

Business Clay

FROM a shapeless lump of clay, the potter, with dexterous fingers moulds a vase beautiful in form and rich in color. Similarly, the sculptor with sure eye and deft touch, shapes the model which he is later to produce in bronze, in stone, or in other permanent form.

So it is with printing—piles of paper, cans of ink, pounds of metal type—these are the “clay” destined to express the message of modern business. But, just as the sculptor and potter must be expert in their art, so must the printer display equivalent skill and taste in moulding the “clay” with which he is most familiar.

We offer you that service in the confidence that we can please you well.

Lake Shore Publishing Co.

Printers and Publishers

WILMETTE

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