

Often a person is sized up by his appearance; by the tone that surrounds him. And more often a business house is sized up by the stationary it uses. A cheap letter head or a poor bill head gives a mighty
poor first impression and makes business harder to transact. Good printing costs no more than poor printing. The first impression is half the battle in business. You wouldn't employ a "sloppy" sales-
man; why put up with "sloppy" stationery, that gives a wrong impression of the importance of your business. Let us do your printing and help you to make that ten strike.

## The J. S. DellingerCO.



