

Out of the Rut



IN the old days when the warning "No Bottom Here" was a familiar sign along country roads, many wagons were mired hub-deep in the mud. They either stayed there until warm weather when the mud dried, or else were pulled out by an additional team of sturdy draft horses. Many sales efforts are today mired in the rut of poor printing, but—

Better Printing will pull them out

The amount you spend for printing is a small proportion of your total expense. It is poor business economy to endeavor to save a small part of that small proportion.

IT IS IMPORTANT that you add the power of good printing to pull your sales effort through, rather than adding to the load with the handicap of POOR PRINTING.

Send your printing to us—that's the answer:

Harrington-McInnis Co.

Producers of Productive Printing

263-265 Twelfth Street

Phone Oakland 89

OAKLAND, CALIF.

To seek lower prices on a standardized article is true economy—on an individualized product like printing it is the height of wastefulness.