

Send out Circulars

One of the most direct and profitable ways of advertising any commodity, especially when the number of prospective buyers is limited, is by sending circulars personally addressed to the firms or persons one desires to reach.

For instance, a manufacturer who has something important to say to the five hundred retailers who have his exclusive agency, can, by the use of modern appliances, reach all of them at very low cost, and yet in most effective manner, by sending a circular letter to them.

A few years ago this meant large expense, for it entailed having each letter written and addressed on a typewriter. Now he can have the letters so well written by duplicating machines and so well addressed by machines for that work that each letter looks so like a typewritten letter that the agent who receives it cannot see the difference.

This is but one of a score of ways in which manufacturers and other large business concerns will find circulars exceptionally effective.

It is by keeping in touch with all such labor-saving equipment for office work, that the general manager, the accountant, or the sales manager can

**An
Actual
Example
of
A
Saving
of 50%
over
Printers
Charges**

GEORGIA LOCOMOTIVE COMPANY.

Atlanta, Georgia, 190

To Georgia Car Company,
Please furnish Labor and Material, charging to our account, for account of Engine No. as follows:

Cost of 10,000 copies of this form 8" x 11"		\$12.20
Printer's estimate		
Multigraphing	.40	
Pro rata cost of Electro	6.00	
Paper	.60	
Time, 5 hrs. at 10¢ per hr.	2.00	9.20
Miscellaneous		
Saving by Multigraph		\$1.00

Georgia Locomotive Company

By Superintendent

O. K. for G. C. Co.
By

The above order when O.K'd by Mr. HARRIS or Mr. YANCEY constitutes order to Foreman of Department for work to be done.

INSTRUCTIONS:
Copy for Supt. Loco. Co.
G. C. Co. Shop Office.
Foreman Department doing work who will endorse material and labor required for job.

By the

Gammeter Multigraph

Office Printing Machine and Multiple Typewriter

The Multigraph does good office printing at practically the cost of the paper and an office boy's time. Small quantities are produced at the lowest rate, instead of according to the printer's sliding scale which increases the rate as the quantity is decreased.

The Multigraph not only saves 50% of the cost in printing, but it saves time and keeps confidential matter private. The work is produced with twice the speed of a printing press, and ordinary runs can be finished on the same day as started. The Multigraph will handle forms up to 8½ x 17 inches in size. (The actual size of the form shown above is 8x11 inches.) Electrotypes may be used on the Multigraph and a direct inking attachment is provided for straight printing purposes.

As a Multiple Typewriter

The Gammeter Multigraph typewrites form letters that are identical with the work of a regular high grade typewriter. It turns out copies faster than any duplicating device, and each copy is a perfect ribbon-printed original.

The Gammeter Multigraph has an automatic type-setting-and-distributing device which avoids all touching of type with fingers; only a minute to a line is required for setting up a full-width letter form.

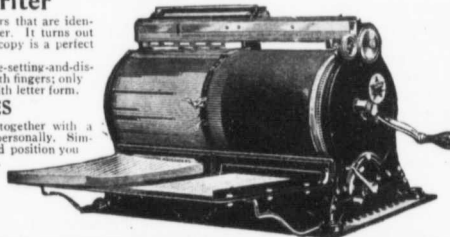
LET US SEND YOU SAMPLES

of forms printed on the Gammeter Multigraph, together with a Multigraphed typewritten letter addressed to you personally. Simply send us your name, the name of your firm, and position you occupy. We'll also send descriptive booklet or catalog.

The American Multigraph Sales Co.

Canadian Office:

28 Adelaide St. W., TORONTO, Canada



hope to keep the efficiency of his office staff and of his sales force up to the highest standard. The office manager should make a point of keeping on file the catalogues, bulletins, etc. issued by the various firms who are selling such equipment and to also have full information re the first cost and the operating expense in connection with

these modern appliances. Having such information makes it easy to calculate the saving effected by installing any of them. By such saving or rather by such increase of efficiency, it is possible to very materially increase the ratio of net profits and to thus swell the dividends.