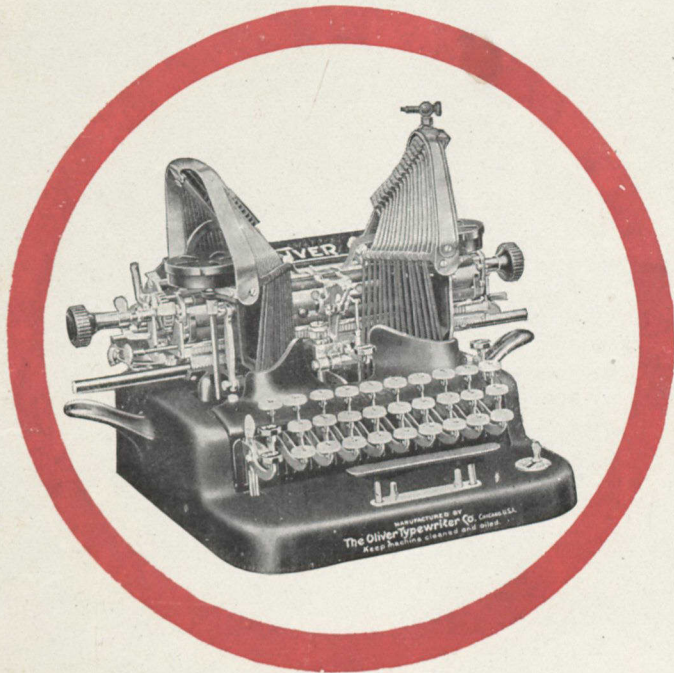


Take Your Oliver Typewriter —Pay 17 Cents a Day!

A message of vital moment to the vast audience reached by The Canadian Home Journal

We are selling the Oliver Typewriter — the Standard Visible Writer—the New Model No. 5—the regular \$125 machine—for Seventeen Cents a Day!



Whether you sit in the councils of great corporations or are perched on a bookkeeper's high stool—whatever your part in the world's activities—you are interested in a proposition that is revolutionizing business. Whether your income flows in a torrent of gold or slowly trickles in nickles, this "Seventeen-Cents-a-Day" offer of the Oliver Typewriter means something worth while to you. It means that The Oliver Typewriter Company, by placing the world's best writing machine within everybody's reach, is hastening the day when beautiful, legible typewriting will become practically universal. The terrific pace of modern business demands mechanical aids of the highest degree of efficiency. Foremost among all the inventions that speed the day's work—that take the tension from men and transfer it to machines—is the Oliver Typewriter.

Mightiest Machine in World's Workshop

The Oliver Typewriter, the mightiest machine in the World's Workshop, is a prodigy in performance. It weaves the million threads of the World's daily transactions into the very fabric of business. It works with the smooth precision of an automatic machine. It adapts itself to the diversified needs of ten thousand business conditions. It covers the entire range of work done by other typewriters, in addition to its own special forms of service.

A Brilliant Array of Exclusive Features.

The Oliver is illuminated by scores of brilliant innovations not found on other typewriters. Its remarkable time-saving devices and conveniences include the Vertical and Horizontal Line Ruler, the Disappearing Indicator, the Back Spacer, the Tabulator, the Adjustable Paper Feed, the Double Release, the Automatic Spacer, the Locomotive Base.

Time and again, when our existing models met every demand of the public, we have brought out important improvements at great expense, without adding a cent to the price.

Why Not Have 100 per Cent. Efficiency?

The Oliver Typewriter has an efficiency of 100 per cent. every day in the week, and from one year's end to another.

Its printing mechanism works freely in a framework of solid steel, which gives wonderful stability and the limit of durability.

It operates with the lightest touch, and thus prevents fatigue. The swiftest operator cannot overtake the speed of an Oliver Typewriter. It writes in beautiful, readable type, and of course it writes in sight.

Every office, whether equipped with one Oliver Typewriter or a battery of Olivers, secures the very maximum of typewriter service at the minimum of cost and labor.

The Oliver Typewriter in the Home

The simplicity, strength and easy operation of the Oliver Typewriter make it most desirable for use in the home.

It contributes constantly to the convenience and pleasure of the family circle. As an educator alone it is worth many times 17 cents a day. To the young people it is a stepping stone to profitable business employment.

Sales Department

The Oliver Typewriter Co.
656 Oliver Typewriter Building, CHICAGO, ILL.

The OLIVER Typewriter

The Standard Visible Writer

The Oliver Typewriter is absolutely unique in design. That is the key to its greatness. The basic idea upon which its towering supremacy rests is its wonderful Double Type-Bar.

The Double Type-Bar gives the Oliver Typewriter its positive DOWNWARD STROKE, the secret of perfect printing, light touch, easy operation and perfect alignment.

Hitch Your Pennies to the Oliver!

Having simplified the typewriter to the utmost, we have now simplified its purchase until you can own it for the trifling sum of Seventeen Cents a Day.

A small cash payment brings you the magnificent new model Oliver No. 5.

Then you save Seventeen Cents a Day and pay monthly until the machine is yours.

No matter what typewriter you are using, you can turn it in as first payment on the Oliver, and let pennies complete the purchase.

Whether you pay in full when you receive the new machine, or whether we wait while you pay at the rate of Seventeen Cents a Day, sign and mail the "Reminder" Blank and get the handsome Catalog and full details of the popular Penny Plan.

A Reminder to "DO it NOW!"

The Oliver Typewriter Company
656 Oliver Typewriter Bldg., Chicago

Gentlemen:

Please send your Art Catalog and details of "17-Cent-a-Day" offer on the Oliver Typewriter.

Name.....

Address.....

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