

Lloyd Hollister Inc., Is Praised for Enterprise and Progress

BUILDING CALLED MARK OF CIVIC IMPROVEMENT

(Continued from preceding page)

Dr. James Austin Richards, Minister, Winnetka Congregational Church—Anything that affects the life of a useful public institution is necessarily of interest to the public. The north shore is to be congratulated that it has Lloyd F. Hollister as its leading publisher. His papers are uniformly clean, generous and constructive. I've always found him not only ready but eager to make his publications serviceable to the higher life of the community. Therefore I feel we must all join in congratulations because of the magnificent new plant into which his work has gone.

Rev. E. Ashley Gerhard, Rector, Christ Church, Winnetka—The residents of the North Shore long ago came to appreciate the importance of the place occupied by Lloyd Hollister Inc., in our community life. The quality of the work done by this concern and the personal interest evidenced in their customers justifies our confident hope that Mr. Hollister and those associated with him may at all times be looked to for service of a first order.

I am therefore particularly glad regarding their new plant. It assures us not only of a continuance of this service, but also of its enlargement and increasing usefulness.

F. L. Bateman, Wilmette—You are to be congratulated upon completing one of the finest publishing plants in the entire district. The enterprise is a distinct contribution to the north shore and is an index of real progress.

Congratulations and best wishes.

Edwin Phelps, Kenilworth—Congratulate both you and the village on the enlargement of your facilities. Confidently anticipate you will multiply the service you have been rendering these past years to make Wilmette the community of good will. WILMETTE LIFE is as indispensable as the stores.

Dr. George P. Magill, Minister, First Presbyterian Church, Wilmette—The announcement of your approaching celebration prompts me to send you this word of greeting and congratulation.

For the past ten years as a pastor in Wilmette, concerned for the betterment of our village in all phases of its life, I have been interested in the fine spirit shown in your paper, and the contribution you have made to the splendid growth and good name of our community. I have watched with interest and satisfaction your growth from a small village newspaper to a large high class community magazine. Your purpose to exclude from your columns the unseemly and the unnecessary deserves commendation.

Your occupancy of the present beautiful, commodious and modern plant reflects deserved credit upon your business ability, fair and generous spirit, and your real faith and courage. May I add that I believe your present success also reflects favorably upon the discerning judgment and fine community spirit of appreciation on the part of the people of our village. May the life of WILMETTE LIFE be long and prosperous.

Dan G. Stiles, Vice-President, First National Bank, Wilmette—WILMETTE LIFE, WINNETKA TALK and GLENCOE NEWS have for several years rendered a very high class and complete news service for the territory served. In your new home even these excellent publications can be edited and compiled to better advantage than heretofore, their service to the community thereby increased.

W. Frank McClure, President, Wilmette Sunday Evening Club—My hearty congratulations on the opening of your new building. WILMETTE LIFE is one of the best community newspapers in the United States, a real aid to community progress. May this new building long stand as the home of the helpful service you are now rendering.

Emil A. Nord, President, Wilmette Chamber of Commerce—It is with keenest pleasure that I join with other Wilmette business people generally in offering my sincere congratulations upon the occasion of the formal opening of your splendid new building.

The New WILMETTE LIFE building I feel, is a distinct addition to the north shore community both from the standpoint of its attractive design and as a significant testimonial to the increasingly substantial development of an essential enterprise.

Thomas J. Lynch, President, Winnetka Chamber of Commerce—The fairness and willingness of The WINNETKA TALK, in keeping before the public the activities of the Winnetka Chamber of Commerce, particularly its efforts in supporting civic affairs, has been of inestimable value to not only the Chamber itself, but to the entire village. Winnetka, like all north shore villages, in its growth and development, experiences many problems in the solving of which the Chamber of Commerce enters with the one desire, a solution which will be for the best interest of Winnetka. In all these affairs, the Chamber has had the heartiest co-operation of the WINNETKA TALK, and it is with profound pleasure we note the continued growth and development of the Lloyd Hollister Inc., publications and their occupancy of so fine and complete a "home."

Joseph C. Comfort, Wilmette—Congratulations to you, and by the same token Wilmette is to be congratulated for being beautified with such an inspiring building as you have just erected on Central Avenue.

I have long watched with interest and indeed with growing admiration your splendid journalism as exemplified in WILMETTE LIFE—and now you have added to your laurels by erecting a building which is at once a credit to your good taste and a point of admiration for the North Shore.

Your publication has reached a very high degree of perfection. Reading matter of a type pleasing to the eye and easy to read, editorials dignified and timely, and advertisements well arranged make the whole harmonious and attractive. As an advertising counsel I appreciate what a source of satisfaction this must be to your advertisers.

Yours is an achievement worth while.

So, congratulations and good wishes!

H. L. Woolhiser, Village Manager, Village of Winnetka—I am very glad to have this opportunity to express appreciation for the very fine service which the WINNETKA TALK is rendering to the community by publishing news of municipal affairs. It is of fundamental importance that every citizen be informed, or at least have the opportunity to be informed, concerning the activities of his municipal government. Thomas Jefferson said: "Whenever people are well informed they can be trusted with their own government."

It is the desire of all conscientious officials to accurately furnish information to the public but it is not always easy to accomplish it without unusual effort and expense. The WINNETKA TALK, which I understand reaches a very large percentage of Winnetka homes, furnishes an ideal channel of publicity and with the weekly conferences with your reporter at this office, news of the Village Council's work and of the service being rendered by the Village administrative organization can be presented to our citizens promptly and economically. The service of your paper in this matter is well nigh indispensable.

Mrs. Frank J. Oelerich, President, Woman's Catholic Club of Wilmette—The Woman's Catholic Club of Wilmette wishes to congratulate and commend most highly WILMETTE LIFE on the completion of its new home. In this delightful atmosphere may its growth and progress continue and its power for good inspire its numerous readers.

Dr. Herbert L. Willett, minister, Kenilworth Union church—It is a satisfaction to know that a newspaper as ably conducted and as widely read in our north shore area as the WILMETTE LIFE is to have a new and suitable home for its manifold activities. Our people in Kenilworth watch for its arrival week by week, and read it with interest. The value of such a paper to a community is beyond estimate. In large degree it sets the standard of public thinking. Its attitude on public questions, particularly on matters of civic duty and moral obligation, naturally becomes the form of thinking and conduct for its readers. The opportunity and responsibility of a journal such as yours are very great. I congratulate you on your new facilities for the conduct of your fine enterprise.

Henry B. Gates, North Shore Manager, Illinois Bell Telephone Company—When I recall the weekly paper published here years ago, which President Orner so ably described at a meeting of the Old Settlers a few years back, and compare it with our present WILMETTE LIFE, I realize the credit due you.

You have taken a pride in it—put into it part of yourself and kept the good will and friendship of those who know you.

J. R. Harper, Superintendent, Wilmette Public Schools—I have noted with a great deal of interest the development of the WILMETTE LIFE especially as it has become more and more a factor in our community affairs. I have seen it change its name and change its dress, and now I am especially pleased to see it established in a home of its own. I am glad to congratulate you on your new building because in equipment and architectural appearance it is a splendid addition to the business houses of the North Shore.

L. F. Gates, Wilmette—Until I dropped in at the new home of the WILMETTE LIFE a few days ago to leave an item of news in regard to the Wilmette Community Chest Association, I had never seen your new building, strange as that may seem to you.

Now that I have seen it, I want to drop you a line of congratulation. You certainly have a modern building to house your growing activities. Every time I visit an office where work can be done under such conditions as you have, I envy the man who can work in such an office. You may consider yourself fortunate in being able to work in a place so light, with such good air and so free from distracting noise.

In erecting this modern plant, I am sure you are showing your appreciation of the spirit of these north shore villages.

Woman's Club of Wilmette—The Woman's Club of Wilmette congratulates WILMETTE LIFE upon the completion of your new business home which is a worthy monument to our community. The pleasing exterior and sunshiny interior make it an unusually attractive place for the conduct of business.

W. E. McCormack, Associate Minister, First Congregational Church, Wilmette—It is a genuine pleasure to congratulate you on the occasion of the formal opening of your new plant. The extraordinary service which you have consistently given the First Congregational Church in the past makes these felicitations a delight.

After having visited the entire new plant and after having been received courteously by the splendid staff which makes printing a personal service, I may say that the North Shore should take great pride in your presence as a modern business institution.

Mrs. William F. Schildgen, President, North Shore Catholic Woman's League—Lloyd Hollister Inc., is to be congratulated on its new home. The people living west of the railroad can now point to this building with pride. In the past we have had such wonderful co-operation from Lloyd Hollister Inc. As president of the North Shore Catholic Woman's League, I wish them all success.

Mrs. Shelby M. Singleton, President, Wilmette League of Women Voters—Wilmette citizens have reasonable grounds for the claim Mark Twain made for the strawberry, viz., that God could have made a more ideal place for the people to live than our north shore, but He never did.

WILMETTE LIFE, a newspaper having the welfare of the community at heart, could serve the future in no better way than by striving to unite the several communities in an effort to keep our north shore life distinctive and to pass on unspoiled to posterity our fair wooded shore.

Rev. Francis Carr Stifler, Wilmette—Let me congratulate you on your fine new home. You deserve it. You have given the north shore a service that it needs and you have done it efficiently and always in the spirit of good will. Surely the Christian church, if it had everywhere such unstinted support from the press as we have always had at your hands in Wilmette, would be far stronger than it is as a national institution. May your prosperity and your good influence continue and expand.

(Continued on next page)