



**The
HEALTH
PRESERVER**

Pure water ice—the kind you can see through—is the staunch defender of your health. Hygiene demands that you keep your food fresh and cold with an abundance of pure ice.

Choice black dirt—filling and finest quality fertilizer now available in any quantities.

Wilmette Ice and Teaming Co.

Pure Water Ice

Phone Wilmette 53

733 Main St.

**Modern Mat Service
Proves Its Worth in
Publishing Field**

AN enterprise, distinct in itself, but which has contributed richly to the quite general modernization of the publishing business in the last thirty years, is that known in printing parlance as the "mat service."

The Bonnet Brown Corporation, 155 E. Superior street, Chicago, Arthur Bonnet of Kenilworth, president, is one of the leaders in the Advertising Service (mat service) field and has for several years provided Lloyd Hollister, Inc., with complete monthly editions covering every conceivable phase of advertising and news illustrations.

Each month Lloyd Hollister, Inc., received a sizeable volume of clip sheets containing seasonable as well as general features and suggestions for advertisement illustration.

By virtue of this service, which includes the papier mache matrix from which type-high stereotypes, ready for the printing press, are made, the prospective advertiser can, at a glance, make his selection from a wide variety of illustrations, with the result that the time involved in converting the matrix into the useable product is measured in minutes rather than hours or days as was necessary before the modern mat service came into vogue.

LUDLOW GREAT LABOR SAVER

The Ludlow typograph machine which sets display type in the Hollister plant is among the greatest labor saving devices ever invented. As in the instance of the Linotype machine, the Ludlow has largely replaced hand-setting and distribution methods, eliminating all this by its rapid-fire casting.

**MAT SERVICE BIG AID
IN "AD" ILLUSTRATING**

Meyer Both Co. Provides Monthly Proof Pages and Mat Service

WHERE do the pictures which illustrate the advertisements and occasionally the features in a Newspaper-magazine come from? That's a question and here's another: How does it happen WILMETTE LIFE, WINNETKA TALK and GLENCOE NEWS are able on an hour's notice to turn out an attractively illustrated ad?

The answer is provided by the Meyer-Both company of Chicago, and in answering, this company imparts the information that their monthly mat service is the medium through which this is accomplished. The Meyer-Both art department turns out the illustrations, these are stereotyped to produce the paper mats. Each month Lloyd Hollister Inc., is furnished with a "new edition" of proof sheets and clips, varying in numbering but averaging about forty pages. Along with these come the mats from which the casts are made in our own stereotyping department and the next step is the last—setting them into the ads which go into the type forms, after which the presses do the rest.

When an advertiser is seeking an illustration for his ad, the Lloyd Hollister Inc. advertising department assists him. The mat service books are opened, and so varied are the illustrations that there is certain to be found just what is wanted. Then comes the casting and that requires only a short time and the business of publishing the papers goes hummingly along.

RIDGE AVENUE MERCHANTS

JOIN IN

CONGRATULATING LLOYD HOLLISTER INC.

The spirit of integrity and progress which is demonstrated in the culmination of your new plant is to be commended. We offer our sincere congratulations and pledge our continued cooperation.

Pearson's Market
813 Ridge Ave. Phone Wil. 2800-2801

J. H. Schaefer & Co.
Real Estate & Insurance
803 Ridge Ave. Phone Wil. 364

Ridge Avenue Pharmacy
901 Ridge Ave. Phone Wil. 316

Klinge & White
Groceries & Meats
Ridge Ave. Phone Wil. 113-114

National Tea Co.
805 Ridge Ave. Phone Wil. 1294-2226

Paul Bleser
General Merchandise
Ridge Ave. Phone Wil. 411

Schreiber's Shoe Shop
Ridge Ave. Phone Wil. 3178

Ridge Electric & Radio Shop
815 Ridge Ave. Phone Wil. 695

Wilmette Tailors
Cleaners & Dyers
Ridge Ave. Phone Wil. 2433

Ed's Coffee Shop
Ridge Ave. Edward Stancoe

B. E. Busscher
General Merchandise
817 Ridge Ave. Phone Wil. 491

Dependable Auto Supply
Ridge & Lake Ave. Phone Wil. 2358

Lake Avenue Garage
H. A. Modine
Lake Ave. Near Ridge
Phone Wil. 3040

Ridge Confectionery
Bartoli Bros.
Ridge & Lake Ave. Phone Wil. 1450