

INK IMPORTANT FACTOR IN PUBLISHING PAPERS

**McCutcheon Company Which
Furnishes Colors Specializes
in Attractive Cover Inks**

PERHAPS there is no more important essential in the publication of Newspaper-Magazines than the ink which must produce attractive illustrations as well as reading matter pleasing to the eye. Particularly is this true of the covers for so important are these that it is the particular duty of one man to select the designs and illustrations and after that is done it is necessary to choose the ink that is best adapted to the design and illustration.

Experience has taught that a particular ink will produce an attractive cover where the use of any other ink would prove a failure, and this fact accounts for the care which is taken in the selection.

It is in the production of covers that McCutcheon Brothers and Quality Inc., has an inning. This company, whose factory is in Philadelphia, has its western branch in Chicago and it is from this company that Lloyd Hollister Inc., purchases the inks that are used on the covers of WILMETTE LIFE, WINNETKA TALK and GLENCOE NEWS. This company alone furnishes more than one thousand pounds of ink yearly. These are vari-colored inks such as blue, violet green, blue black, green black, sepia brown, photo brown, orange and others, which are made special makeups for cover printing, the materials naturally being of the highest grade.

The McCutcheon company also furnishes us with various colors for job work, but it is in cover work that it has developed inks of clear tone, nice finish and which dry quickly to fill up the detail of the cuts.

C. J. Beatty, western manager, points to the covers of the Hollister publications in showing what can be done with inks.

*Vari-colored Inks
Find Frequent Use
in Life, Talk, News*

KNOWING inks and the results they produce is one of the most important features of the publishing business, so important in fact, that in years past it represented a problem necessitating much study. But that problem has been solved satisfactorily by Lloyd Hollister Inc., and today WILMETTE LIFE, WINNETKA TALK and GLENCOE NEWS are obtaining excellent results with vari-colored inks. The account with the Ault Wiborg company alone for the last two years called for more than 2,000 pounds.

A BIG INK ACCOUNT

**Charles Eneu Johnson Company
Furnished Plant With Forty-two
Hundred Pounds in Year**

THE publications of WILMETTE LIFE, WINNETKA TALK and GLENCOE NEWS call for the best inks and that accounts for the use of a great amount of magazine black, according to E. M. Stevens, sales manager of the Charles Eneu Johnson Ink company of Chicago. The Johnson company furnishes inks not only for our Newspaper-Magazines, but also for the commercial printing.

Then there is another item of no little attention to the great amount of ink used than to take the figures for the last year. These show that Lloyd Hollister Inc., was furnished an average of three hundred and fifty pounds of publication or magazine black ink a month, the total for the year being forty-two hundred pounds.

Then there is another item of no little importance and that is the color account for commercial work. In mixed colors last year our plant used six hundred pounds.

Indications point to greater ink consumption this year.

*15,000 Feet of Wire
of Various Sizes
Strung in Big Plant*

TO provide proper motor horse power and lighting for a modern publishing plant requires time. That's why the electrical contractors for the new Lloyd Hollister Inc. building in making their report on the job stated that two men were busy practically each working day from August 18 to January 5 to complete their work. Also they state that a fine arrangement of lighting has been affected which makes the building as well lighted as could be desired.

The Bond-Lehman company of Evanston were the contractors, and they turned out a good job. In a publishing plant the horse power for motor operating is of the greatest importance and with this work complete the presses which grind out WILMETTE LIFE, WINNETKA TALK and GLENCOE NEWS are "raced" by fifty horse-power. It is possible too to increase this by thirty-five horse power.

The light service totals 31,000 watts and there is a service cable of 500,000 circular mils.

Highly interesting are the figures showing the amount of wire used. The Bond-Lehman company states that it was necessary to string 15,000 feet of wire of various sizes.

McCutcheon Bros. & Quality Inc.
of Chicago, Ill.

PRINTING INK

used on
the outside cover
of this magazine



all the
**ELECTRIC
WIRING**



in
the new plant of
Lloyd Hollister Inc.
was installed

by
**BOND-
LEHMAN
COMPANY**

620 Grove Street
EVANSTON

