

TO REMEMBER

IT is oft' said there is a right and a wrong way to do things. Really there's but one way-- the right way.

It will not be unprofitable to bear in mind all thru your career that the progress of a business is dependent upon the opinion in which it is held by the public; that the message whose purpose is the moulding of that opinion is impotent until animated by the vitalizing spark of printers' ink, and that its vitality and power will be in keeping with the skill of the technician charged with giving it life.

Business messages wrought and animated by skilled technicians, the right way.

The Faithorn Co.

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