



A Message to Boys

Boys

How are
you using
your
spare time?

Are you
mixing in
enough work
to add spice
to your play?

HAVE you ever enjoyed that wonderful feeling of independence and pleasure which comes from earning your own pocket money, or from gaining possession of some coveted object through your own exertions?

ENTERPRISE and activity are characteristic of the American boy, and, as an American boy, you undoubtedly have your full share. You are happy only when you are "doing something," and we propose to make you an offer which will stir up all the hustle in you.

IF you are a live boy—and this message is addressed only to "live" boys—you are looking forward with more or less anticipation to the time when you can own your own automobile, for of all outdoor sports the sport of automobiling is king.

WE do not have to tell you about the Oldsmobile. Our advertising for the past five years has done that so thoroughly that nearly all the people in the country know the Oldsmobile by name at least. A very large percentage know it by reputation, and a good many thousand know it by actual use.

NOW we want more people to know the Oldsmobile by actual use, and we want your assistance to this end. In other words, we want to enlist your aid in the sale of what time and experience have demonstrated to be the most successful automobile ever constructed.

TO make this interesting and worth your while, we make the following:

Prize Offers to Boys:

FIRST—To the boy making the largest amount of sales, a \$650 Standard Oldsmobile Runabout.

SECOND—To the boy making the second largest amount of sales, \$300.

THIRD—To the boy making the third largest amount of sales, \$100.

FOURTH—To the 10 boys making the next largest amount of sales, \$50 each.

FIFTH—To every boy who makes at least one sale, \$10.

¶ This contest is open to boys of all ages.

¶ It will be closed December 1st, and prizes will be awarded December 15, 1905, right in the holiday season.

¶ The only condition imposed is that the contestant shall signify his intention to compete in writing, the letter to be addressed to Boys' Oldsmobile Contest, Detroit, Mich. at least 30 days before the contest closes.

¶ The awards will be in charge of a carefully chosen and thoroughly impartial committee.

ALL these prizes except the first are payable in gold.

The Winning Easier than it Looks

DO not get discouraged at the start and think that the job is too hard to tackle. It is easier than it looks, at first sight, and if you will read carefully we will tell you all about our plans and how you are to go at the work.

In the first place, you can be sure of the active co-operation and aid of our local agent, because the sale is to be made through him, and he will, of course, get his usual commission. All that is necessary for you to do to get credit for the amount of the sale, is, at the time the sale is closed, have the agent give you a special form of receipt, which will be furnished him by us for that purpose, and which when sent in by you will entitle you to full credit. You will note that the prizes are offered for the "largest amount" of sales, not the largest number. In other words, if your efforts influence the sale of a delivery wagon, which sells for \$2000, you will get more than three times the credit that you will for the sale of a runabout at \$650. If your father or some of your relatives or friends happen to be in the grocery or dry-goods business, or any line of business which employs delivery wagons, you may win the prize just by calling their attention to the profit to be made in discarding the system of horse and wagon delivery for the more economical and efficient delivery car. Ask him to read the facts about the Detroit Auto Express Co., (see page 10) and after he has read it let us know what he says about the same.

In order that you may talk intelligently about the various machines, we will tell you farther on the principal points of advantage of the Oldsmobile. With these you should familiarize yourself.

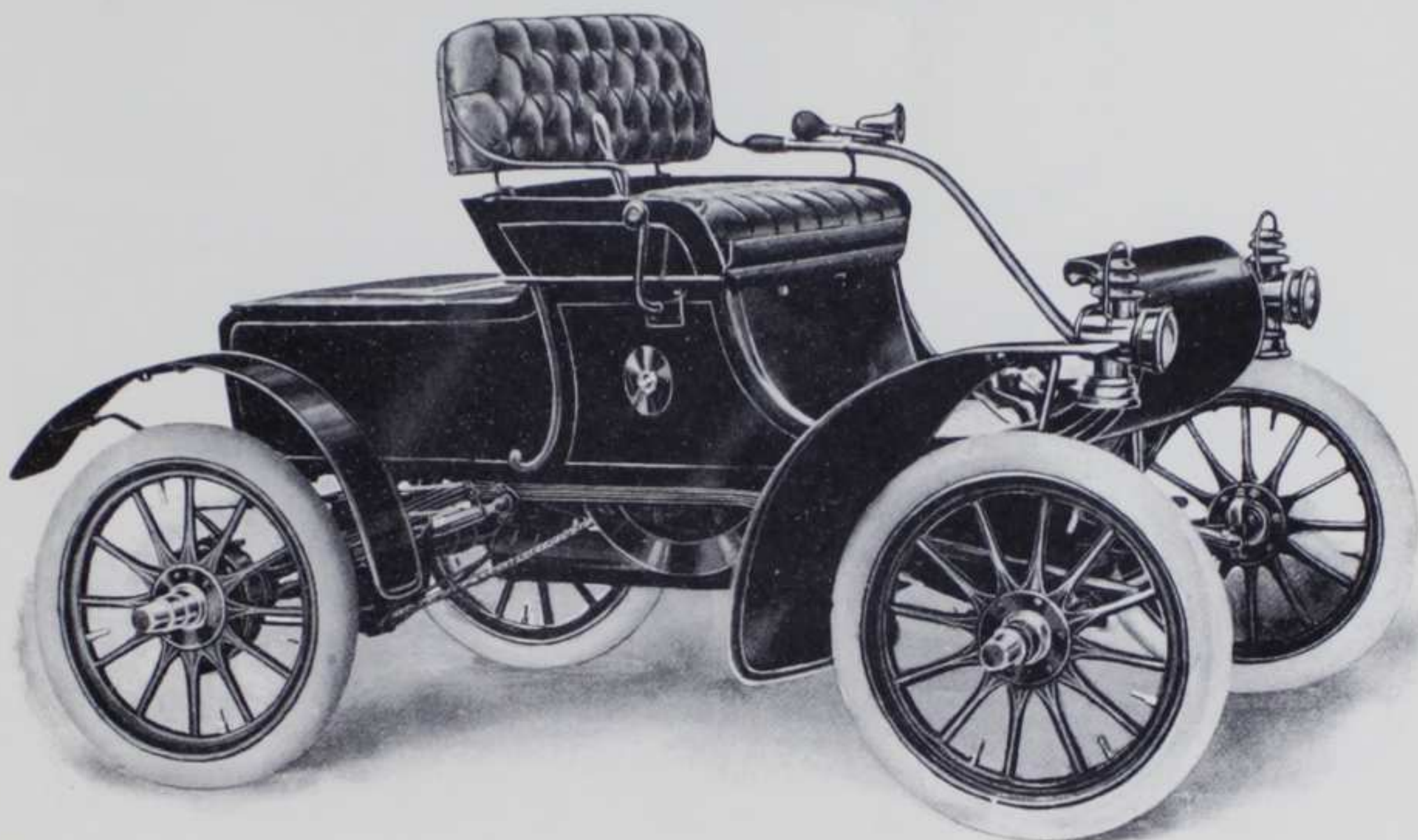
A very simple way of interesting a person is to arrange with the local agent to give a demonstration, that is, arrange a date when he will take your prospective purchaser out for a ride, on which ride the prospect will not only have a chance to test the easy riding qualities, simple construction and general satisfactory workings of the car, but will have a chance to catch the enthusiasm of automobiling.

You should endeavor to get personally acquainted with the local agent, and by your bright, business-like methods, win his confidence. Remember, of course, that he is a very busy man and may not always have the time to give you as much attention as you may want or think you deserve. Do not let this discourage you, as you will always find him ready to talk business with you.

You will note from what we have said above that we do not expect you to do all the work of selling the car. If there is no Oldsmobile agent or representative in your town, you should write at once to us, being sure to give us the name and address of the person or persons you hope to interest. We will see that they are supplied with catalogs and such information as will tend to stimulate their interest, and if necessary we will send a special agent to help you close the sale.

Don't you begin to see how easy your work really is? You may win a prize simply by bringing a purchaser to our attention, only we must be satisfied that you are taking an active interest, and that you are stirring around among your neighbors and friends and talking to them about the Oldsmobile, and what it can do for them.

Oldsmobile
Standard
Runabout
Price \$650



A Bit of History

¶ A bit of history will lead you to a better understanding of what the Oldsmobile Standard Runabout really is.

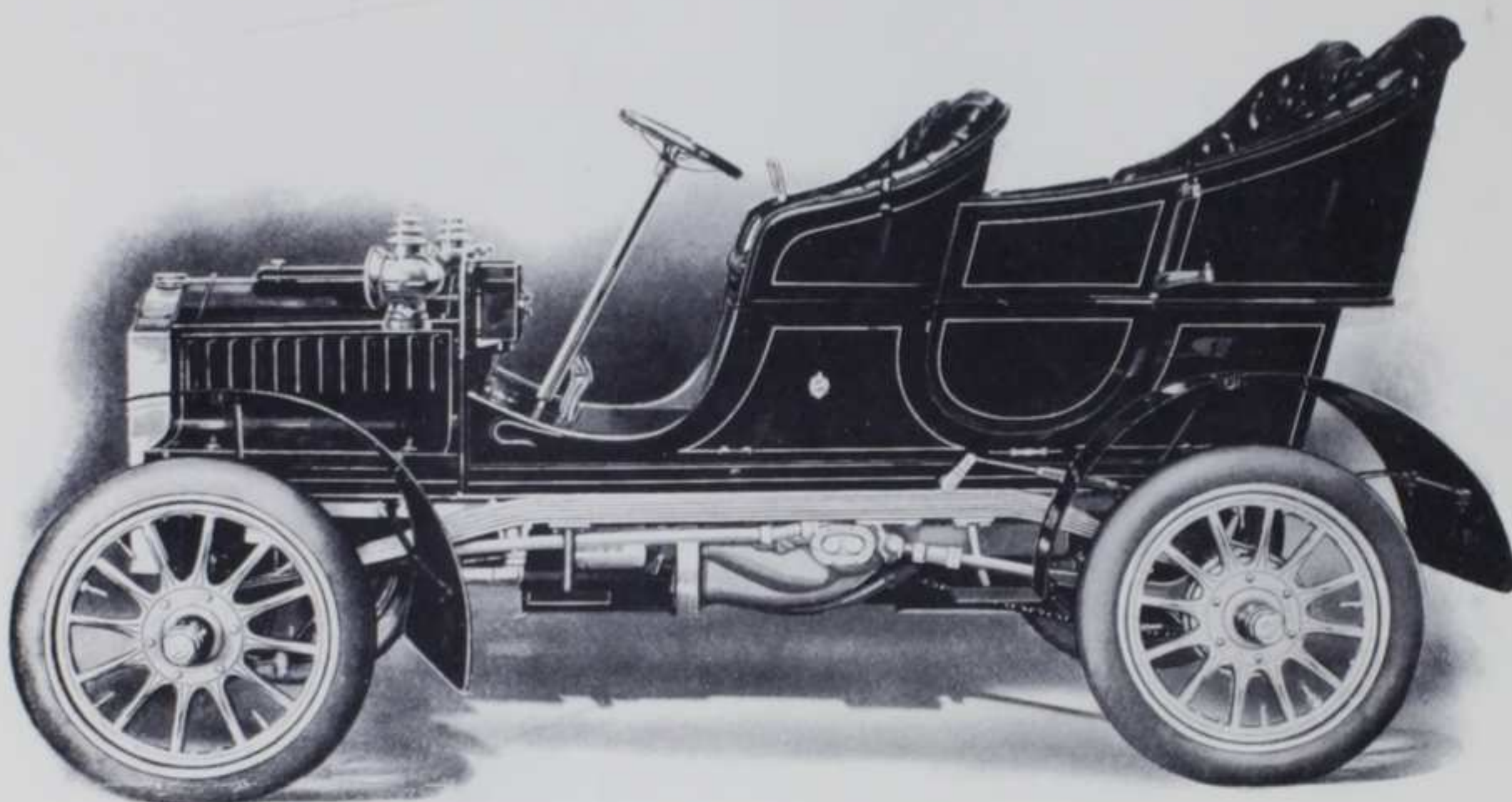
¶ Some five years ago, while people were still skeptical about the practicability of the "horseless carriage," as it was then called, we placed the first "curved dash" runabout on the market at \$650, an unheard of low price.

¶ We spent over \$100,000 in money and a good many years of time in building that first machine, but when it was finished we had a machine that gave satisfaction. Then we determined, by manufacturing in large quantities, to sell at a price which would commend the machine to the great mass of business men—would appeal to the practical business man as a good investment from a business standpoint as well as for pleasure.

¶ It was a success from the start. The idea was so thoroughly American, so progressive, that it stirred the American public.

¶ Today there are over 15,000 of these machines in use in various parts of the world. They are used by the lady of the house for pleasure driving as well as for afternoon calls. They are used by the business man in running around town, and by the commercial traveler, not only in making his city calls, but as a means of canvassing country territory where the stops are frequent and close together; by the doctor in his professional capacity, and for a thousand and one other practical uses.

Oldsmobile
Touring Car
Price \$1400



Points
to be
Remembered

¶ One instance can be cited where one of these machines is used by the city circulator of a large metropolitan paper. He has driven this car almost every day for over two years, during which time he has covered over 30,000 miles.

¶ But enough of history. The Standard or Curved Dash Runabout of today has many improvements over its earlier sister, but the family relation cannot be questioned.

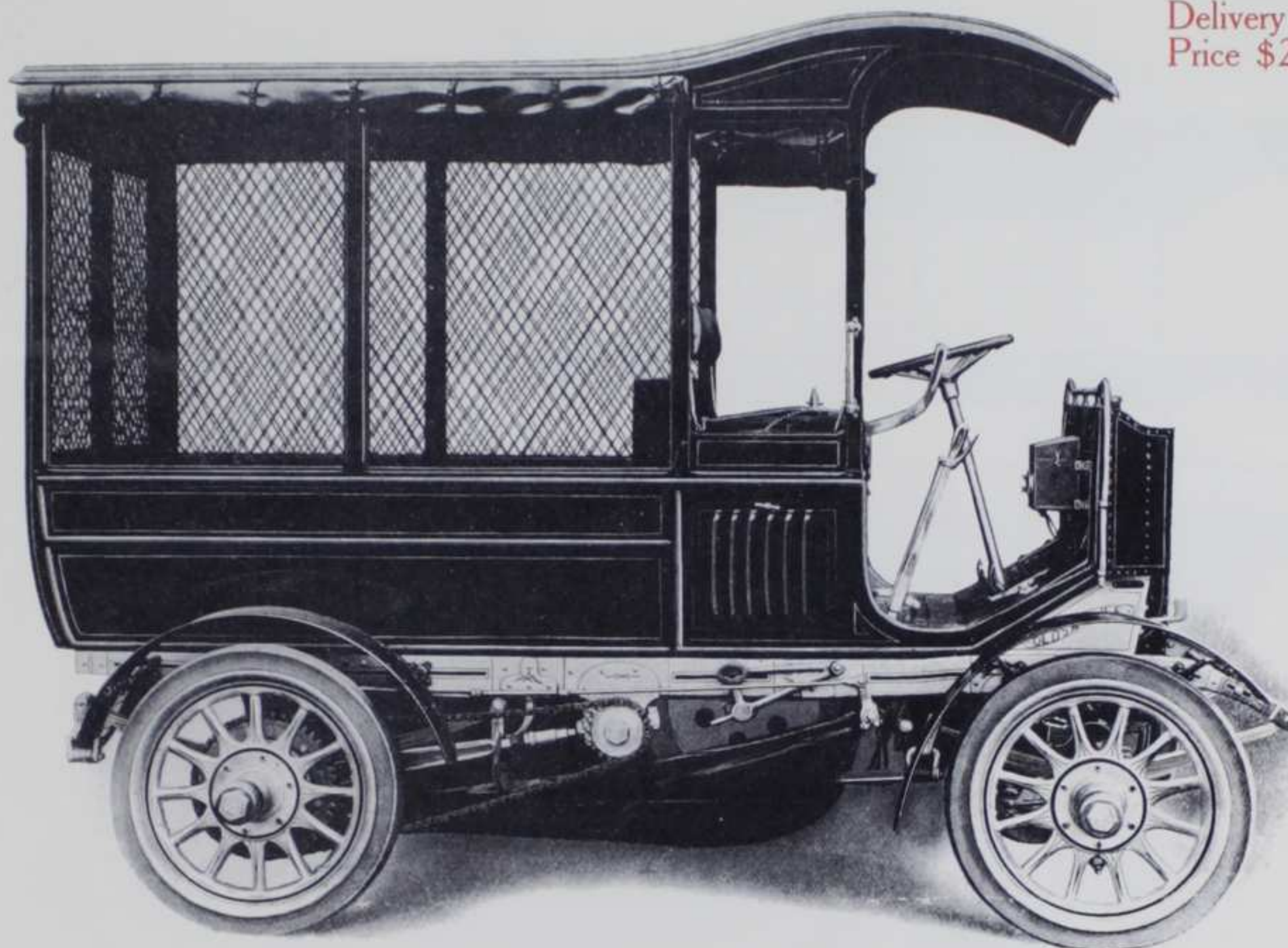
¶ It embodies all the latest development in automobile construction. Each year it has kept fully abreast of the times, while the price has remained the same.

¶ It was the biggest value for the money five years ago—it is the biggest value for the money today. Back of this assertion is the machine itself, with its 7 h. p. single cylinder, horizontal motor—insuring freedom from complication; its strong, compact body and wheels built of the best material obtainable—insuring durability; its new type of side springs—insuring easy riding; its improved carburetor—economizing fuel and giving increased speed.

¶ These are some of the points to be remembered. There are numerous others which you will discover for yourself in trying the machine, or which will be pointed out to you by the demonstrator.

¶ At the beginning of the present season in response to a demand for a two-cylinder machine of heavier build, we placed on the market the

Oldsmobile
Standard
Delivery Car
Price \$2000



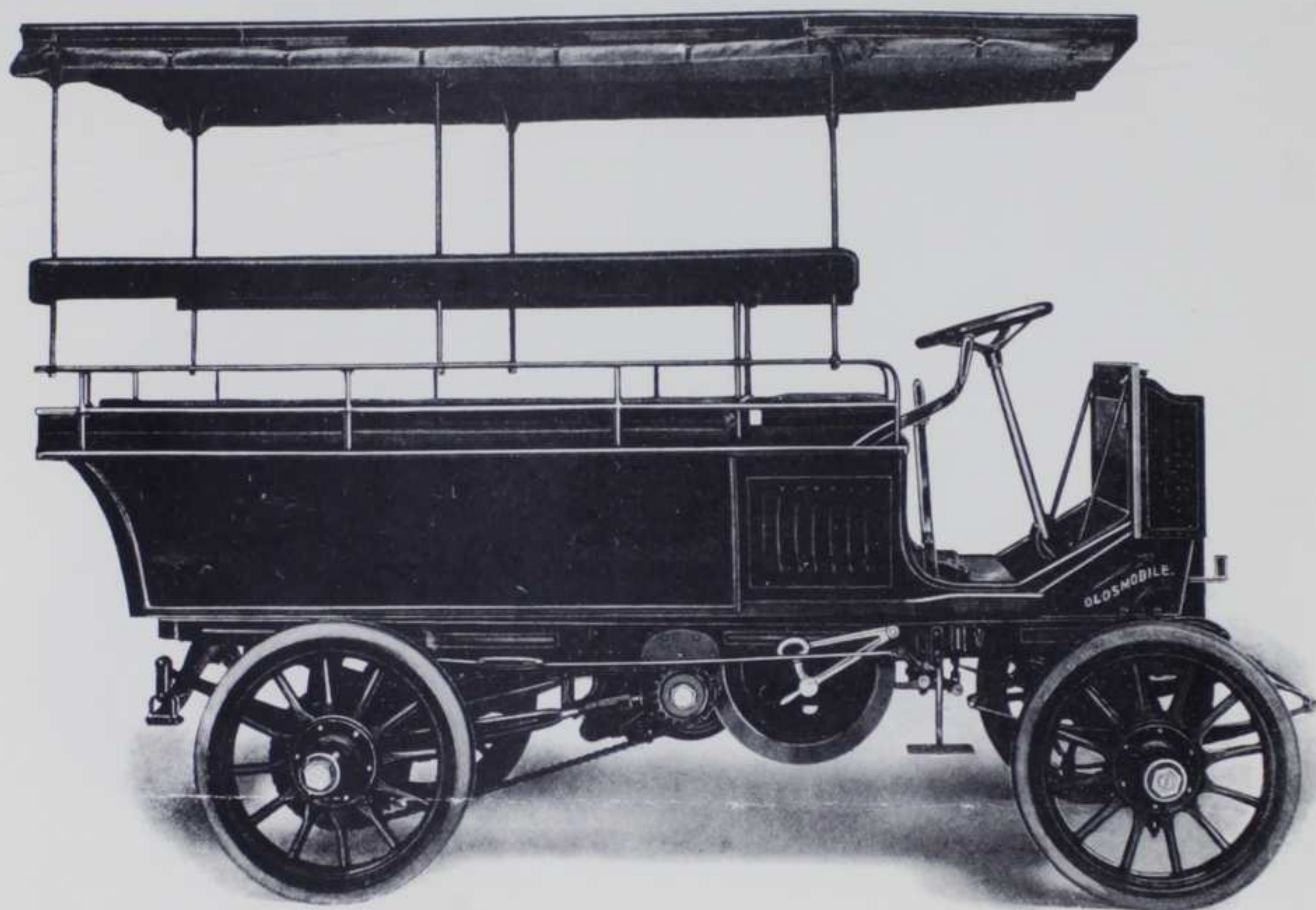
Why the
Oldsmobile
is
Standard

Oldsmobile Touring Car at \$1400. You will note by a glance at the accompanying illustration, not only the graceful lines upon which this car is built, but its general appearance of solidity and strength. It is equipped with a 20 h. p. horizontal motor of the two cylinder opposed type. Power and strength it has in abundance, while the perfect balancing of every part reduces the vibration to a barely noticeable degree. The car has abundant speed, and can climb with ease any grade to be found on highway or byway.

¶ It is one thing to build a single car and have it reasonably perfect. It is quite another thing to build that car by the hundreds or thousands and have each one equally perfect. To accomplish this, every piece of material that goes into the construction of an Oldsmobile is carefully inspected and tested. Samples of every lot of metal parts used are subjected to strict chemical tests in the chemical laboratory maintained by us at a large expense for this purpose. Finally every completed machine is subjected not only to rigid inspection but to rigorous road tests, so that every part is thoroughly tried in its relation and satisfactory working with every other part, before the car is finally placed on the market.

¶ With the development of the practical utility of the automobile, there has arisen a demand for a car to take the place of the horse-drawn vehicle in the delivery of goods and for general express and trucking purposes. The adaptation of the automobile to commercial purposes was

Oldsmobile
Twelve-Passenger
Wagonette
Price \$2200



Development of Commercial Vehicles

the natural outgrowth of our earlier idea of making the automobile a practical every day utility.

¶ Several years ago we organized a department for practical study and experimenting along commercial lines. The investigation resulted in our building the Oldsmobile Standard Delivery Car. This car is especially built to stand the wear and tear and heavy strains of delivery work. It has a carrying capacity of 2,000 pounds and is equipped with a two-cylinder vertical motor of 16 h. p. Just as in the beginning, our Standard Runabout represented the thoroughly tested vehicle to meet the requirements for which it was intended, so our Standard Delivery Car is the tested product of experience, thoroughly adapted to meet every requirement of delivery service.

¶ Naturally in line with the development of the commercial delivery vehicle is the vehicle for use around depots, parks, resorts and for other purposes of public transportation. The Oldsmobile Twelve-Passenger Wagonette is a wonderfully satisfactory machine. The chassis of this car is the same as that of the Standard Delivery Car, upon which is mounted a canopy top wagonette body. These bodies can be especially designed and built to suit requirements. In several cities where electric street cars have not been installed, these cars are being operated over regular laid out routes. Stage lines are also being organized and are proving profitable investments.

Getting Down to Business

¶ We have taken up a good deal of space in telling you some rather dry, yet pertinent, facts about the different machines, so that by reading carefully you can talk intelligently with the people you approach. There are several other cars which we build, and there are any number of details regarding the four cars mentioned which we have omitted. All of this information can be found in detail in our regular Catalog, which will be sent to any address on request, or can be obtained through our agents.

¶ We now want to call your attention more specifically to the opportunities which exist in every community, and which you can take advantage of to your profit in this contest. We can summarize these opportunities as follows:

First—If you go over the list of your neighbors carefully you will find a large number of business and professional men to whom the Oldsmobile Standard Runabout at \$650 will appeal as a practical help in their everyday business, and for whose needs this machine is especially adapted by reason of its small original cost, low cost of maintenance, and the small amount of care required to keep it in condition for daily service.

Second—You will find a constantly growing number of people who need a car for family use, for excursions into the country, for trips long or short where several people are to be carried. To such the Oldsmobile Touring Car at \$1400 offers, at a medium price, all the advantages, both as to style and capacity, of cars costing \$2500 or more.

Third—You will discover merchants in every line of business requiring delivery service who are now dependent on the old method of horse and wagon delivery. To such the Oldsmobile Standard Delivery Car, at \$2000, appeals because it is not an adaptation of the pleasure vehicle, but an especially built machine of tested capacity and performance, a money-saver to operate and profitable as an investment.

Fourth—You will find in almost every locality a demand for increased facilities of transportation. This is a field of almost unlimited possibilities—a field in which you as an enterprising boy can exercise yourself to your heart's content. The vehicle which fits into this demand is the Oldsmobile Twelve Passenger Wagonette at \$2200. The opportunities for the installing of these cars for street service to do the work of street cars in towns of a few thousand population, or for stage line work, for sight-seeing in parks, for depot and suburban service, are very numerous and should be quickly recognized if you go about with your eyes open.

The Chelsea Manchester Line

Here is an example
of what we mean:

We have before
mentioned the

Auto Express Company

Here are a few
facts:

AN Oldsmobile Wagonette line is now in operation between Chelsea and Manchester, Mich. These towns are located in southern Michigan about 12 miles apart, and the route was established to furnish a quick outlet for the Manchester people who can now reach the Michigan Central railroad and the Detroit, Ypsilanti, Ann Arbor and Jackson electric railway by going to Chelsea. Heretofore it has been necessary to go some 30 miles out of the way in order to reach any line east or west. The traffic conditions of the town did not warrant the establishment of a branch of the electric line, but the automobile line gives an efficient and satisfactory connection with both the steam and electric roads. Commercial travelers who have in the past been obliged to lose a day in "making" Manchester, can now get in and out of the town with no loss of time.

The line has paid a nice profit from the start, and while only one bus is now running, it is anticipated that another machine will have to be put on at an early date. Two round trips are ordinarily made per day, while three on Saturday and four on Sunday are found necessary to meet the demands.

Near Kalamazoo, Mich., another of these machines has been installed and is making daily trips. It is being run by a boy fresh from the farm, who had never before seen an automobile, but who has become an expert operator.

At Traverse City, Mich., a town of 11,000 inhabitants, a company has been organized to install ten of these machines. Five will operate on street routes, giving service about every 15 minutes. Two wagonettes will run from Traverse City to Old Mission, a town some 20 miles north on the Peninsular, one of the most famous fruit regions in the state. Two cars will be used for hauling freight, fruit, etc., while another car will be used for special charter, or to supply on any of the regular routes.

Boys, don't these examples suggest opportunities right near your own home?

THE Auto Express Co. of Detroit was organized about Jan. 1st, 1904, to handle the deliveries of retail stores. The company, which started out with four Oldsmobile light delivery wagons, now handles the entire deliveries of over 70 stores, and takes care of the delivery work in outlying districts for about 20 other stores, its list of customers including the majority of the leading retail stores in Detroit.

The company has recently moved into new quarters at 42-44-46 Randolph street. The new building is probably the largest building in the country used for commercial wagons exclusively. It has a frontage of 60 feet and a depth of 170 feet, giving over 10,000 feet of floor room.

Detroit has about 550 miles of open streets, and in spite of the amount of territory to be covered, the Auto Express Co. makes three deliveries each day to every part of the city. Its machines average a total of over 1,000 miles a day. The delivery system is organized on much the same basis as the postoffice. Collections are made by pick-up wagons; the packages are all brought to the shipping room and sorted into routes, and the deliveries made by the regular route wagons.

The company now employs 28 Oldsmobile delivery wagons, which are equal to an equipment of 65 to 75 horses and wagons. An interesting leaflet called "Efficient Delivery Service" will be sent on request.

Have your merchant neighbor read the above.

Some Oldsmobile Records

Endurance Runs

- 1902 Long Island Contest—First-class certificate.
New York to Boston Run—Only gold medal awarded in our class.
- 1903 New York to Pittsburg Run—Two first-class certificates; highest awards in our class.
English Reliability Run—Gold and silver medals; only awards given in our class; in competition with 23 foreign cars.
- 1904 Service Wagon Contest—Gold and silver medals.
Certificate, New York to St. Louis Tour.
Highest award in White Mountain Endurance Contest.
First prize Concours International of the Automobile Club of Italy at Milan.
Highest award of silver medal in Berlin to Leipzig Reliability Run of Automobile Club of Berlin.
Record of 100 miles per day on 3,000 mile British tour. This record duplicated by another Oldsmobile in December, 1904, touring through France, Italy, Austria, Germany and Belgium.
Prize in Russian motor contest for silence and smooth running.
- 1905 Winner in Toulon competition in its class for both speed and hill climbing.

Transcontinental Runs

- 1903 An Oldsmobile Runabout made the trip from San Francisco to Portland, Maine, and from New York to Pittsburg in the Reliability Run of 1903, making the longest automobile tour ever negotiated by any motor car in the country and establishing the record of being the first and only runabout to ever cover the American continent under its own power.
- 1905 On May 8 two Oldsmobile Runabouts, "Old Scout" and "Old Steady," left New York City for Portland, Oregon. Both were stock cars of 7 h. p. and the former was driven by Huss of Detroit and the latter by Megargel of Buffalo, a prize of \$1,000 being offered to the driver who should first bring his car into Portland. From start to finish the boys encountered the worst kind of weather and road conditions. Old Scout won in the remarkable time of 44 days. Full particulars of this interesting trip on request.

Grade Climbing

The Oldsmobile has mounted the Capitol steps at Lansing, the grade of which is 44 per cent—a difficult feat unequaled by any other car.

The first gasoline runabout to ever climb Mt. Washington was an Oldsmobile.

Winner of five medals in the "Climb to the Clouds" up Mt. Washington in 1904.

An Oldsmobile runabout was the second automobile of any description to climb Mt. Snowdon, the highest mountain in Great Britain, beating the previous record by three hours.

Winner at Eagle Rock Hill Climb, 1904, beating all single-cylinder and most of the two-cylinder cars.

An Oldsmobile was the first and only automobile to ever cross the Andes mountains, making the trip under its own power from Buenos Ayres, Argentine Republic to Santiago, Chili.

Exposition Awards

Award of merit at the Osaka Exposition in Japan.

Gold Medal at the Mohon-Mela Exposition in Calcutta.

Silver medal at Paris Automobile Show.

Two Gold medals at St. Louis Exposition, 1904; only light car to receive gold medal.

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04

Read this message
carefully and act

Address all letters to
Boys' Oldsmobile Contest
Detroit, Mich.
U.S.A.