

Library of Parliament
22 Oct 11

"17 Cents a Day" Offer Stirs all Canada!

The Whole Country Applauds the "Penny Purchase Plan" Oliver Typewriter Sales Reach Tremendous Volume

From a thousand different directions comes a mighty chorus of approval, voicing the popularity of the Oliver Typewriter "17 cents a Day" Purchase Plan.

The liberal terms of this offer bring the benefits of the best modern typewriter within easy reach of all.

The simple, convenient "Penny Plan" has assumed international importance.

It opened the floodgates of demand and has almost engulfed us with orders.

It has necessitated factory enlargement and a heavy increase in output.

And still the tide of business is sweeping the Oliver onward.

Individuals, firms and corporations—all classes of people—are taking advantage of the attractive plan and endorsing the great idea which led us to take this radical step—

To make typewriting the universal medium of written communication!

For this is the great national need, in business and private life.

Speeds the Day of Universal Typewriting

We saw it coming. We realized that the trend of events was toward the general adoption of beautiful, legible, speedy typewriting in place of slow, laborious, illegible handwriting.

The great business interests are a unit in using typewriters.

Just imagine the chaos that would result were the typewriter to be banished from business—even for a single day! It would take years to untangle the errors that would creep into that day's correspondence regarding all business transactions. The loss from delays would be enormous.

It is just as important to the general public to substitute typewriting for "long-hand." For every private citizen's personal affairs are his business.

The Oliver "Penny Plan"

Our popular "Penny Plan" speeds the day of **Universal Typewriting**. It is placing thousands of Oliver Typewriters—quickly—in the service of the public.

The Oliver Typewriter is rapidly raising the **efficiency standard** in the conduct of all kinds of business.

It is safeguarding the public from errors, misunderstandings, disputes, losses and delays due to careless, illegible writing.

The Oliver Typewriter—a Mechanical Marvel

From a mechanical standpoint, the Oliver Typewriter is one of the most remarkable of modern inventions. The foremost engineering experts in the world concede its superiority. It stands on its own merits.

writer, and you have an overwhelming total of **tangible reasons** for its wonderful success.

A Business Builder

The Oliver Typewriter is a powerful **creative force** in business—a veritable **wealth producer**. Its use **multiplies business opportunities, widens business influence, promotes business success**.

Thus the aggressive merchant or manufacturer, no matter how limited his field, can reach out for **more business** with trade-winning letters and price lists. By means of a "mailing list"—and the Oliver Typewriter—you can annex new trade territory.

Thousands of small businesses **stay small** because they lack the **impetus** which the Oliver Typewriter gives.

The Oliver Typewriter is a splendid **business tonic**. Try it! Get this greatest of business aids—**for 17 Cents a**

You can master the Oliver Typewriter in a few minutes' practice. It will pay big daily dividends of satisfaction on the small investment of **17 Cents a Day**.

A Stepping-Stone to Success

For young people, the Oliver Typewriter is a stepping-stone to good positions and advancement in business life.

The ability to operate a typewriter counts for more than letters of recommendation.

Hundreds of men who have reached the highest rungs of the ladder in the business, financial and commercial world, **got their start** with the aid of the typewriter.

Start **now**, when you can own the Oliver Typewriter for **pennies**.

The Oliver Typewriter Useful in the Home

The "17 Cents a Day" Purchase Plan puts the Oliver Typewriter on the threshold of every home in Canada.

Its simplicity, strength and easy operation make it most desirable for use in the home. It contributes greatly to the convenience and pleasure of every member of the family.

As an **educator**, its influence is invaluable.

Get an Oliver Typewriter—**for 17 Cents a Day**. Let the children use it as much as they like—**use won't hurt it!**

Join the Association of Penny Savers!

Every purchaser of the Oliver Typewriter for 17 cents a Day is made an Honorary Member of the National Association of Penny Savers.

Thousands of enthusiastic Penny Savers will welcome you into the charmed circle.

A small first payment brings the magnificent new Oliver Typewriter, the latest model, the regular \$125 machine.

Then save 17 cents a Day and pay monthly—**make the typewriter earn the money!**

The Oliver Typewriter Catalog and full details of "17 Cents a Day" Purchase Plan sent on request, by coupon or letter,



The Standard Visible Writer

The Oliver Typewriter is unlike all others. It is designed on a **different principle**. It follows the line of **least resistance**, rather than time-worn precedent.

With several hundred **less parts** than ordinary typewriters, its efficiency is proportionately **greater**. **Less parts** mean **less work** for the operator and less wear on the machine.

The Oliver Type Bars work freely in **double bearings**, with direct downward stroke, like the positive blow of a hammer. **(The line of least resistance!)**

Others have **single** type bars, with **upward stroke**. **(The line of greatest resistance!)**

Add to such basic advantages the many time-saving conveniences found only on the Oliver Type-

Day. Keep it **busy**. It will make your business **grow**.

An Aid to Professional Men

The legal profession first recognized the typewriter as an indispensable assistant.

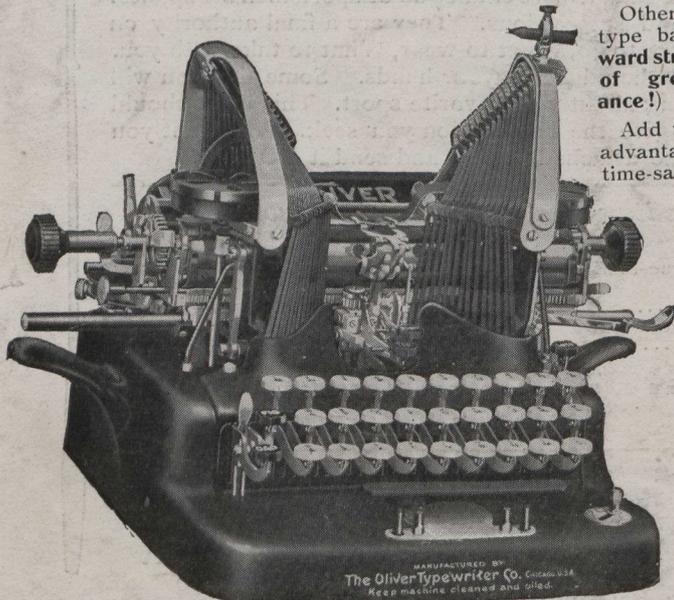
Now, **in all professions**, its use has become invaluable. The clergyman typewrites his sermons.

The doctor writes his prescriptions and makes out his bills on the typewriter. He typewrites papers to be read before medical societies.

Novelists and magazine contributors submit all manuscripts in typewritten form.

Newspaper reporters, editorial writers, telegraphers, use typewriters.

Architects and engineers, public accountants, all who must have **absolute accuracy**, have learned to depend on the **typewriter**.



Address Sales Department

**The Oliver
Typewriter Company**
689 Oliver Typewriter Building
Chicago

COUPON

THE OLIVER TYPEWRITER CO.
689 Oliver Typewriter Bldg.,
Chicago

Gentlemen: Please send your ART CATALOG and details of "17-CENTS-A-DAY" offer on the Oliver Typewriter.

Name

Address

(99)