## Che Daily Movie Magazine



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SPRING HATS
The new Poenut Strawo, Silk Turbane and
ailk and atraw combinatione in apring thadoo and

MANN \& DILKS
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Doing business at a profit and operating at capacity IF you could run your business at its full capacity, and sell your goods at a profit, would you care how much your printing cost?
The cost of printing a catalog or any other kind of sales message depends on the extent to which it helps you sell goods. The printing that fails to help your business is dear at a penny. The printing to which many orders for your koods can be traced is never an expense
Ask yourself this question: "What difference does it make how much my printed messages cost, if they enable me to do business at a profit and operate at "apacity
The answer will give you a light on the subject of direct-by-mail advertising and will put you in the right frame of mind to talk business with a good printer.
(iood printers know that better paper means better printing and that better printing means better selling.
s. D. Warren company, boston

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