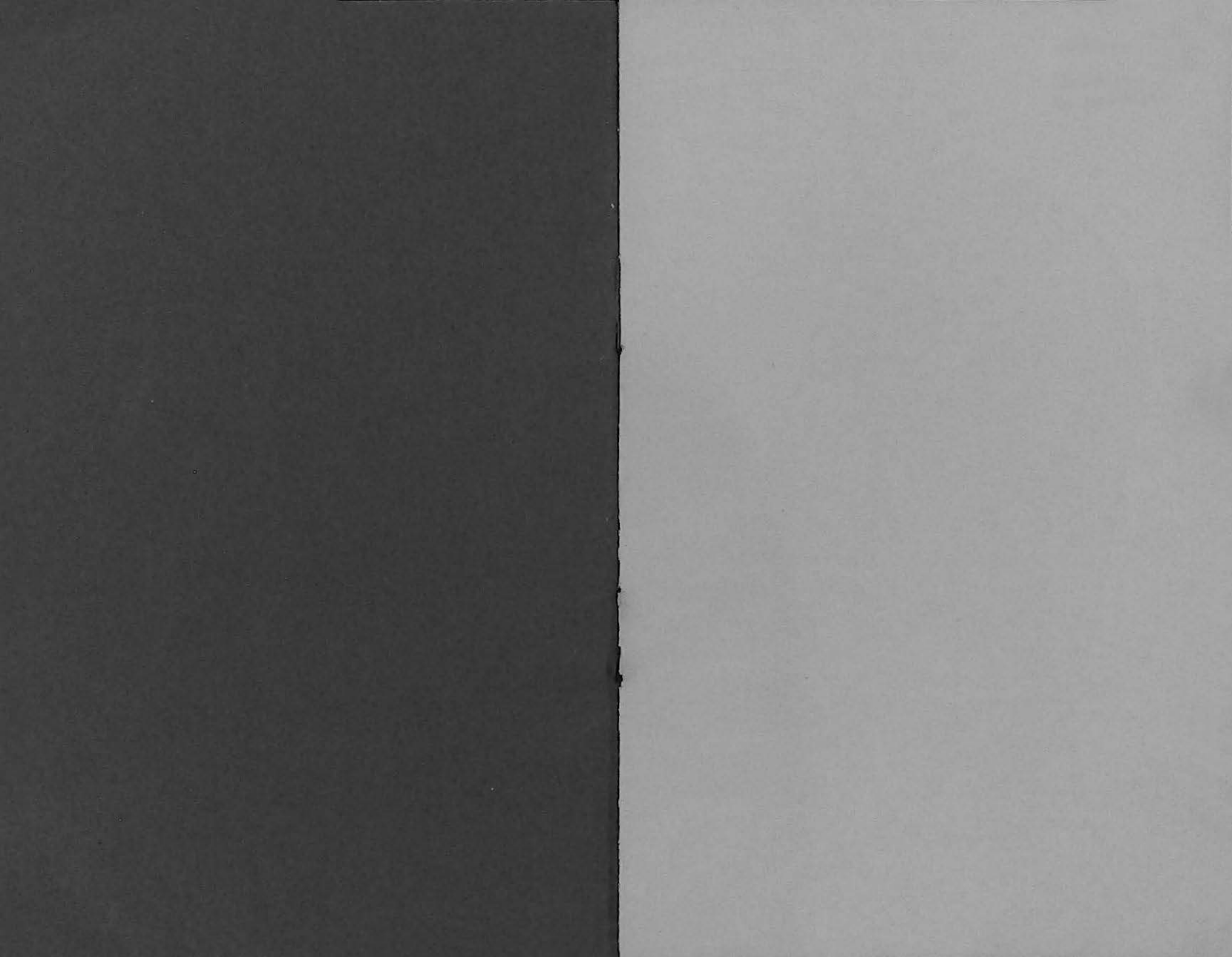
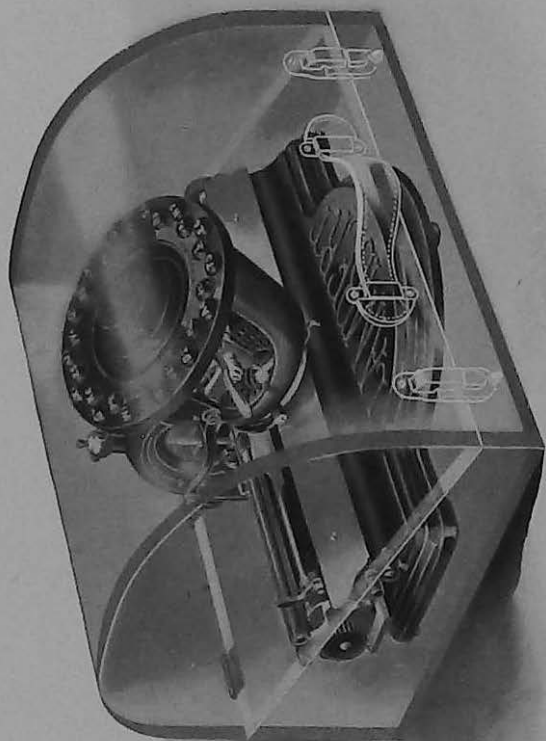


For Almost Everybody







No other so portable \$25

Lambert Typewriter

For Almost Everybody

1902

Lambert Typewriter Company

1274 Broadway at 33d St

New York

Copyright 1902 by Lambert Typewriter Company



No matter whether you ever touched a machine or not, no matter what sort of a machine; no matter whether you have a mechanical mind or not; you shall almost know all about it—just from looking at the pictures and reading about it.

No! You'll find it better than you can believe from reading about it.

It is indeed wonderful; touch, and it writes; it never shirks; is never nervous, and never tired.

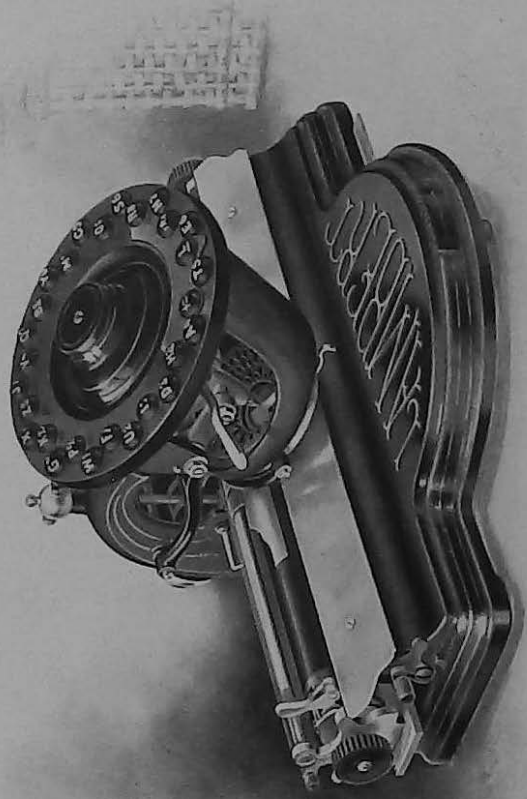
Don't apologize for it, saying: "It costs only a quarter as much as"—some other. Forget it costs less; forgive it nothing.

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ROMAINE

ENG.

52L (No P.O.)



Size 7 x 7 x 11 inches Weight 5 pounds

Lambert Typewriter

What it is Good For

Better than any \$100 machine for usual work except manifolding—it manifolds moderately.

It is far better than any other for work not involving manifolding.

Points of Superiority

It writes more beautifully than any other, without exception or qualification.

The alignment is always alike; not so with other typewriters.

It requires but little skill to write beautifully; it requires a good deal of skill to write at all well with other typewriters.

The touch is uniform; same with all types.

It is simple; one-tenth of the number of parts. It is even simpler than this implies.

It is perhaps better made, though its simplicity tends to obscure comparison.

Whether better made or not, it don't *wear out of order*, as complex typewriters do; because of its extreme simplicity, excellent make, and general plan.

Its general plan is such that only one part is subject to sensible wear; and you can replace that part in two minutes, with no other tool than a common screw-driver, and at a cost of \$1. Suppose you have a worn-out machine; replacing that one part makes it new. There is no such fact with any other typewriter.

Its plan is such, also, that one composite part (keyboard and type-ring which move as one) takes the place of 400 or 500 parts, in other machines, that work at great mechanical disadvantage. This reduces the size and weight to one-quarter.

This machine was seventeen years in getting invented, before the first one was offered for sale. All points have been considered; and all the arrangements are those, which, on the whole, are believed to be best.

For example, the keyboard: the types most used are nearer, as in the printer's "case."

It prints all the letters figures points and symbols, by moving one part with comparative slowness. Other typewriters print by moving violently a whole nest of slender susceptible levers and bars connected by wires and pins and hinges, all subject to serious strain and wear; the motions are over long spaces; the forces are hard; both strain and wear are severe.

The parts are all interchangeable; only in part in other typewriters. This goes so far in the Lambert, that you can change from one sign or type to another, from one set of symbols and points to another, or from one language to another, by changing three parts in a few minutes.

It prints from the type direct: not through a ribbon. Its print is clear; the print of ribbon machines is ragged.

Its print is always clear; type never gets fouled; self-cleaning; never has to be

touched. It is a daily task with others, to brush the types out, so as to print at all.

The type is inked by a pad, which is easily inked when dry, and replaced when worn out. A ribbon wears out in exhausting its ink.

The inkpads cost one-sixth as much as a ribbon, and lasts half as long. The other after-expense is about in the same proportion.

You can take out and ink and put in the inkpads, without getting ink on your hands in two minutes. It is a nasty and troublesome job to change a ribbon.

The platen is almost indestructible; you can renew it yourself if injured; price 25c. The platen in typewriters generally gets punched full of holes by the points, and cut by other types; when rough, it prints rough; and the cost and time of replacing it are considerable.

The daily cleaning and oiling is very little and easy and clean; not with others.

It is a fascinating machine from the beginning—instantaneously—and it grows

on your liking while you are learning to use it. The learning itself is fun. Not so with other typewriters. Learning is drudgery; even the use, after learning, is not altogether agreeable.

The nervous and muscular force expended in writing is less with the Lambert than with the easiest lever machines; much less than with some of them. We do not yet know the full speed of the Lambert. We think it as fast as any. The speed of more than 100 words a minute has been attained. We suppose this is not the limit.

The Novelty of It

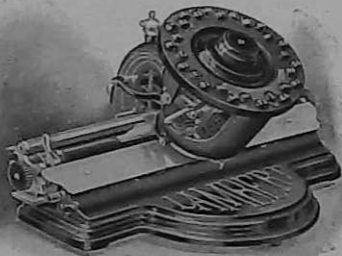
The "keyboard" is no keyboard at all; a mere plate. It hangs on a ball-and-socket joint at its centre. Touch a letter; it tilts and prints. That's all there is to it.

The types are under the foot, a finger's length below; it is all one piece. When you tilt the plate, the foot swings away

"New Sort of Typewriter." LAMBERT, \$20.

For Almost Everybody.

Built for Work—Fast—Durable—Most Simple—150 Parts.



Better than any \$100 machine for usual work—manifolds moderately.

Writes more clearly and beautifully—type never gets foul—self-cleaning; no trouble to take care of; it doesn't wear out of order.

It requires but little skill to operate.

Prints from type direct—no ribbon; type inked by pad—no nest of long levers; it is as if the types were on the tips of your fingers; the printing is done without machinery.

Alignment always alike.

Keyboard hangs on ball and socket joint at its center. Manipulated by both hands.

It is indeed wonderful. Touch a letter—it tilts and prints—that's all there is to it.

Machine itself is neat and pleasing. Writing is graceful action; will develop home social and professional uses.

Most portable. It goes in a neat oak hand box.

Hard type—clear cut as from the printing press.

First cost is clear; the yearly expenditure will be substantially nothing.

Price \$20, strange as it may seem. Enough to make it thoroughly well, because there is so little of it.

The money paid for typewriters generally is mostly for selling them—this one sells itself—not by its price—its price is its least advantage—but by its goodness, fitness, agreeableness, its value, its usefulness. Fully guaranteed.

LAMBERT TYPEWRITER CO.,

86 LA SALLE ST., CHICAGO.

1274 BROADWAY, NEW YORK.

Cost of a Horse or Typewriter

There are first cost and yearly expense. First cost is clear; the yearly expense requires a few words.

In large cities, there is no difficulty in getting a typewriter inspected and cleaned once a month and kept in order.

Away from the maker's office, where there are no special facilities, watch- and clock-repairers do very well; but the typewriter goes to the maker occasionally.

The yearly cost of the Lambert will be substantially nothing. The cleaning is too easy a job to hire done; and the parts to be replaced are: the inkpad (15c once a month, in full work), the type-ring (\$1 a year or two, in full work), and the platen (25c—it may never wear out).

Price

The price is \$2~~5~~—strange as it may seem—enough to make it thoroughly well, because there is so little of it.

The money paid for typewriters, generally, is mostly for selling them. This one sells itself: not by its price—its price is its least advantage—but by its goodness, fitness, agreeableness, its value, its usefulness.

We guarantee it for a year. We shall do more: we shall make good whatever defect develops in it, no matter when it develops: we shall see that our representation about it is justified by its performance.

It goes in a neat hand box, inside of the rough one. It weighs when packed for shipment about 20 pounds. Size of packing box 17 x 11 x 13 inches.

Instruction Book

We shall send the instruction book with this to inquirers. This may there-

fore be short. Indeed, what is there else to say?

The instruction book explains the whole machine, and most of its parts. You may see, in advance, how engagingly easy it is to play with—to work with—it makes work play—and how little there is of drudgery in its daily care-taking.

That book is almost a trial itself, without the machine; but, with it, it is a vacation. We venture to think you will scarcely have a more agreeable use for much of your leisure time than getting acquainted with this extension of human faculty.

A Waiting Use of the Typewriter

The Lambert is nicer for it than any other: the home and school and social uses: three, not one.

We all have a good deal of writing to do at home; young people have much at school; and some of us still write letters or have them written for us at home or

traveling. All these have waited till now, for a typewriter fit for them.

This is fit for these reasons:

- (1) the machine itself is small light neat and agreeable—weighs 5 pounds; in hand box 9 pounds;
- (2) its writing is neat;
- (3) it is graceful as well as agreeable work to write with it;
- (4) its simplicity;
- (5) the ease of learning it;
- (6) its cost.

