

IMPERIAL

*English
Hallmark
of
Quality*

Imperial Typewriter Associates

18050 JAMES COUZENS

DETROIT, MICHIGAN 48235

TELEPHONE: 342-2211 AREA CODE 313

This is printed in an augmented roman alphabet, the purpose of which is not, as might be supposed, to reform our spelling, but to improve the learning of reading. It is intended that when the beginner has achieved the initial success of fluency in this specially easy form, his further progress should be confined to reading in the present alphabets and spellings of them only.

Here is the way that the **KEYBOARD** is arranged, and a sample of the work (above) done on the **IMPERIAL** Typewriter with the new **i/t/a** Symbols. The examples are shown actual size. **Primer Type, 8 letters per inch, 4 lines per inch vertical.**

o	o	u	e	æ	h	ie	ee	au	wh	th	s
o	o	u	e	æ	h	ie	ee	au	wh	th	3
h	w	e	r	t	y	u	i	o	p	a	"
h	w	e	r	t	y	u	i	o	p	a	-
a	s	d	f	g	h	j	k	l	o	o	/
a	s	d	f	g	h	j	k	l	o	o	?
Z	ue	C	V	b	n	m	r	.	'		
Z	ue	C	V	b	n	m	,	.	-		

The **KEYBOARD** (above) is entirely **STANDARD** except the "X" and "Q". These two letters and the top-row figures can be replaced at low cost changing it to a regular **PRIMER** Typewriter for Elementary Work.

ORDERS for the **IMPERIAL i/t/a TYPEWRITER** should be sent to

IMPERIAL TYPEWRITER ASSOCIATES

18050 James Couzens. Detroit 35, Mich.

Telephone 342-2211 --- Area Code 313

Model 70 i/t/a \$ 250.00 with 15" Carriage
Carbon Ribbon feature add \$ 15.00
18" Carriage add \$ 15.00

ALL METAL PARTS guaranteed for 5 years

IMPERIAL 70

Made in ENGLAND since 1903 !





State of New York
Department of Mental Hygiene

Rockland State Hospital
Orangeburg, N. Y.

RESEARCH FACILITY
ELMWOOD 9-1000

NATHAN S. KLINE, M.D.
DIRECTOR OF RESEARCH

March 25, 1965

ALFRED M. STANLEY, M.D.
DIRECTOR

H. U. BLAISDELL
BUSINESS OFFICER

Use of the Initial Teaching Alphabet with Emotionally Disturbed
Children

We have been pleased with our early results with the Initial Teaching Alphabet¹ introduced by Sir James Pitman, and we are so much impressed with the possibilities of this project in the treatment of reading disabilities in emotionally disturbed children that we are now expanding our program here to include six new groups of boys and girls aged 10-16 years. Briefly, our experience has been as follows.

We have 550-700 children among our 7,000 mental patients in this hospital. These children have been diagnosed generally as either primary behavior problems or childhood schizophrenia. Nearly all of them have significant reading disabilities. Many of them are non-readers. We have felt for some time that there is a close relationship between their reading disability and their psychiatric problems. Although we have a competent staff of teachers and small individualized classes, the teaching of reading in traditional orthography has been largely ineffective or extremely slow. We were quite willing to experiment with any new approach to the teaching of reading.

Last summer we made preliminary plans for our i.t.a project and obtained the necessary financial support... In August we selected our cases for study and extracted material from case records. When the teachers returned to open the school term about Sept. 10, we held a teacher training workshop in i.t.a... The workshop lasted three days, was attended by all our teachers-about 30 in number- and was considered highly successful. All those attending showed great interest in i.t.a and were enthusiastic about adopting it as an experiment.

We began with six teachers, each of whom had a class in i.t.a. and a matched class in traditional orthography (t.o.) composed of boys aged 6-10 years. The experimental and control classes were matched on the basis of IQ, chronological age and achievement tests. As a separate project, one of the teachers who was trained in the workshop began using i.t.a. with a group of 10-12 year-old boys, all non-readers, who had had about four years instruction in t.o. but still could not read and were resistant to further training.

The younger children are showing more rapid progress in learning to read with i.t.a. than with t.o. The 10-12 year-old boys have shown remarkably fast progress in learning to read and write with i.t.a. We are having great difficulty in providing them with enough reading materials in i.t.a. to meet their demands. In addition, the newly acquired ability to read and write has shown a marked effect on their psychological reaction towards each other and the classroom situation. They seem more co-operative and less antisocial, and are now motivated toward academic progress. We are preparing individual case studies which will report these observations in more detail.

GORDON L. BARCLAY

Rockland State Hospital,
Orangeburg, N.Y.

1. Downing, J. "The prevention of communication disorder by the use of a simplified alphabet." Dev. Med. Child Neurol., 1964, 6, 113.

Mr. Bertan R. Swanger
Metropolitan Typewriter Co.
18050 James Couzens Highway
Detroit 35, Michigan

Dear Mr. Swanger:

I am enclosing an abbreviated report of our project which will be published soon in "Developmental Medicine and Child Neurology" in Great Britain.

While this indicates in general our very interesting and encouraging results with i/t/a, I am happy to acknowledge the assistance you have given us in providing two Imperial typewriters with i/t/a type face. These have been useful to us in two ways. First, because of the rapid progress of our children in learning to read with i/t/a, we found it necessary to develop additional reading materials in i/t/a for their classroom use. We did this by transliterating available materials, and writing new material, typing these in i/t/a on stencils, and mimeographing them. We made up new i/t/a readers and workbooks of different kinds. Second, as an additional motivating factor and teaching device, we made one i/t/a typewriter available for classroom use by the children, so that they could type their own materials, including new stories in i/t/a. Your typewriters proved to be extremely helpful to us in both these functions.

The type size is very appropriate, and the fractional spacing feature is a great convenience. If the manufacturer should find it possible to make basic changes in the design of the typewriter to include additional keys for numerals, and to provide upper and lower case type faces for all 44 symbols to permit typing in "all caps" when the larger type face is desired, it would add greatly to the usefulness of the typewriter. I realize, however, that this would require major design changes in the machine, with much additional expense involved.

Many thanks for your personal interest in our project, and your assistance in expediting its initial stages.

Sincerely yours,

Gordon L. Barclay
Gordon L. Barclay, Ed.D.

GLB:lb
Encl:

Best personal regards to both you and Mrs Swanger - I hope you enjoy your trip!

GLB



IMPERIAL

Typewriter Associates

18050 James Couzens Hwy.

Detroit, Mich. 48235

Tel.: 342-2211 — Area 313

**EXCLUSIVE SALES of IMPERIAL,
the ONLY Standard Typewriter with**

Sir James Pitman's

i/t/a

Teaching Alphabet

Primer Type — 8 Letters per inch — upper
& lower case — 4 lines per inch — 15" or
18" paper capacity — 5 year guarantee.

IMPERIAL

Typewriter Company Limited Leicester England

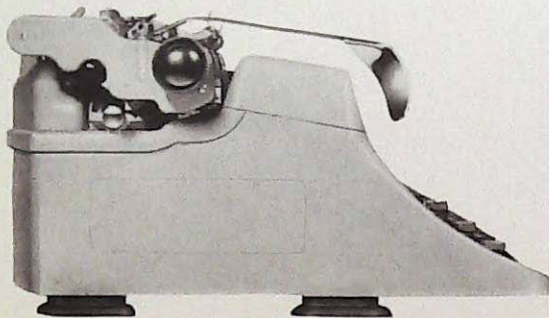
What do you look for in a typewriter?

What do you value most?

**What is it that influences your choice
of one make more than another?**

First you look for reliability; for a machine you can trust; a machine that will match your standards, day in day out, year after year. You look, too, for a typewriter that leaves a good impression — quite literally; in that it carries distinction in its typeface, and accuracy in its register. The imprint is a reflection of its user. Moreover your choice takes consideration of styling. For reliability and accuracy encased in the smooth line of good design turns a typewriter from a machine into a possession. The Imperial 70 meets a very high standard of accuracy, styling and reliability.





CARRIAGE

Elegantly flat, wonderfully light. Simple margin setting with wide position indicators for quick and accurate setting. Five line spacings. Broad line space lever. Left and right hand transparent line indicators, through which the matter just typed can be read, and which hold the paper in position right to the lower edge. Deflector table separates the copies from the platen, and facilitates rubbing out. Exclusive — Highly polished and hardened carriage runners, which guarantee a smooth trouble-free carriage movement.

KEYBOARD

Low set to give the most comfortable and restful typing position. Quick responsive touch, with touch regulator. All operating keys in the best positions for touch typing — also tabulator setting and individual release keys — total clearance on carriage. (Decimal tabulator optional.) Two colour ribbon setting with position for stencils on the left of the keyboard. Fourth ribbon setting position for economic use of single colour ribbons. A new keylever mechanism gives an amazingly fast and pleasing touch and a clear, even type impression. 92 characters — several more than on other machines. Imperial 70 has a full range of figures including 1 and 0. Many other signs and symbols are obtainable.

1 REMOVABLE TOP PLATE

The top plate or ribbon cover is easily removed with a sharp upward pull. The type heads are thus accessible for cleaning with the brush provided, and the ribbon spools exposed for re-winding or changing the ribbon.

2 SETTING THE MARGINS

Accurate margin setting is obtained by depressing the indicators and sliding to the desired position; when released these automatically lock in position.

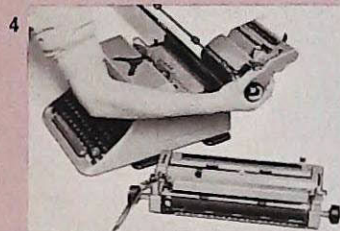
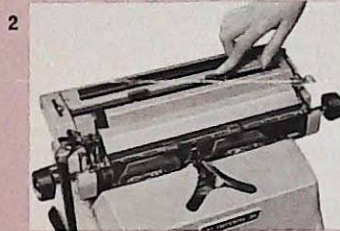
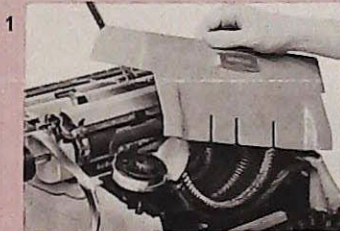
3 TRANSPARENT LINE INDICATORS

Left and right hand transparent line indicators show the work just typed and hold the paper in position right to the lower edge.

4 INTERCHANGEABLE CARRIAGE AND PLATEN

An important advantage of the Imperial 70 is the interchangeable carriage and platen.

Five sizes of carriage are available and can be easily interchanged. The platen can also be changed so that the correct hardness is used according to the type of work which is to be carried out.



CARRIAGE SIZES

13" carriage takes paper 11.7" wide. Typing line 10.6" long.
 15" carriage takes paper 14.5" wide. Typing line 13.5" long.
 18" carriage takes paper 18.0" wide. Typing line 17.0" long.
 22" carriage takes paper 21.5" wide. Typing line 20.5" long.
 26" carriage takes paper 25.5" wide. Typing line 24.5" long.

TYPEFACES

All Imperial type is made from special cyanide-hardened steel, and is subjected to extremely severe tests in our own factory. It guarantees a sharp, clear and even impression with a minimum of wear. Here are specimens of six popular faces from the large Imperial range.

Imperial Typefaces
1234567890

elite

Imperial Typefaces
1234567890

pica

Imperial Typefaces
1234567890

persona

Imperial Typefaces
1234567890

conference

Imperial Typefaces
1234567890

emerald

Imperial Typefaces
1234567890

electra

CHARACTERS

A large number of unusual characters has been designed, to meet the requirements of specialists. Some of these characters are shown here.



MATHEMATICAL



MEDICAL



CONTINENTAL



LITERARY



ENGINEERING



SCIENTIFIC



Imperial Typewriter Company Limited