

## When an artist makes a picture

## When an artist sits down to make a picture he asks

 himself two questions:
## "What is the thing I want to show?" <br> "What is the best way of showing it?"

That may be one reason why pictures sometimes tell more than words do.
'A good picture of the thing you have to sell can rouse the imagination of the reader. He can see himself owning this thing and using it. He feels a desire to possess it. He considers buying it.

A good picture can do these things.
But a good picture demands good printing, and good printing requires good paper.

Printers understand this. A careful printer will, if his customer lets him, select a paper for a job of printing that will print pictures the way they should be printed.

Your printer can help you to better business by the use of better printing.

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