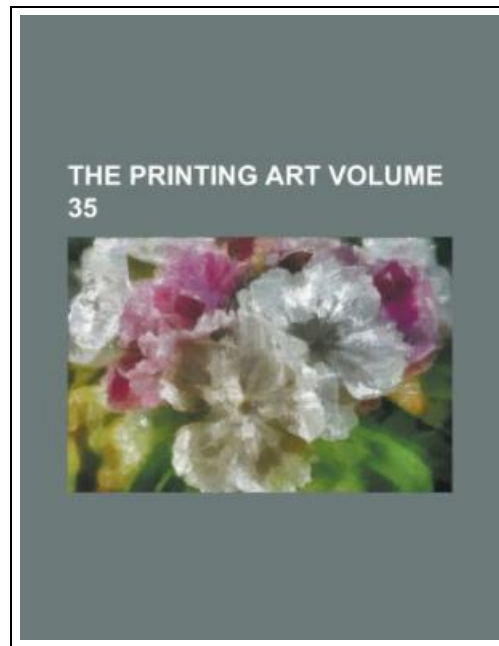


The Printing Art Volume 35



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THE PRINTING ART VOLUME 35



Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1920 edition. Excerpt: . house organ of The Denver Rock Drill Manufacturing Company, Keepintouch by name, is showing some of the series of advertisements which have been used in a successful campaign, which has produced splendid returns in spite of the fact that this scries was entirely contrary to the conventional traditions of trade-journal mechanical advertising. This advertising is the work of Joseph Sampson, Advertising Manager. A particularly choice piece of commercial work may be seen in The Story of Span-Umbrian Furniture, prepared by the J. Walter Thompson Company, of New York and Chicago, for the Berkey and Gay Furniture Company, of Grand Rapids, Mich. It is devoted to the revival of the style of the Spanish Renaissance in furniture, and the decorations and coloring of this booklet have been carried out very appropriately and consistently. The cover deserves particular praise. That the best calendars are not all sent out on the first of the year is evidenced by two which have just come in with the April sheet first on lthe pad. This is a good plan, for it calls for more attention to the calendar when it arrives, than at a time when almost every delivery of mail brings one. These two calendars are from the National Trust Company, Ltd., of Winnipeg, and the Goes Lithographing Company, 175 West Jackson Boulevard, Chicago. The former, printed by Rous Mann, Ltd., of Toronto, depicts a dog-train traveling over the snow, with a gorgeous darkblue sky for background,...



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