



The Dawn of a New Age

PRINTER'S INK is the sea on which our civilization is sailing along. We have passed through the stone age, the bronze age, the iron age, the steam age; now we are at the dawning of still another age. The sun of a new era has reddened in the east and the new day is upon us, but the meridian is still afar off. What the scholars of the years to come will call this age we do not know, but whatever it is called there must be given full cognizance of the power of printer's ink in shaping its destiny; of, in fact, creating it.

Johannes Gutenberg will stand as the precursor of that age, for he invented movable type, and type has moved the world. With the first creaking of the first printing press, thought for the first time in the history of man took wings and became ubiquitous.

MALCOLM W. BINGAY,
Managing Editor Detroit News.

Here the power of printer's ink can serve you.

LLOYD HOLLISTER Inc.

1232-36 CENTRAL AVENUE, WILMETTE

Telephones

Greenleaf 4300
Wilmette 4300

Sheldrake 5687
Winnetka 2000