

years ago advertising was in its infancy. Then we began issuing cheap printed matter, circulars, pamphlets, etc., which finally took the form of a catalog. As progress was made in the art of printing and in the making of proper illustrations, so did the catalog progress until many firms spent more on their advertising literature than they did on improvements in their products or on their actual selling force. Catalogs have been more in demand since some bright mind conceived the idea of incorporating into his catalog information of value to persons directly connected with his trade or field. This made frequent reference to the catalog quite probable and the manufacturer could be almost certain that the catalog would be preserved.

The Ransome Handbook, 5 x 7 in., contains 200 pages, including cover and is profusely illustrated with halftones and etchings of Ransome contractors' machinery, and methods of doing work such as arrangement of mixing and hoisting plants, testing concrete, etc. This book contains many useful tables and articles on cost data, cost of mixing concrete, cost of forms for concrete construction, concrete specifications, etc., etc. For a copy write to the Ransome Concrete Machinery Co., Dunellen, N. J.

Ransome Concrete Machinery Handbook.

The story of the evolution of advertising matter issued by manufacturers would be interesting. Not so many