives a typewriter free. Below see his picture and read what he says.



The above is a picture of Mr. Redwine of Poplar Bluff, Mo.

Poplar Bluff, Mo., April 15, 1911.

I want to say that it has cost me nothing to get the orders for you, for I got my orders on the recommendation of my machine and not by showing it. I have not taken any time from my other business in order to sell Emerson Typewriters. I could have sold ten or twelve machines within the last thirty days, as the agent for the "Royal" has been doing a nice business in the territory I make, and had I taken the "Emerson" with me on my trips, I could have gotten the orders, for I consider the "Emerson" a much better machine than the "Royal," and equal to any typewriter sold at \$100.00.

I wish to say to anyone contemplating the purchase of a typewriter, that you cannot go wrong in the Emerson, and the easy terms on which it is sold makes it within the reach of all.

(Signed), R. L. REDWINE.

Mr. M. H. Keasler of Truscott, Texas, receives his Emerson Typewriter free. Read what he writes us.



The above is a picture of Mr. M. H. Keasler of Truscott, Texas.

Truscott, Tex., April 17, 1911.

I do not believe I have ever told you all about what I think of the Emerson Typewriter and will say that I think it is the equal of any double shift machine that I know of, regardless of price. It seems to me that it will play all the tricks that any of them will, and easier. It is a strictly visible writer, makes the very least noise and runs easily. It seems to me to be as near a \$100.00 machine as any machine on the market. I found it a very easy matter to sell enough to get my machine free.

(Signed), M. H. KEASLER.

Mr. J. A. Dugre of St. Boniface, Quebec, gets a piano and typewriter free. Below see his picture and read what he says.



The above is a picture of Mr. J. A. Dugre, of St. Boniface, Quebec, Canada.


St. Boniface, Que., Can., April 15, 1911.

I answered your advertisement, sent you \$10.00, received an Emerson Typewriter, and I didn't have the machine more than one hour when a few of my friends came to see it, and they found the Emerson so superior to any other machine selling at even more than \$100.00 in this country, I immediately made two sales, earning my typewriter free inside of one hour, and in four days I have made five sales, which entitled me to my typewriter free and besides the beautiful Upright Grand Piano free.

I want to thank you for the way you treated me and for my getting the machine and the beautiful Upright Grand Piano free. In four days to earn a typewriter and piano is what I did, is what anyone could do, your typewriter being so easy to sell. I would advise everyone who receives your offer to accept it at once and earn a typewriter and piano as I did.

(Signed), J. A. DUGRE.

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 **Read What They Say.**

Want of space compels us to print only very short extracts from a few of the many letters of testimonial, and to show very small pictures of only just a portion of the many to whom we have given PIANOS or TYPEWRITERS or BOTH.

Mr. O. A. McDill of Willow Springs, Mo. receives an Emerson free and writes us a letter. Below see his picture and copy of his letter.



The above is a picture of Mr. O. A. McDill of Willow Springs, Mo.

Willow Springs, Mo., April 18, 1911.

I received your free Emerson Typewriter for selling two typewriters.

I find the typewriter to be just exactly as you represent it. It is substantially built, has the back spacer, which I think is a fine improvement over lots of other machines; has the easiest touch and action I ever used, and is the most silent typewriter. The shift from small letters to capitals is very easily worked and it is the most complete machine I have ever used. I spent only about one hour in selling the two machines.

(Signed), O. A. McDILL.

Mr. Charles H. Near, Elmira, N. Y. receives an Emerson Typewriter free. Below see his picture and read what he writes us.



The above is a picture of Mr. Charles H. Near of Elmira, N. Y.

Elmira, N. Y., April 17, 1911.

It only took me about thirty minutes to close the two sales which entitled me to my typewriter free. I feel that I cannot help but thank you for the courteous and very business-like treatment that I received at your hands, which, to say the least, has been very pleasant indeed, as you have done exactly as you agreed in all particulars.

The time I have given to this matter really amounts to practically nothing, for when the first typewriter came that I ordered I took a couple of friends of mine to my home and explained to them the easy terms on which this new and magnificent machine could be had, and the extremely easy features together with the winning appearance and up-to-date-ness of the machine itself made the matter of getting the sales a very easy one indeed.

The matter of the machine as compared to others and when I say others I speak of the latest \$100.00 machines, such as the Oliver,

L. C. Smith and Bro., Smith Premier and Remington, which are some of the standard makes of the latest writing machines, all of which I am familiar with, as I have tried several and owned two of the above makes, besides having examined their latest products, and can conscientiously say that the new "Emerson" is their equal in every way and in some ways their superior; that is, its soft, easy touch is far more velvety than any that I have yet seen, its tabulator arrangement is the best I have ever seen, these together with the neat, handsome appearance and its compactness makes it an ideal typewriter and one that any one should be proud of.

Now in conclusion permit me to say that I am not only delighted with my machine, but thoroughly satisfied with the kind treatment that has been given at your hands, and if there ever comes a time when I can do you a turn, shall consider it a pleasure to do so.

(Signed), CHAS. H. NEAR.

W. A. Cosgrave of McConnelsville, Ohio, says he earned his typewriter in less than two hours' time. Below see his picture and read what he writes.



The above is a picture of Mr. W. A. Cosgrave, of McConnelsville, Ohio.

McConnelsville, Ohio, April 21, 1911.

When I answered your advertisement offering an EMERSON Typewriter free for a small service, it was with some doubt as to whether the service would be very small or the machine worth the effort. When I received your offer it was so fair and reasonable that I at once filled out and returned the Names Blank and the Installment Order Blank enclosing \$10.00, for I was now certain that if the EMERSON was not all that I expected, I could get my money back under your Ten Days' Trial Offer.

The machine arrived in a few days, and after a thorough test I found it perfectly satisfactory and equal to any typewriter I have ever used, and I have used several, including the Underwood, Remington and Oliver. I would advise anyone needing a typewriter to take advantage of your free offer at the first opportunity, for it is well worth the effort.

It took less than two hours of my time to show the EMERSON to a few of the people whose names I had sent you and whom you had interested by letter and circular for you to secure orders sufficient for me to get my typewriter free.

I am indebted to you for an EMERSON Typewriter free, and I thank you for the fair and honest treatment.

(Signed), W. A. COSGRAVE.

Mr. H. P. Lowell, in the office of the superintendent of the Somerset Railway Company of Oakland, Maine, writes us that he received his typewriter free after four days. Below see his picture and read what he writes.



The above is a picture of Mr. H. P. Lowell, of Oakland, Maine.

Oakland, Me., April 18, 1911.

I wish to add a word of testimonial regarding the merits of your wonderful machine.

I received my typewriter promptly after taking advantage of your Special Offer, and within just four days had sold three typewriters without any difficulty whatever, and now own my machine without a penny's cost.

The EMERSON is very satisfactory in every way. Have used a number of different makes in telegraph and find the EMERSON especially suited to telegraph operators on account of its being entirely visible, quick and light of touch, almost noiseless, and the carriage and paper feed construction cannot be improved upon. I can assure you I am very much pleased with the EMERSON.

(Signed), H. P. LOWELL.

Mr. E. A. Stevens, of Oakland, California, writes a nice letter. He received an Emerson free. Below see his picture and read what he says.



The above is a picture of Mr. E. A. Stevens, 1611 23rd Avenue, Oakland, California.

Oakland, Calif., April 19, 1911.

After receiving my EMERSON Typewriter I went out and sold one by showing it and letting the man try it. This man is the Pastor of the First Congregational Church at San Rafael. He is well pleased and sent me a letter thanking me for calling his attention to the machine.


I sold the next one just as soon as I could show it to a party, and I have six more who say they will take EMERSONS.

All who have seen the EMERSON and used it say they like it better than the "Oliver" for they can see the writing so much plainer.

If anyone wants to know how I find the typewriter let them write me.

(Signed), E. A. STEVENS.

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Mr. F. J. Williams of Macy, Indiana, receives a typewriter free. Below see his picture and read what he says.



This is a picture of Mr. F. J. Williams of Macy, Ind.

Macy, Ind., April 18, 1911.

I had no trouble in securing the two orders for the "Emerson," as the "Emerson," properly shown, speaks for itself. I only spent a few hours' time which did not interfere in any manner with my regular daily business. By the way, there are at least ten or twelve others who are going to buy machines as a result of my effort.

I have had considerable experience with other makes of typewriters, and I consider the "Emerson" equal, if not superior to any machine on the market, regardless of price.

(Signed), F. J. WILLIAMS.

Mr. W. W. Prine of Rochester, Ky. receives an Emerson Typewriter free. Below see his picture and read his letter.



The above is a picture of W. W. Prine, Pastor of the M. E. Church of Rochester, Ky. Rochester, Ky., April 6, 1911.

I noticed your advertisement in some Chicago paper and mailed the clipping, and in a few days received your very liberal terms on securing an Emerson Typewriter, and by the 22nd I received the machine I am now using to write you this letter of sincere thanks and appreciation for the lightened and gentlemanly courtesy shown me in all our dealings, in which every promise made in your contract was filled to the letter and the machine is now mine, a typewriter well worth \$100.00. I made these sales in less than one hour.

Now, as to the "Emerson" and what I think of it in comparison with any of the other

standard typewriters on the market made, say in the last twenty years, I have had occasion to use most, if not all, of the other standards, and I unhesitatingly assert that the "Emerson" is the PEER of any on the world's market today, and in some of its essential features easily surpasses a number of them.

It easily bears the palm of neatness and beauty of construction as well as that of operation. Its tabulating and columnar arrangement, to say the least, is unique, and the shift-key arrangement is by far the lightest and most convenient of any that I have ever used; and the ease and rapidity with which errors and mistakes may be corrected through the use of the back-shift key is simply marvelous, and I am at a loss to conceive in the least degree as to how the type-bar and ribbon arrangement could be improved. The ribbon on my machine after steady use for nearly four months shows little or no wear in either color; in fact it is the best make of ribbon I have ever used, while the ribbon shift-key in ease and rapidity of manipulation can never be surpassed. The fact of the matter is, that from frame to finish, wisdom of construction, beauty of finish and strength in operation, mark the use of the highest talent and purest integrity in the conception of its originator, and the arrangement of its several pieces an unerring prophecy of its future and lasting utility in its field of operation in this busy old world.

(Signed), W. W. PRINE.

C. R. Waggoner, of Bentonville, Ark. receives an Emerson Typewriter free. Below see his picture and read what he writes



The above is a picture of Mr. C. R. Waggoner, of Bentonville, Ark. Below read what he writes.

Bentonville, Ark., April 18, 1911.

We received our machine on the 21st day of February, took it home from the express office and out of the box. Being familiar with typewriters we did not have to learn the machine; but that is not wholly true, for the typewriter contains so many special improvements that we had to simply hunt them up and learn them, the several features new to us.

After we had learned the machine I started out to earn a machine free, as per your offer, and I am not sure of the time it took me to earn my machine but it was less than two days and I had a lively competitor in the city working for the "Royal" typewriter. If we had received our machine a week sooner I could have sold half a dozen more machines to parties who had bought the "Royal," and when they saw the superiority of my machine,

I tell you they were sick people, very sick but no remedy.

To intelligently meet the arguments of people who are always ready to detract from anything its superior qualities, we wrote to every standard typewriter manufacturer of any note for description, prices and terms on their machine, and not an answer came but that was away in advance of the EMERSON and not one of them came anywhere near the "EMERSON" in equipment or efficiency. One machine only approached the EMERSON. It had several features embodied in the EMERSON, such as the rigid carriage and moving type frame, but its stroke was upward and, of course, awkward, its tabulating arrangement was clumsy and its price \$97.50.

The more we use our EMERSON the better we like it and no one could possibly make a mistake in buying one. They are always ready. Wishing you great success,

(Signed), C. R. WAGGONER.

Mr. R. E. Wilson, of St. Joseph, Ill., receives a Typewriter free, and says he likes it much better than the L. C. Smith, Oliver, Underwood or Hammond. Below see his picture and read what he writes.



The above is a picture of Mr. Roy E. Wilson, of St. Joseph, Ill. Read what he writes.

St. Joseph, Ill., April 21, 1911.

Gentlemen:—

I wish to thank you for the Emerson Typewriter which I received free.

I was surprised to find how easy it was to sell the two "EMERSONS." I did not have to leave the office, in fact I had one "EMERSON" sold before I accepted your Free Offer.


I filled out the Names Blank and sent it to you with the \$10.00, and within a few days you notified me that my typewriter was free and refunded the \$10.00.

I have used several different makes of typewriters, namely, the L. C. Smith, Oliver, Underwood and Hammond, but like the EMERSON best of all. My friends to whom I sold the two EMERSONS are well pleased with their bargain, and would not exchange their typewriters for any of the so-called \$100.00 machines.

I am a railroad telegrapher and find that the EMERSON is well suited to the railroad business. It is light of touch, almost noiseless and capable of speed. I cannot praise the EMERSON too highly. It is even better than you claim it is, and you are at liberty to refer any prospective customers to me.

(Signed) Roy Eugene Wilson.

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 **Read What They Say.**

Want of space compels us to print only very short extracts from a few of the many letters of testimonial, and to show very small pictures of only just a portion of the many to whom we have given PIANOS or TYPEWRITERS or BOTH.

Mr. W. C. Bentley of Las Animas, Colo., receives a beautiful Upright Grand Piano and an Emerson Typewriter free. Below see his picture and read what he says.



The above is a picture of Mr. W. C. Bentley of Las Animas, Colo.

Las Animas, Colo., April 17, 1911.

I believe that one who has been treated as handsomely as I have by The Emerson Typewriter Co., can at least show the appreciation due by giving a full statement of the facts as I have found them.

The advertisement offering a free typewriter certainly promised more than I had been led to believe existed. However, I couldn't lose and ordered one. On the day my machine arrived had I not carelessly failed to provide myself with order blanks I could have taken the necessary five orders in half an hour; in fact I don't think it required more than one hour's actual time for me to earn a typewriter and a free piano. I cannot take any credit to myself for the sales, for, to tell the truth, it was a case of the Emerson Typewriter selling itself five times in one hour.

As to the class and value of the "Emerson," I wish to state that one sale was to an ardent Oliver enthusiast, one to a gentleman who was at the time using a late model L. C. Smith, another considered the Underwood as the best until becoming acquainted with the "Emerson."

What strikes me forcibly is the fact that an "Emerson" was sold to an agent for the standard \$100.00 machine and is now used by him at the present time, his reason for purchasing an "Emerson" being that he had heretofore been unable to find a machine at any price that could feed the various sizes of paper that he required, using all of the paper and writing from edge to edge.

I myself have had a wide experience with typewriters both as operator and railroad agent, and I know of no machine which combines so many excellent points.

Anyone, be he ever so prejudiced, will, with an hour's honest use of the "Emerson," have to admit that if it is not the best, at least there is no \$100.00 machine that excels it.

Being in the piano business myself I think I am in a good position to thoroughly ap-

preciate the value of the magnificent piano. Really, I think if you required five sales to entitle one to a free typewriter, that one would feel well repaid.

I think it only fair to say that in all your dealings and correspondence with me you have shown a remarkable disposition towards fair and square treatment and liberality such as I have seldom found.

With the assistance furnished by you and the extremely easy and simple plan, I believe any child of school age could comply with your requirements and easily earn a free Emerson Typewriter and Grand Piano.

The premium is of such value that a banker or merchant would not feel the slightest hesitancy or loss of dignity in taking advantage of your offer.

I urge anyone that may learn of your generous offer to at once accept it, as someone else will surely beat them to it if they hesitate.

In closing I can only say that your offer is true, every word; in fact I consider that a most pleasant surprise awaits anyone accepting it or simply becoming the owner of an Emerson Typewriter.

I regret that I cannot immediately start over on the same proposition. It comes nearer to getting something for nothing than I ever thought likely.

(Signed), W. C. BENTLEY

Mr. T. M. MacCorkle, of Elkins, W. Va. receives an upright grand piano free, also an Emerson Typewriter free. Below see his picture and read what he says.



The above is a picture of Mr. T. M. MacCorkle, of Elkins, W. Va. Read what he writes us.

Elkins, W. Va., April 17, 1911.

Having completed the sale and delivery of my fifth EMERSON Typewriter, I want to say that selling EMERSON Typewriters under your liberal offer is the greatest "cinch" that I have encountered in my twenty-years' experience on the road.

I had about placed my old typewriter "hors de combat" when I noticed your advertisement in the "Sample Case," so I wrote for further particulars, and when I received your very liberal proposition, I just piled the whole thing in the waste basket,

thinking "that is too easy a thing for me. They are evidently looking for suckers." But upon more mature reflection and feeling the pressing need of a new typewriter, I decided to give the EMERSON a trial, hence my order, with a view of securing a machine for immediate use and ignoring the free offer.

When the EMERSON arrived, after a fair trial, I liked it so well that I mailed you a check for the full amount of deferred payments, expecting to close the matter thus, but when in Keyser, W. Va., mentioning the proposition to two of my customers in that town, I found that closing the sale of an EMERSON to them was so simple and smooth that I came home and boasted of the securing of my typewriter "on the clear." This is where I got in deeper. Mrs. MacCorkle said, "Now, sir, you go ahead and secure the piano for your daughter." "Oh" I said, "we do not need a piano. We have an old one down in Virginia now that we left and which we rarely ever used." Nevertheless she was determined to have one and, she being a "sufferget" got it.

The foregoing is a brief story of the easiest proposition that I have ever "pulled off" in my experience as a salesman on the road, and I desire to compliment the Emerson Typewriter Co. on the most excellent plan for introducing a rapid distribution of their superb product, the EMERSON Typewriter.

It is a great machine, light, smooth and effective. I have tried it out in many ways and like it better than any machine I have used, and all who have examined the machine and with whom I have discussed its merits, speak in the highest terms of it. Three out of five men to whom I sold the EMERSON had only seen the cut thereof in the literature distributed by your company.

Wishing you every success in the distribution of the EMERSON, and thanking you for the courtesies extended.

(Signed), T. M. MACCORKLE

Mr. F. J. Brandl, of Clear Lake, Wis. gets an Emerson free. Below see his picture and read what he says about the Emerson.



The above is a picture of Mr. F. J. Brandl, of Clear Lake, Wis.

Clear Lake, Wis., April 24, 1911.

I have used the EMERSON Typewriter for several weeks and I find it satisfactory in each and every way.

I also have a Remington and an Oliver and to my judgment the Emerson is far superior.

I earned the machine in two hours' work and have three more sales in sight, which I will land in a few days.

(Signed), F. J. BRANDL

PIANOS or TYPEWRITERS or BOTH Were Given TO THESE GENTLEMEN FOR A VERY SMALL SERVICE.

Read What They Say.

Want of space compels us to print only very short extracts from a few of the many letters of testimonial, and to show very small pictures of only just a portion of the many to whom we have given **PIANOS** or **TYPEWRITERS** or **BOTH**.

Mr. R. R. Howard, of Port Arthur, Texas, gets a Piano and Typewriter free and writes us a letter. Below see his picture and copy of the letter.



The above is a picture of Mr. R. R. Howard Port Arthur, Texas.

Port Arthur, Tex., April 14, 1911.

I want to thank you for the very fair and generous treatment I have received. I am very proud of my typewriter. I had no difficulty in selling five typewriters or in selling those that I have sold since. All that is necessary to sell an "Emerson" is to show it to a man who needs a typewriter, and nearly every person who does any writing needs one.

I would not sell my "Emerson" for \$100.00 if I could not buy another. I am a mechanical electrical engineer and am impressed with the strength and neatness of the machine and design.

Hoping its well deserved success to the Emerson Typewriter, I remain.

(Signed), R. R. HOWARD.

Dr. Everett Walker, of Tunnelton, W. Va., receives a beautiful Upright Grand Piano and an Emerson Typewriter free. Below see his picture and read what he says.



The above is a picture of Dr. Everett Walker, of Tunnelton, W. Va.

Tunnelton, W. Va., April 18, 1911.

A few weeks ago I saw your advertisement in some paper or medical journal and was impressed with the looks of your typewriter. I decided to give the matter a trial and see if it would be possible for me to sell the required number to get one free.

I sold one to a young man with nothing to show but the picture, which took a second visit of about fifteen minutes. I waited then until I had a sample to show and I soon sold

four more. Best of all, they are five well-pleased purchasers.

I am sure I did not give five hours of my time to the sale of the five machines.

We had already fifteen typewriters of various makes in our little town before I sold these and the five "Emersons" are doing just as nice work and giving as good satisfaction as any machine in town.

I am not a salesman and know nothing about a typewriter, never wrote a line on one, but found it no trouble to sell the "Emerson" or let the "Emerson" sell itself when I would show it and state the conditions. I expect to sell more "Emersons" in our town, but am not going to give the matter any of my time, especially as the parties have told me they will be in before the advance in price.

It gives me pleasure to say that your treatment of my business with you was the very best, and that the "Emerson" is giving entire satisfaction.

(Signed), EVERETT WALKER, M.D.

Mr. J. C. Gaines, Superintendent of Schools, Keswick, Ia., receives an Emerson Typewriter free, and he writes us that he received it free for not more than an hour's work. Below see his picture and read what he writes.



The above is a picture of Mr. Jay C. Gaines, of Keswick, Ia. Read what he writes.

April 27, 1911.

If anyone gets a typewriter with any less work than I have, he ought to be made to pay for it. The first man to whom I showed my EMERSON, bought one; the second man to see it has not yet ordered, but will before long; the third man bought after a ten minutes' examination of my machine. I made no effort to show the machine for a few days after I received it, as I wished, first, to satisfy my own curiosity. I think that I used no more than one hour's time in selling enough machines to get my own free. If that is not cheap enough I don't know what in the world cheap means.

I would be glad to have your Dealership Blank as I have several more good prospects.

I have been testing the EMERSON on various kinds of school work, I have been comparing it with several others, and I can say cheerfully now that I would not trade it for any new machine on the market. A school man could not get a machine that would do his work any better or easier than the EMERSON will do it. I saw your machine advertised first in a School Journal. You could not have had it in a more appropriate place.

(Signed), JAY C. GAINES.

Mr. W. C. McLin, of Richland, Ia., receives an EMERSON Typewriter free and writes us a very nice letter. Below see his picture and read what he says.



The above is a picture of Mr. W. C. McLin, of Richland, Ia.

Richmond, Ia., May 14, 1911.

This is to certify that I have used the Emerson Typewriter for five months for all kinds of office work, and find it very handy and efficient for any kind of office work, and as a telegraph typewriter it has no equal. It is almost noiseless, easy touch, quick response.

I experienced very little difficulty in securing the required number to obtain mine free, as the machine will almost sell on first sight

W. C. McLIN.

P. H. Sheedy of St. Johns, Ohio, receives a typewriter free. Below see his picture and read what he writes.



The above is a picture of Mr. P. H. Sheedy of St. Johns, Ohio.


St. Johns, Ohio, April 18, 1911.

I accepted the Trial Offer you made, I put the Emerson Typewriter right into all kinds of work, and it has done all that was asked of it. The touch is lighter than any machine I have ever handled.

I accepted your plan of selling two machines and get one free, which I did very quickly, and in a community where the demand is limited; in fact the machine and the selling plan sells the machine in many places where a typewriter is not needed.

(Signed), P. H. SHEEDY.

PIANOS or TYPEWRITERS or BOTH Were Given TO THESE GENTLEMEN FOR A VERY SMALL SERVICE.

 **Read What They Say.**

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Reverend K. S. Van Zandt, of Whitt, Texas, receives an upright grand piano and a typewriter free, and writes us he earned them both for not more than one day's work. Below see his picture and read what he writes.



The above is a picture of the Rev. K. S. Van Zandt, of Whitt, Texas.

Whitt, Texas, April 21, 1911.

The "Emerson" is beyond anything on the market in the shape of a typewriter. I do not see how you can give so much for so little work. I must confess I was more than surprised when I received the typewriter.

It is exactly as you represent it to be, as good as any \$100.00 typewriter on the market. I do not see how you can give so much in value for so little work, as I did not work more than a day in all in selling five typewriters, thus getting my typewriter and a grand piano free; but I must confess all you have to do is to let the people see the typewriter and it is sold, if a man wants a typewriter at all. The "Emerson" cannot be excelled in the work it does.

Must say also that the "Emerson" people are all straight up and down in their dealings. (Signed), K. S. VAN ZANDT.

Mr. J. E. Suttle, of Fayetteville, Ark., receives a typewriter free and compares it with various other makes. Below see his picture and read what he writes.



The above is a picture of Mr. J. E. Suttle of Fayetteville, Ark.

Fayetteville, Ark., April 10, 1911.

I find the "Emerson" does anything that any other standard machine will do, and has several useful features that many of the other standard machines do not have, such as the back spacer, two-color ribbon, etc. I like the built-in tabulator better than most others.

In this connection will say I have used several—practically all—models of the Underwood, Oliver, Smith Premier, Densmore, Hammond, Remington and several other book machines, including the Elliot, the Fisher and the Elliott-Fisher, and I know of no machine that will beat the "Emerson."

(Signed), J. E. SUTTLE.

Mr. R. C. Calton says it took him only a few moments to earn his typewriter free. Below see his picture and read what he writes.



The above is a picture of Mr. R. C. Calton of Nashville, N. C.

Nashville, N. C., April 20, 1911.

I cannot express my appreciation when I tell you it took only a few minutes of my time to get the "EMERSON" free. I wrote a letter to two of my friends telling them about the "Emerson" and in reply they each wrote me that they would take one.

I have been using my "Emerson" for sixty days, and I can say I like it the best of any typewriter that I have ever had occasion to write with. I have written with the Oliver, Smith Premier and Monarch, and can truthfully say that I would not give my "Emerson" for any one of them.

Thanking you again for the beautiful "Emerson" that you gave me for so little effort on my part, I am,

Yours very truly,
(Signed), R. CLYDE CALTON.

Mr. R. M. Miller of Elsinoe, Mo. receives an Emerson Typewriter free. Says he received one, spending not over 30 minutes to earn it. Below see his picture and read what he writes us.



The above is a picture of Mr. R. M. Miller, of Elsinoe, Mo.

Elsinoe, Mo., April 19, 1911.

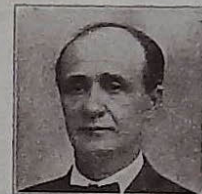
This is my first experience with any typewriter, and I have had no trouble in learning how to operate the "Emerson." A friend who has had experience with the Oliver and other standard makes of typewriters, said the "Emerson" was the equal of them.

I notice that some of your patrons are writing you, stating how much of their time it has taken to make sufficient sales to entitle them to their typewriter free.

In "Uncle Tom's Cabin" play, Topsy says she was never born—just grow'd up. The "Emerson" does not require any person's time; simply place the machine where the public can see it and try it and it sells itself. I do not think I spent altogether over thirty minutes in making sufficient sales to obtain my typewriter free. All to whom I have sold are well pleased.

(Signed), R. M. MILLER.

I. N. Clack, of Lampasas, Texas, receives an Emerson Typewriter free. Says he earned his machine in only a few hours' work. Below see his picture and read what he writes.



The above is a picture of Mr. I. N. Clack, of Lampasas, Texas. Below read what he writes.

Lampasas, Texas, April 20, 1911.

Gentlemen:—

I received my typewriter in due time. After giving it a thorough test I am glad to say I am delighted with it. It is as good as the best, neater than the neatest and more convenient than any other. I am unable to find a fault with anything connected with the EMERSON.

I placed my machine in a drug store for a few days and with a few hours' work I sold two more, thus securing mine free. There is no difficulty in selling the EMERSON to anyone who needs a typewriter.

(Signed), I. N. CLACK.

Mr. Orral Ayotte of Pocahontas, Arkansas, receives a typewriter free. Below see his picture and read what he writes us.



The above is a picture of Mr. Orral Ayotte. Pocahontas, Ark., April 16, 1911.

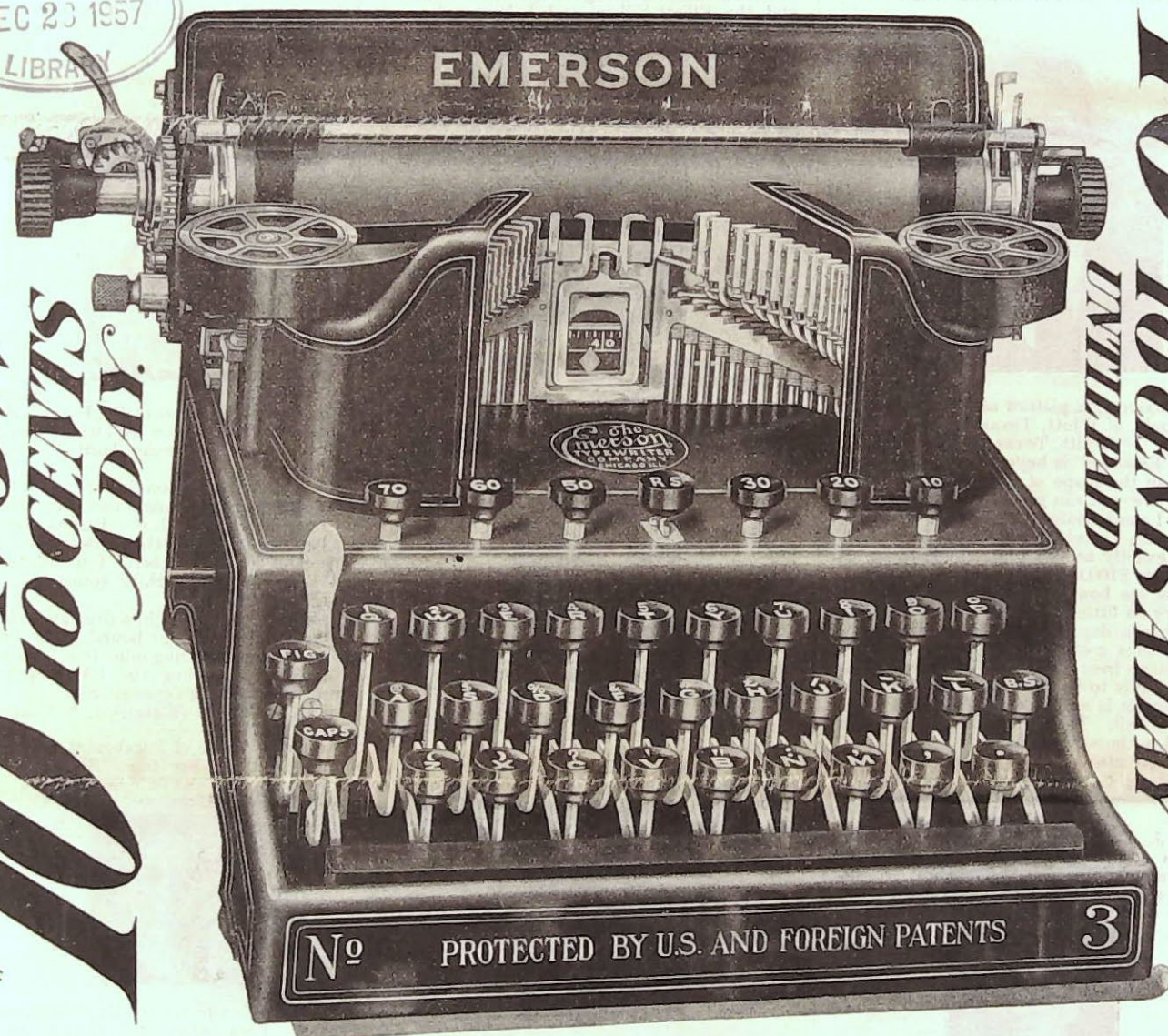
I consider it a stroke of luck for me when I answered your 10-Cent-A day advertisement and received your Free Offer.

I would not exchange my Emerson Typewriter for any typewriter I know of, regardless of price. I consider the Emerson superior to all others. I don't think I was more than three hours in securing the two orders I sent you and which entitled me to my typewriter free. I have not made much effort but I am going to get busy next week and send you the remaining three orders and get the piano.

(Signed), ORRAL AYOTTE.

SIXTY DOLLAR WONDER

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