Showmanship in selling and advertising, like showmanship under the big top of the circus, is merely adapting the presentation of what you have to sell...to those who buy!

Showmanship, as related to printing and lithography, means that your printed advertising campaign must contain refreshing copy, sparkling artwork, correct design, good paper and fine printing or lithography. It is results that count...and if you can reach your prospect by a touch of originality, then your job is well done.

*/E here at SEMCO can plan BETTER advertising that will help you do a BETTER job of selling. Our Creative Department offers new ideas...and copy with a new approach. Design, art, fine craftsmanship...all combine to serve you. For a single advertising piece or a complete year's campaign...write and tell us about your problem.

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