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(Marge Jacobson MD)

KEEPING THE WHEELS GOING (PAPERBACK)



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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. 1922 edition. Excerpt: . and the two forms are still standing. An order comes in about every three months for 10,000 of each form. The memo or noteheads, are printed two-on, and the job is one that was secured through creating a design that appealed to the local manager, who, after all, is the man who can buy stationery for at least one chain hotel. Shortly afterward, I showed the same manager a card design to be handed to department guests, and he bought 2,000. Afterwards he bought many advertising blotters, to be placed in guests rooms. When a guest asked for stationery he was handed some of the small blotters, and requested to put one in each letter mailed out. The manager would also mail a few at intervals to the U. C. T. headquarters in all the large cities, where they were placed on the writing desk, and read by traveling men, and if this isn t concentrating in a way that will bring results to the advertiser who uses the small blotter, I would like to know the reason why. It is a good plan for the printer to keep an eye on the newspapers, and every time he reads of a banquet to be given by some local lodge, the commercial club, etc., at the local hotels, there is an opportunity to create and sell a menu and program folder combined, to the people who are giving the banquet. Perhaps an honored guest...



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