

How to buy a typewriter.

Choosing a portable typewriter isn't hard if you know what to look for. This brief guide will help you make the best choice.

Test the feel. Check the slope and height of the keyboard. Check the size and shape of the keys. Make sure the controls are uncrowded and easy to reach.

Test the feel of a Smith-Corona® electric typewriter against several other brands. We welcome the comparison.

Try the touch. A responsive touch makes for better, easier typing. Look for a touch that is prompt, easy and dependable.

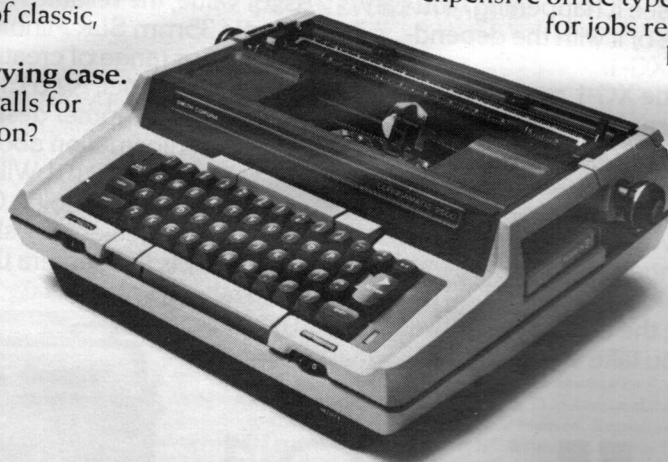
When you test a Smith-Corona, for instance, note how smartly the carriage returns. Press a button—zip—the carriage is back where it started.

Listen to the sound—the typewriter is trying to tell you something. If it sounds tinny, beware. This may indicate that the construction is too light.

Note the look of the type. Lines and individual letters should be straight. The impression should be crisp, clean and even. The print quality should not vary over the page.

Check the overall design. Good design is part of good value, so choose an attractive modern instrument. The Smith-Corona shown is an example of classic, good design.

Look at the carrying case. Does it have double walls for air-cushioned protection? Does it have sturdy latches and hinges? The Smith-Corona case does.



Check the price. A typewriter that sells for substantially less than others might be substantially less typewriter. If the price difference is minimal, you're probably better off paying a few dollars extra for the typewriter that tests best.

Ask who makes it. Smith-Corona makes every single typewriter that bears its name, which is not true of most other brands. So consider the maker's reputation. A company that has a solid reputation will still be around tomorrow and in the future to give your typewriter necessary service and maintenance.

A note about ribbon systems. Smith-Corona offers a unique cartridge ribbon and cartridge correction system. It lets you change ribbons in seconds without touching the ribbon. It also lets you correct typing errors neatly, quickly and easily. Not all correction systems produce equally good results. Test and compare.

Be sure to try the Smith-Corona carbon film ribbon. We offer a re-usable nylon fabric ribbon, excellent for ordinary typing jobs. This is the only kind of ribbon most portable typewriters offer. But Smith-Corona also offers carbon film ribbon in five colors. It's the kind of ribbon the most expensive office typewriters use, and it's perfect for jobs requiring a crisp, professional look such as term papers or a resume.

More people prefer Smith-Corona electric portables than all other brands combined. After these tests, we think you'll know why.

Patented Correction Cartridge



Smith-Corona