

A 195

You will be
using them
seven
years hence



The Life of Your Ledgers

EVERY Kalamazoo Account Book and Register is guaranteed for seven years. Many have been in continuous use for over ten years and are still in excellent condition.

When you are deciding what books to order for your office it is worth while to look into this question of durability. Many books which appear cheap in the stationers' price-lists will be found expensive in actual use, because after two or three years they have to be replaced. The repeated outlay swallows up the apparent economy.

Kalamazoo Books *last*. They give better service over a longer period than any other make of Loose-Leaf Books.

Order them now and you will be using them seven years hence.

Kalamazoo

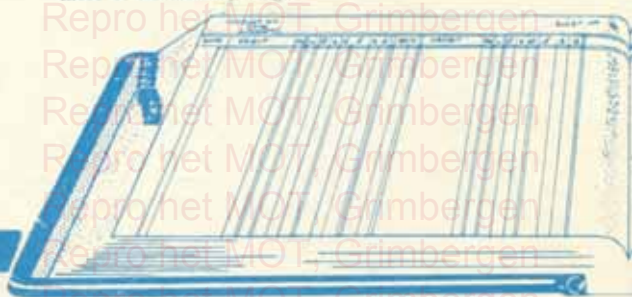
Over 50 Tests of Durability

Before a Kalamazoo Book leaves the factory, its various parts are subjected to a series of more than 50 tests. A separate department is maintained for this purpose and a special staff employed. Rigorous tests are applied to every part of every binder, and every sheet of Kalamazoo paper.

Loose-Leaf

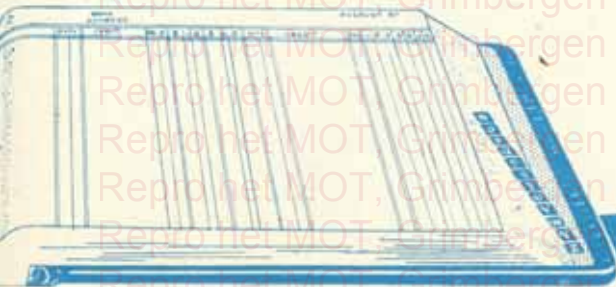
The Binder

Scotch pigskin of full thickness is used for the binding, and the leather is nowhere allowed to come into contact with metal, which might cause it to wear out. The flexible and resilient construction of the book also ensures long life. The hemp binding thongs are of uniform and immense strength. They are tested under a strain of 1,500 lbs.—30 times the strain of actual use. The whole mechanism is so strong and simple that it will last for many years; yet there is not an ounce of unnecessary weight anywhere, and the covers are no thicker than those of an ordinary ledger.



Ledgers and The Sheets

The paper for Kalamazoo sheets is specially made and is unsurpassed for strength and quality. Every sheet is hinged by the Kalamazoo Patent Pneumatic Hinging Process. This relieves the strain on the slot holes and saves the user's time, as the hinged sheets never have to be smoothed or pressed flat—they lie flat of their own accord—and do not get out of alignment.



Registers

Send for our Representative

and investigate for yourself to-day.

Morland & Impey, Ltd., the makers of the Kalamazoo, are probably the largest manufacturers of Loose-Leaf Books in the world. Over 20,000 Kalamazoo Books have been supplied to the British Government alone, and many more to the Governments of the Dominions and Crown Colonies, and to Banks, Insurance Offices and Business Houses of every description.

MORLAND & IMPEY, Ltd.,

Head Office:
Kalamazoo Works, Northfield, Birmingham.

TELEPHONE: 104 KING'S NORTON

London Office: 62 COLEMAN STREET, E.C.2.

Telephone: 1385-London Wall.

AND AT:—BRISTOL, CARDIFF, DUBLIN, EDINBURGH,
GLASGOW, HULL, LEEDS, LIVERPOOL,
MANCHESTER, NEWCASTLE-UPON-TYNE, SHEFFIELD,
SOUTHAMPTON, PARIS, AMSTERDAM, ETC.

M. & I. 1001 5/19

FACSIMILE OF GUARANTEE LABEL

Kalamazoo
Loose-Leaf Binder

Guarantee

SEVEN YEARS

MORLAND & IMPEY, LTD.

KALAMAZOO WORKS, Northfield, BIRMINGHAM



WHEN the messenger comes for your letters include a line asking our nearest representative to call so that you can investigate the merits of the Kalamazoo for yourself.

Agent général pour la Belgique :

J. DEHENEFFE

16, Montagne-aux-Herbes-Potagères
BRUXELLES

