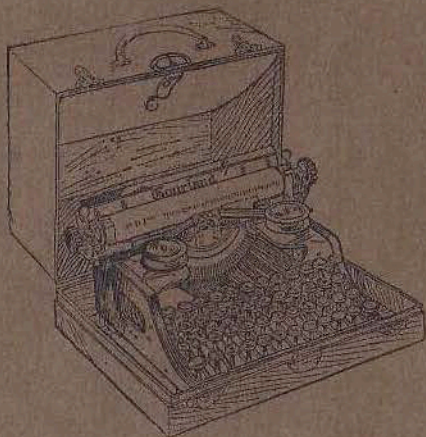


# The Goureland



THE  
Gourland



## The Gourland

### The Gourland Typewriter

THE ONLY COMBINED  
OFFICE AND PORTABLE  
STANDARD TYPEWRITER



THE use of the typewriter has extended so greatly in our day, that it has become necessary to better adapt it to its latest uses—those of the traveler, the home, the student, the Army and Navy, the professional man, in laboratories, etc., etc., as well as in general commerce and trade.

The portable machines now before the public have not incorporated the qualities of the office type-

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writers, but have catered more to the feature of portability, and so have limited their usefulness.

### *What Constitutes a Standard Typewriter?*

**A Standard.** Practically 90 per cent. of *all* writing machines on the market have a single shift, four bank with a key-board of 42 keys, writing 84 characters. This general adoption of a single shift has thus made it a *standard*, for the important reason that a double shift necessitates 33 per cent. more shifting to write the characters with which it is equipped.

**Speed and Legibility** are the two purposes for which typewriters are

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used, and speed is their principal function. Anything that hampers the speed of a writing machine, not only in its printing mechanism, but in its facilitating devices as well, places it lower in the scale of usefulness.

### *The Gourland—An Office and Portable Standard Typewriter*

**The Gourland Advance** consists, primarily, in its being the only typewriter combining portability with a single shift four bank and a 42 keyboard, writing 84 characters. This feature, in conjunction with the others about to be described, at once raises it to the *standard* class and opens for it a new field as a portable typewriter.

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**Touch.** A prime requirement in a standard typewriter is a short, straight dip of the keys, for a long, uneven or angular dip not only retards speed, but creates a feeling of uncertainty in making even impressions. The GOURLAND, alone among the portables, has this important quality.

**The Type Bar Action.** The GOURLAND employs the standard mechanism that has been approved by hundreds of thousands of operators throughout the world, and gives that lightness of touch and speed so necessary in a modern typewriter.

**Always Ready.** The GOURLAND does not require the setting of the

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carriage frame to adjust it in writing condition, but is at once ready for work.

**Weight and Strength.** The GOURLAND weighs only  $9\frac{1}{2}$  pounds. This weight, however, gives it the proper stability, so that each part has a sufficient strength for durability. It has been deemed more important to assure the fullest durability of the GOURLAND, rather than to scale down necessary material needed for strength, to save, slightly, in weight of the complete machine.

**Portability.** The GOURLAND is fully portable with the advantage of added strength found in office standard typewriters and is pro-

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vided with a traveling case, of special design, that facilitates easy carrying.

**Combined Paper Fingers and Marginal Stops.** The GOURLAND typewriter has another feature of importance, in facilitating the control and increasing the speed of the machine, in its combination paper fingers and marginal stops. In *all* other writing machines, the setting of the paper fingers and the marginal stops calls for two adjustments, and care must be taken that each adjustment is made with reference to the other, but in the GOURLAND the setting of the paper fingers *automatically* sets the marginal stops, both right and

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left, bell and keyboard lock, while a special key unlocks the keyboard and permits completion of a word or sentence.

**Interchangeable Platens.** The GOURLAND Typewriter is equipped with an instantly removable platen and so does not require the services of the repair-man to renew a worn-out one, or change it for a harder or softer one.

**Interchangeable Ribbon Spools** instantly detached and replaced, is a feature of the GOURLAND.

**“Practically Noiseless”** is characteristic of the GOURLAND Typewriter. Its mechanism is so well balanced that there is no vibration nor lost motion to create noise.



THE COMBINED  
OFFICE  
AND  
PORTABLE  
STANDARD  
WRITING  
MACHINE

THE  
GOURLAND  
TYPEWRITER

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**Fine Writing** is a quality of the GOURLAND, by virtue of its design, the quality of its material, workmanship and finish, which produce and maintain the highest type of writing, and a secure alignment.

**No Adjustments Needed.** Like a good piano, the GOURLAND requires no tensioning nor adjusting. It is provided with permanent adjustments, thus eliminating all care and attention on the part of the operator, in that respect.

**Length of Line.** The GOURLAND writes a standard line of 82 characters or spaces and accommodates long commercial envelopes.

**Marginal Notes.** The GOURLAND Typewriter enables the writing of

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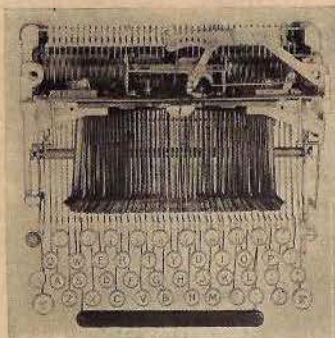
notes, etc., on the margins without upsetting the stops for the main writing.

**Two Colors.** The GOURLAND writes in two colors at will, the ribbons being full length.

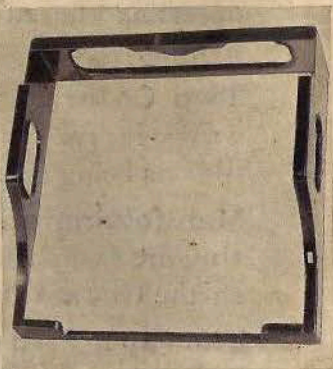
**Manifolding and Stencil Cutting** are easily and efficiently done on the GOURLAND.

**The Paper Feed** of the GOURLAND is the most advanced and effective, automatically adjusting itself to even or uneven thicknesses of paper, and the release of the feed is at *both* ends of the carriage.

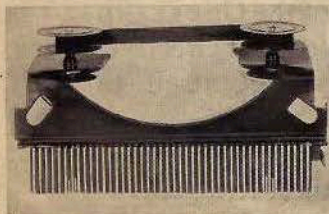
**Line Spacing** is automatically done on the GOURLAND Typewriter, on returning the carriage for a new line of writing.



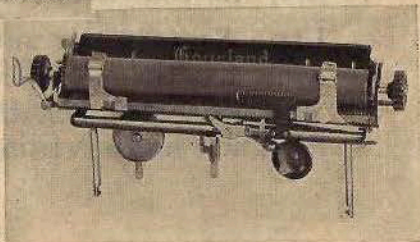
UNIT 1  
PRINTING MECHANISM



UNIT 4  
OUTER FRAME



UNIT 3  
TOP PLATE



UNIT 2  
CARRIAGE

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**The Escapement** of the GOURLAND is direct acting and conduces to the highest responsiveness and efficiency.

**The Back Spacing** key of the GOURLAND requires only a light touch and does not overthrow.

**The Carriage Release Keys** are at *both* ends of the GOURLAND carriage.

**Four Units.** The GOURLAND Typewriter consists of 1, a main frame containing the printing mechanism; 2, the carriage; 3, the top plate with ribbon movement; and 4, the outer frame. It is the simplest and most effective arrangement for the maintenance



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of accurate working conditions ever devised.

**Economy.** The mechanism in the GOURLAND has been designed to produce, in its operation, every useful economy, among which are the economy of energy in the depression of the keys, space-bar and shift keys; economy in the movements of line-spacing, simultaneously with the return of the carriage and economy in the use of the ribbon, which does not operate in word spacing, but only as the writing proceeds.

**Ruled Lines and Insertions** are easily found in the GOURLAND on setting the ratchet and aligned with the line finder.

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**The Tabulator** on the GOURLAND is highly effective. The setting for columns is instantly done and the numbers of columns may be as many as desired, by reason of the stops being only the thickness of a letter space. The tabulator key has a short and light dip. In conjunction with the GOURLAND system of marginal stops, paragraphing and indenting are easily and effectively done.

**A Beautiful Design.** Much attention has been given to clothing the GOURLAND with attractiveness, for a pleasing exterior brings a quicker appreciation of inherent merit and a more constant use.

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**The Goulland Typewriter** takes its place among the standard writing machines, by reason of its advances and accomplishments, while its compactness and portability serve to extend its usefulness to other fields, hitherto closed to the heavy standard machines.

GOURLAND TYPEWRITER CORPORATION  
120 Broadway, New York

