

# It is a Fact

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¶ That many San Jose people go to San Francisco, or even send East for many things they can get just as cheaply and more satisfactorily at home. That is one reason why San Jose is called a jay town. If you want to help keep the prosperity ball rolling for Santa Clara County; don't let it occur again.

¶ This is true in all kinds of business. For our own, permit us to give you one or two reasons why you should patronize home industry:

¶ We have the facilities for doing everything in the line of binding. We make blank books of any kind; to your order, ruling the paper in any way you direct. We make flat opening, patent back ledgers, and make them any size or style you wish. If we have any specialty it is complicated special ruling. Any number of colors. We can rule ANYTHING, except those San Jose people who have the bad taste to go to San Francisco for a job of binding when they can get it done right here and done better. We say BETTER because we have the same facilities and we take a local pride in turning out good work.

¶ You have some magazines, music, valuable old books or manuscripts, briefs, abstracts, that you want to keep and that are simply going to ruin, scattered all over the house—why don't you have them bound and indexed. It doesn't cost much and then they will be an ornament to your library, good for a hundred years.

¶ If you like, we can give you an antique binding that will convince anybody that your copy of Shakespeare or Thomas a Kempis was printed in the eighteenth century.

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