
Great Oaks from Little Acorns

THE beginners in newspaper advertising today are often the leaders tomorrow.

We know, because we have seen them grow, and have grown with them.

For that reason, no order is too small for our most careful attention; none is too large for our facilities.

Translated into human terms, RAPID SERVICE means over two hundred and fifty men making and distributing newspaper and plates, operating day and night in the largest factory of its kind in the world especially designed for this purpose.

In its scope of co-operation, it is a type of service which identifies our organization with an impressive list of national advertisers and advertising agencies, many of whom we have worked with for over a fifth of a century.

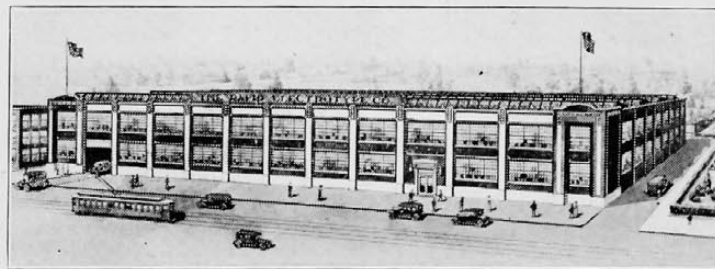
Ask any five you may think of. It is entirely probable that we serve three or more out of the five, and they will tell you that

"We Co-Operate"

The Rapid Electrotpe Co.

Electrotypes—Aluminotypes—Stereotypes—Mats
CINCINNATI

NEW YORK	DETROIT	CHICAGO
200 Fifth Ave.	205 Kresge Bldg.	602 Monadnock Bldg.



The new \$400,000.00 home of the largest maker and distributor of newspaper ad-plates in the world. Wholly occupied by The Rapid Electrotpe Company.
