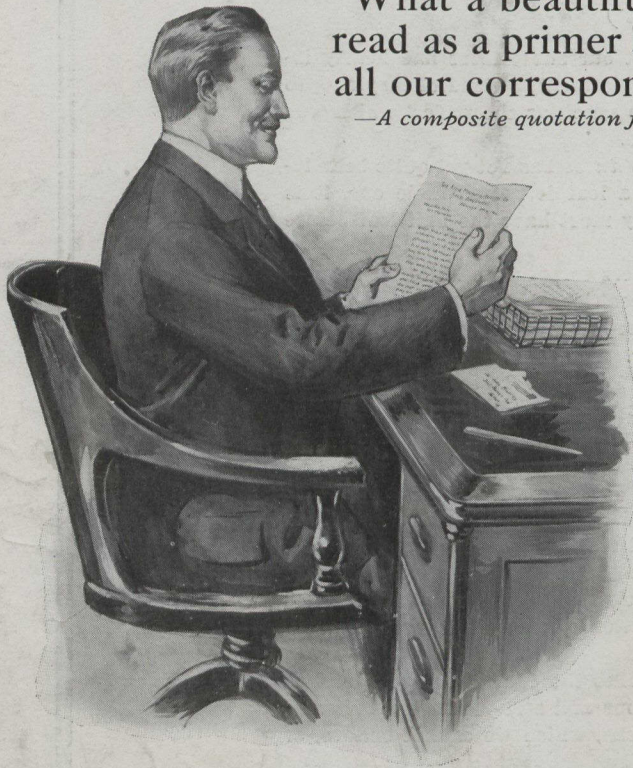


Library of Parliament
22 Oct 11

It's Printype!

"What a beautiful typewritten letter—as plain as print—as easy to read as a primer! It must be the new Oliver PRINTYPE. I wish all our correspondents used The Printype Oliver Typewriter!"

—A composite quotation from ten thousand business and professional men on being introduced to Printype.



ALL eyes are watching Printype. Its attraction is irresistible. Its beauty and grace, in a typewritten letter, are alluring, attention-compelling. Printype has come to stay. Although absolutely new to *typewriting*, its counterpart—Book Type—has been used on all the world's presses since the printing art had its inception.

Yet Printype was an inspiration. It is simply a dream come true. It is the Oliver ideal of perfect typography applied to typewriter uses.

We had brought the machine to its maximum of efficiency. We had added, one by one, a score of great innovations. There remained but one point in which it did not excel its several excellent rivals—and that was *the type itself*.

Then came the inspiration which meant nothing less than a *revolution in typewriter type*. We would design and produce a new typewriter type face, conforming to the type used in newspapers, magazines and books.

We did! It's here! It's PRINTYPE!

Printype is not an experiment. It represents the crystallized experience of centuries. It is, in all essentials, the type that meets your eye when you read your morning paper, your magazine or your favorite novel.

Now that Printype is an accomplished fact, and such a tremendous success, the thought occurs to thousands, why didn't typewriter manufacturers think of it years ago? The same question was asked, by other thousands, when we introduced *visible writing*, over ten years ago.

To the Business Executive

Who Seeks Increased Efficiency by applying to Daily Work the Wonderful New Science of Management

In many industries the new Science of Management is being developed with startling gains in efficiency. The slogan of Scientific Management is—"Take the short cut to best results." The application of its principles to the ancient trade of *bricklaying* has raised the capacity of the individual workman from the former average of 1,000 bricks a day to as high as 5,000 per day. In the handling of *pig iron* it has raised the standard, *per man*, from 12½ tons to 47 tons per day, without demanding additional effort. Manual operations of *laborers* have been timed to the *hundredth part of a minute*, to secure the data which results in saving a great many thousands of dollars. If Scientific Management can produce such tremendous gains in the efficiency of *men at the bottom*, think what possibilities lie in applying the same principles to the work of the *man at the top*.

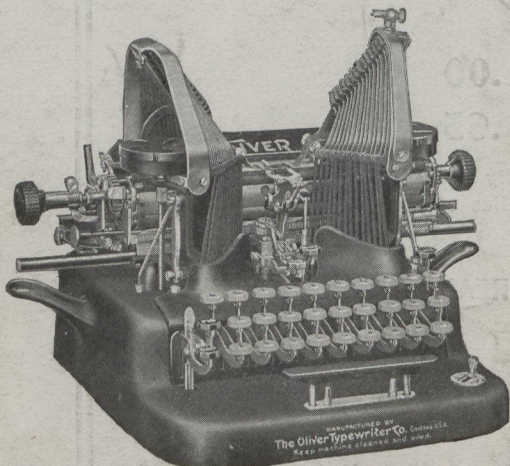
—The high-priced man whose *seconds* of time are worth more than the laborer's *hours*.

Printype increases the efficiency of the *business executive himself*.

It makes typewriting *twice as easy to read*. It saves time, saves eyesight, conserves nerve energy. It safeguards against *errors* due to rapid dictation and high-pressure transcription. It aids all who deal with correspondence—at both ends of the line.

To the man who dictates hundreds of letters daily, reads them before attaching his signature, and who in addition reads incoming mail, *Printype is indispensable*.

The Printype Oliver Typewriter meets the insistent demand of speed, accuracy, durability, and efficiency in the conduct of correspondence. Why not avail yourself of the short cut to best typewriting *results*?



A Long Step in Advance

The change from the old-style, thin outline letters known as Pica Type, universally used up to now on all standard typewriters, to the new, beautiful, readable Printype, is one of vast significance.

It means relief from the harmful effect on eyesight of the "outline" typewriter type. For Printype is as easy to read as a child's primer.

It means less liability of mis-reading due to blurring of outline letters, whose sameness frequently makes the words run together. Printype letters are *shaded*, just as Book Type is shaded.

Printype letters maintain their separate characteristics.

It means less danger of costly errors due to confusing the numerals. No possible chance of mistaking 3 for 8 or 5 for 3—each figure is distinct.

It means a degree of typographic beauty never before known in typewriting. Printype is artistic, distinctive, refined, and immensely effective.

And now, because of its *newness*, it has the enhanced charm of *novelty*.

We Have Not Raised Our Price

Although thousands of dollars have been expended in designing and producing Printype, and although we control it exclusively, we do not ask a premium for The Printype Oliver Typewriter. The price is \$125, the same as our regular model with Pica Type. We have virtually declared a big dividend in favor of typewriter users by supplying this wonderful type, when desired, on the new model Oliver Typewriter.

"17-Cents-a-day" Offer on Printype

OLIVER

Typewriter

The Standard Visible Writer

You can buy the new Printype Oliver Typewriter—our latest model, the No. 5—on the famous "17-Cents-a-Day" Purchase Plan. A small first payment brings the machine. Then you save 17 cents a day and pay monthly. No matter what make of typewriter you are using, you can turn it in on your first payment.

If the Penny Plan interests you, check square in coupon and full details of the generous offer will be sent promptly.

Ask for Book and Specimen Printype Letter

To supply the widespread demand for Printype information we have issued a special book.

We will gladly send you a copy, together with a *letter written on The Printype Oliver Typewriter*. This letter will reveal the great fundamental advantages of the new face of type which has created such a sensation. The coupon or a letter or postal will put all the facts in your possession.

Press the Button for Printype Demonstration

Our great sales organization enables us to make an improvement of this character *immediately and simultaneously available to the public*. Press the button and see how quickly an Oliver Agent will appear with a "Printype," ready to tell you all about it and write several Printype letters for you.

How Printype Leaped to Fame

The reception of Printype by the business public has been more enthusiastic than we had dared to expect. We withheld any formal announcement until the machine had been on the market for one year.

Personal demonstrations were its only advertising. The resulting sales were stupendous. Printype letters soon began to appear among common-place old-style correspondence. Wherever received these mysterious, distinctly beautiful letters awakened immediate interest. Business men began asking each other, "*What's that new kind of typewriter that writes like real print?*" Users of Printype Oliver Typewriters were besieged with such inquiries. Thus the fame of Printype grows and grows, as day by day its beauty and utility dawn on the business world.

Printype Conserves Eyesight

The manifold merits of Printype are a constant source of surprise. Aside from its intrinsic value in raising the artistic standard of correspondence, its benefits in conserving *eyesight* make its use of the most vital importance. Printype is restful to eyesight. It delivers its message in the most easily readable form.

The constant reading of thin outline letter typewriting plays havoc with the eyes. It sends thousands to oculists and opticians whose eyes need *rest* more than medicine or glasses.

A comparative test of Printype and ordinary typewriting will win you to the *type that reads like print*.

Address Sales Department

The Oliver Typewriter Company

736 Oliver Typewriter Building, Chicago

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

Gentlemen: Please send Book, "A Revolution in Typewriter Type," and a Specimen Letter in Printype.

Name

Address

Occupation

If interested in 17-Cents-a-Day Plan Place a Check in Square (117)