

# MORE AND MORE PICTURES



The Teddy Bears, champions in the Teen-N-Under league at the Acton Bowling Lanes, pictured following their recent victory.

Pictures tell more  
in news and in  
advertising

Single prints are made this size and engraved right in the Free Press plant.

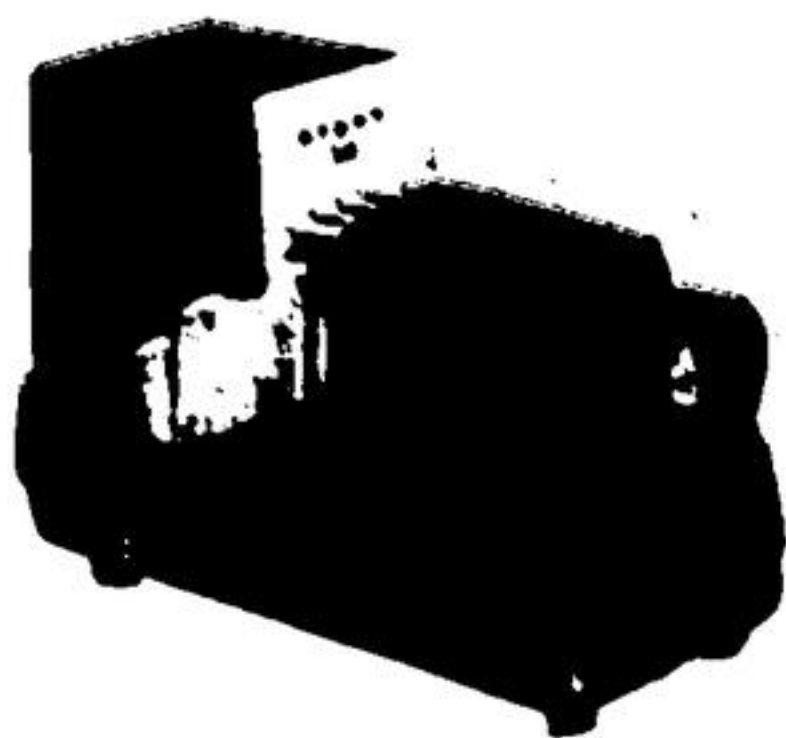
## Type and camera wed

### Pictures Make an Ad

In a few minutes a photo or print is copied on our plastic plates, to illustrate the ad. Time is saved and any ad is made more impressive.



Photographed and processed at the Free Press. Prints can be made from any negatives.



Printing plate from catalogue illustration. All cuts made by our Scan-A-Graver can be used many times.

Why not show actual merchandise in your advertising?

Photographs and plates are made by the Free Press staff for advertisers. Everything done right at the plant.

A picture is worth 10,000 words, but any picture needs some words to give it meaning.

So, the Acton Free Press is a happy stage on which words and pictures perform together!

Within a few minutes after a news photograph is finished the Free Press' equipment completes a printing plate. In another few minutes it can be on a high-speed automatic press. These facilities encourage the use of more and more news pictures in every issue.



HUNDREDS OF AD ILLUSTRATIONS ON HAND — FREE TO ADVERTISERS

Page after page of pictures with mats for illustrating every type of ad. They are part of the Free Press free service, yet is very valuable to all advertisers.



# THE ACTON FREE PRESS