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INCORPORATED

THE LARGEST AND MOST MODERN ILLUSTRATING, DESIGNING
AND PHOTO-ENGRAVING ESTABLISHMENT WEST OF CHICAGO
COR. WEST MISSION AND BRADY STREETS

Mission Street, bet. Twelfth and Thirteenth

SAN FRANCISCO

TELEPHONE MARKET 1514

THREE QUESTIONS FOR YOU TO ANSWER

- ¶ Perhaps you have always bought your Cuts where you obtained the lowest estimate.
- ¶ Presumably you have found them profitable.
- ¶ BUT—Have you ever calculated that if a poor Cut means *some* profit a good one means *more*? Wouldn't *one* new customer obtained by better Cuts more than repay you for the additional cost?

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