

A New Equipment

We have installed an entirely new equipment, including linotype machine, job presses, type; ruling machine, paper cutters and all necessary bindery supplies; everything necessary for a modern up-to-date printing establishment.

We believe that good materials are necessary first of all, even as a solid foundation is the prime requisite for a well built house. As to the selection of our equipment, if there is any better we do not know it. We have not only considered that the best machinery is none too good, but we have carefully selected all of our type faces, using only the clear concise, and most pleasing letters which have been produced by the type foundry; giving an "Observer Printing House tone" to all the work turned out. You will recognize THAT wherever you see it.

Bear these Facts in Mind:

Without Good Material an Artist cannot produce Pleasing Work.

New Type Prints Clearer than Old--New Presses Give Better Results.

The Kind of Work We Do

Let us emphasize the fact again—we print everything that carries printing ink. That may sound like a big proposition—but we do, never-the-less.

Commercial Printing

such as letter heads, envelopes, bill heads, statements, cards, invitations, circulars, tickets, and special supplies for the commercial world are mere suggestions, but they give you an idea of what we mean by commercial work. Then, too, there is

Book and Catalogue Work

which includes regular publications for societies, lodges or individuals, religious, political or otherwise; college annuals, trade journals, briefs, records, catalogues, and books of every description.

Blank Book Manufacturing

Special ruling of blank books for any of your loose leaf systems; blanks you have utilized or adapted for your particular use, or special ruled forms of any size, kind or description. This department, too, is complete.

If It Carries Printing Ink--We Do It!

OBSERVER PRINTING HOUSE

AS TO OUR EMPLOYEES

The question of competency might arise in your mind, after having satisfied yourself that there is no BETTER equipment in the South. We, therefore, add that we have the best help that can be obtained.

The proof of the pudding is in the eating, you know, so we will just say that you can be satisfied on this score by bringing in one piece of work with the statement that we are to go ahead and get you up a nice job, leaving the display to us. But if you limit us to a certain price, of course that is a handicap. However, good printing costs little more, and at the same time it goes twice as far. Try it once and satisfy yourself as to whether we employ artists.

**We Are Satisfied
Let Us Satisfy You**

ONE THING MORE

We wish to say that every order, large or small, will receive the same courteous attention, and during these days of activity promptness means much.

Our office is especially adapted to turn out rush work, and we will give the best results on short notice, and we pride ourself on this particular point.

If you desire quotations or information and write us to that effect, we will gladly and willingly furnish them with a speedy reply. There will be no charge for such services, we are only too glad to accommodate you. Friends mean business; we want friends.

TELEPHONE 127

P. O. BOX 763

Observer Printing House

Printers, Blank Book Mfrs.

Charlotte, - - - North Carolina