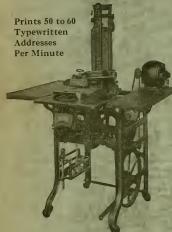


IT IS easy to install the Addressograph—you send your list of names to this office, where an address plate is made up for each name. Or, you can make your own address plates with the Office Graphotype, a machine which embosses an address on a plate almost as quickly as it can be written on the typewriter.

The address plates serve as card indexes and are filed in steel drawers in any



desired order in the same manner as cards in an ordinary card file. By means of sub-dividing tabs of any desired style, the address plates can be arranged and classified alphabetically, numerically, geographically, or in any desired manner.

So efficient is the Addressograph as a card index and constant reference file that many users have discarded card files and rely entirely on this system for maintaining their valuable lists.

More than 40,000 merchants and manufacturers in 239 distinct lines of business are saving time, labor and money, building business and increasing the efficiency of their office forces with the Addressograph—you cannot afford to be without it.

The Addressograph is used by manufacturers, wholesalers, department stores, dealers, banks and trust companies, real

estate and insurance companies, public service corporations, government departments, associations, laundries and cleaners, commission merchants, brokers, publishers, and in all lines where a regular list of names is maintained and frequently addressed.

Tell us the size and nature of your regular list of names. Send us samples of the circulars, cards, envelopes and special forms you address from these lists. And without obligation on your part we shall tell you all about the Addressograph for your needs and show you in dollars and cents just what it will save you.

Addressograph Company

565-571 Market Street

Telephone Kearny 3550