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R. G. DUN & CO.

Circulars Should Be Well Printed.

- ¶ It costs as much to send a poorly printed circular through the mails as it does to send an attractive, business-getting circular.
- ¶ It takes as long and costs just as much to prepare your list and to address cheap looking literature as to address well-printed matter that is bound to arouse interest.
- ¶ Do not, therefore, skimp the printing. Insist on good work. The chances are, too, that the increase of cost will be slight, indeed, if you have your circulars printed by

The Commercial Press

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