



## 100,000 annual reports in a saddle bag?!

### Not on your tintype.

Sometimes people long for the "good old days." But some of those days weren't so good.

Take those "colorful old days of the west" for example. Can you picture distributing say—100,000 annual reports via the Pony Express? With luck, the riders (there were 80 of them, using between 400 and 500 horses) would make the schedule from Missouri to California in 8 days... If their horses held up, and they weren't robbed or killed by hostile Indians—and then, they might only be delivering 100 reports. (How many can you get into a saddle bag?)

Time can do a lot of things. All kinds of inven-

tions have arrived on the scene since those "good old days." Conveniences like airplanes, cars, trucks, machinery and automation... Automation now makes it possible to insert letters, folders and reply cards into envelopes, seal and meter-stamp at several thousand units per hour.

All you need to do is describe your communication goals to us. We can advise you on approach, format, reproduction methods, addressing and how to get your message across to the right person quickly and effectively, with the help of our "staff assistant," the United States Post Office, we can deliver your message pronto! (And we won't need four or five hundred horses to do it.)\*

\*Unlike the Pony Express which only lasted one year, The Smith Company is backed up by years of scientific testing and experience—20 of 'em.



#### *A Complete Direct Mail Service by Specialists*

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|---------------------|-------------|--------------|
| ● CREATIVE PLANNING | ● PRINTING  | ● LABELING   |
| ● ART AND COPY      | ● LISTS     | ● ADDRESSING |
| ● TYPING            | ● INSERTING | ● METERING   |
| ● TYPESETTING       | ● FOLDING   | ● MAILING    |