

THE LAKE SHORE PUBLISHING CO. AMONG LEADERS IN TOWNSHIP

Publishers of Three Weeklies Reaching Practically
Every Household in New Trier Township—
Review History and Personnel

One of the leading enterprises on the north shore, concerning the activities of which less is printed, perhaps, than of any business in New Trier township, is one which deals directly with practically every business establishment and home in New Trier. Reference is made to The Lake Shore Publishing Company, of Wilmette, Winnetka and Glencoe, publishers of The Lake Shore News, Winnetka Weekly Talk and Glencoe News.

The Lake Shore Publishing Company is entering upon the fifth year of its history as a corporation. Formal organization was in 1916 effecting the combination of weekly papers published under the names: The Local News, The Lake Shore News, of Wilmette; Winnetka Weekly Talk, of Winnetka; Glencoe News, of Glencoe. The name "The Local News" was eliminated and the other three publications continued.

The Local News was originally established in 1898 by C. H. Rush. This weekly publication was conducted by Mr. Rush continuously until the early spring of 1916 when purchased by D. E. Ambrose who, in June of that year sold out to The Lake Shore Publishing Company, a corporation.

Alone In Field

The three publications of The Lake Shore Publishing Company comprise the only newspapers published in New Trier township. The printing shops and main office are at 1222 Central avenue, Wilmette, where all the mechanical work of the company is done. This centralization of the business and printing departments of the company has had the direct result of allowing of the maximum in efficiency and economy of operation which, in turn, has made possible circulation of the three publications at a comparatively low subscription rate.

In considering, briefly, the personnel of the Lake Shore Publishing Company, first in order is Lloyd F. Hollister, vice president and general manager. Mr. Hollister, a resident of Winnetka, was formerly owner and publisher of the Winnetka Weekly Talk with offices and shops at Winnetka. In 1916 he merged his interests with those of The Lake Shore Publishing Company, becoming vice president and general manager of the corporation. He was in active charge of the company until the outbreak of the World war in 1917 when he entered the service. He was commissioned a second lieutenant and served, first in the Infantry and later in the Tank Corps overseas.

He returned to the north shore and resumed active management of the company in October, 1919. Mr. Hollister enjoys a wide acquaintance on the north shore, was formerly president of the New Trier Commercial association and has, since its organization, been one of the most active members and workers in the organization. He is a member of the Winnetka Post of the American Legion. He has been in business on the north shore over a period of nine years.

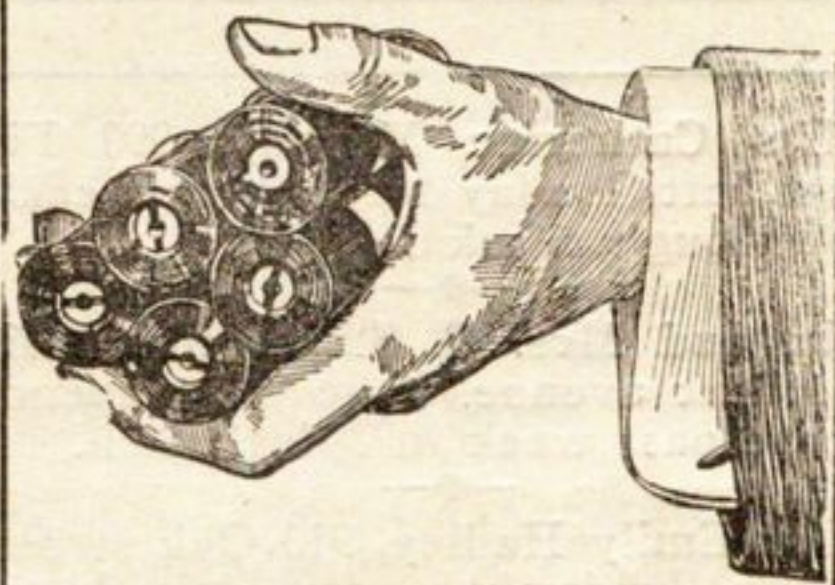
Erwin W. Weber, editor of the three township publications, has been associated with the company since March, 1918. Rejected in enlistment and later in the draft, because of defective eye-sight, he took the place of a man who went to the war. He remained with the firm during the period of the war, losing not one day even when later accepted on second call in the draft. He was scheduled to leave for a training camp on November 14, 1918, when Armistice Day, November 11, cancelled all draft calls. Prior to his connection with The Lake Shore Publishing Company Mr. Weber was on the editorial staff of the Evanston News-Index following several years' experience in the newspaper field in Chicago. He is an alumnus of Baldwin-Wallace College, Berea, Ohio, where he specialized in journalism. Mr. Weber is at present a resident of Evanston (seeking a dwelling place on the north shore). His professional newspaper experience covers a period of 6 years.

Miss Ruth Risley, society editor of the three publications, has been a member of The Lake Shore Publishing Company since its organization. Prior to that time she was society editor of The Lake Shore News. Her practical experience in newspaper work dates back to her high school days. She enjoys the distinction of having more "stuff" copied from her columns than is the experience of any society editor or writer in Chicago and vicinity. Chicago dailies have long since employed her columns as a source of "ready-made" news. Other publications, not so far distant, have copied freely and in wholesale fashion. Miss

Risley also conducts sections of the papers devoted to club activities.

John Z. Lander is in charge of the advertising department of the publications. Mr. Lander has been connected with the company since March, 1920, in which comparatively brief period of time he has gained a wide acquaintance and enviable popularity among the merchants of the township. It is largely through his work that the publication enjoys what is considered to be, proportionately, the highest percentage of advertising in the so-called country newspaper field. The proportion ranges from 65 to 70 per cent weekly. Together with his work on the north shore Mr. Lander devotes time to study in the School of Commerce at Northwestern University.

A. M. Schaefer, a native of Wilmette, has risen steadily from the office boy and ad copy chaser rank to a position where at 18 years of age his activities are divided between circulation work and reportorial duties. He is learning the newspaper game from the ground up in the great school of practical experience with its attendant hard knocks and sundry obstacles biographers so enjoy to expand in encyclopedic lore.



How about those pictures you made Sunday?

Better bring the films here for developing and printing. Your pictures get the benefit of our experience and up-to-date methods. The result is results.

Adams Pharmacy
A. L. ADAMS, R. Ph.
Phones Winnetka 2 and 3

Miss Hazel Behrens, a native of Glencoe, is bookkeeper, stenographer, general office worker. She has displayed keen adaptability in the role of society reporter.

Miss Elizabeth Duffy, of Glencoe, a sophomore at Northwestern University, is in charge of the Winnetka offices of The Lake Shore Publishing Company, at 556 Center street, Winnetka. Much of her time is devoted to society and general reportorial work in Glencoe.

The "back room" as distinguished from "the front offices" is manned by a group of artisans who have had many years of experience in the printer's guild. The personnel of the mechanical department of the concern is in direct contrast to the business and editorial departments, in certain respects. For instance, the age average in the "back room" is considerably in advance of that of the "front office" where youth reigns supreme and the average age falls approximately at the quarter-century mark. The men in the shop are

skilled "old heads" and expert in every department of printing and newspaper work.

Charles A. Hoffman, foreman of the mechanical department, comprising composing, press, bindery, stock and mailing rooms has had 30 years of experience in every mechanical department of newspaper work. He has been with The Lake Shore Publishing Company practically since its organization. His forte in the shop is composition and "make-up".

Charles H. Scherer, linotype operator, is an expert, with experience to his credit in all departments of printing. He is not merely an operator but a mechanic of unusual ability. He could "tear down and build up" a linotype machine, should occasion require.

Harry Cooper has had a score of years' experience in press work both in the newspaper and jobbing departments of the printer's art.

Edward Blum is a veteran mailer and stock-cutter, whose years of ex-

perience date back to the dim, dim past.

William Biehlfeldt, is a composition man extraordinary who can count his years in the trade on the fingers of both hands twice and half again and mebbe then some.

Fred Bruning, janitor and all-round handy man, tops the list in point of years. Bruning was born on a sailing vessel on the Atlantic ocean. He learned to "swab decks" when still in knee trousers and never forgot the art. He is in demand at half a dozen business houses and residences in the village. He is a sea-going sailor who could keep one up nights with his tales of the wind-jamming and shanghaiing days.

PURCHASE NEW CARS

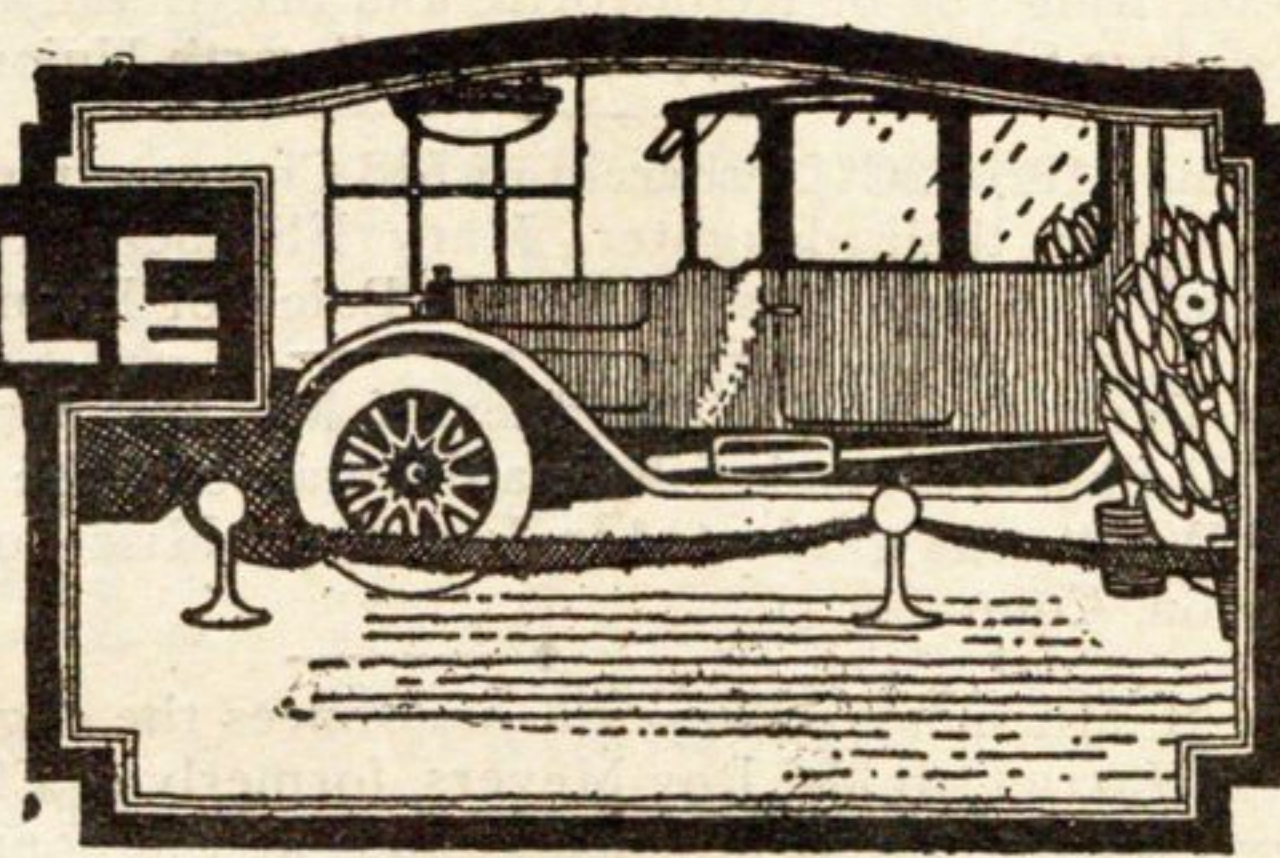
Charles Svanderlik, 748 Center street, and E. Soukup, 599 Fir street, have recently purchased a Hupmobile and Overland, respectively, from the Winnetka Motor company.

Local Distributors
Kelley and Ajax Tires

Local Distributors
Studebaker Automobiles

AUTOMOBILE

Service



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JOHN STENMAN, Proprietor

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