

HAVE you tried this experiment with your letterhead?

An interesting experiment was tried recently by a big mail order house. Ten thousand circular letters were mailed to prospective customers — five thousand were printed on a cheap, every-day letter-head; the remaining five thousand on a carefully designed, good-to-the-eye and good-to-the-touch letter-head. The good letter-head telling the story convinced two hundred customers—the other but sixty-four. Think it over.



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