

On account of the fact that the name

Mutual Label & Lithograph Co.

has frequently proven misleading and confusing, we have concluded to resume our old title:

"Schmidt Lithograph Co."

This adjustment, which takes effect at once, means no change of management, policy or location, but is made simply to facilitate business and remove the erroneous impression caused by the name "Mutual."

Schmidt Lithograph Co.

OUR NEW IMPRINT.

Main Office & Factory
2d & Bryant Sts.,
San Francisco.



QUALITY MARK

Branch Offices
Los Angeles,
Portland

Labels

Stationery

Posters

Folding Boxes

Showcards

Calendars