

SOME NOTES ON CATALOG MAKING

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Some notes on catalog making by Samuel Graydon

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SAMUEL GRAYDON

**SOME NOTES ON
CATALOG MAKING**

Some Notes on Catalog Making

Some Notes on Catalog Making

By
Samuel Graydon
With The Trow Press



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To

That type of Advertising Manager who is earnestly striving to make good, despite the limitations oftentimes placed about him by the officary of his firm. Many employers do not have the requisite knowledge to conduct their own advertising, but are nevertheless unwilling to give that free scope to a competent man which would enable him to accomplish that of which he is capable.

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Author's Note

THIS little volume is practically a copy of the author's talk before the Technical Publicity Association of New York, at the National Arts Club on January 14, 1909.

The appreciation with which those remarks on "Catalogs: How they should look and what they should contain," were met, the inquiries that have been received for copies of them, and the recommendation that they be published, have encouraged their issuance in this printed form.

