# PRINTING! READ THIS? MR. BUSINESS AND PROFESSIONAL MAN ${ }^{\wedge}{ }^{\circ}$ WEEP FOR JOY 

There's no reason for crying about the high price of printing now. You can get that job you have been holding for months waiting for prices to come down. Of course, you will marvel at this drastic cut, but listen and I'll tell you the stor

Did you ever go snipe hunting? If you have, no doubt, you held the sack while the rest of the crowd beat it home and retired peacefully to their nocturnal quietude, leaving you innocently holding the sack, waiting for the game to come down into your cunning trap. How did you feel when you realized what had happened? That's us exactly, brothers. We have been holding the sack waiting for all those nice jobs to come rolling in, while the other fellows eased around, cut prices and landed the work, leaving us to hold the sack. We have awakened now and we are going to show the people of Gastonia who use printing just what we can do. We are told that the salesman for an out-of-town firm carried away over $\$ 1200$ worth of printing last week in one day. This firm formerly sent a solicitor around each month but we were holding the sack so innocently that the aid solicitormor makes attip

## THIS IS GOING TO STOP

We have cut the heart out of prices, and while we will be "cussed" on every side, we don't carc. We know our business and we pay our own expenses and feel that we have a right to run our business as we see fit

The same Richards "QUALITY" and "SERVICE" will go into every job we turn out and the best guarantee we can give is this:

If we don't give you what we say we will, good printing, good paper, prompt service, and rock bottom price, don't pay for the job.

This is our specialty list. Look these prices over and see if they don't beat anything you have ever heard of,

## THE RICHARDS PRINTERY PRICE LIST



REMEMBER, this price list goes into effect June 1st and we are going to be mighty busy so get up that order today and bring it around

We are going to make our standard paper
HAMMERMILL BOND
This is a nationally advertised paper, excellent quality and especially adapted for business use. Everyone knows what Hammermill Bond is and we are using the mill's latest output. No fire sale lot of rotten paper.

Don't forget that our plant is new and up-to-date and we have had years of experience in nearly a hundred high-class printing offices. We are going to turn out high-class work and all we ask is that you have us a check ready when the work is finished. At these prices, we must go on a

We will not accept a job that is to be charged, We are throwing the books away,
JOB PRINTING. First Class, Delivered When You Want It For Cash
Place your order today. We will be rushed tomorrow.
Save 50 Per Cent on that job.

## THE RICHARDS PRINTERY

