



THERE ARE SOME PRINTERS

Who "stand aghast" at the very thought of offering their customers anything but a set-up heading, the only variation possible to them being a suggestion that it might be printed in two or more colors. This may be at first sight a good position to take, as it keeps all the work in your own office, but DOES IT KEEP THE CUSTOMER?

That is the pertinent question. If you find that a man wants a special design for a heading, why should you drive him into the arms of some lithographer, as you assuredly will do if you try to force a type heading on him. You can give him a heading like this



and hold his trade, as a block such as above will print on any Gordon. We make plates for Bill Heads, Letter and Note Heads, Statements, Envelope Corners, Cards, and they don't cost a fortune either. Cut this advertisement out and paste it up where you won't forget it, so that the next time you are in a hole you can let us help you out. Send the wording for the heading, tell us what you want, and we will send sketch with price. ***This is how to hold business.*** If you ***want to get back some you've lost,*** watch your opportunity and let us duplicate their lithographed headings so that you can print them. We can do it. Write us for further information and samples.

TRIP & Co. Engravers.
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