

OLD CATALOGUES OF HANDICRAFT AND INDUSTRIAL PRODUCTS

We are already familiar with the incunabula of modern catalogue advertising, represented by the textile catalogues of the close of the 18th and the beginning of the 19th centuries. They are delightful, because the samples of material, printed cloth, lace, etc. pasted into them for the most part have great delicacy of colouring and unusual graphic charm. They are now supplemented by the early catalogues of iron and steel implements, which the Advisory Office for the Use of Steel has discovered and gathered together. These latter catalogues are effective because of the special manner of presenting the goods offered for sale. There are given here a few examples from the inventory of a museum of iron and steel advertising, which unfortunately does not yet exist. The selection has not been made at random, though one is a little bewildered by the profusion of the material. They are taken from the catalogues of the Solingen Handicrafts, which consist of many hundred pages, covering the entire field of production of these enterprises. Locks and cutting tools for the home and workshop are portrayed by masters in the art of representation, whose work shows fine taste and is of startling technical excellence. They are arranged on the pages