



Dennison's Business Builders

Every one who has ever used a Shipping Tag has heard of Dennison. Indeed, the name alone is the only word a dealer need say about the reliability of anything made by Dennison.

Beginning with Shipping Tags and running through a long list of Business and Home Helps there is something for everyone, and there is a great deal more for every dealer who co-operates with Dennison during the coming year. Dennison is a creator of new business and

Dennison's Business and Home Helps

are sure to largely increase the trade of any store.

Although the name of Dennison and the fame of Dennison's Goods are known all over the world, they are being advertised more extensively than ever. Magazines of standard circulation are carrying full pages, while the great Home Journals have full columns. Every advertisement directs the reader to the dealer.

This campaign of educational advertising is creating an immense volume of business, and appealing as it does to over 40,000,000 readers is sure to draw new business to every store handling Dennison's goods.

Dennison's Dictionary

is also a prominent factor in this advertising. This book describes by illustration and story our full line articles of home value and utility, business devices for office, store and factory. It is self-indexed for quick reference. Have you received a complimentary copy of Dennison's Dictionary? If not, we will send one postpaid on request.

Dennison Manufacturing Company

The Tag Makers.

BOSTON. 26 Franklin St.	NEW YORK. 15 John St.	PHILADELPHIA. 1007 Chestnut St.
CHICAGO. 129 Franklin St.	ST. LOUIS. 413 North 4th St.	
MONTREAL, Coristine Bldg.		