

# Made-to-Measure PRINTING

Printing, like clothing, suits, or overcoats, is made-to-measure, set up to fit individual needs. And, like clothing, it reflects bearing, poise, and gives an impression on whom you call!

## Experience

Like your tailor, your printer must have experience—he must know all about “those little” things which “make” your printing have the class it should—he must “tailor” your printing to fit the business for which the printing is intended. Printers, other than those who’ve been grounded thoroughly in all phases, are not capable of doing just that.

## Equipment

Like experience, there is a matter of equipment—no one can possibly perform any duty of this nature without adequate and modern machinery. The Pilot has, for a weekly newspaper, exceptionally modern and adequate equipment to turn out any printing needed in the area.

## Paper Stock

In addition to equipment, and experience, another factor enters the picture—that of paper stock. While in no way comparable to a wholesale paper house, the stocks-room at the Pilot is well-filled with a wide range of most kinds of papers necessary for any work needed. With good wholesale connections, paper for any kind of form is available. Ask to see them!

## Check this list:

- |                        |                         |                         |
|------------------------|-------------------------|-------------------------|
| Letterheads            | Announcements           | Booklets, Pamphlets     |
| Envelopes of All Kinds | Invitations, etc.       | Advertising Letters     |
| Statements             | Social Stationery       | Advertising Blotters    |
| Billheads or invoices  | Business Cards          | Posters, Dodgers, Bills |
| Time sheets, records   | Shipping Tags           | Bookkeeping Forms       |
| Work Orders            | Salesbooks of all kinds | Tally sheet, anything   |
| Duplicate Forms        | Guest Checks.           | Order Blanks, Receipts  |
| Triplicate Forms       | Tickets, etc.           | Hundreds of Items, too! |

Yes, all forms may be printed in one or more colors, at an additional charge. Ask about it!

The Leading Newspaper of Curry County's  
Prosperous and Virgin Territory.....

# THE PILOT