

TO THE MERCHANTS OF WEST TEXAS, ARIZONA AND NEW MEXICO

THE TRI-STATE BAKERY

The most modern and sanitary bakery in the west, is now doing business, and is ready to serve you with

AMERICAN-MAID BREAD

24-OUNCE LOAF

GOLDEN-KRUST BREAD

16 AND 24 OUNCE LOAVES

We are prepared to fill your orders promptly for bread in any quantity

Send us your orders Quality and service guaranteed

BREAD IS YOUR BEST FOOD—EAT MORE OF IT

Tri-State Bakery

801-809 TEXAS STREET, EL PASO, TEXAS

West Texas Fuel Company

*Lime, Plaster,
Cement,
Building Material*

1525 Magoffin Avenue

Phone 7800

EL PASO, TEXAS

Who's Your Printer?

You do not buy printing like you do sugar or calico. Printing means anything from a handbill to a volume of original verses. What you are buying is service.

While price is one of the first questions asked when printing is being discussed, quality is the real objective when a business man starts out to put salt on the tail of an idea-bird by means of type and printer's ink.

That is why the McMath Company has been able to establish and hold reputation for printing satisfaction among its clients. We furnish printing service along with the order.

In no other business is the product sold in advance of production as in the printing business. When a customer enters a store to buy a suit of clothes he sees the material, the cut, fit and the back of his neck in the triple mirror before he buys.

When he wishes a printed form he has a general idea what he wants, but, by reason of the fact that printing must be produced after it is ordered, it is impossible for him to visualize exactly what is wanted.

Right there is where our printing plant fills the gap like a small boy's tongue in the hole where the tooth came out. His ideas are transposed into type and the customer is satisfied before the finished product is delivered.

That's why indifferent printing never pleases. It must be as right as rain or it is unsatisfactory and the McMath Company never permits an unsatisfactory order to be delivered.

These well established rules of business practice are being applied to the newly established McMath lithographing department, and lithographing satisfaction is now being delivered along with quality lithographing to our pleased customers.

McMath Company

Printing and Lithographing

518-20-22 West San Antonio St.

El Paso, Texas