SUCCESS or Failure

...in WAR or in BUSINESS, is many times separated by the very narrowest of margins.

One more battleship, one more airplane, one more tank or one more infantry charge may be the winning factor in a battle.

One more advertisement, one more well-written and well-printed direct mail piece, one more illustrated booklet often times spells the difference between profit and loss in an advertising campaign.

It is far better to plan safely to have too much than too little...to have a strong campaign than a weak one. Consult your printer as you would your lawyer or your architect. His professional experience merits your respect.

B.L. SEMTNER, President

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

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