

CORONA

This typewriter is for you personally. It will make your correspondence and manuscripts unmistakable, neat, business-like and impressive. Will protect you by providing carbon copies of important papers.

Closes up like a book—no bigger than a full-grown camera. *Weights only six pounds.* Full standard equipment.

Always carry a Corona with you. Utilize your time when traveling, by catching up with your correspondence.

Write to-day for booklet number 5, which gives full particulars.



CORONA
TYPE-
WRITER
COM-
PANY,
Inc.,
Groton,
N. Y.



You can fold this typewriter

Pack it in your grip; weighs only six pounds, and no matter where you go, you can always write, neat legible letters and reports.

Impression is everything, so when you can't call personally, let your letter be your proxy. Create the most favorable impression by writing your letters on a

CORONA Folding Typewriter

Wherever business men travel, wherever newspaper correspondents are on the job—wherever army and navy men go—wherever there is much writing to do at home—wherever the modern efficiency idea has found a footing, there you will find the Corona, *the machine for personal use.* You should own a Corona—costs but half the price of a big machine.

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

New York: 141 W. 42nd St. Chicago: 12 So. La Salle St.

Agencies in all principal cities



SEND FOR THIS BOOK

"Proof of the Pudding" tells what the Corona is actually doing for hundreds of firms and personal owners—you'll recognize most of the names.

Also ask for booklet No. 1.

NOTE these modern features:

Visible writing, two color ribbon, universal keyboard, back spacer, double carriage release, mechanical type guide, ball bearing carriage, aluminum frame, keyboard for all languages.



A Secretary at Your Elbow

Keep a Corona in your desk drawer. When you have correspondence, copy, plans, or other writing to do, take it out, unfold the carriage, and you have before you a standard typewriter—a private secretary always at your service. The

CORONA Folding Typewriter

"The Machine for Personal Use"

occupies little space—only a corner of your desk or grip—it weighs but 6 pounds.

But it does everything that *any* correspondence machine will do. It has the same modern improvements and the quality of its work is unexcelled.

Every advertising man, in fact every man who writes, should "Own-a Corona." This paper has been edited the Corona-way for years. Its cost?—but \$50.

Send for Booklet D—it is brief but tells the story.

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

New York: 141 W. 42nd St. Chicago: 12 So. La Salle St.

Agencies throughout the world



Count de Beaufort, War Correspondent of the New York American and London Telegraph, with his Corona Typewriter, in the trenches in Belgium.

A Personal Typewriter for You

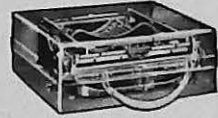
HISTORY is in the making in the trenches in Europe. And the Corona Typewriter is on the ground recording it. Many war correspondents have found their Coronas as indispensable as their cameras.

And thousands of men and women in every peaceful walk of life use the —



Above—Carrying case open.

Below—"Phantom" picture showing Corona folded in carrying case.



CORONA

Portable Typewriter

The Corona is a practical, portable typewriter for your *personal* use. Whatever writing you have to do—wherever you have to do it—you will find the Corona-way the rapid, easy, clear, business-like way. It will save many an hour of tedious "long-hand" writing—many a dollar of stenographic expense; and it will increase your personal efficiency.

The Corona weighs only 6 lbs. Unlike all other typewriters, which have rigid frames, the Corona has a *folding* carriage. Thus it can be closed up like a book, and easily packed in grip or suitcase, taking no more space than a

large camera. In spite of its lightness and compactness it is a *real* typewriter, with every modern improvement, from visible writing to two-color ribbon. It stands the wear and tear test, too. Its cost?—only \$50.

The Corona is easy to operate. Even if you've never used a typewriter, you can quickly acquire speed on the Corona.

Many prominent concerns have equipped their road men with Coronas. Uncle Sam uses it in many departments. It proved its value to Ex-President Roosevelt on his Brazilian expedition. It is used in many business offices by executives and employees to save the time consumed in dictating.

We couldn't begin to name all the lines of work in which the Corona is making itself indispensable. But if we could, *yours* would be included.



Do This Now

Before you turn this page, decide that you will let us prove to you why you should "Own-a Corona." Have the Corona dealer nearest you demonstrate this remarkable little typewriter. It will argue its own case. Or, if you do not know the Corona agent in your locality, fill out and mail the coupon below. It will bring interesting literature and information as to how you can secure a demonstration without any obligation.

Executives, Sales Managers—Telegraph at our expense for demonstration.

Corona Typewriter Co., Groton, N. Y.

Agencies Everywhere



Corona Typewriter Co., Groton, N. Y. Please send Booklet No. 1 (Je-1); also advise how I may secure a demonstration of the Corona. (If space for name, etc., is insufficient, continue on margin.)

Name

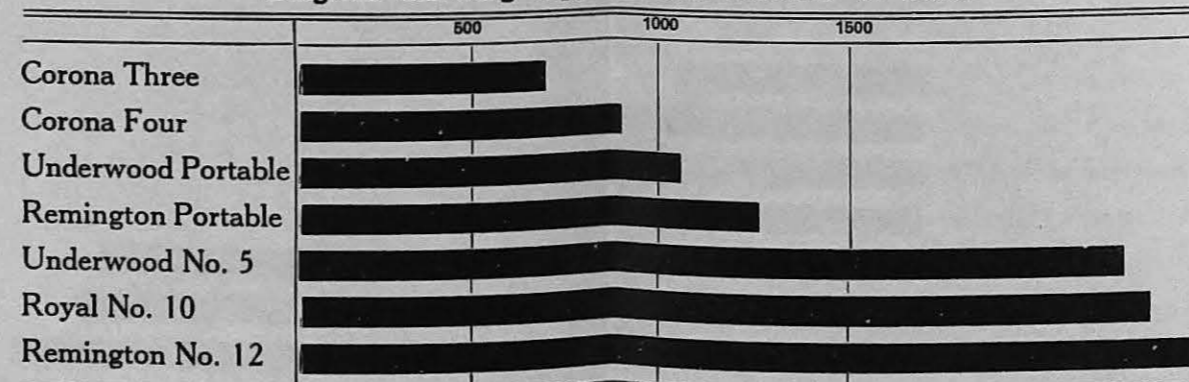
Address



Physical and Mechanical Comparisons of the Leading Makes of Typewriters

Specifications	Corona Four	Underwood	Remington	Royal	Underwood Portable	Remington Portable	Corona Three
Weight—Machine only.....	9¼ lbs.	29 lbs.	39 lbs.	32 lbs.	7 lbs. 14 ozs.	9 lbs. 9 ozs.	7 lbs.
Machine and case.....	12¾ lbs.				9 lbs. 11 ozs.	11 lbs. 3 ozs.	9 lbs. 12 ozs.
Size—Machine only.....	12¼" x 11" x 4¼"	14¾" x 13" x 9¾"	14¾" x 16½" x 10¾"	15¼" x 15" x 10⅛"	11½" x 8¾" x 4½"	Open 11¼" x 10¼" x 5½" Folded 11¼" x 10¼" x 3"	Open 11¼" x 10" x 6¼" Folded 11¼" x 9" x 4"
Carrying Case.....	13¼" x 12½" x 4⅞"				12¼" x 9⅛" x 4¾"	12" x 11" x 4¼"	10" x 12¼" x 4⅝"
Keyboard.....	Standard	Standard	Standard	Standard	Three Bank	Standard	Three Bank
Frame—Material.....	Aluminum	Cast Iron	Cast Iron	Cast Iron	Aluminum	Steel	Aluminum
Weight.....	1.3 lbs.	10.7 lbs.	14 lbs.	10 lbs.			1.1 lbs.
Ribbon—Length.....	12 Yds.	12 Yds.	12 Yards	12 Yards	12 Yards	6 Yards	6 Yards
Reverse.....	Automatic	Automatic	Automatic	Automatic	Shifted by Hand	Automatic	Automatic
Visibility.....	Straight Line—100%	Good	Good	Good	Good	Poor	Good
Parts in Key Action.....	252	252	294	336	280	630	112
Writing Line, Length.....	83 Letters or 8.8 Inches	81 Letters or 8.1 Inches	77 Letters or 7.7 Inches	90 Letters or 9 Inches	76 Letters or 7.6 Inches	77 Letters or 7.7 Inches	83 Letters—8.3 Inches
Platen, Length.....	10 Inches	10 Inches	9¾ Inches	10 Inches	9⅜ Inches	8⅝ Inches	10 Inches
Paper Width Accommodated..	9⅞ Inches	10 Inches	9¾ Inches	11 Inches	9½ Inches	8¾ Inches	9⅞ Inches
Line Spacer.....	Fast—Conveniently Located	Fast—Conveniently Located	Fast—Conveniently Located	Fast—Conveniently Located	Fast—Inconveniently Located	Slow—Awkwardly Located	Fast—Conveniently Located
Back Spacer.....	In Keyboard	In Keyboard	In Keyboard	In Keyboard	In Keyboard	In Keyboard	Conveniently Located
Margin Release.....	In Keyboard	On Frame	On Frame	On Frame	Inconveniently Located	Inconveniently Located	Conveniently Located
Paper Holding Device.....	Bail	Paper Fingers	Bail	Bail	Paper Fingers	None	Paper Fingers
Envelope Capacity--takes # 10	Yes	Yes	Yes	Yes	Yes	No	Yes
Feed Rolls.....	Front and Rear	Front and Rear	Front and Rear	Front and Rear	Front Only	Front and Rear	Front Only
Platen Knobs.....	Both Ends	Both Ends	Both Ends	Both Ends	Right End Only	Right End Only	Right End Only
Stencil Device.....	Yes	Yes	Yes	Yes	Yes	No	No
Type Bars.....	Standard—Travel 90°	Standard—Travel 90°	Standard—Travel 90°	Standard—Travel 90°	Short—Travel 120°	Action not Std.—Travel 120°	Standard—Travel 90°
Space Occupied.....	572 Cubic Inches	1870 Cubic Inches	2612 Cubic Inches	2315 Cubic Inches	480 Cubic Inches	Closed Position 360 Cubic Inches Operating Position 644 Cubic Inches	Folded 417 Cubic Inches Operating Position 783 Cubic Inches
PRICE.....	\$60.00	\$102.50	\$110.00	\$102.50	\$50.00	\$60.00	\$50.00

Diagram Showing Approximate Number of Parts



This chart is published for the purpose of aiding salesmen to answer correctly questions about the specifications of Corona and other leading typewriters.

The information on the above chart is in accordance with the best information at hand and is believed to be correct as of the date published.

CORONA TYPE FACES

PICA is the most popular style of type used on writing machines. It possesses the maximum of legibility at the ordinary reading distance, makes excellent carbon copies and may almost be considered the standard for business correspondence.

There are 10 Pica letters to an inch.

* 1 2 3 4 5 6 7 8 9 0 *

ELITE ranks next to Pica in popularity. It is generally preferred for writing personal letters, cards, military forms, etc.

Elite Coronas are built to space either 10 letters to the inch, as above, when specially ordered, or 12 as follows: The former is more pleasing to the eye; but the latter effects greater economy of space.

* 1 2 3 4 5 6 7 8 9 0 *

Pica and Elite (above) are the only styles of type furnished on Corona Four. Any of the five styles shown on this sheet will be furnished on Corona Three or XC.

ITALIC, though a very attractive type, has never been as popular as Pica or Elite -- probably because it is not quite as legible. However, the very fact that one seldom sees a business letter written in Italic makes it the more distinctive for personal correspondence.

- 1 2 3 4 5 6 7 8 9 0 -

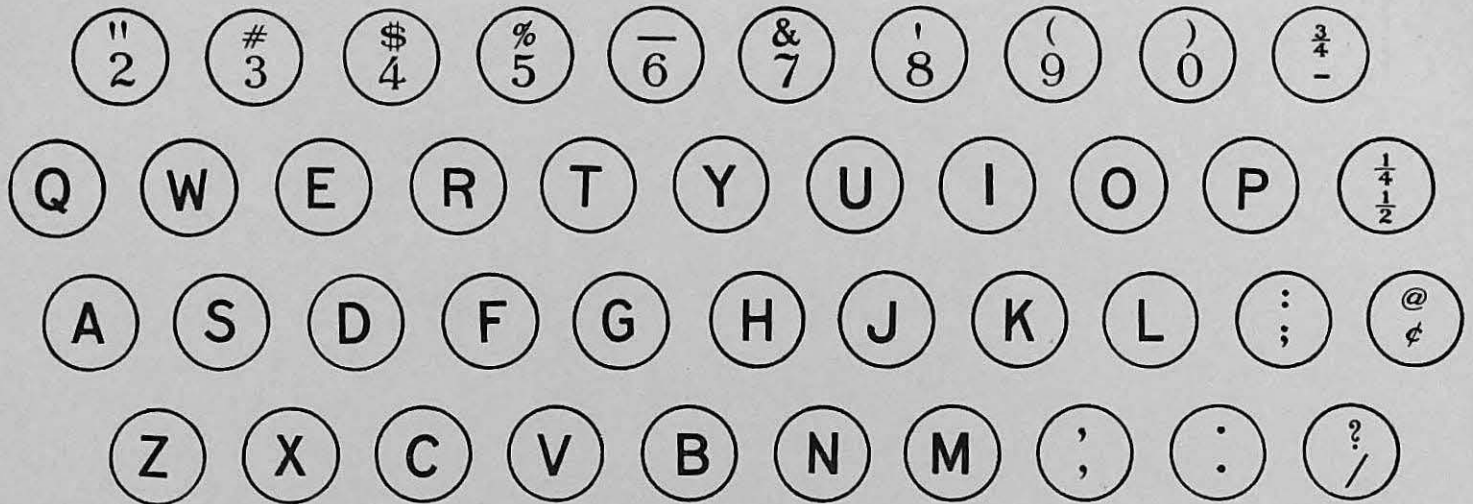
MEDIUM ROMAN, because of its size, is popular for typing manuscripts, lecture notes, etc. Like the BILLING face, below, it is especially good for manifolding.

BILLING IS OUR LATEST TYPE. ITS NAME

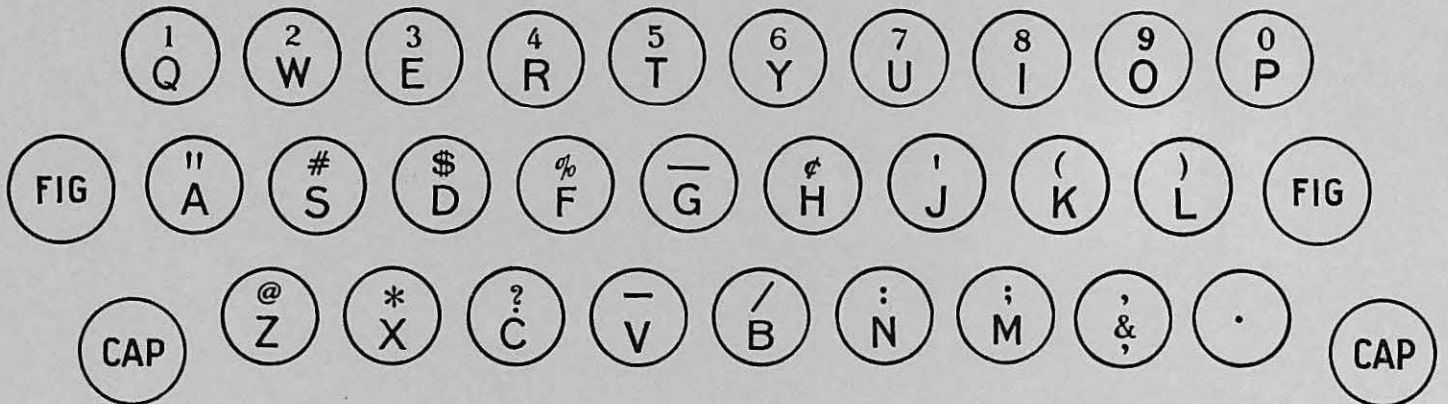
DESCRIBES ITS USE. TELEGRAPH OPERATORS PREFER THIS TYPE AND IT IS ALSO USED EXTENSIVELY FOR LABEL WRITING.

\$ 1 2 3 4 5 6 7 8 9 0 \$

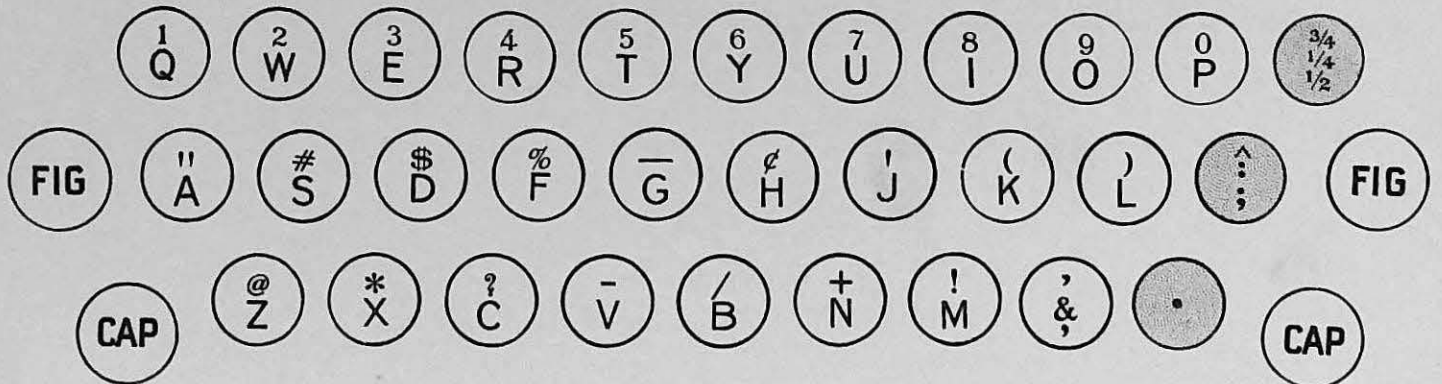
CORONA FOUR—Standard Office Keyboard



CORONA THREE—Standard Portable Keyboard



CORONA XC—90 Character Keyboard



The arrangement of the letters on the above keyboards is in accordance with the standard set for the United States. Foreign language and technical keyboards for engineers, chemists and physicians are also obtainable on all of these models at no extra charge. The XC Corona, because of its greater number of keys, offers unusual latitude in the selection of special keyboards. One very distinct advantage which Corona offers for foreign language writing is found in its "dead" keys. Any or all of the three shaded keys on the XC model and any key on Corona Four may be so adjusted as to print accents without moving the carriage.

CORONA BROADCASTER



To All Dealers And Salesmen:

Subject: "The Logical Typewriter" Book.

"HOW TO USE THIS BOOK"

Two or three years ago we published a book similar to this one based upon Corona Three. Corona salesmen throughout the country pronounced it the best selling help they had ever received. The demand for the book far exceeded the supply.

Now we are ready to provide every man with an even better one on Corona Four -- we have named it "The Logical Typewriter Book." It should be a part of every salesman's equipment.

Purpose of the Book

- (1) To create confidence in the mind of your prospect in the Corona Typewriter Company.
- (2) To present the basic selling arguments in logical order.
- (3) To strengthen your sales talk by presenting your arguments in black and white, over the name of the Company.
- (4) To enable a new salesman to present these arguments as completely and logically as the older and more experienced men.
- (5) To sell typewriters by selling confidence in the firm which makes them.

How to Use the Book When Talking to a Prospect

You will note the absence of solid type in this book and the generous use of pictures. There is very little to read except the head lines; therefore --

TALK THE BOOK TO THE PROSPECT while he looks at the pictures, but DO NOT ask him to READ it. Read it TO him.

Make your preliminary talk first, then, if he hesitates -- say, "Here are a few things which may interest you." At this point bring out your book -- you can talk it through in less than three minutes. When you reach the last page your sales talk has been completed. Now you assume the prospect is "sold" -- so this last page helps you to get the order signed by asking "What kind of type do you prefer?" When a choice is mentioned, write it on your order form and start making up the order.

This Book is Not Complete

(1) Before using the book prepare a neat letter and lay it inside the front cover. A sample of the work is the machine's best recommendation. Show it FIRST. Prepare a new letter occasionally so your sample will always be clean.

(2) Your book also lacks the list of local users and the local testimonial letter. Make these up and paste them in your book NOW.

Extra Copies of "The Logical Typewriter"

Although this book is part of your permanent equipment, occasions may arise where it would be helpful to leave it with your prospect. This applies ONLY to large deals pending with schools or large offices.

The book of course should not be used for circularizing. Each dealer should keep on hand sufficient copies to take care of all salemen and a copy should at all times be kept on the demonstrating desks or tables on the store floor.

Supplementary Material

Inside the back cover you will find a chart showing the "Physical and Mechanical Comparisons of the Leading Makes of Typewriters."

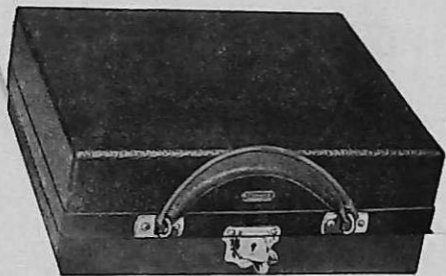
This is NOT a part of your demonstration. The information is given only to enable you to answer correctly any questions which the prospect may ask regarding other machines.

We also enclose a Corona Type Sheet which should always be a part of your equipment.

Very truly yours,

CORONA TYPEWRITER COMPANY, Inc.

Wherever Man Goes
a CORONA
May be Taken



At Home — In the Office
— On the Road

It is the Ideal Machine for
Personal Use

JUST THINK OF IT

A Typewriter Weighing Only 6 Pounds With ALL of These Features:

Universal Keyboard
Two Color Ribbon
Variable Line Spacer
Double Carriage Release
Extension Paper Table
Paper Release
Adjustable Paper Fingers
Adjustable Margin Stops
Ball Bearing Carriage
Back Spacer

Platen Release
Scale
Shift Lock
Type Guide
Stencil Cutter
Line Indicator
84 Characters
Steel Type
Light Touch
Speed



At Home — In the Office
— On the Road

It is the Ideal Machine for
Personal Use

For Sale by
SAM'L ABRAMS
612 East Green Street, Champaign, Ill.