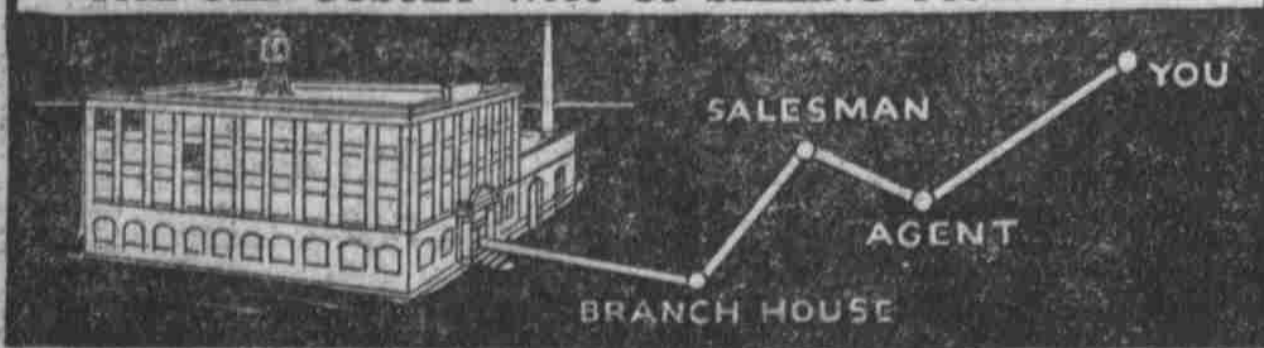


THE OLD COSTLY WAY OF SELLING TYPEWRITERS



The Old Way: It added a lot to the price of a typewriter. Rents of offices in many cities, salaries, commissions and other costly practices piled up the expense.

THE NEW WAY—THE ECONOMICAL WAY



The New Way: We sell direct from the factory to you, eliminating all waste. This saves the \$36, and it now goes to you. A \$100 Oliver now costs you only \$64.

You Save \$36 on a New Oliver

Buying direct from the factory you get the former \$100 Oliver for \$64 and you may pay for it at the easy rate of only \$4 a month

For \$64 you obtain the genuine Oliver No. 9, the identical model that sold for \$100 before the war. Not a single change has been made in the typewriter. It has all the quality today that it had at the higher price.

Our only change is in the way of selling. By new economies in distribution, achieved during the war, we save you \$36. We give you the \$100 Oliver now for \$64. And we let you pay at the very easy rate of only \$4 a month.

How we save the \$36

When the war came and economy was urged upon all of us as a patriotic duty, we decided to break away from the old system of selling typewriters. It was too complicated, too costly, too wasteful.

So we adopted the plan of selling direct to the user. Thus we were able to close up numerous branch houses and sub-offices throughout the country, and save the money that was going for rents, employes' salaries, etc. We were able also to dispense with large numbers of traveling salesmen, whose salaries, commissions and road expenses ate up a lot of

money. All this expense added nothing to the value of the typewriter, but it did add to the price. And by eliminating this expense, we save the \$36 which we take off the price of the typewriter for you.

Let others think that costly sales methods are necessary. As for us, we are very well pleased with the Oliver plan. Our business has increased fourfold in the past three years. And today, we are again adding to our manufacturing facilities. That shows how people appreciate Oliver quality and the \$36 saving.

Only \$4 a month

No money down to get the Oliver for free trial. And if you decide to keep it, you have over a year to pay.

\$4 a month is all you need send. And you have the use of the typewriter while paying for it. Could terms be more liberal?

Why, then, rent or buy a second-hand or so-called "rebuilt" typewriter when it is so easy to own a new Oliver!

Bright and new from the factory

Mail the coupon today for an Oliver for free trial. Note that it is a new machine—not second-hand or rebuilt.

See how simple the construction of the Oliver, and how sturdy. There you have the secret for its great service and dependability.

Note that the Oliver has every wanted improvement and several features not found in any other typewriter. You'll agree when you examine and test it, that if any typewriter is worth \$100 it is the superb Oliver.

Mail the coupon

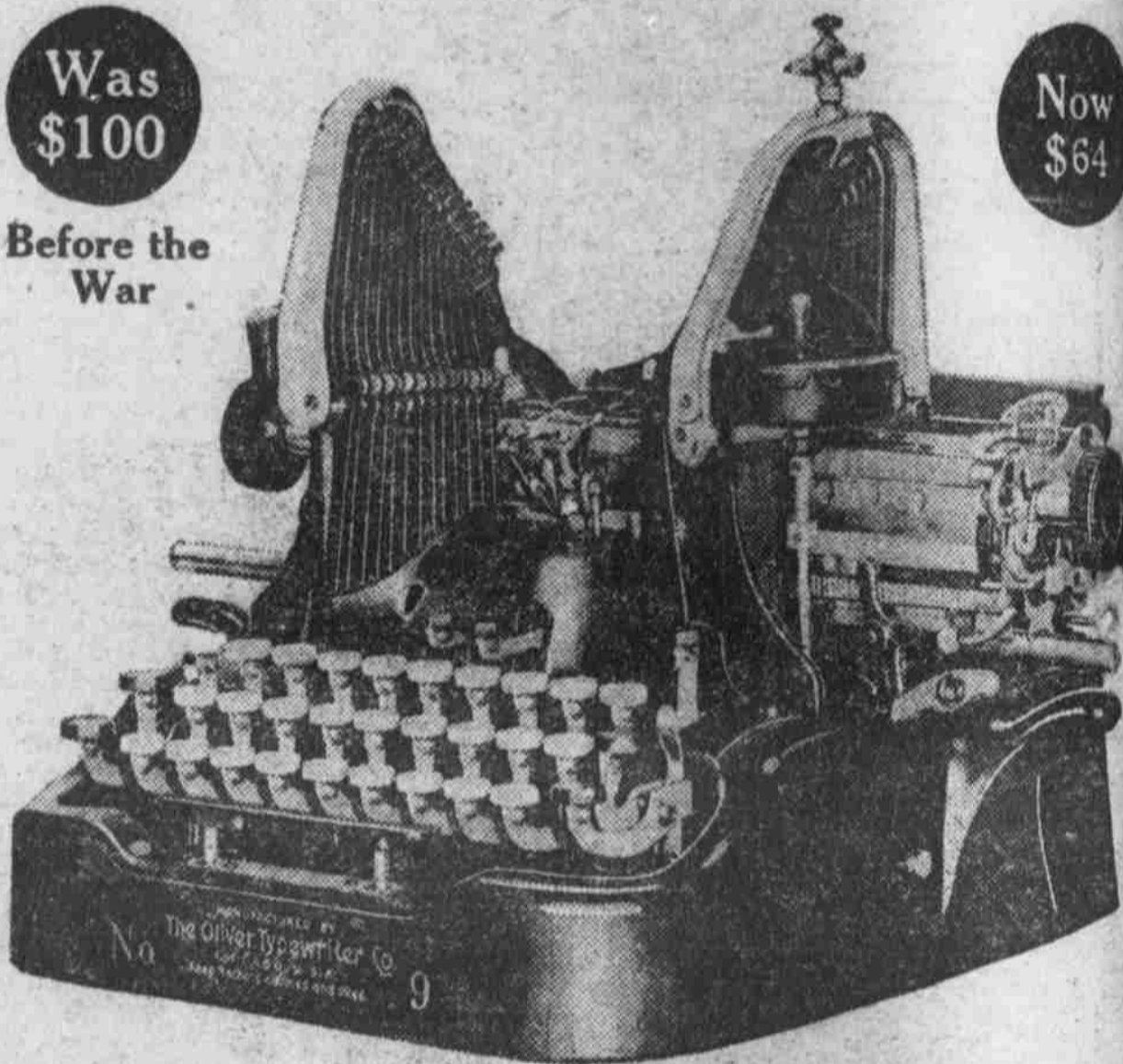
Do not hesitate. This is an out and out free trial offer. Mail the coupon now and take advantage of this offer.

If you wish further information before ordering, mark the coupon for our catalog and copy of our sensational booklet, "The High Cost of Typewriters—The Reason and the Remedy."

Canadian Price, \$82

The OLIVER Typewriter Company

1265 Oliver Typewriter Building, Chicago, Illinois



A finer typewriter at a fair price---Over 900,000 sold

Send No Money

Send no money. Make no deposit. Mail only the coupon to get the Oliver for free trial.

Use the Oliver for five days as if it were your own. Put it to every test, to every comparison. Satisfy yourself that if any typewriter is worth \$100 it is this superb Oliver with all its modern improvements.

If for any reason you decide that you don't want to keep the Oliver, just send it back at our expense (express collect). We even refund the outgoing transportation charges. So you can't lose a cent on the free trial.

If you agree that it is the finest typewriter regardless of price and want to keep it, pay for it in easy monthly installments of \$4 each. Clip and mail the coupon now.

Avoid disappointment. Order now to secure immediate delivery.

THE OLIVER TYPEWRITER COMPANY
1265 Oliver Typewriter Bldg., Chicago, Ill.

Ship me a new Oliver Nine for five days free inspection. If I keep it, I will pay \$64 at the rate of \$4 per month. The title to remain in you until fully paid for.

My shipping point is.....
This does not place me under any obligation to buy. If I choose to return the Oliver, I will ship it back at your expense at the end of five days.

Do not send a machine until I order it. Mail me your book—"The High Cost of Typewriters—The Reason and the Remedy," your de luxe catalog and further information.

Name

Street Address

City State

Occupation or Business

Mail Today

What prominent users say about the Oliver

Nickel Plate Railroad, Cleveland, says: "At this writing, we are using about 200 Olivers for all general correspondence and expense and way-bills. Because of the down-stroke of the type on this machine we are able to get thirteen or fourteen carbons. Records show that we are still using today Olivers purchased twelve years ago."

Zurich General Accident & Liability Insurance Co., Chicago, says: "Our Olivers are always on the job. The sturdy construction precludes the necessity of repairs, and because of the double type bar, the machine is never out of alignment. The stenographers prefer the Olivers, as they are easy to operate and always in good condition."

Boston Weyden Hose and Rubber Co., Boston, says: "Our investment in 75 Oliver typewriters during the past 11 years has proved a good one, because we find that the Oliver stands up under the wear and tear of general office use better than any other standard machine we have investigated."

Among other great concerns using the Oliver are Morris & Co., New York Central Lines, National Suit & Cloak Co., Boston Elevated Railway, American Bridge Co., Encyclopedia Britannica, and others of equal prominence.