

GOOD ILLUSTRATIONS SPEAK VOLUMES  
THEY ARE ALWAYS READY TO EXPLAIN

## THE FIRST REQUISITE

Of a successful Catalogue or Booklet or Advertising matter is that it should command attention. Good Illustrations lift them out of the commonplace and get them attention when poor Illustrations would receive little or no notice. Moreover, they show what the articles illustrated actually look like. Let us show you how we can make Illustrations and Cuts pay you in your advertising. Because our aim is to do a better class of work does not signify that we are high priced.



HOME OF THE

## COMMERCIAL ART COMPANY

INCORPORATED

THE LARGEST AND MOST MODERN ILLUSTRATING, DESIGNING  
AND PHOTO-ENGRAVING ESTABLISHMENT WEST OF CHICAGO

CORNER WEST MISSION AND BRADY STREETS  
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TELEPHONE MARKET 1514 : : SAN FRANCISCO, CALIFORNIA

OUR PLANT IS OPEN FOR YOUR INSPECTION  
WE WILL BE PLEASED TO HAVE YOU CALL