Yes, you can perform a real service to your nation as well as yourself by planning your printing well in advance. Give your printer plenty of time to arrange for artwork, cuts, composition and paper. Use standard sizes of stock to cut down waste. Whether you use a house organ, broadside, folder or booklet to advertise your business, you can still do a better job of advertising by intelligent cooperation with your printer ... and your printer can help you plan ... see him first before you plan your job.

SEMCO has a creative department that will help you around the corner on any printing or advertising problem. Proper selection of artwork, copywriting, arrangement of copy and composition, choosing the right kind of paper ... are only a part of our service.

B. L. SEMTNER, President
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414-416 N. W. THIRD ST.
OKLAHOMA CITY, OKLAHOMA

SEMCO COLOR PRESS
PRINTERS ... LITHOGRAPHERS ... ADVERTISERS

"EFFECTIVE Printing Planned and Produced"

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