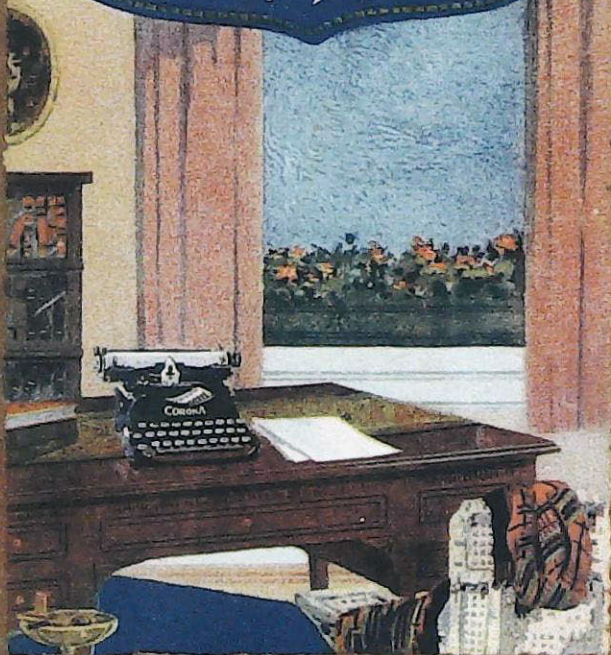


C8165

The Personal Touch In Typing



The Personal Touch
in Typing



Corona Typewriter Company Inc.

General Offices and Works

Groton, New York.

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Corona Typewriter Company, Inc.
Groton, N. Y.



The Personal Touch In Typing

MOST people have little writing they want to do but a good deal of writing they ought to do. How to make the mental part of writing pleasanter and the physical part easier is a problem almost as old as written language.

Corona has solved this problem for eighty thousand people. People like you, who hated to write because of the tiresomeness of using a pen or pencil; people who, when they made themselves write by strength of will, often found they hadn't written what they intended. The mind travels so much faster than the pen, and longhand takes so long to read back in order to recall what has been written, that it is easy to lose ones train of thought with each new page or paragraph.

From the time that the cave men used flints to scratch picture records on the tusks of mammoths, to the time of writing on bricks, with a pointed stick, as practiced by the Assyrians, and on down through the period of the quill and the steel pen, man has sought an easier, quicker means of putting down his thoughts. True, the typewriter has been practical for forty years and many private individuals own and





operate typewriters, but most typewriters are bulky and weigh from thirty to forty pounds, making them unhandy to move about.

This matter of non-portability is what has confined the typewriter to office use, for since people do not, as a rule, care to have a cumbersome, commercial looking piece of machinery in the home, not many learned to use it *personally*. Moreover, private correspondence cannot well be conducted through a third person, without ceasing to be private, therefore particular persons have resented the typed letter except for business communication.

Corona has changed all that. Weighing but six pounds this simple, but complete, machine is revolutionizing the art of personal writing.

Nearly everyone knows Corona and a knowledge of the fact that you have personally coronatyped a letter, that your every expression of regard and friendship has passed directly from your brain through your finger tips, gives it added value, to say nothing of the pleasure which the beauty, clearness and legibility of coronatyping affords the eye of your reader.

Being accused of having a social secretary is the only danger you run in doing all your correspondence as well as all your other writing on Corona.

Coronatyping or coronawriting is the new accomplishment which you and every member of your family will delight to possess. Corona is so simple to operate that any child who can spell may become a Coronatypist without instruction.

Coronatyping is practiced, not learned. No one is too old to master it with a little practice. It is simply a matter of becoming familiar with the location of the various letters on the keys. For those who expect to take up typewriting as a profession the "touch" method is of advantage, but 90% of those who do their own



typing get all the speed necessary from simply learning the location of the keys.

There are few people who, at one time or another, have not had occasion to pay for having typewriting done, but owing to the inconvenience and often the danger of dictating private matters in a public place, most people have preferred to get along, as best they could, with pen or pencil.

Handwriting has become so generally unreadable that one seldom sees the copper plate writing of a generation ago. Applications for positions, even those of a minor character, are today requested to be typewritten. Longhand manuscripts meet with scant consideration from publishers and their script readers.

The briefest moving picture scenarios are returned unread if not typed, it being against the iron bound rule of editors, in this field, to consider handwritten scripts. Lawyers' briefs, doctors' and dentists' bills, letters, contracts, architects' specifications, must all be typed to gain consideration.

Hundreds of business firms have equipped their traveling men with Coronas and require that all writing be coronawriting. In some large offices the Corona has supplanted pen and pencil for the writing of memos and interdepartmental communications. Even in such large organizations as those of some of the United States Government departments, it has been found economical to equip such employes as are required to write with Coronas.



Folding Corona is as Simple as Closing a Book.



Traveling Case—Closed.

The truth is that today everyone with any business needs a machine with which to type and—everyone has some business. The copying feature of Corona, when once enjoyed, becomes almost indispensable to the Corona owner. Nearly everyone occasionally needs to keep a copy of a legal or financial letter. Corona will

make at least five clear carbon copies at one time, all of which will be permanent and legible for future reference as long as you wish to keep them.

A novel and eminently practical use of this feature is that of writing one's diary of journeys in a series of letters to friends, and keeping the copies in the order of their dates, because Corona enables you to coronatype on the top of Pikes Peak or in darkest Africa if you wish, and Corona is as much at home on trains, steamships, in hotels or camps as in your own library or living room.

Portability must be a feature of any writing device for personal use and it is as important in the home as elsewhere, yet, portability should not be attained at the expense of wearing quality, or any of those features which have brought the typewriter to its present state of efficiency.

Corona lacks no necessary feature or convenience, as may readily be seen by comparing it with any other writing machine, and the best evidence of its wearing quality is the fact that it has been on the market for over nine years, and many of the first numbers—crude



machines compared to the Corona of today—are still giving daily satisfaction.

Confusion of ideas, the mixing of tenses, and other natural errors which are caused by forgetting what you have written, in your hurry to continue writing longhand, are prevented by the instant readability of coronawriting which keeps always before you the start of your sentence or paragraph while you are finishing it.

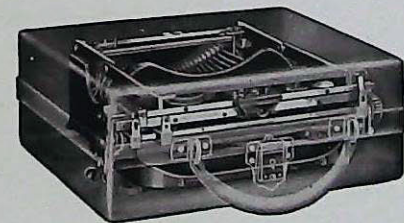
Handwriting in which words are often several inches long, and only three or four to the line, conceals many errors which coronawriters seldom make. For this reason handwriting must be transcribed into type before it can be properly revised or edited.

Noted professional writers who use Corona are very numerous, but form only a small percentage of the eighty thousand people who already do all their writing on this complete and compact machine.

What Is Corona ?

Corona is more than a typewriter. It is super typewriter, doing everything a correspondence machine is ordinarily expected to do, and many things no such typewriter could be expected to do.

In its compact but ample compass, Corona embodies all the necessary standard features that have been developed in the forty



Phantom View of
Corona Inside of Its Traveling Case.



years that writing machines have been manufactured. Corona does not counterfeit typing—it does it—and in such a standard way that any trained typist can sit down to Corona and operate it without instruction.

To produce a machine which could be easily carried in one hand, would withstand shocks when knocked about with luggage, and at the same time do full sized work in a practical way, required that the 3,000 odd parts of the average typewriter be greatly simplified and reduced in number. Corona has less than 700 parts.

A complete Corona weighs less than the frame alone of a commercial writing machine, yet Corona will withstand rough treatment to a degree that would ruin any ordinary typewriter. This important factor of durability is, in a large measure, due to Corona's unbreakable one-piece aluminum frame, which is so tough that it has never been known to fracture.

A Corona has accidentally fallen—in its case—from a second-story window and been picked up in writing condition. Another Corona has fallen out of its case from a moving trolley car, and, after rolling over a few times, been rescued by its owner, who wrote to us on it to know if he ought to send it to the factory for examination.

As convenience in carrying depends greatly on the shape of a machine, as well as on lightness, Corona's carriage is so constructed that it may be folded forward over the keyboard. This permits of using a neat rectangular carrying case which does not in any way suggest the nature of its contents, and being but four inches deep and weighing but nine pounds with machine inside, is extremely easy to carry. Are you commencing to see wherein Corona is more than a mere typewriter?





How Corona Is Made

The Frame

From a sheet of the finest aluminum a Corona frame is stamped in a single piece. While still flat, it is milled to accurate dimensions, and carefully shaped.

Where the right angle bends occur, at the back of the machine, the frame is reinforced with small steel rods.

The steel corner posts are firmly fastened to the inside of the frame, which is further strengthened by the 5 steel rods supporting the key levers, space bar levers and shift levers. These strong rods unite both sides of the frame so that it is rigidly braced.

The Keyboard

Because of Corona's compactness some people imagine there must be some sacrifice of size where size is necessary. This is not so. Corona has the Standard or Universal keyboard in which the 28 keys are as far apart and afford as much finger room as on any large machine. Corona uses only 28 keys and two shifts to write 84 characters, and some accustomed to seeing a larger number of keys before them imagine the key space to be cramped. The 28 Corona keys are in three banks with the capital and figure shift keys convenient to the left hand. The shift lock is so placed that it can be easily set while holding down either shift key.

Danger of striking a numeral instead of a capital is lessened by having a separate shift for each and permits having three characters to a key.

Key levers are stamped and formed in one piece from cold rolled steel. They have no bushings to work loose or parts to become detached.



Key tops are clear and readable. They are made of celluloid, and may be washed with water or gasoline. They cannot become stained with oil or ink, and the letters will never wear off.



A single hardened steel link connects key lever and type bar—the direct Corona method and the kind of construction which has made the portable writing machine possible.

Quick, snappy Corona touch is assisted by a piano wire retracting spring on each key lever, a valuable assistance to a quick get-away of the type bar.

Type Bars

Alignment in writing machines depends largely on the construction of the type bar bearing. Past Coronas have tried out various methods from bronze brackets to ball bearings. The solid cast segment has proven the



most satisfactory and permanent method, for, by it the bars are bound to be accurately spaced and the bar is assured a rigid support at its fulcrum by the broad bearing surface in the slots. The bar can scarcely vibrate,

cannot become easily bent, and retains its alignment much



longer than with a less rigid support. Corona type bars are of a special grade of cold rolled steel heat-treated to ensure long wear. On the back of each

bar is a small "heel" which prevents the face of one type striking the back of another.

The type are made of special type steel and are heat-treated to extreme hardness by the cyanide process. No better type are to be found on any writing machine.

How permanent alignment depends on a proper type bar bearing has been explained and next in importance is the guide which directs the bar at its printing end.

Some machines have no type guides, depending on the bearing and the rigidity of the bar itself. Corona methods leave nothing to chance, but make sure where a letter is going to print by guiding it at the exact printing point, as well as at the bearing.

Shift Mechanism

You write capitals and numerals on Corona by raising the carriage. The type bars always remain stationary,



firmly fixed to the frame. Two keys at the left of the keyboard raise the carriage to two different heights. The first giving capital letters, the second numerals, accents and miscellaneous characters.

This Corona shift system is wonderfully simple and ingenious. It is so designed as to form two rectangular units of great rigidity, which ensures an absolutely equal lift at both ends of the carriage.

Height of lift is governed by automatic stops of hardened steel. A means of accurate adjustment is provided.

Both capital and figure shift keys can be locked in position, so as to enable the operator to write *all* capital letters or figures without again touching the shift keys.

Ribbon Mechanism

The Corona ribbon is seven yards long and may be either single or two-color. After each stroke of the type the ribbon moves just enough to present a fresh surface to the next type. The upper or lower portion of the ribbon may be used as desired, by simply touching a conveniently located lever. This permits of using the entire width of a one-color ribbon or shifting quickly from one color to the other on a two-color ribbon.

A very decided improvement in the ribbon vibrator, which shifts the ribbon up or down, has been made in the new Corona. Formerly the ribbon was only supported at one side of the type guide, which occasionally permitted it to sag or curl slightly, thus causing the type to strike a little of the upper color when using the lower. The ribbon is now supported on both sides of the type guide and cannot curl or jump out of position.

On Corona you do not have to strike several keys before you get a perfectly clear impression of the lower color on your ribbon. The shifting is perfect and instantaneous.

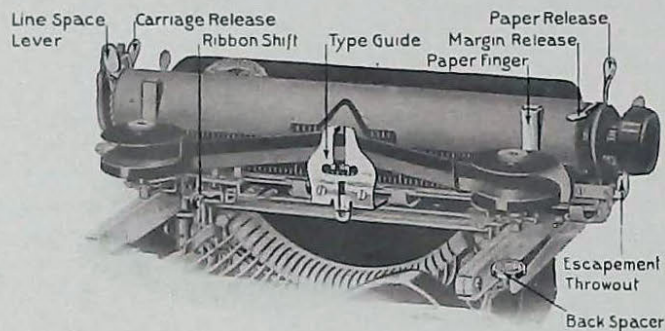


Here Is Corona

Note the back space key, at the right. It is a convenience you'd scarcely expect on a six-pound machine.

Observe also that Corona is a front-stroke type bar machine — which means that it is a visible writer. And there is nothing half-way about Corona's visibility — you can see every letter the instant you have written it.

Above the type bars is the two-color ribbon mechanism, with ribbon supported on both sides of the printing point and color shift under left-hand spool.



Below the platen or cylinder is the scale. On the back of the carriage another scale is marked on the rod which carries the margin stops. It corresponds with the one in front, so that the margin stops may be quickly and accurately set.

The paper fingers slide along the platen. They will approach within $1\frac{1}{2}$ inches of each other.

At each end of the carriage is a lever for releasing the escapement, so that the carriage may be moved freely to left or right.



On the left there is also a platen release, which permits of throwing out the ratchet for writing on ruled lines or filling in blanks.

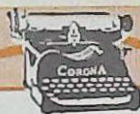
Line spacing — single or double — is accomplished by pressing the large lever on the left end of carriage. This is done while returning the carriage to the beginning of a new line.

To remove the possibility of one letter "piling" on top of another at the end of a line an automatic locking device is provided.

Convenient to the right hand, is a margin release lever, which permits of releasing the above mentioned lock when it is necessary to continue on beyond the limit of the right margin. There is also a margin release on the left and by pressing either while returning carriage to beginning of a new line, the left margin stop is skipped and notations may be written outside the margin.

A paper release is also provided — which, on the new Corona locks when it is desired to have both hands free for adjusting the paper. Another exclusive Corona feature is the escapement throwout. A simple device for holding the escapement dogs out of the rack — to remove the possibility of damage during transportation.

We believe that we have enumerated enough points to show you that Corona is not only a remarkable mechanical achievement, but a complete writing machine in every particular. There are other features, such as the paper table extension arms, line indicator, and paper guide, which while interesting, are of minor importance and since it is impossible to describe all of Corona's advantages in a booklet of this size — we suggest that you take the opportunity of examining Corona personally.



Corona Luggage

Years ago, when we were introducing our first machine, the Standard Folding Typewriter, to the traveling public, we lost quite a number of sales because many travelers demanded a carrying case provided with a compartment for papers and stationery. Others who already had two grips, could hardly take care of a third, despite its trifling weight.

In order to meet this demand for special luggage we enlisted the services of Henry Likly & Company, a firm whose name stands for all that is best in luggage making. They designed for us a grain leather carrying case with an inside drawer for stationery, another with an outside portfolio and a two-story bag, the lower compartment of which is specially fitted to accommodate Corona—folded. Later they designed a Gladstone, in which Corona occupies



Two-Story Bag.

but a portion of one compartment. All of this special luggage is made for long service. The very best cowhide is used and the fittings are of solid cast brass. Each piece carries the unlimited guarantee of the manufacturer. We offer two finishes, either smooth



grain russet or crepe grain black. We also have the carrying cases made up in a special de Luxe finish, with hand creasing and moire silk lining. These de Luxe cases are made of imported English smooth grain russet cowhide and genuine black seal. They are more expensive than our standard leather carrying cases, but are beautiful specimens of the luggage maker's craft.



Gladstone.

Two-story bags may be had in either the conventional flat end construction as illustrated, or with the newer extended gussets.

Our Gladstone bags, which are very roomy indeed, are provided with a dividing flap containing three pockets for stationery. Their construction is such that they will never lose their shape in the way so common with this style of bag.

A folder illustrating and describing in detail all of our special luggage will be sent upon request.



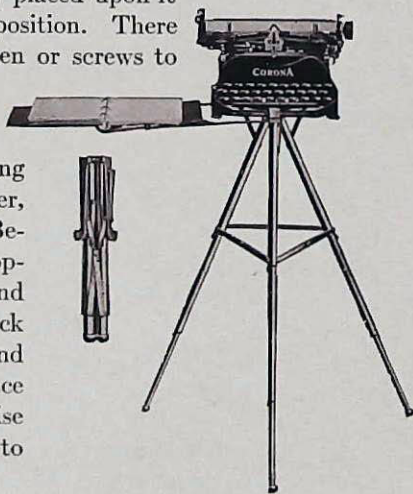
Corona Folding Stand

While it is possible to operate Corona under almost all conditions, there is no denying the fact that it may be operated more comfortably and with greater speed when placed at just the proper height.

Very frequently, it is impossible to find a table or anything suitable on which to place Corona, and for this reason we have introduced a portable folding stand, which weighs less than two pounds, and can be carried in any kind of a grip.

This stand is made with telescopic legs of heavy brass tubing, has rubber feet, so that it cannot mar the most highly finished floor and can be set up in five seconds. The machine is simply placed upon it and is held firmly in position. There are no clamps to fasten or screws to turn or lose.

When folded it is but $10\frac{1}{2}$ inches long by $2\frac{3}{4}$ inches in diameter, at its widest part. Because of its resilient properties the Corona Stand absorbs much of the shock of striking the keys and since it has no flat surface to reflect sound, the noise of writing is reduced to a minimum.



Corona Service

It has always been a matter of pride with us that we enjoy the reputation of treating our customers generously. We are not satisfied to sell Coronas and then forget all about them. We want to know that they are giving satisfaction.

This is not altruism, it is simply good business judgment. We know that satisfied customers advertise Corona in a way that we cannot, therefore we keep our customers satisfied.

While the average Corona seldom requires the services of a repair man, accidents will happen and we aim to make it as easy as possible for owners to procure the services of competent mechanics.

Our agencies extend to every country in the world, and in practically all large cities experienced Corona mechanics are to be found.

Since a large proportion of Corona users are constantly traveling, a policy has been adopted which requires every Corona agent to give the same service to strangers as to people who have bought their machines locally.

Therefore, when you buy a Corona you know that no matter where you may travel you are always able to obtain Corona service.

If in need of ribbons or other supplies there is a Corona agency within reach.



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PRICES

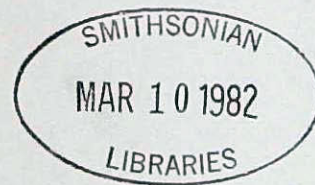


CORONA TYPEWRITER

☞ In regular case with "One Drop" oiler and type brush, \$50 throughout the United States and possessions

CORONA FOLDING STAND

☞ Including cloth envelope, \$5.00



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129 West 42nd Street
New York City