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817 W. WASHINGTON BLVD. ~ CHICAGO

September 18, 1926

Miss Martha Nelson, Bus. Mgr. and,
Mr. Victor Sondergaard, Editor, Rudder,
High School
Dwight, Ill.

Dear Miss Nelson and Mr. Sondergaard:

What now? You have a book to make and you have probably looked through various annuals, hoping for inspiration. That's all right, to a certain extent - but it will not show you how to express your own individuality in the 1927 Rudder, nor solve the many problems of composition and production.

You will need a guide - one who can bring you an ability that has proved itself before; who can work with you as raw material and develop you to the fullest extent of your possibilities.

You have ideas. We too, have ideas - many ideas - and a quarter-century of experience in developing ideas into better annuals. We have coped with practically every type of usual and unusual annual problem. In our twenty-five years of annual making we have learned many ways and means by which you can produce a vastly better book, within your means!

We have a new plan for collaborating your ideas with our ideas and experience. This plan assures you a better annual at no greater cost. It involves a lot of close personal service on our part, of course, - but that's one of the big factors thru which the Jahn & Ollier Engraving Co. has become America's largest personal service school annual engraving specialist.

Don't pass up a good bet. Let us know at once when it will be convenient for you and the staff to see our special service man. Just write your answer across the back of this letter and mail it, today, in the stamped return envelope enclosed. The sooner you let our representative meet with you, the sooner you will see the unique proposition that has brought us the praise of over four hundred annual staffs in 1926.

Very truly yours,

JAHN & OLLIER ENGRAVING CO.

E. W. Hill
Manager.

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