

# CONFIDENCE

*the backbone of this business  
for more than twenty years . . .*

From the very first . . . twenty years ago . . . this firm started to build customer-confidence.

We had clearly defined the things which make up confidence. We further knew that our own *dependability* would be a prime factor on our side of the fence, if we wanted our customer's confidence on the other.

So . . .

*We kept our promises . . .*

*We were fair in our prices . . .*

*We handled each printing job as if it were our own . . .*



*We talked to our customers about their printing problems out of our store of practical experience . . .*

*We did our utmost to satisfy.*

By constantly living these principles it was not very long before our customers came to us *naturally* with their printing problems. They came to us *confidently* . . . knowing we were *dependable*. They have continued to come and grow in numbers. Their *confidence* has become the very backbone of our business.

Today there are numerous firms, individuals, institutions and organizations whom we serve regularly.

And through the past few years, when the confidence of one firm in another . . . one person in another . . . was a thing of doubt, we are proud that a rigid adherence to our principles of business has aided us in retaining the confidence of our valued customers.

*Perhaps you, too, need the help and advice of a dependable printer in the solution of your printing problem. One of our representatives will be glad to call on you to discuss it, and to show you why so many of our customers ask no questions about work placed in our hands. Why not call for a representative today?*

**LLOYD • Printers • Publishers • Engravers**

*“the largest printing plant between Chicago and Milwaukee”*

**HOLLISTER INC.**

1232 Central Avenue  
WILMETTE • ILLINOIS