THINK TODAY
X*4a
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Tomorrow /
Throughout the duration the advertising guns of today must be aimed at the objective of tomorrow! Call it institutional publicity... or goodwill advertising... or whatever you will... but make your printed advertising tell a real story for the future. If you have no goods to sell now you have a firm name to keep alive... you have dealers to keep loyal... you have a reputation to strengthen. Semco, with its creative and mechanical facilities, can provide the powder for your long-range guns!

B. L. SEMTNER, President

SEMCO COLOR PRESS
PRINTERS... LITHOGRAPHERS...
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