

September 2021

## Where The Type is Set. Sears, Roebuck & Co., Chicago, Ill.

Follow this and additional works at: <https://scholarsjunction.msstate.edu/fvw-artifacts>

---

### Preferred Citation

[Physical ID#]: [Title], Frank and Virginia Williams Collection of Lincolniana, Mississippi State University Libraries.

This Photograph is brought to you for free and open access by the Frank and Virginia Williams Collection of Lincolniana at Scholars Junction. It has been accepted for inclusion in Artifacts by an authorized administrator of Scholars Junction. For more information, please contact [scholcomm@msstate.libanswers.com](mailto:scholcomm@msstate.libanswers.com).



No. 30 WHERE THE TYPE IS SET.  
SEARS, ROEBUCK & CO., Chicago, Ill.

No. 30. WHERE THE TYPE IS SET.

Sears, Roebuck & Co., Chicago, Ill.

The Composing Room, a view of which is shown on the other side of this card, is one of the busiest workrooms in the City of Chicago, and here are employed more than one hundred skilled printers who set the type used in the printing of all our catalogues, big and little, and all of the blank forms and stationery used in our business. As in every other department, we have employed the very best machinery, tools and equipment, with superior lighting and ventilating facilities, very important considerations in every printing office, and here every line you read on this card or any page of any of the catalogues you receive from us, is set in type. The enormous amount of labor required to produce our Big General Catalogue with its 1,200 pages can hardly be understood by anyone who sits down and peruses its pages. This great book with its 100,000 price quotations, its 10,000 illustrations and 1,200 pages of descriptive matter is entirely made over twice each year, and for more than three months each Spring and each Fall, more than one hundred men and women are busily engaged in handling the type and illustrations which enter into its composition. The value of each page in our catalogue has become so great because of the quantities of this catalogue sent to our customers throughout the United States that we must economize in the use of paper and ink, and for this reason you will find the pages crowded full of a mass of information of value to you. We do not waste a single inch of white paper; and while the type is smaller than we would like to use, and our descriptions in many cases are brief, the stocks of merchandise we carry are so large that if we were to enter into a detailed description of each article sold by us, we would be compelled to issue a book several times larger than our present catalogue—the largest mail order catalogue in existence.

10541