











Telephone Tyler 0364



Harvey Milliken

Tenth Street at Douglas Producers of Advertising Literature.

It had an attractive front cover.

HE NATIONAL FUR & TANNING COMPANY manufactures, right here in Omaha, a surprisingly high-grade line of fine fur garments and make, in their Douglas Street display room, as classy a showing of beautiful, handsomely made furs as is to be found in the exclusive Michigan Avenue shops of Chicago or on Fifth Avenue, New York.

For a number of years they have been in the habit of sending an annual catalogue to persons who could not see the goods personally, but their catalogues have heretofore failed to completely convey the impression of quality that one gains from a visit to their store and they have not been as successful as they might have been from the standpoint of producing business.

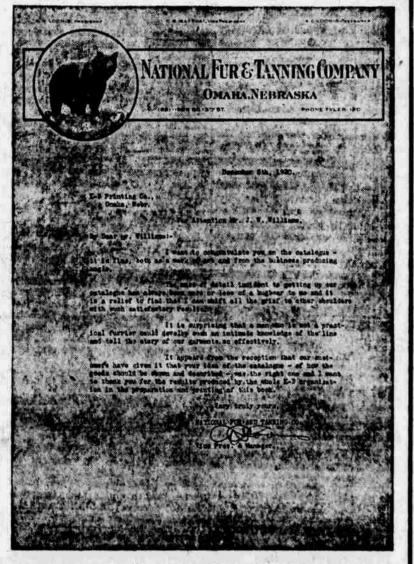
Last summer, a representative of the K-B service department happened to see the line and became greatly impressed with its magnitude and exceptional quality. The possibilities in the way of increased business that might be brought by a proper presentation loomed large in his mind and Mr. Loomis, the National's manager, was urged to permit the K-B organization to build him a catalogue that would faithfully represent the line.

He consented, and the book he is now using, with entirely satisfactory results, was the outcome. After a careful study of the selling problems involved, the K-B service man went through the stock, selected, with Mr. Loomis' essistance, the numbers that would make the most inviting showing, put them on hand-picked models that were to the manner born, posed them with painstaking care to bring out the maximum beauty of the garment and the picture, personally supervised the photographing, with the ultimate result that pictures were secured that did not require or get the least bit of retouching. They were shown absolutely true to life and with convincing honesty.

The printing plates were made in Omaha under our own supervision and came out splendidly. The text was written in an interesting way largely by women writers who knew how to appeal to their sex, a page size was selected that aided materially in creating the general impression of quality and richness, the best paper that could be had for the purpose was used and the presswork was of the usual K-B quality.

That the K-B "hunch" was a good one is evidenced by the stream of orders that the book is producing in spite of adverse merchandising conditions.

'If you are interested and would like to check up on any of the statements made here or would like a copy of the book, call up Mr. Loomis at Tyler 0120 and he wi ll answer your questions and mail you a copy.



Mr. Loomis says "Thank You."