

## 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