Complete Facilities for Quality Printing

We believe it is an out-of-date method for a printer to accept an order for work and then "farm out" the various steps of doing it to other suppliers; just as old-fashioned as the days when the housewife went to the grocer, the butcher and the baker. Today she gets her supplies under one roof—the supermarket way.

We handle the job from beginning to end. We co-operate in designing a pleasing effect, select the proper type faces, recommend the correct paper, do the composition, presswork, (either letterpress or offset lithography) binding and mail it for you, should you want us to do so.

This not only assures uniformity and speed, it assures QUALITY—everything under one head. Since we don't have to add a handling charge for outside purchasing of type, binding, etc., we are able to produce the job with maximum efficiency and economy. Because we feel that our printing service is eminently friendly and that a high degree of personal interest in your needs is always appreciated by you, we are fully prepared and ready to co-operate in every order placed with us, and you may rest assured we will do everything possible to instill a strong continuing relationship in serving your future printing requirements.

DAY AND NIGHT OPERATION

THE AVERILL PRESS, INC.

(Formerly the Printing Division of The Birmingham Newspapers)

DETOUR SALES OFFICE—TRINITY 5-3699
BIRMINGHAM SALES OFFICE—JORDAN 4-4444 • MIDWEST 8-2000

C5750-314-0500 11/1/1965