

# ALL YOUR CUSTOMER SEES

is the paper with the printing on it.



He selects the paper when he orders the work.

Whether he is pleased or displeased when the job is delivered hinges upon how the ink looks upon the paper.

And that depends partly upon the style of composition but mostly upon the quality of the ink.

With Ault & Wiborg ink you get a rich, smooth color and a sharp print.

And that is what your customer wants.

He doesn't care what kind of power you use nor how conveniently your office is arranged.

He doesn't care whether your press is covered with nickel, or grease, or a mortgage, nor whether it was made in 1900 or in Kalamazoo.

He simply wants the right kind of work at the right price. And the better he likes the work the less he will worry about the price.

High-quality in ink is more important than high-quality in any other one thing you use.

You can overcome defects in cuts with overlays.

You can pull leads and letters when you overtax your supplies.

You can get along with a slow press by running overtime.

You can double-roll a form for the want of a larger press.

You can cope with a great variety of difficulties without letting your customer know that your path isn't strewn with roses.

But you can't maintain a gilt-edged reputation if you use the bargain-counter, fire-sale kind of inks.

The only kind that you can afford to use is the best kind.

The Ault & Wiborg inks are the best that have ever been produced in the whole world.

They are used in more printing offices than any other kind.

Hadn't you better hunt up that Ault & Wiborg catalogue that you laid away "for future reference" (without expecting to ever use it) and use it?

If you can't find it we'll send you another.

## The Ault & Wiborg Co.

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TORONTO TYPE FOUNDRY CO., Limited,  
Toronto, Halifax, Montreal, Winnipeg, Vancouver.

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