

This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1913 Excerpt: ...It contains hundreds of carefully drawn pictures to make the copy more vividly descriptive. You should do the same. Proper use of syndicate cut books will furnish you with many small cuts that are not to be had from manufacturers, such as tinware, garden tools, wire goods, etc. Make it your endeavor to illustrate every unit of text in your catalog. More often it is the illustrations in the mail-order catalog rather than the copy that really create the desire that leads to a sale. Perhaps the most troublesome detail in preparing a store catalog is determining the page arrangement. Never leave this to your printer. The mailorder man doesnt. You can add 100 per cent to the effectiveness of your catalog by an inviting page arrangement. A study of mail-order catalog make-up reveals a uniform plan in page arrangement, varied by placing the display units in different positions. Mail-order catalogs have their pages arranged in columns about 2j inches wide. Prominence is given to any particular article by allowing it a space of two or more columns. You will more clearly understand what we mean by referring to Figs. 55 and 56, which are pages from John G. Burneys store catalog, issued from Boston, Ga. Fig. 55 shows Mr. Burneys basic plan of page arrangement by balanced panels. Fig. 56 shows the panel arrangement still adhered to, but two of the panels enlarged for emphasis as well as variety in make-up. Mr. Burneys catalog consisted of 28 pages, the page size being 9X12 inches. Figs. 57 and 58 show the page make-up of a smaller store catalog issued by H. E. Stirn, Morristown, N. J. Here Mr. Stirn features his stock in groups, devoting a general talk to each group and simply listing the articles with prices. While this method is not so effective as illustrating an...

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