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**Olympia** PRECISION TYPEWRITERS

*Demonstration*

Mr. Dealer:

Nearly every potential typewriter customer knows the basic operating features which are a fundamental part of all typewriters. Of course, it is necessary to show where these are located and their functions, but they are not the most important points of a sales presentation.

Every portable typewriter has certain distinguishing features which, the manufacturer feels, make it a better machine and, therefore, more advantageous for the customer to own and easier for the dealer to sell.

I feel the OLYMPIA HAS MORE OF THESE DESIRABLE FEATURES THAN ANY OTHER PORTABLE TYPEWRITER ON THE MARKET TODAY.

The following is a suggested presentation which, if followed, will help to present many of these important features to the prospective customer, and thus instill in him the desire to own one of these precision-built machines. It will also make it much easier for you to sell the OLYMPIA.

Sincerely yours,

R. M. Edwards  
Representative

RME:be

# OLYMPIA PORTABLE TYPEWRITER

## SALES PRESENTATION

(It is suggested you use a regular sheet of lined notebook paper - 1/4" spacing)

"This is the OLYMPIA portable typewriter Ma'am (or Sir). It has a great many desirable features. May I show you some of them?"

### CARRYING CASE:

"This is the handsome new streamlined carrying case for the OLYMPIA. It is designed to match the latest styles in luggage. It is made of molded plywood and is very sturdy and scratch resistant. Isn't it beautiful?"

### PAPER SUPPORT AND GAUGE:

"This is an item which helps to sell many machines for us. (Push button and extend gauge). It serves a two-fold purpose. It acts as a support to keep the paper from falling over the back of the machine and catching on articles on the desk or table as the carriage moves back and forth. It also acts as a paper gauge, since the distance from the top of the page to the top of the gauge is the same as the distance from the typing line to the bottom of the page. This can be determined at a glance instead of having to read a dial. It is adjustable for different length sheets. (Demonstrate with a full sheet of paper). Isn't that a good feature?"

### TRANSPARENT LINE ADJUSTMENT PLATE:

"This plastic line adjustment plate (point to it) serves as a guide in adjusting the sheet of paper straight in the machine, and in guiding it under the paper bail." (Demonstrate by adjusting top of sheet even with top of guide and show how paper follows under paper bail. Keep carriage in center and paper guide slightly to the right for this demonstration, otherwise the plate does not have control over the sheet). "It also keeps cards and labels following the contour of the platen until they come into contact with the paper bail, which makes it easier to type on them. By inserting a pencil or stylus through these slots (point to them) and then moving the carriage across you can draw lines for forms etc." (This can be demonstrated if you desire). (Remove paper from the machine).

### VISIBLE MARGIN STOPS:

"The visible margin stops are easily accessible and are very easy to set. See how smoothly they work? (Show customer). Now will you try them? This is one of the examples of the precision with which OLYMPIA is made."

### SILENT CARRIAGE RETURN:

"Another very good example of this precision is the ease and silence noted in the return of the carriage." (Demonstrate by returning the carriage slowly from left to right, and noting the smoothness and absence of any ratchet noise as heard on other typewriters).

ERASER TABLE:

"This plate also serves a two-fold purpose. (Point to it). It prevents tissue copies and carbons from rolling around the platen. It also provides a flat surface for erasing. By rolling the error up to this point for erasing it keeps the eraser grit from falling inside the machine".

SPRING STEEL TYPE BARS:

"These type bars are made of spring steel which is your assurance that they will stay in proper alignment for years and years to come. See how they spring back when they are bent out of line? (Using one of the center keys push the key down until the type bar is vertical, then pull the bar to one side about half an inch and let it spring back. It will actually "sing".) Doesn't it sound logical to you to use good steel in these type bars?"

EXTRA KEYS:

"The OLYMPIA has two extra keys over and above the standard keyboard - + and = sign and an ! and  $\frac{3}{4}$  key. This eliminates having to use two key strokes and a back space in making the exclamation mark ! The + and = signs are also very convenient, especially for students."

$\frac{1}{2}$  AND  $1\frac{1}{2}$  LINE SPACING:

"Now lets again insert a sheet of paper in the machine. (Do this). When using the line space lever (point to it), we get single line spacing the same as is found on any portable typewriter. (Type about 4 small u's, single line space, and type 4 more underneath) (See Figure 1). However, if we use the platen knob, each click will give us a half space and we can actually type between the lines. (Do this as in Figure 1). This gives us a selection of 5 different spacings;  $\frac{1}{2}$  space, single space,  $1\frac{1}{2}$  space, double and triple spacings." (Three spaces are obtained by simply setting the line spacing at  $1\frac{1}{2}$  and flicking the line space lever twice).

"Half spacing is a very desirable feature for which you pay extra money on other portables. It is very advantageous in typing corrections in single space work which is to be re-copied, (see Figure 2) also in typing degree marks ( $^{\circ}$ ) - (demonstrate figure 3) or when it is necessary to crowd many lines of work on a small card. Let's also take a problem example. (Demonstrate Figure 4).

"You may have noticed that I am using lined paper for this presentation. It is a regular sheet of notebook paper, standard in all high schools or colleges. OLYMPIA is the only portable typewriter, among the popular makes, that will follow this line spacing." (Set for  $1\frac{1}{2}$  line spacing, line machine on one of the lines and type about 4 m's, space with line space lever and type 4 more m's underneath. Type about 4 lines like this and you will note that each is properly aligned on the ruled paper) (See Fig.5).

"One and one-half line spacing will give the effect of double spacing, but will actually allow 25% more lines per page." (See Figure 6). "Isn't that another valuable feature you'd like to have on your typewriter?"

SPRING ACTION KEY TOPS:

"Another exclusive feature of the OLYMPIA is it's spring action key tops which absorb the shock when the key reaches the bottom of the stroke to give a softer, better touch." (Show key top demonstrator) (If not available push key down to the bottom of the stroke, then jiggle up and down slightly, and you can feel the spring action) (Have customer do this to feel the spring action).

½ SPACE CORRECTION FEATURE:

"Because OLYMPIA type bar and space bar action takes ½ space on the up stroke and ½ space on the down stroke it has a valuable correction feature." (Demonstrate by raising type bar with finger until it touches the platen and then let it back slowly) (Demonstrate Figure 7) (Can also demonstrate Figure 8 if customer seems interested enough).

TOUCH CONTROL:

"Most portable typewriters claim a "touch control". The OLYMPIA gives positive proof of this "touch control". (Have customer type with a key as you increase the tension by pulling the touch control lever forward and then releasing it again) (The best demonstration for this is to place a 3-3/8 ounce bell shaped fishing weight on one of the keys with the tension on and then release the tension. The type bar will rise to a vertical position and when the tension is applied again it will actually raise the weight and allow the type bar to return to its lower position. This gives visible proof that OLYMPIA actually has a touch control) (This weight can be purchased at any sporting goods counter).

"Did you ever see so many wonderful features on one machine?"

"Here is a deluxe machine, complete with tabulator, which has more features than any other deluxe machine but which actually sells for less."

(Quote price)

"Isn't this the machine you'd like to have? It comes in Pica, Elite, or special type styles. Which do you think you would prefer?"

"Would you like to take it with you or would you rather have us deliver it?"

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Fig. 1.

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uuuuuuu  
  
uuuuuuu  
ooooooooo  
uuuuuuu

Fig. 2.

in any event this appears to be  
the <sup>solution</sup> answer to the problem.

Fig. 3.

69°  
H<sub>2</sub>SO<sub>4</sub>

Fig. 4.

$$X = \frac{a^2 + b^2}{c^2 - d^2}$$

Fig. 5.

mmmmmm  
mmmmmm  
mmmmmm  
mmmmmm

Fig. 6.

	1½	2
mmmmmm	mmmmmm	mmmmmm
mmmmmm	mmmmmm	mmmmmm
mmmmmm	mmmmmm	mmmmmm
mmmmmm	mmmmmm	mmmmmm
mmmmmm	mmmmmm	mmmmmm

Fig. 7.

I mad an error.  
I made an error.

Fig. 8.

When in course of human events it becomes necessary.  
When in the course of human events it becomes necessary.

Note. All stencils for this presentation were cut on a  
model Sm3 OLYMPIA portable typewriter.