

HELP!

Just Where You Need It In Your Printing Problem

Single-handed the Multigraph has tackled one of the biggest cost problems in business today—and has won hands down.

You know—*every business man knows*—how printing prices have gone up, *up, UP, UP*. It's the same story all over the country.

Thousands of business concerns have been forced to *do without imperatively needed direct-mail features, folders, enclosures, bulletins and so on*. Or to *put off sales literature that ought to be out in the field right now doing a big job of selling in an active, competitive market*. Or to pay double and triple prices for *delayed production, decreased quality and reduced quantity* on office and factory forms, stationery and other printed matter that simply *can not be either post-poned or sacrificed*.

You want something done about it, and done in a hurry—but what? The printer can't help the situation—everything he uses *costs more, and more and more*.

Who is the David that will tackle this Goliath?

Read This!

In my office I have a most unusual exhibit of printed matter of every sort—the list is printed at the right. I am calling your attention to this in ONE advertisement—there will not be a second—and I want every business man TO KNOW THE FACTS.

I want you, personally, to see the variety of this printing, and the quality of this printing, and to learn the amazingly LOW COST of this printing.

Don't rely on second-hand information, come yourself. You'll know quality when you see it; and I have the actual figures of the actual users to prove the cost of production.

In this emergency there is no excuse for any one to be ignorant of what the Multigraph can do and IS DOING. No excuse for thinking it doesn't do real printing. No excuse for overlooking the hundreds of kinds of Multigraph features—many of which are passing every day right under your nose—every one of which meant a big saving in time, and a big saving in money to some one.

One of the best-looking letter-heads you've seen for a long time was printed on the Multigraph—you said "Fine!" and never even tried to find out where it was printed—though you kicked like a steer at the last invoice for printing your own stationery.

You walk into a friend's office and he shows you the forms by which he keeps track of his business—factory cost sheets, stock records, job-tickets, shipping forms—all sorts of features that mean better and cheaper production. And you never learn that somewhere in his office a Multigraph is paying for itself on that work alone.

Tons of printed cards, tags, labels, folders and enclosures are made more effective by IMPRINTING—and yet you are too indifferent or too uninformed to know that your competitors save hundreds of dollars a year by using a Multigraph for imprinting.

You say you believe in direct-mail advertising, and do a lot of it—but you also believe in paying twice as much for it as you need to. If not, why haven't you noticed that some of the stuff that comes in your mail and gets your business was printed on the Multigraph?

The Multigraph in this country will make thirty million impressions this very day, and tons and tons of paper will be used for the purpose in all kinds of business concerns.

The demand for Multigraphs in September was 80% greater than a year ago; this month it will be 100% greater. The business men of America have waked up to the fact that it is one of the best buys in labor-saving, profit-making

machinery on the market. These men aren't fools—they have gone to the mat with a big printing problem and got real facts and real figures just as you can do.

This is not a bluff, or camouflage or anything but a simple statement of fact. This advertisement is printed because a business man came to us and said, "When business is facing the stiffest

printing problem it ever met and you have the answer, why don't you tell it to every business man in every important city in the country. You owe it to them as an economic duty."

Therefore, this advertisement is being published simultaneously in every city where we have an office. It is published for the express reason given—and there will be no repetition of it. Now is the time to investigate—reach for the telephone. We certainly hope the Multigraph can help you—but—

"You Can't Buy a Multigraph Unless You Need It."

Look at These!

"Printed on the Multigraph"

Call at the address given below and see actual samples of printed matter produced by Multigraph users—not typewritten, but printed with real printers ink, and type, with illustrations—and yet done by a small machine that takes up little room and does not turn your office into a printing plant.

Office forms	House organs	Cards	Bank checks
Office stationery	Booklets	Notices	Deposit slips
Factory forms	Pamphlets	Imprinting	Order blanks
Tags	Circulars	Typewritten form letters	Subscription blanks
Labels	Folders	Printed form letters	Price lists
Wrappers	Dodgers	Illustrated form letters	Statements
Stickers	Blotters	Restaurant menus	Memorandum pads
Sales bulletins	Small posters	Theatre programs	Postcards, etc., etc., etc.

tear this off!

Telephone, Telegraph, Write or Call on me for the evidence

G. H. JACKSON

The American Multigraph Sales Co.

910-912 Chestnut Street

Keystone—Main 2474

Bell—Walnut 537-538