



# WE DO NOT MAKE ALUMINUM CIGARETTES

The name is Reynolds *and* Reynolds. We know nothing about aluminum . . . and we wouldn't know good tobacco if we tripped over it . . . but oh, do we know how to make *great* business forms and *great* accounting systems . . . and we sure offer *great* EDP systems and services. Only thing, with a *great* name like Reynolds *and* Reynolds, people keep confusing us with those other *great* Reynolds firms, the Reynolds Metals Co. and the R.J. Reynolds Tobacco Co.

We're the Reynolds *and* Reynolds Co. Say it twice . . . Reynolds *and* Reynolds . . . and we hope you'll remember us the next time you need *great* help with your "paper work" problems.

P.S. Do you suppose it would help if we changed our name to The Great and Great Co.



**The Reynolds and Reynolds Company**

Business Forms  Accounting Systems  EDP Services

DAYTON, OHIO 45401

Plants, Computer Centers and Sales Offices Across the Country.