



## COMMERCIAL ART CO.

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

### THE ARCHITECTURE OF PRINTING

**D**URING recent years there has been a gradual but very decided advance in the quality and practical value of the catalogue and advertising matter issued by leading firms. This has been due to the improvements in photo-engraving processes, making possible more truthful and attractive illustrations. An increasing appreciation of the potentiality of the better sort of advertising matter has also been influential in raising the standard. The principal factor, however, in this upward movement has been the rapid development of the designing departments of the leading establishments of the country, and consequent tendency of buyers to seek the advice and co-operation of designers and engravers. Why should not the business of catalogue, birdseye view, label and other designing be put on the same plane as that of the architect of buildings. Try coming direct to the printer's architect?

COMMERCIAL::ART::COMPANY