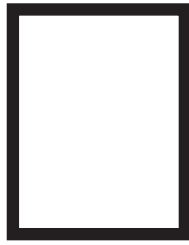


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The Doctrinaire

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• • • DOCTRINAIRE WAS CHOSEN AS THE NAME OF OUR NEWSLETTER BECAUSE IT MEANS THAT WE ARE INFLEXIBLY COMMITTED TO THE HIGHEST POSSIBLE STANDARDS OF QUALITY REGARDLESS OF PRACTICALITY OR COST.

WE EAGERLY AWAIT ANY COMMENT YOU MAY HAVE REGARDING ANYTHING HEREIN. PLEASE CONTACT US AT:

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TO:

BILL HEAD WAS A FORM OF BUSINESS STATIONERY USED FOR INVOICING, AS RECEIPTS AND THE FORE RUNNER OF COMMERCIAL LETTERHEADS.

AT LEFT IS A COPPER PLATE ENGRAVING OF THE EAGLE KNITTING MILLS, MILWAUKEE, WISCONSIN. IT WAS COMMON TO ENGRAVE DETAILED IMAGES OF THE COMPANY HEADQUARTERS AND MANUFACTURING FACILITY. THE PURPOSE FOR THIS WAS TO COMMUNICATE A SENSE OF INDUSTRIAL PROWESS, STABILITY, PROGRESS AND KNOW-HOW. SOMETIMES, THE SAME FACTORY IMAGE WAS USED FOR MULTIPLE LOCATIONS THUS STRETCHING THE BOUNDARIES OF ABSOLUTE TRUTH.

BILL HEADS WERE IN POPULAR USE FROM THE END OF THE 19TH CENTURY TO ABOUT THE 1940s.



BILLHEAD COURTESY HART ENGRAVING

PAGE 4



EVER WONDER ABOUT REAL ENGRAVING BUT NOT QUITE SURE HOW TO START?
IS YOUR POCKET BOOK STRETCHED A LITTLE TOO TIGHTLY FOR COMFORT?
WE ARE PROUD TO INTRODUCE "PETITE SUITE"
FRIENDLY AND AFFORDABLE, OUR ENTRY-LEVEL COLLECTION OF REAL ENGRAVED MONOGRAMS AND NOTES, GIFT WRAPPED IN THIS SUPER-SUITE LITTLE BOX.
READ ALL ABOUT IT, CONTINUED ON PAGE 3 ...