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FACTS ABOUT OLIVER TYPEWRITER LOCAL AGENCIES

For the benefit of hundreds who want to know the basis on which appointments to Local Agencies of The Oliver Typewriter are made and the money-making possibilities of such agencies, we submit these facts:

The Local Agents' sales organization of The Oliver Typewriter is made up of a force of 15,000 men. This sales force, great as it is, is constantly receiving additions because of the remarkable expansion of our business and the vast territory which must be covered. It is at the present time the strongest and most successful selling organization in the typewriter industry.

Believing, as we do, in the principle of intensive cultivation, we appoint local agents in the smallest towns and villages as well as in the great trade centres of the country.

What We Require

This policy has built up an organization that is unique in many ways, but conspicuously so in the fact that its units are drawn from a multitude of different classes.

Instead of selecting only those who have had experience in selling various lines of merchandise we *waive* that qualification in favor of inherent *ability and willingness to learn*.

We assume the responsibility and expense of providing the necessary training in practical salesmanship in order to secure men of the right stamp.

We have found that men who are ambitious to *succeed*, men who are willing to *learn* and are possessed of *good hard sense*, make the best Local Agents.

One need not have a silver tongue to sell Oliver Typewriters—just know the machine, believe in it, *fight for it!*

Nothing can withstand such salesmanship, applied to such a product.

Did space permit we could cite many instances to show how telegraph operators, clergymen, bankers, mechanics, clerks, teachers, printers, barristers and tradesmen have done wonders as Local Agents for The Oliver Typewriter.

Local Agents are not required to devote their entire time to the work. Men who are engaged in some other business or occupation can take on a Local Agency for The Oliver Typewriter without sacrificing their interests. This plan enables men now employed on salaries or engaged in business enterprise to materially *increase their incomes* without assuming the slightest risk.

The man who takes the Local Agency for The Oliver Typewriter has nothing to lose and everything to gain.

But look what we risk when we give a man the exclusive agency of The Oliver Typewriter in his locality.

We risk the *profits* which may be lost through the agent's neglect or inefficiency, for every town, however small, has definite sales possibilities.

We risk our prestige, for the Local Agent has our honor in his keeping.

The Local Agent makes on every sale of new Oliver Typewriters in the territory assigned, during the full life of the arrangement, even though our travellers may help him or make sales independently of him.

Because of the risks we assume in tying up exclusive territories with Local Agents, we exercise the greatest care in an effort to "pick the winners."

How It Pays

The Local Agency for The Oliver Typewriter, considered purely from the standpoint of its *money-making possibilities*, is exceedingly attractive. We set no limit to earnings. Where the field warrants a man in giving it his undivided attention, the agency can be made to pay a handsome income. The man who gives only *spare time* to the work can easily make it pay.

The young man in the small town or village who wants to get out in the great world, who seeks broader opportunities, is fortunate if he succeeds in securing a Local Agency for The Oliver Typewriter.

He becomes an integral part of a business of world-wide proportions.

Printype —
OLIVER
Typewriter

The Standard Visible Writer

A business where ability commands a premium.

Men who started as Local Agents for The Oliver Typewriter are to-day officers of the Company.

The Local Agent's works brings him in contact with one of the most progressive and successful sales organizations in the world.

Think of the inspiration, the enthusiasm, the incentive to *succeed* that come from this vital contact with a 15,000 man-power sales organization!

The business man who takes up the Local Agency as an auxiliary to source of income can apply to the promotion of his own business the knowledge gained from this great force of sales experts.

Our famous "17 Cents-a-day" Plan of selling Oliver Typewriters is a powerful aid to Local Agents.

With this splendid machine, our best product, offered on such tempting terms the Local Agent *must* succeed if he puts forth the proper effort.

How to Secure a Local Agency

Applications should be forwarded by mail direct to Agency Department.

There are still a large number of towns where we have no Local Agent. There are other towns where The Oliver Typewriter is not represented satisfactorily. If there is no opening in your immediate locality, we will find a place for you elsewhere if you are the man we want.

You will readily understand the necessity for immediate action. Every mail brings a large number of applications, and Local Agency Assignments are being made as fast as we find properly qualified men.

If you want to better yourself in 1912 *now is the time to act.*

Address Agency Department (141)

The Oliver Typewriter Company
344 Oliver Typewriter Building, Chicago, Illinois

