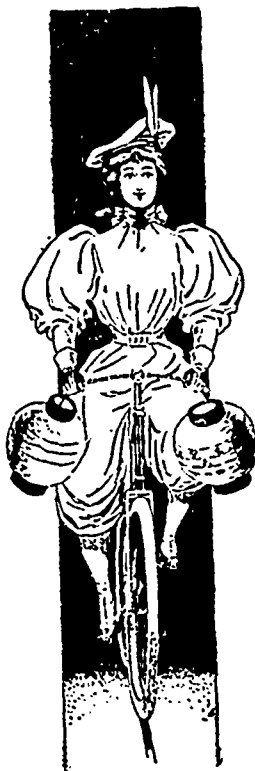


BOOKLETS . .



MY PARTICULAR SPECIALTY is illustrated booklets. By a booklet I mean anything from eight pages upward. A booklet properly treats of a business as a whole, or of any particular part, branch or specialty of a business. For instance, my little booklet "How" tells why I think I should be paid for advice on advertising problems, and about what I ought to be paid for it. I will send it freely to any business man whose name is in the R. G. Dun book. I am making a large number of booklets this fall. Booklets for all sorts of businesses in all sorts of places. Last month I wrote, illustrated and printed 10,000 booklets for a banker in Sydney, New South Wales. The booklets cost him \$245.00, and the expressage to Sydney was \$182.00. But my client got exactly what he wanted—and it will pay him. Last month also I have made a series of seven booklets for one of the leading jewelry concerns of the country. Last month also a large pamphlet for a proprietary medicine concern of national importance. Last month also—on October 13—I received an order by telegraph from one of the largest importers and roasters of coffee in America. Order came at 2.45 p.m., and was for a 16-page booklet, with cover in two colors, and seven illustrations for the inside pages. *At five-thirty the same evening* the finished drawings and the copy were mailed by special delivery. The day the matter was received by my client I got a wire saying: "Matter for booklet received and perfectly satisfactory." I believe there is no other place on earth where this could have been done. I don't like to work in a rush, but I can do it if I must. How do I do it? I have on file in my offices—properly classified and indexed—matter pertaining to almost every conceivable business subject. When this "coffee" order came I called for all the matter on file in relation to coffee, and in five minutes I had on my desk about all the known facts about this particular food product. I worked carefully, but quickly. My information was accurate. My work was satisfactory. Write or telegraph me about a booklet for *your* business.

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