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[^0]> Buying Printing Is Like Bee Culture－－ Done Right It Brings Honey；Done Wrong It Brings Stings！

Printing is a means toward an end－ nothing more－－－and first costs count for little．Results determine values． Cheap printing is that which brings trade；if it fails it＇s expensive at any price．The effort and the postage are the same in either case．

It is our purpose in selling printing to study the results－－－to find out what you wish to accomplish，and then to meet that need with exactly the righ kind of printing

We try to sell something more than Ink，Paper and Type．It pays to call our efficiency into consultation， not simply to aş us to quote prices．

While we realize fully that the lowest price is not always real economy，yet we can promise every printing buyer that we will furnish the correct print ing for his purpose at the lowest possible price for such service

Our plant is one of the largest and best equipped in the city，and we give the customer every advantage of labor－saving equipment．

The Industrial \＆Educational Press，Limited
Printing Department－．．Main 2662
35－45 ST．ALEXANDER ST，MONTREAL

CATALOGUES，BOOKLETS，FOLDERS， COMMERCIAL STATIONERY， BOOKBINDING，LOOSE LEAF LEDGERS， BINDERS AND SHEETS
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