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Dollars and Cents . . . Dollars and Cents . . .

*F*OR paper, ink, plates, presswork and all the tangible things which go into a printing estimate. ¶ But Dollars and Cents do not tell the whole story. They may for many printers, but not for Lloyd Hollister Inc. ¶ There are many essentials to our better printing service which cannot be priced in actual Dollars and Cents. These are intangible . . . yet they mean much to the buyer.

*F*IRST comes Experience. Certainly it's an important item. Yet it is not reckoned in any printing estimate. Really there is no charge for it. ¶ Neither do our estimates include such essentials as pride in workmanship . . . reputation for doing the job at hand *right* . . . care of details . . . record for keeping promises . . . reliability in making delivery dates.

*A*LL these factors are of important consideration when you select a printer. They save you time and money. They are a definite part of the printing we supply our customers. Yet they cannot be reckoned in a printing estimate in Dollars and Cents . . .

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