

Answer This Question

Has any printer, to your knowledge, ever issued a booklet telling business men how to "develop the dummy"? Would any printing firm of your acquaintance mail out such books as these, to business houses who buy their printing of other firms? Would any printer you have patronized endeavor to help you to easier and better relations with his competitor?

Yet Mortimer Does This

And it will do more. Our firm stands ever willing to assist business men in the preparation of those dummies that will best express your ideas and the better sell your service or merchandise. This, too, without cost to you. Sending for one of our representatives entails no obligation. He will return to us and there will be a discussion of your problems at our round table gatherings of our staff. In turn, we will submit a report with recommendations and suggestions for the booklet. Should we be later employed to build your booklet, so much the better for both of us. If not, we'll smile just the same, determined to win your order the next time.

Why not consult us? Certainly, now is the best time—in advance of your next booklet. Remember, please, that we are more than printers, for under our spreading roofs one finds a complete establishment for the production of commercial and fine art printing, with a staff of writers, photographers, engravers, typographers and printers. And all are ready to work for you in unity and harmony. Trials tell why this firm has grown so steadily and consistently: because of success for clients. The enclosed return card is for your convenience.

THE MORTIMER CO. LIMITED

*Printers, Lithographers, Designers, Engravers
Producers of Advertising Literature*

257 - 259 Sparks Street, Ottawa
285 Beaver Hall Hill, Montreal
Excelsior Life Building, Toronto