

You Business Men Who Buy Engravings



LEA J. ORR

This is Lea J. Orr, Secretary of the La Salle Engraving Company, who handles all the engravings for Lloyd Hollister Inc.

The Hollister magazines are a good example of what we mean by cooperation—or team work.

Team work is important in our business because it is so closely tied up with printing, advertising, photography and art work. That is why we say, "Let's talk things over."

You can save time and money by calling Lea Orr in before your art work is started. That's the time to talk things over with the other men who will work on the job. Then we will all learn what is expected of each of us and you can take advantage of all of our time and money saving suggestions.

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FURNISHES PAPER

Whitaker Company Among Those
Who Supply Material for Com-
mercial Printing Work

IN responding to the demand for commercial printing Lloyd Hollister Inc., has become a big customer of the paper companies. Among those who furnish paper for this type of work is the Whitaker Paper company of Chicago. When we find the stock in our paper cabinets diminishing, a call to the Whitaker company quickly results in fresh stock.

The volume of commercial business is perhaps best indicated by the figures for last year, which show that the Whitaker company furnished us with 460,000 envelopes, 26,800 sheets of bristol and cardboard, 5,500 pounds of book paper, 3,700 pounds of bond paper and 2,100 pounds of miscellany.

That is quite an order and tells part of the story of why this publishing company was forced to build a new plant, install more and better machines and add equipment to a material degree. The call for commercial work continues and expansion has placed Lloyd Hollister Inc., in a position to meet the demand with speed and efficiency.

Commercial Work Calls for Heavy Paper Stock Supply

THE publication of WILMETTE LIFE, WINNETKA TALK and GLENCOE NEWS is a big and important job, but the expansion of Lloyd Hollister Inc., increasing efficiency and capacity enables the publishers to handle an ever-increasing volume of commercial printing. The job department has grown in leaps and bounds along with the Newspaper-magazines.

This is made evident by the statement of the Paper Mills company of New York, which has its western branch in Chicago. Figures tell a big story and for that reason we use them here to show the great activity in this department last year. And incidentally it should be mentioned that this year has started off with every prospect of bigger and better business.

The figures show that the Paper Mills company supplied Hollister Inc. with approximately 227,250 commercial envelopes of all sizes last year. There was a big demand for commercial announcements, (cards and envelopes) the estimated total being 35,750. Book paper of all kinds ran to approximately 1,200 pounds. Bond paper for stationery furnished was estimated at 46,000 sheets or 64 sheets more than 92 reams. Bristol board for cards accounted for 1,600 sheets, while cover paper totaled 2,000 sheets, equal to five reams.

281 TONS OF PAPER USED IN YEAR BY NEWSPAPERS

West Virginia Company Supplies
This Quantity, or 562,243
Pounds, to Hollister Inc.

INTO the hungry maw of the big Miehle and other presses which hum day and night in the Lloyd Hollister Inc. publishing plant there was fed last year a total of two hundred and eighty-one tons of paper which shortly became WILMETTE LIFE, WINNETKA TALK and GLENCOE NEWS. The accurate figures in poundage are interesting because they show that a total of 562,243 pounds of magazine paper were used in the publication of our weekly papers.

These figures appear colossal, but present indications are that they will appear small by the time the end of the present year rolls around because of the expansion of Hollister Inc. and the accompanying increase in the size of the weekly Newspaper-Magazines.

Hollister Inc. has given much consideration to the matter of paper selection with the result that an old line company, sixty years old, and which is recognized as the world's largest manufacturer of book paper is supplying us with paper.

This company has a daily output of 800 tons. This is possible because it has seventeen mills in Eastern states.

Two kinds of paper are furnished Hollister Inc. by the West Virginia company, one for the covers and the other for the inside pages. The covers are Super-book, while the inside pages are a specially made Westvaco magazine finish paper. This is a strictly Number 1 Eastern sheet absolutely free from old paper or ground wood.

The result of using this paper is a substantial newspaper magazine, pleasing to the eye and easy to read.

William H. Smythe, who is a Kenilworth resident is Sales Manager of the West Virginia company.

Shades "Dress Up" Windows of Plant

THE shading equipment installed in the new plant of Lloyd Hollister Inc., by the Hough Shade Corporation of Chicago, was selected after careful investigation as to what type of shade would be most beneficial to his employees' health and add to their personal comfort. The Ra-Tox Venetian Blinds, which have been installed in the office portion of the new plant, are adjustable as to both light and ventilation.

Another type of wood slat has been placed in press and composing rooms.

L. J. Steffen, who is General Manager of the Hough organization, is a resident of Evanston.



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