

THE YOST TYPEWRITER.

The New Yost, the only Perfect Writing Machine. The Ribbon,* the Shift Key and other antiquated devices discarded.

*Users Save From 10 to 20 per cent On Original Cost of Machines Annually, in This Item Alone.

The New Yost

Writes 81 CHARACTERS: capitals, small letters, figures, punctuation marks, commercial signs, etc. Height, 9 inches; width 11 inches; depth 14 inches; weight, 17 pounds. Writes a line of 70 letters (7 inches) and takes paper 9½ inches wide. Two styles of line-spacing. Furnished with hard, medium or soft platen (interchangeable—diameter 1½ inches) and with blue-black ("indelible") or purple, red or green copying, or black record pad. Oil can, screw driver, key plate, type brush, dust brush and adjusting pin with each machine.

Besides all the popular features of the original Yost Machine, this New Yost No. 1 has widened-out keyboard, new keys, hard rubber space key, new steel base, new carriage release, round platen, new concave type and many new internal devices.



What Ails the Ancient Companies?

This is what ails them: **THE FEAR OF CHANGE**, which Milton says used to perplex monarchs when they saw a long tailed comet in the sky. The change is here; not heralded by a comet but by the New Yost, the perfect writing machine.

WHAT MUST GO:

Bad alignment,
Illegible work,
Foul Ink ribbons,
Bothersome Shift-keys,
Double scales, etc.,
are no longer to be tolerated or pardoned. The NEW Yost has absolutely abolished them, and no other machine can retain them and live.

A Word to Those Familiar With Other Typewriters.

Everybody has heard of the old veteran who had voted for Andrew Jackson for 40 years and refused to change at his time of life. There will always be a class of operators who will stick to the old style machines and decline at all hazards to endorse a new one of real superiority. Some men will write with a quill. Others are afraid of gas and continue to use oil. Some people could not feel right in a house containing modern improvements. In short, some people cannot stand prosperity.

A MATTER OF GROWTH.



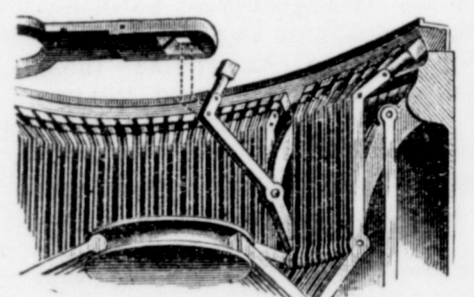
YEARS ago, man and his wife moved out west. Settled down on the plains. Built a house. Plenty of room at first—small family. By and bye family increased, needed more room, built an extension. Next year, more family, more room, another extension—and so on till finally that establishment looks like a disjointed telescope. Family satisfied? Oh, yes, there's a place to put everything. But

TO-DAY if they were to start a new home would they put up with the accommodations of a canal boat? Oh, no! They would put the cost into a commodious modern structure, with an electric door bell.

Same way with typewriters. Years ago Mr. Yost built a typewriter.* Good enough then. But the family has increased by thousands. Other folks have hitched on extensions to hold 'em. But it's the same old typewriter, same ribbon, same scales, same rickity print. WE want something modern. What do **YOU** think? *The Remington No. 2 and Calligraph.



ALIGNMENT.



FASHION now for all typewriters to claim "permanent alignment." Much abused phrase. In this the YOST differs radically from others. Listen: You know how ordinary type-bars work—hung in tight, finely adjusted bearings at the shoulder. Variation at shoulder multiplies by 17 at type end. And what, therefore, does wear in such a bearing mean? Simply this: perfect alignment impossible.

Now, get down under and see that YOST type-bar and centre guide. First of all, constructed loose on purpose. Wouldn't work tight at all. Wear don't count. On striking key, type-bar leaves pad, unfolds like lightning and darts type through

guide, adjusting itself perfectly at **PRINTING POINT**. That's how WE do it. And it's the best way. Operator can change type any time. The guide will square it into line. And the punctuation marks—well, you see why they can't puncture the paper.

(Fac Simile of our Roman Type.)

The New Yost Writing Machine is made at its own factory in Bridgeport, Conn.—the largest, best-equipped typewriter factory in the world. Skilled workmen put only the finest materials into its construction.

Additional information may be obtained from our Agencies throughout the world, or by addressing

FOR MANIFOLDING the NEW YOST is unequalled. Nothing intervenes between the sharp faces of the type and the paper. It is the only machine upon which the alignment in manifolding can be preserved. The No. 1 with special platen makes 5 to 15 copies nicely. No. 2, when necessary, will do double this. The concave type conform to the curve of the platen and bring the print out clearly.

FOR PRESS COPIES the NEW YOST is unequalled. Remember: We print with a dense superior copying ink—not a ribbon.

FOR STENCIL WORK with the Mimeograph, etc., the NEW YOST is unequalled. The inkpad cleans and lubricates the type at every stroke, and prints the matter on the wax sheet so it can be read plainly as you proceed.

TENSIONS easily understood and regulated.

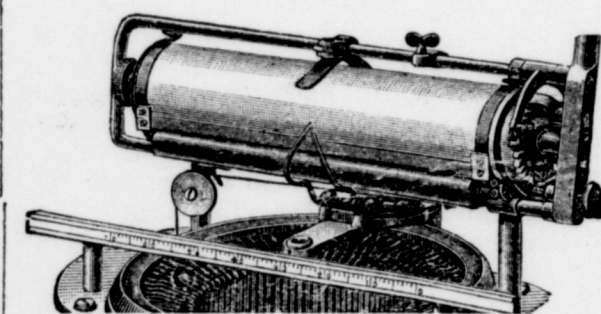
MARGIN stops to shorten the written line if desired at either side.

WRITES 2 to 6 more characters than any other type-bar machine.

EASIEST to learn and keep in order.

FINALLY, its type-bars are built on a model designed and tested to last over 30 years; and the cost of maintaining it for beautiful work is guaranteed to be less than one-half that of any other standard type writer.

THE POINTER.

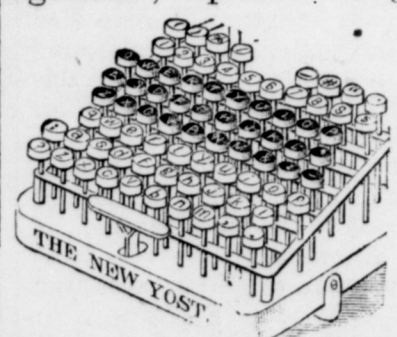


ONLY one man ever lived who disputed that the Yost Pointer was the cutest, greatest labor saver yet put on a typewriter. He has since been boiled in oil. This pointer simply rises and falls with the carriage and always points where the next letter will print. No scales, no numbers to remember, no guesses, exasperating errors and erasures. It is infallible and beautiful. Woe to the Yost enemy who tries it! He is completely captured. A little reflection shows its immense advantage. The scale on the body of the machine is used only for paragraphing, etc., with carriage down, and has no connection with the pointer.

In fact, everything about the New Yost carriage is complete and modern—made for most rapid and handy manipulation of paper of all kinds and sizes. And, best of all, the whole carriage can be quickly removed to clean and oil the working points.

INKING AND KEYBOARD.

FUNDAMENTALLY ribbons don't belong to typewriters any more than shoes or sun umbrellas. At the start there was no other way of inking. Now it's different. Now we can afford to admit that a ribbon is a disagreeable, expensive thing. Blurs print, wears full of holes, clogs type, takes power to pull it along, weakens



manifolding and costs \$8 or \$10 a year. The YOST alone rises superior to these difficulties. Inks automatically. Ink-pad outlasts 20 ribbons. Can be changed in ten seconds. Never requires a thought. Nature distributes ink—by suction—always evening up the supply all around. The thousandth "e" as good as the first. Beautiful copper-plate print direct from steel type-faces which are self-cleaning against this pad. And costs less than \$2 a year. Here's a Scientific Keyboard, too. No shift keys to puzzle. 78 keys write 81 characters. It is the universal arrangement. You can easily change from another style machine and there are only three rows to learn anyway.

Capitals black—others white.

A Word to Those Who Propose to Purchase a Machine.

ALARMED at the rapid progress of the "YOST" into public favor, our competitors use every opportunity to prejudice intending purchasers. Some of their arguments have reached our ears, and sound ridiculous in the extreme. The machine is now in operation in every section of Canada. Enquire what users say of it, and compare the statements made.

IRA CORNWALL, GENERAL AGENT FOR THE MARITIME PROVINCES,

Board of Trade Building, Canterbury Street, St. John, N. B.

Messrs R. Ward Thorne, St. John, N. B.; A. S. Murray, Fredericton; J. T. Whitlock, St. Stephen, N. B.; W. B. Morris, St. Andrews, N. B.; J. Fred. Benson, Chatham, N. B.; John L. Stevens, Clifford W. Robinson, Moncton, N. B.; A. M. Hoare, Knowles' Book Store, Halifax, N. S.; D. B. Stewart, Charlottetown, P. E. I.; Dr. W. P. Bishop, Bathurst, N. B.; C. J. Coleman, "Advocate" Office, Sydney, C. B.; Chas. Burrill & Co., Weymouth, H. A. White, Sussex, N. B.; J. Bryenton, Amherst, N. S.; W. F. Kempton, Yarmouth, N. S.; J. B. Ditmars, Clementsport, N. S.; T. Carleton Ketchum, Woodstock, N. B.; Clarence E. Casey, Amherst, N. S.; E. M. Fulton, Truro, N. S.

ABOUT ADVERTISING: Most of the other Typewriter companies prefer to generalize in their advertising. The "YOST" Company state its Points of superiority prominently and open for criticism. The following statements taken from advertisements from other companies speak for themselves:—

"It is unnecessary to mention the points of superiority possessed by the _____ Typewriter." "_____ Typewriter is the standard typewriter of the world." "Do not be deceived by the glaring advertisements of other Typewriters." "_____ Typewriters have been sold to the Government." "_____ Typewriter has been awarded a gold medal at State Fair." Makes no pretensions not supported by its record.