

PRINTING OF MERIT

Nearly everyone to-day uses printing in one of its various forms. Especially the business man, for he finds it one of the most potent levers of business which he has at his command. Greater is becoming the demand for printed material that will produce results---that will build business---that will fit into the general scheme of the store or factory.

There are almost innumerable ideas in the explored fields of printed material which can be adapted and improved upon to fit your needs. But the cry to-day is "originality". Occasionally you see something that is entirely new; something you wish you had thought about. But the fact that you have no association with the printing business practically excludes your possibility of originating those ideas. But that doesn't exclude your possibility of buying printing that "pulls".

When a plant with the capacity and facilities of The Telegraph Printing Co. is at your disposal; you owe it to yourself, your business and the money you spend to secure the best printing your money will buy. In all probability the merchant's printing you admire comes from The Telegraph Printing Co. And he doesn't pay any more for his work than you do for yours. The difference is that he employs printing artists. And employing artists, he gets what is equally as important---service.

Whatever the Size of Your Order

Whether a few business cards; plain printed or engraved; or a several hundred page catalog done in colors, and distributed to thousands of customers; the case is the same---this plant is equipped to handle it to your most exacting degree of satisfaction.



The Imprint of Quality

By this emblem you know the work that comes from the plant of The Telegraph Printing Co. It stands for the best there is in printing



A New Department Created to Meet Your Needs



Realizing that not all who employ printing in the exploitation of their business know how to get every cent's worth out of their expenditure, the Telegraph Printing Co. offers to all of its clients the services of a new department which embraces all that goes into making a job of printed material of the greatest possible value. This new department embraces not only the printing, but as well, the art, engraving and bindery departments. The suggestions offered by this department are made after deliberation of what will best suit the work under consideration, and in every instance are the product of years of experience and practical training. You will profit if, when you are considering printing of any nature you consult the

Department of Sales and Service

The Telegraph Printing Co.

HARRISBURG

PENNSYLVANIA

PRINTING, DESIGNING, BINDING, PHOTO-ENGRAVING