



The BURROUGHS
Quiet
STANDARD
TYPEWRITER



If you were to buy a typewriter because of appearance alone

No one, of course, buys a typewriter solely because it is beautiful to look at. But every business man realizes that, after utility has been considered, the appearance of his office equipment is an important factor. It creates a desirable atmosphere of modernness which is stimulating to employee and attractive to customer. Then too, exterior appearance is very often an index of built-in quality.

The Burroughs Typewriter is a beautiful machine. Enclosed on all sides, finished in combination black crystal and enamel, with many parts chromium plated, it speaks quietly but eloquently of fine workmanship, advanced design. If you were to buy a typewriter for *appearance alone*, your choice would be the Burroughs.



You'll enjoy the Quiet Operation of the Burroughs

The Burroughs Standard Typewriter is unusually *quiet*. Its distinctive *silenced* construction, developed by Burroughs, quiets not only the sound of the type striking the platen, but all other machine noises so common to typewriters.

This quietness of operation has been achieved by Burroughs without sacrificing light, easy key action or the sturdiness and durability of standard construction.

Because of this unusual feature, the Burroughs is used in many offices where the noise of an ordinary typewriter would make business conversations impossible.

In departments where a large number of typewriters are used, the quiet Burroughs materially lessens noise and the resultant nervous fatigue, and proportionately increases department efficiency.

You can rely on the Quality of Burroughs Construction

The Burroughs Standard Typewriter is the product of half a century's experience in building office machines requiring the greatest precision of manufacture. Burroughs is the world's largest and oldest manufacturer of adding, bookkeeping, calculating and billing machines. The Burroughs factory is therefore equipped, and Burroughs workmen are trained, for precision work. Precision of manufacture insures *smoothness of operation, freedom from mechanical troubles, and long life.*

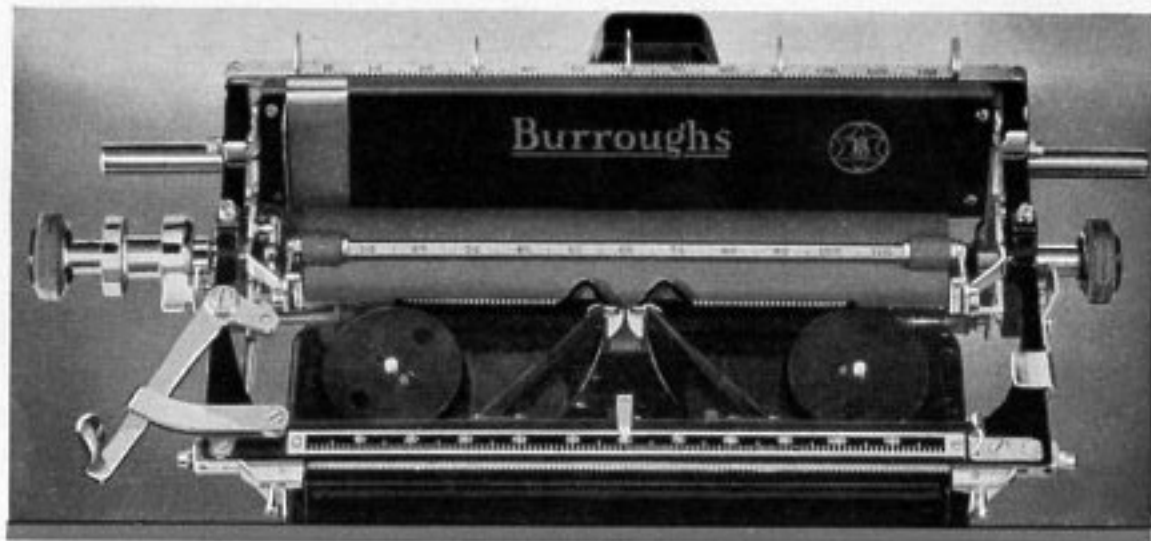
A Thoroughly New Machine

Engineers were given a free hand in designing the Burroughs. They had no designs to change—no tools to scrap. They selected only the best features known to typewriter construction. The result is a typewriter of traditional Burroughs quality, combining advantages never before found in one machine.

Not only is the Burroughs advanced in design and appearance, but it is constructed throughout of the finest materials. Parts frequently manipulated by the operator are plated with chromium, adding to beauty and durability. Rust-proof cadmium plating is used on unexposed parts. Provisions for adjustments have been *built in* at important bearing points, a fine example of engineering forethought, eliminating the need for premature repairs, and extending the life of the machine.

Economy of Long Life

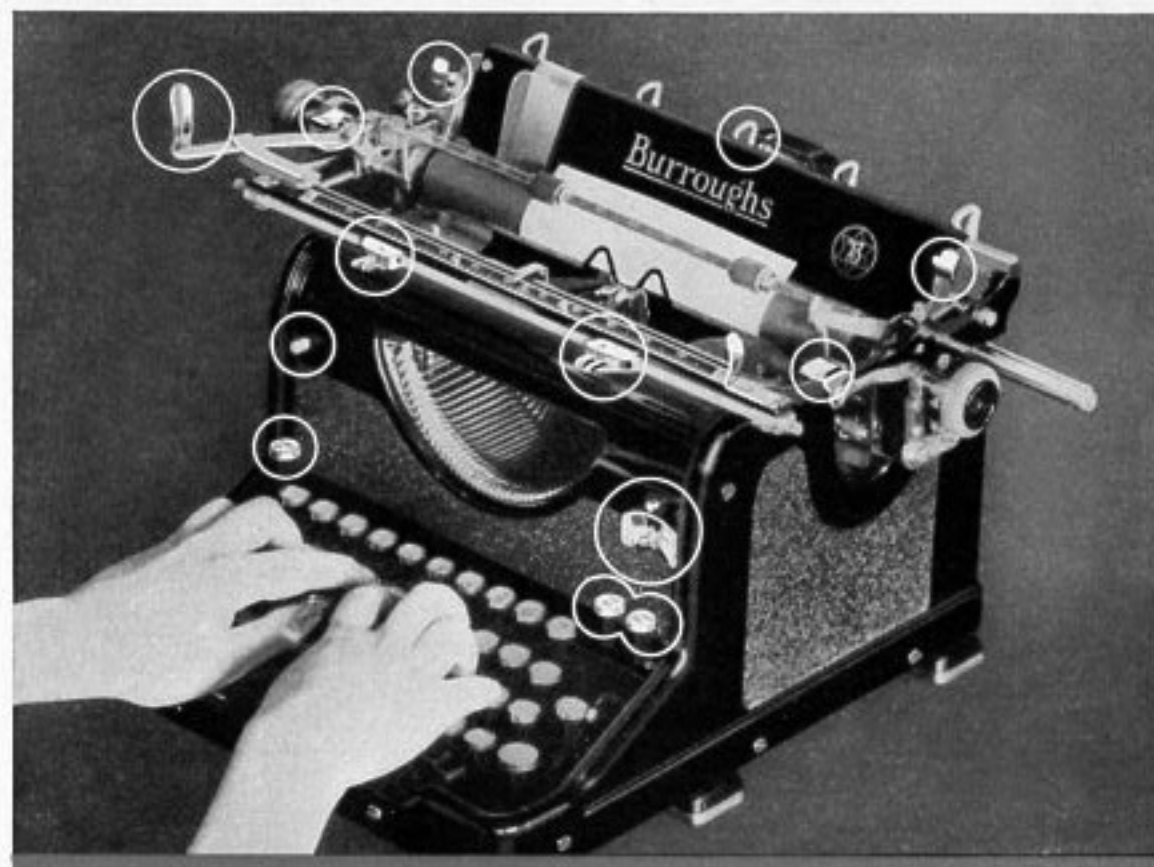
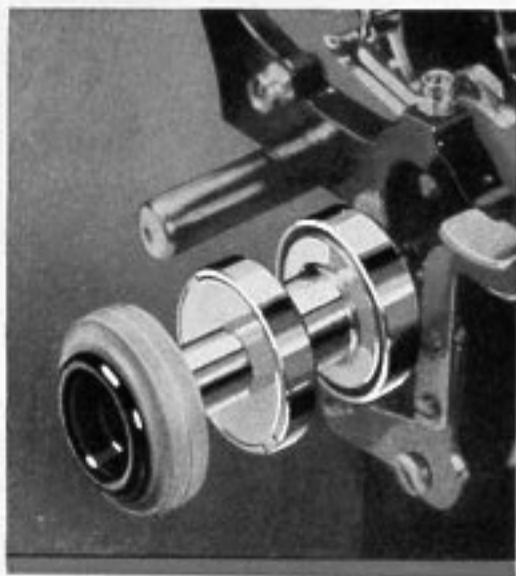
Nothing has been overlooked in the production of a typewriter of the highest quality and usefulness. When these facts are considered, it will become apparent that to the many other advantages of the Burroughs Typewriter may be added that of economy, based on performance and long life.



The Burroughs Carriage Is an Example of Superior Construction

The carriage of a typewriter must stand more abuse than any other part of the machine. The Burroughs carriage is as efficient as fifty years' experience in building heavy-duty machine carriages can make it. It is strongly built, and so perfectly balanced on its ball-bearing rollers that its movement is remarkably smooth. And the Burroughs correspondence-size carriage accommodates sheets up to 11 inches wide and provides a 10-inch writing line. This unusual capacity is convenient for addressing large envelopes or writing on wide paper or forms.

One of the distinctive features of the Burroughs carriage is the Variable Line Spacer. This device, which permits accurate, positive fractional spacing of lines is exactly the same unit that is used on the finest Burroughs accounting machines.



On the Burroughs all features are easily accessible . . .

On the Burroughs will be found many new and improved features which are here combined on one machine to give the maximum of service, convenience, ease and speed of operation. And one of the outstanding advantages of the Burroughs is that all features are easily accessible. In the photograph above, various operating features are emphasized, showing their ready accessibility. Tab stops are in full view and within easy reach; margin stops are on the front scale. The ribbon mechanism is controlled from the front; Tab key, Margin Release key and Back Space key are just above the numeral keys. Results: greater ease of operation, greater production.



As many carbon copies as desired

The Burroughs, because of its special features, is particularly adapted to the production of multiple carbon copies. The paper is held firmly in place, while the type makes sharp, clear impressions that carry through to all copies. A test will easily demonstrate the superiority of the Burroughs for carbon copies.

For making good carbon copies, much depends upon the kind of carbon paper used. For superior results use Burroughs Non-Smudging Carbon Paper. (See Page 15.)



Easily handles cards and labels

The writing of small cards and labels, usually a difficult job, presents no problems when done on the Burroughs. The Burroughs carriage is designed to do this work better, and a test will be most convincing. You may write to the top or bottom or extreme edges—there's no slipping or sliding, writing up or down hill.



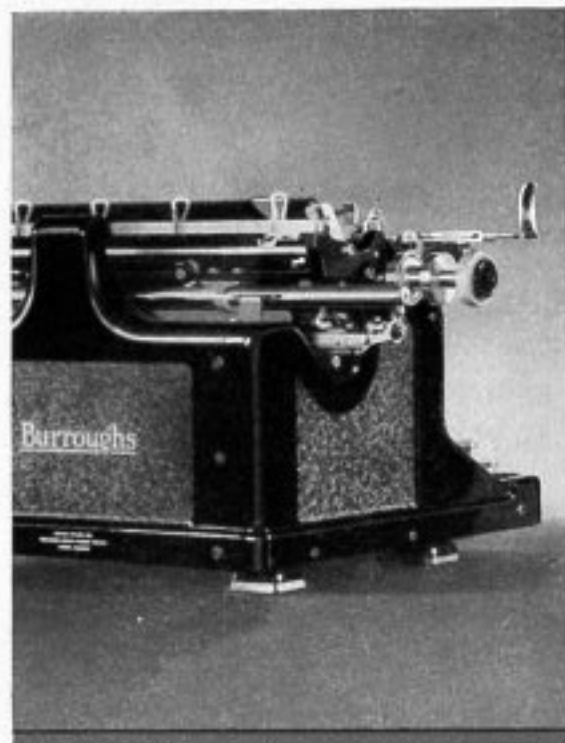
Writes to the very bottom of sheet

How often have you tried to add just one more line to a page, and then spoiled the whole page because the paper slipped? It is sometimes a great convenience to be able to write to the very bottom of a sheet without the paper slipping and causing staggering of the letters. On the Burroughs, the paper is held securely and perfect alignment is maintained to the bottom of the sheet.



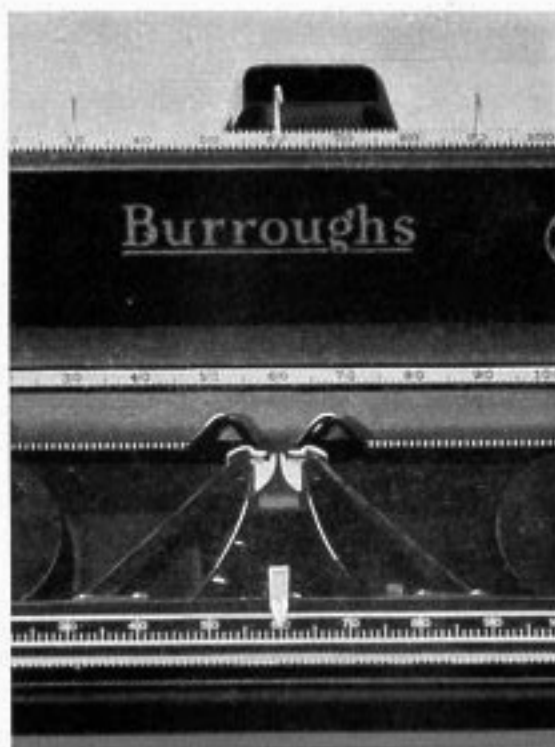
Paper goes in straight and stays straight

Paper feeds straight and stays straight in the Burroughs carriage. This is true of a single sheet, or several sheets with interleaved carbons. Sheets may be removed and easily re-inserted to the previous typing position for inserting letters or words and making corrections. No typewriter carriage was ever built that will handle paper with greater facility and accuracy.



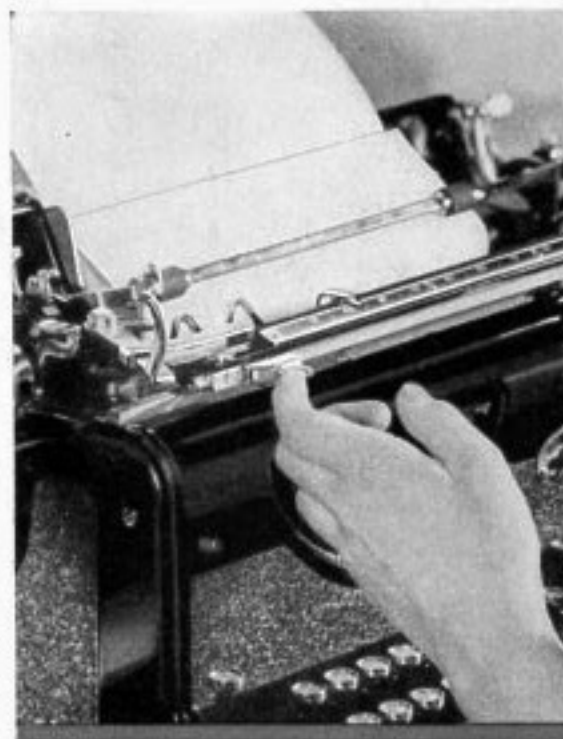
Enclosed mechanism adds to life

The Burroughs is enclosed on all sides with panels of combination crystal and enamel, providing protection from dust and dirt and giving the machine a beautifully finished appearance. Typewriter erasers contain emery dust, a most harmful substance for bearing surfaces. The type bar mechanism, which is considered the heart of a typewriter, is protected from erasings by close-fitting erasure shields and the shape of the segment into which the type bars are fastened.



All scales are exactly alike

The Burroughs carriage is equipped with three scales—a front scale, a scale on the auxiliary feed roll bail, and a scale on the tabulator stop rack. All scales are visible. All scales are full-length and are graduated exactly alike—they start at zero and run from left to right, in the same direction in which the line is written. Thus there can be no confusion in using the scales.

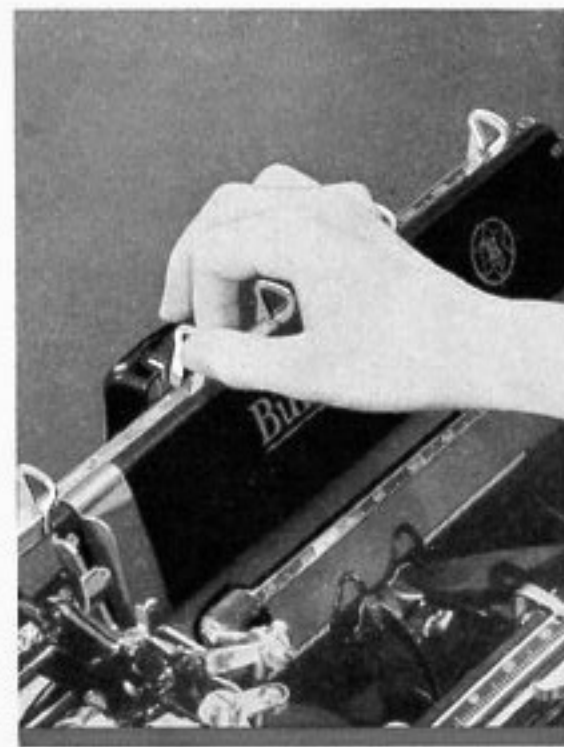


Margin stops are on front scale

To give a letter proper appearance, the width of margins should correspond to the length of the letter. Thus frequent changes of margin stops are necessary. On the Burroughs, margin stops are placed where they are most convenient to use—on the front scale. They are always in full view, and are easily and quickly positioned by a slight touch of a finger. This feature increases speed and promotes neatness of the work.

Tabulator stops are easily accessible

The tabulator stops and rear scale are also in full view, and the stops are easily changed without moving the paper table, or without it being necessary for the typist even to change her position. The tabulator stop rack is chromium plated, with the scale impressed in red, so that age will not lessen its visibility. Extra slots for storage of stops not in use are provided at the ends of the stop rack, where stops cannot be lost.





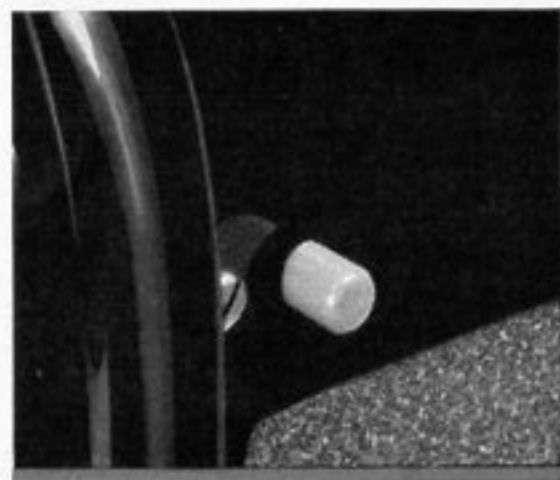
Ribbons are easily and quickly changed

Burroughs Ribbons may be changed in a twinkling. The spools are reversible and may be turned over so that both the upper and lower portions of a one-color ribbon may be used, thus prolonging the life of the ribbon. The ribbon moves only while it is being used—not when the carriage is tabulated or moved by hand. This results in more uniform ribbon wear, and consequently more uniform typing.

Ribbon Reverse, Color Shift and Stencil Lock

The ribbon reverses automatically, but may be reversed manually by means of the Ribbon Reverse lever located on the front panel just above the Back Space lever.

The Ribbon Color Shift lever and Stencil Lock are located on the front panel, opposite the Ribbon Reverse lever. The Color Shift is positive in action.



Platen shift is light and fast

The Burroughs platen shift is light, swift and positive. Only the platen shifts—not the entire carriage. Each shift key has a shift lock which can be released by either shift key—a small thing, possibly, but illustrating the care and attention to details with which the Burroughs was designed.

Many Additional Features for Special Requirements

Among the many additional features available at slight extra cost are:

Extra-width Carriages—The Burroughs correspondence carriage provides greater capacity than most other standard carriages. Extra-width carriages are available for special requirements.

Stroke Counter—The Burroughs Stroke Counter is designed to measure production to determine employees' efficiency and earnings. It is not an attachment; it is an optional feature, built into the mechanism.

Label Holder—The Burroughs standard carriage is particularly adapted to the handling of small cards and labels without the use of attachments. However, where there is a considerable amount of this work to be done, the Burroughs Label Holder will be found a convenient device.

Decimal Tabulators—Either six- or ten-key decimal tabulators are available.

Palm Tabulator—For work requiring frequent tabulation, a tabulating bar conveniently placed at the right of the keyboard makes tabulation fast and easy.



Stroke Counter

A Few Burroughs Type Styles

PICA CORRESPONDENCE (10 characters to inch)

Standard style for general use. 1 2 3 4 5 6 7

ELITE CORRESPONDENCE (10 characters to inch)

Gives distinction to personal typing. 1 2 3 4

ELITE CORRESPONDENCE (12 characters to inch)

Usually preferred for personal correspondence. 1 2 3 4

MULTIGRAPH ELITE CORRESPONDENCE (12 characters to inch)

A neat fill-in for Multigraphed letters. 1 2 3 4 5 6 7

MEDIUM ROMAN (9 characters to inch)

Extra large and distinct. 1 2 3 4 5 6 7

PICA GOTHIC, Single (10 characters to inch)

THE MOST POPULAR STYLE FOR BILLING. 1 2 3 4 5

PICA GOTHIC, Double (10 characters to inch)

FOR STATISTICAL REPORTS OR BILLING 1 2 3 4 5 6

ELITE MODIFIED GOTHIC, Double (12 characters to inch)

(This style also available with 14 characters to inch)

PERMITS WRITING MANY WORDS IN SMALL SPACE. 1 2 3 4 5 6

PICA GOTHIC, Pin Point and Plain (10 characters to inch)

PIN POINT FOR CHECKS. PLAIN FOR VOUCHERS. 1 2

MEDIUM GOTHIC (9 characters to inch)

LARGE, LEGIBLE FOR TAGS, LABELS. 1 2 3 4

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These are only a few of the many styles of type available. Practically all other common type styles may also be obtained. Special characters and symbols can be supplied to meet requirements.

These Quality Products Promote the Efficient, Satisfactory Operation of the Burroughs Typewriter



Burroughs Ribbons are produced in accordance with specifications established after careful experimentation. They are made to stand up under the hard usage of everyday work, and to give neat and lasting impressions. Burroughs Ribbons of standard quality are supplied for any make of typewriter.

Burroughs Non-Smudging Carbons for correspondence, billing and pencil copies are of the same high quality that characterizes other Burroughs products. They make clear, legible copies and an unusual number of impressions. They are supplied to meet your specifications.



Burroughs Rubber Cushion Keytops relieve eyestrain, protect the finger tips, and soften the touch, giving a new ease to operation that reduces fatigue and increases accuracy. They are metal-backed, and made of the best quality materials, to give long service.



Burroughs supplies are of the highest quality obtainable. They are sold with absolute guaranty of satisfaction. As Burroughs Ribbons and Burroughs Carbon Paper are made in various standard grades to meet different requirements, we suggest that a Burroughs representative be permitted to recommend the ribbon or carbon paper for your particular requirement. This will result in increased satisfaction to you. Be sure to ask about the Burroughs Coupon Plan with combined discount privilege. It means added convenience and substantial savings.

Now—

BURROUGHS *Electric-Carriage* TYPEWRITER



Operates Entirely From the Keyboard

Here is the most revolutionary change in typewriters in more than a decade—a typewriter in which electricity saves the wasted motion and energy that make typing tedious, tiresome.

The motor does all of the heavy work—returning the carriage—spacing automatically to the next writing line—shifting for capitals. The keyboard is standard. There's no new touch to learn; no new training required to use it.

Write for free illustrated descriptive folder.

BURROUGHS ADDING MACHINE COMPANY
DETROIT, MICHIGAN