

Announcing the Supreme Typewriter Achievement

# Oliver NUMBER 7

## The Perfect Typewriter

An event of extraordinary interest to typewriter users throughout the world.

The world moves and The Oliver has moved ahead of it.

The Oliver Typewriter Company announces a new model Oliver Typewriter in whose design and construction the modern typewriter reaches the zenith of progress. This amazing model introduces a brilliant galaxy of improvements, refinements and automatic devices. The Oliver NUMBER 7 is now on exhibit and sale at all branches and agencies of this company throughout the United States. An inspection is earnestly invited—the most rigid comparison is urged. The wonder model is without

doubt the nearest approach to perfection in typewriters that has ever yet been attained in the industry. The one outstanding quality that makes this model supreme is its *easy action*, due to the refinements and automatic devices embodied in its construction. Oliver NUMBER 7 represents the combined efforts of our great corps of Typewriter experts. The finished result is so nearly ideal that nothing remains to be added. This beautiful machine, complete, equipped with Printype if desired, with all its added cost and value, is being sold at the same price as previous Oliver Models.

The famous 17-cents-a-day purchase plan applies to the new Model, which brings *the perfect* typewriter within easy reach of every possible user.

## The OLIVER No 7 Typewriter *The Standard Visible Writer*

### A Gift of 25% Extra Value

This NUMBER 7 Oliver is the final word in typewriter efficiency and simplicity. It performs a multitude of operations *automatically*, with the minimum of operative effort. Every feature and every part, down to the most minute, has been refined, perfected and simplified to the utmost.

Comparison with other machines affords absolute evidence of Oliver superiority. This wonder model speaks for itself. Every typewriter user is vitally interested in the advantages which it offers. The actual value in the machine would justify a 25 per cent increase in the selling price. *We make the public a gift of this added value.* It is our way of expressing to the business world our appreciation of its favor, which has placed the Oliver Typewriter foremost in popularity and sales.

### Automatic Devices and Easy Action

The "cushioned keyboard" with "anchor keys" and the many new automatic devices mean less work for the hands, less strain on the eyes, less manual and mental effort.

The bronze bearings eliminate friction and give utmost wear-resistance.

Oliver NUMBER 7 is so simple in design, so smooth in action, so light to the touch, so easy to run, that experts are amazed. A model that means to the typist delightful ease of operation. A model that means a higher standard of typewriting, longer and better service.

With all of these mechanical improvements, we have made the machine more beautiful and symmetrical. From every standpoint the No. 7 attains superlative excellence. Every advantage you could wish for is found on this remarkable model.

### Write for Book

You owe it to yourself to investigate the Oliver NUMBER 7 before you buy any typewriter at any price. Its beauty, speed and easy action, its wonderful automatic devices will command your admiration. Try it on any work that is ever done on typewriters. Try it on many kinds of work that no other typewriter will do. It is a significant fact that the typewriter that introduced such epoch-making innovations as visible writing, visible reading, Printype, etc., should be the first to introduce automatic methods of operation.

There are still openings for more Local Agents in many localities. This is a good time to investigate these money-making opportunities.

The coupon will bring a beautiful book telling all about the NUMBER 7



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