

On following pages of this insert are shown actual reproductions of work, with descriptive legends, emphasizing the facts portrayed in the text of this brochure, and demonstrating in an efficient manner, the need of submitting the handling of your advertising to a fully qualified and properly equipped printer. Note particularly the use and abuse of decorative material and white space, and above all, note the results accruing from simple means in contradistinction to fussy and ornate typography.