



BE YOUR OWN SIGNAL CORPS

The motto of the Signal Corps of the U. S. Army is:
"Get the message through!"

That could well be the motto of any advertiser during the duration. For, just as the headquarters who lose contact with combat troops may face disaster . . . so does the advertiser who loses touch with his customers.

Use Semco's creative department . . . let them tell your message with ink and paper . . . call us and we'll tell you how you can be your OWN Signal Corps.

B. L. SEMTNER,
PRESIDENT



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