THE IMPERIAL
TYPEWRITER
THE IMPERIAL
TYPEWRITER

MADE BY THE
IMPERIAL
TYPEWRITER CO.
LEICESTER, ENG.

SOLD BY AGENTS
IN ALL COUNTRIES
OUR excuse for adding one more to the number of existing Type-writers is expressed in a few words. A glance at the illustrations on the opposite and following pages will show that here, at last, is a NEW writing machine; new in design; new in mechanical movements; new in simplicity. A new standard is set in durability, compactness, and price.

The key-lever and type-bar action is not only new, but unique, and fully protected by Letters Patent. This is the shortest key-lever ever used in a Standard Typewriter, and the only short lever giving the correct downward movement to the key, so prized by operators—a result heretofore obtained only by the employment of a lever 10 inches in length. The compact form and large reduction in weight of the IMPERIAL is obtained by the use of this new action.

The durability of the IMPERIAL is the result of the new and Patented “contact” system used throughout the machine. Instead of the hangers, riveted joints, and draw-bars used in other typewriters, the new “contact” system provides a “push” movement, where nothing can give way. The other system is a “pull” movement, where something is bound to give way sooner or later. The “push” movement keeps all the working parts closely in position and contact, automatically taking up wear, or making wear ineffective. The “pull” movement begins to stretch, wear loose, and produce lost motion from the first day’s use. The silence of the IMPERIAL when in use is also due to the new system, which prevents rattling of the parts. There is also a great reduction in the number of small parts needed to make an efficient machine, and a corresponding reduction in weight and cost of construction.

The drawings on the opposite page finely illustrate the new system. In the action of the key-lever and type-bar it will be noted that one end of the spring is attached to the bar and the other end to the lever, and that it has a bodily movement, independent of its action as a spring. That is to say, both ends of the spring are attached to parts moving in the same direction. As one of these parts moves faster than the other, the spring receives sufficient tension to return the parts it controls to their normal position. This not only allows the use of the solid “push” movement, but of a stronger and more durable spring than any previously used on the type-bars of a typewriter.

The advantage of the “contact” system is also well shown in the action of the foot of the key-lever on the universal escapement-plate—the plate that causes all the levers to actuate the carriage. This action is precisely similar to that of the operator’s finger on the space-bar; a movement which cannot possibly fail to act.
Foreword

The incorporation of these improvements in a compact and powerful typewriter is our excuse for presenting to the world the IMPERIAL. But if another excuse were needed it would be found in the reasonable price at which the machine is offered. A price possible through the simplicity of its construction and the fact that it is made entirely in our own large, fully equipped factory, occupied solely in the production of the IMPERIAL TYPEWRITER.

The Machine from the View-point of the Operator.
## Imperial Features

**MADE IN ENGLAND.**

WEIGHT.—14 pounds.

SIZE.—7½ × 9 × 12 inches.

CHARACTERS.—84 to 96.

KEYBOARD.—Universal.

TYPE.—Hardened Steel.

RIBBON.—Two-colour, vibrating, 12 yards long.

MARGIN STOPS.—Adjustable by half inches.

BELL.—Self-adjusted by the margin stops.

KEY-ACTION.—Light, silent, and elastic.

RELEASE.—For Carriage.

RELEASE.—For Straightening Paper.

RELEASE.—For Writing on Lines or Ruled Paper.

RELEASE.—For Ribbon, to allow for Stencil Cutting.

SHIFT KEYS.—One for Capitals and one for Figures, with Locks.

LINE FEED.—Automatic Paper Line Feed, giving one, two, or three spaces at will.

PAPER SHELF.—Folds compactly for packing.

WRITING.—Always in view and accessible.

WRITING POINT.—Permanently and positively indicated.

MANIFOLDING.—Many copies made without strain.

STENCILS.—Easily cut on tough, durable wax.

**SPEED VERY HIGH.**
Machine with Type-carrier removed, showing the Escapement-plate, Ribbon Vibrator, and Ribbon Vibrator Release.
**Mechanical Simplicity  A Comparison**

The paper carriage of all typewriters must, of necessity, have a step-by-step movement across the machine. It has been the practice, heretofore (in order to bring the paper into position to print the capital letters and figures) to give it an additional movement—to shift it bodily at right angles to the feed motion. This combined right and left and front and back movement is costly and complicated, and the cause of much bad alignment.

The carriage of the IMPERIAL Typewriter has but the one movement, across the machine. The type are shifted for capital letters and figures. Thus, instead of having a complicated double carriage movement, with a system of delicate locks to prevent rebound—the IMPERIAL provides two simple movements, one of the type and the natural one of the carriage.

A few of the latest high-priced machines also shift the type instead of the carriage. Their keyboards remain stationary, and, in attempting to overcome the mechanical difficulty of operating a moving type-holder from a stationary keyboard, many delicate parts and rivets have been introduced. There is also a noticeable difference in touch when the keys are operated in the shift positions.

The IMPERIAL shifts the keyboard with the type, and there are no delicate parts between the key and the type-bar. There are no rivets, the key-lever acting directly on the type-bar. There are but two pieces between the keytop and the type—the key-lever and the type-bar. Some of the high-priced machines have seventeen.

While the IMPERIAL gains strength, power, and durability by its simpler construction, it sacrifices none of the advantages possessed by a Standard Typewriter.

The IMPERIAL weighs only 14 pounds, but it ranks in power and stability with those machines weighing from 20 to 40 pounds. Iron and steel of the best have not been spared in the construction of the IMPERIAL. It is the heaviest typewriter in the world for its size, but no more weight has been added than was necessary to give the machine a solidity sufficient for every requirement of use and shipment. No sacrifice of strength or stability has been made to secure lightness. The IMPERIAL is light in weight because of its unique design, and not because any frail or delicate part enters into its construction.

Proud as we must be of having achieved a mechanical triumph, of having produced a machine requiring so few parts as to warrant a selling price in accordance with the demand of the times, we have greater pride in presenting the IMPERIAL as a fully equipped typewriter of the first class, able to hold its own in comparison with the best writing machines of the day.
Back View, showing Arrangement of Type.
Invention of the Imperial

The importance to the public of any invention or improvement lies not so much in the methods of the Inventor or Manufacturer as in the result of their joint labours.

There is probably no field of mechanical activity more fertile in short-lived freaks of complicated and bizarre design than the production of writing machines by unskilled inventors. These instruments are usually built around a pet idea to which, through ignorance of their importance, the other vital essentials of an all-round efficient typewriter are sacrificed.

On the other hand the high development of the modern Standard Typewriter had resulted in an instrument unnecessarily complex for the work it has to perform.

The inventor of the IMPERIAL believed it necessary to simplify the typewriter if it was to stand the strain of present-day use. If it was to retain its present popularity it should be strengthened and cheapened—not made complicated and expensive.

To be forced to a conclusion through the stress of mechanical or commercial necessity profits little to the inventor, for it is then, very often, too late. To see an approaching need when it first appears, and to prepare to meet it when it is still distant, is true inspiration of inventive genius.

The inventor of the IMPERIAL had no desire or intention to construct a writing machine that would be merely simple or merely cheap. Between the cheap typewriter and the complicated, high-priced writing machine there existed a gulf which he determined to bridge with an instrument having the low price of the one and the modern advantages of the other—plus a durability not possessed by either.

To create an original typewriter that will appeal forcibly to the trained intelligence of the master mechanic, as well as to the skilled operator, is a feat requiring judgement and experience of a high order. In this respect the inventor of the IMPERIAL, Mr. H. Moya, of London, approached his task well qualified to accomplish his ideal. The IMPERIAL, therefore, indicates not only patented mechanical features of great simplicity and interest, but a design at once bold, original and convincing. It gives the impression of intense vitality and power; of fine mechanical thought reduced to a concrete and visible form, or, in the words of a Continental critic, it is a "Triumph of technic."
Here is shown the neat, compact case containing the IMPERIAL. It is made of English leather in a manner calculated to withstand rough usage. The machine is easily removed from the case, when opened, as may be seen below. This is the handiest and best balanced Typewriter carrying outfit that can be secured.
**General Description**

The following, while covering the main points of the machine, is necessarily brief. Sufficient is stated, however, to demonstrate the claim that the Imperial possesses all the essentials of a thoroughly Modern Typewriter.

**KEYBOARD.** The arrangement of the letters is the same as in the Standard Typewriters. This is called the "Universal Keyboard." The keys on the IMPERIAL Typewriter are 28 in number, with Two shift keys.

**SPACE BAR.** In the same position and operated as in other Standard Typewriters.

**TYPE.** Capital letters, small letters, and figures to the total number of 84. This is the usual number supplied with the best typewriters, although there are some machines sold for £23 having but 79. We also make machines with 90 characters when this number may be required. All our Russian and special machines are regularly equipped with 96 characters.

**PAPER.** The machine takes paper of the usual size and width—it will take the larger sized letter paper used on the Continent.

**RIBBON.** Automatically Vibrating Ribbon in two colours one half inch wide and 12 yards long is supplied with each machine. When a single-coloured ribbon is used it can be reversed to write on the bottom edge, giving another full length of new and unused ribbon. The ribbon does not move when the space-bar is used, or when the carriage is shifted.

**RIBBON SPOOLS.** These are placed one on each side of the machine, and are perfectly accessible. This is an improvement over those machines having the spools in such a position as to make any change or renewal of the ribbon a matter of much time and difficulty.

**AUTOMATIC VIBRATOR.** This draws the ribbon back from the writing line after each letter is printed, leaving the writing in perfect view.

**RIBBON VIBRATOR RELEASE.** By pushing this lever over, the ribbon remains free of the writing line, allowing Stencils to be cut without removing the ribbon from the machine.

**PRESS COPIES.** These are obtained in the usual way, by using a copying ribbon. We supply ribbons for either record or copying in two colours.
**General Description**

<table>
<thead>
<tr>
<th>MANIFOLD COPIES.</th>
<th>This is the ideal way to make copies—at the same time the letter is written. No need for a copying book, water, damp sheets, or any sort of press. The IMPERIAL is a powerful manifold, with carbon paper of any kind, and five copies can be made with the same writing stroke as is used in writing a letter, each copy being bright, clean and perfect.</th>
</tr>
</thead>
<tbody>
<tr>
<td>VISIBLE WRITING.</td>
<td>Absolute visibility is a feature of the IMPERIAL. No need to lift up or draw forward the roller, or shift the carriage from end to end to see what is written. “Perfect visibility without drawbacks.”</td>
</tr>
<tr>
<td>SIMPLICITY.</td>
<td>The IMPERIAL is the simplest Standard Type-bar Typewriter. It does more, with fewer parts, than any other machine.</td>
</tr>
<tr>
<td>DURABILITY.</td>
<td>Being the simplest in construction, being made of the best of British material and having fewer parts than any other Standard machine, the IMPERIAL is more durable than any. It is also less likely to require repair and adjustment.</td>
</tr>
<tr>
<td>WORK.</td>
<td>Every description of typewriting is done with speed and in two colours. Brilliant carbon copies are produced without effort on the part of the operator, or strain on the machine. Stencils are cut on thick, durable wax sheets.</td>
</tr>
<tr>
<td>SPEED.</td>
<td>The highest speed is soon attained. Ninety words per minute were produced on the IMPERIAL after 15 minutes’ practice by an operator who had never seen the machine before.</td>
</tr>
<tr>
<td>TOUCH.</td>
<td>Unlike many other typewriters, the touch is light and elastic, the response instantaneous and the depression shallow, a combination conducive to high speed without exertion.</td>
</tr>
<tr>
<td>BELL.</td>
<td>The bell is automatically adjusted to give warning at the end of long or short lines.</td>
</tr>
<tr>
<td>MARGINAL STOPS.</td>
<td>MARGINAL STOPS are provided, adjustable for long or short lines. It is impossible to batter the type at the beginning or end of the line on the paper straps.</td>
</tr>
<tr>
<td>WRITING ON LINES or Ruled Paper.</td>
<td>WRITING ON LINES or Ruled Paper. A release lever, is provided for throwing out of action the Automatic Line Spacing Lever, allowing the operator to write on ruled lines, or exactly in blank spaces.</td>
</tr>
<tr>
<td>SHIFT-KEY LOCKS.</td>
<td>SHIFT-KEY LOCKS are provided so that the operator can write all CAPITALS or FIGURES without holding down the key.</td>
</tr>
</tbody>
</table>

**Continued on Next Page**
### General Description

**FOLDING PAPER SHELF.** The paper shelf gives a good support to the paper when writing, and folds so as to reduce the size of the machine when it is placed in its case for carrying.

**STRAIGHTENING THE PAPER.** When the lever is moved the paper in the machine is released and can be straightened (should it be put in carelessly) without removing the paper from the machine. Reversing the movement of the lever clamps the paper tightly and it will then feed perfectly.

**ACCESSIBLE WRITING LINE.** No need to lift the carriage, or turn up the paper to make corrections. The grit from erasure does not fall into the type-bar bearings, as is the case with other visible writing machines.

**TWO-COLOUR WRITING.** This is a most important feature, and one not found in many other typewriters. It is the very latest improvement in typewriters. This feature is indispensable for headings and for accenting words. The machine may be equipped to write red and black or red and purple. Many combinations in various colours are supplied in either Record or Copying Ink—or ribbons with one colour Record, and the other copying. For Copying we recommend purple and red; for Record, black and red, purple and red, or blue and red.

**POWER CARRIAGE.** This allows the operator to move the carriage to the right, to begin a new line without holding down the space-bar, as is necessary with some machines. A Carriage Release is provided which enables the carriage to move freely in either direction, at the will of the operator, stopping at any point of the scale.

**AUTOMATIC LINE FEED.** A lever is provided with an adjustment, giving an automatic spacing action to the paper feed. By the use of this lever lines may be written one, two, or three spaces apart, at the will of the operator.

**ROLLER TURNING KNOB.** This is provided on the right-hand end of the Platen Roller for quickly turning the paper when inserting it in the machine. This is free to turn in either direction and is made of vulcanite, fluted.

**TYPE-BAR ACTION.** The type-bar is driven directly by the key lever. There are no hangers, joints, or rivets. The wear between the points of contact is automatically taken up. This is the simplest action ever devised, giving a perfect touch, extreme durability, great power, and a key action with a direct downward motion—not “sideways” as in some machines.
### General Description

| **ALIGNMENT.** As no type-bar bearing has, during the history of the typewriter, been devised that will give a perfect and permanent alignment, the IMPERIAL bars are guided in a hardened steel V at the type, independent of the type-bar bearing. Thus, when the type makes its print on the paper, the type-bar is held firmly both on its outer and inner ends. A better arrangement, or one more perfect in securing an unvarying alignment, could not be devised. |
| **CHANGEABLE TYPE.** This is a feature of the IMPERIAL useful to many. (See Index, "Inside view of Machine.") For instance, it is possible to change from English with 84 characters, to Russian with 96 characters, and when the change has been effected, the operator will have a complete Russian machine, with Russian characters on the keys and shift keys to correspond to the Russian type on the bars. Not only may changes be made from one language to another, but changes may be made from one size or style of type to another in the same language. (We issue a special circular descriptive of this feature, which will be sent to those interested.) |
| **LANGUAGES.** The possibility of carrying a large number of characters enables us to equip the IMPERIAL with Foreign Keyboards of greater utility than has heretofore been possible. The following is a list of our Foreign Keyboards; the figures refer to the number of characters in each language:—French 90, Spanish 90, Russian 96, German 96, Spanish-American 90, Norwegian 90, Swedish 90, Italian 87. This list is being constantly added to. |
| **RELIABLE WRITING.** There is not a possibility of printing any other letter than the one on the key operated, as is the case with some wheel machines. |
| **SILENT.** Having so few moving parts, the IMPERIAL is more silent than any other Standard Typewriter. |
| **Appearance.** The IMPERIAL is beautifully enameled and the bright parts heavily plated. It is an ornament to the library or office. |
| **INCLUSIVE PRICE.** The price of the machine includes Instruction Book, Oil, Wrench, Screw Driver, Dust Brush, and Type-brush. These are necessary for the proper use and care of the instrument and are usually charged for as "Extras" with other machines. |
| **GUARANTEE.** The IMPERIAL is carefully tested by an expert operator before shipment in addition to the inspection it receives in the factory, and each machine is guaranteed. Should any part prove defective, owing to faulty material or workmanship, within one year from date of shipment, a new part will be furnished without charge. |
The following is presented as throwing a new light on the old question of the importance of the Typewriter in business.

There never was a poorer excuse, nor one so often put forward as this. The fact is, the fewer letters a business man has to write, the greater his need for a typewriter. Few letters mean a small amount of business, and nothing makes a business look smaller than pen-written letters. It is well to bear in mind that the style, tone, and appearance of a business letter are of as much importance as its contents, just as the style, tone, appearance, and manners of a salesman are of as much importance as the goods he sells. A typewritten letter is good manners, nowadays, in business. While the pen-written business letter carries with it an air of poverty, like a down-at-heel salesman, the typewritten letter has the bright look of having come from an up-to-date house, of having come from a solid and substantial firm.

The typewritten letter has a meaning entirely apart from its contents, and one which the pen-written letter can never convey. The small business man with an IMPERIAL Typewriter and neatly printed letter paper places himself at once on a level with his most powerful competitor. If he is buying, his wants have more attention. If he is selling, his quotations have more consideration. In fact, if a business man has but one letter per week to write he must, in self defence, use a typewriter.

The following case, which came under the writer’s personal notice, will illustrate the advantage of the typewriter over the pen in business:

A small manufacturer had, for some years, endeavoured to obtain an order from a large buyer. Although his goods and prices were right, he could never get in touch with this particular house. After buying a typewriter he again wrote, quoting prices and sending samples. In a few days a reply was received, asking Mr. Blank to call when next in the city, and of course Mr. Blank happened to be in the city the very next day. The call resulted in an order for goods to the value of £2,000.

It transpired that the house never entertained or gave any consideration to—in fact rarely read—pen-written quotations on the ground that such quotations must come from a man in a very small way of business and, being large buyers, they only desired to deal with those who had the facilities for delivering large quantities when an order was given. Business men always choose those who can “deliver the goods.”

You can’t afford to do without the IMPERIAL Typewriter.
The Imperial in the Office

WE ask all those who require a typewriter for hard, steady service to give the IMPERIAL a trial. The IMPERIAL is not only a fully equipped writing machine with absolutely visible writing, two-colour writing, high speed and great manifolding power, it is more silent than the ordinary run of typewriters: it takes up less room; it costs less to instal and to maintain. Its simple construction makes it less liable to need repair. It needs no expert to maintain its adjustment.

Its freedom from delicate parts and adjustments makes it the most suitable typewriter for use in distant countries. Its weight is but 14 pounds and it is easier and cheaper to transport than any other first-class typewriter. Being constructed in England, of English materials, it possesses quality unequalled.

The first consideration of the makers is to produce a thoroughly efficient writing machine. Next, to incorporate in this machine all modern improvements. Next, to simplify the construction.

The Imperial in the Home

THE advent of the typewriter gave employment to many hundreds of thousands of men and women. Especially has it provided for young women a gentle art by the practice of which thousands are earning good incomes to-day.

The IMPERIAL in the home-circle is not only an educator—teaching composition, punctuation, and spelling—but those who learn to operate and to understand the machine gain a knowledge which may prove very useful to them at some future time, even if they have no need to utilise it now.

Those who learn the IMPERIAL can, with very little practice, use any Standard machine in common use. Those who own the IMPERIAL are better fitted than most to take a position in an office, for they are prepared to do typewriting in its most modern form.

The use of the IMPERIAL teaches practical typewriting, an art impossible to acquire with a machine having no Keyboard, or a Keyboard that is not Universal.

For home use—for the business man—for all who have writing to do, much or little, for Ministers, Lawyers, or Doctors, the IMPERIAL is invaluable; not only because of the complete range of work possible, but because the simple construction of the instrument makes it easily and quickly understood, and makes it less liable to need repair than a larger, more complicated and more delicate machine. It is the most portable of Standard machines. It can be easily taken from one room to another; on a journey, or to the seaside.
### Prices of the Imperial Typewriter and Supplies

<table>
<thead>
<tr>
<th>Item</th>
<th>£</th>
<th>s</th>
<th>d</th>
</tr>
</thead>
<tbody>
<tr>
<td>Imperial Typewriter, Instruction Book and Tools</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metal Case and Base Board</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Polished Bent Wood Library Case and Base Board</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solid Leather Carrying Case</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lock Strap for Leather Case</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ribbons, best quality Bichrome, wound on two spools, ready to put on machine, each</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ribbon Spools, exchangeable when ordering new Ribbons, per pair</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ribbons in one colour, wound on two spools, ready to put on machine, each</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(The above prices are for any colour, record or copying.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carbon Paper, in boxes of 100 sheets, per box, from 5/- to 10/-, depending on quality. (Samples on application.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Typewriter Tables for the Imperial, with Drawer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Typewriter Desk, flat top, three Drawers (Illustrations on application.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stenographers' Notebooks, per dozen</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stenographers' Pencils, hard, medium or soft, per dozen</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Typewriter Chairs, adjustable back and seat, each</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Typewriter Rubber Erasers, oblong or circular, per dozen</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oil, the only kind suitable for Typewriters, per bottle</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postage extra.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>