

All Printed Matter is Advertising

- ☞ Your advertising is either good or bad according to whether your printed matter is good or bad.
- ☞ Poor advertising is expensive at any price. We deal only in good printing, in good advertising.
- ☞ We are not advertising specialists. We simply have a few common sense ideas about printed salesmanship.
- ☞ If you are doing any business by mail, we can show you how you can increase it.
- ☞ It will cost you nothing to talk over the subject of printing and advertising with our representative. Why not send for him?
- ☞ A post-card will bring him.

The Canterbury Press, Highland Park, Illinois