



• THE • LAKESIDE • PRESS •



## **The Lakeside Press**



**Home of R. R. Donnelley &  
Sons Company, 350 East 22nd  
Street, Chicago**



**Lakeside Press Galleries**

- As you walk out of the building you are now in you will see just outside the 23rd Street Entrance of the Exposition the tower of The Lakeside Press building with its more than twenty-eight acres of floorspace.
- Under this roof we have brought together everything entering into the production of printing—copy-writing, art, photography, design, typesetting, engraving, electrotyping, printing, lithography, binding, mail-



**Memorial Library**

- ing, and shipping. Here we have every facility to produce, from start to finish, any size of printing order (from carloads of mail order catalogs and telephone directories, through the gamut of encyclopaedias, books of all kinds, catalogs and advertising printing, to 100 invitations—tastefully appropriate—to the meetings of your favorite club), and by any method of printing.
- If you will look about you in this exhibit you will see speci-



**Photographing Merchandise**

mens of the almost limitless variety of printing we do. Further if you will examine the humblest of these specimens you will see that, although the material and method used may be the cheapest, the result is tasteful and effective. And this because under UNDIVIDED RESPONSIBILITY controlling each of the operations involved from start to finish, we have been able to carry through to a definite objective.



**Artist-Etchers Finishing Color Plates**

- Every job we do, large or small, is carefully, though often rapidly, planned before it goes into our shop. Then, whether it be a bank statement or booklet which must go into the mails 10 hours after you



**Linotype Composing Machines**

give us the order, or a catalog which must be delivered 100,000 a day starting after several weeks, the job moves, click by click, to a completion at the time we have promised it to you.

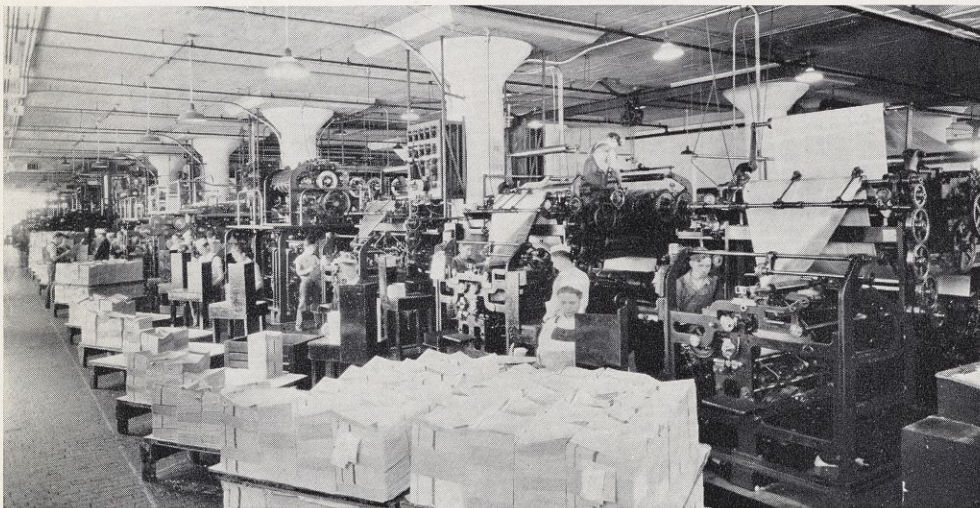
- In order that the craftsmanship of the handicraft age might not die out with the advent of the machine, we started a school for apprentices in 1908. These apprentices come to the Press as high school boys and learn the ancient craft of printing on the finest of modern equipment, from many instructors, each a master in his special line. These boys are imbued with the conviction that the better they do their work, the more they will earn,



**Finishing Electrotypes**



**The Lakeside Press, Twenty-eight Acres of Floor Space, Full of Modern, Efficient Machinery**



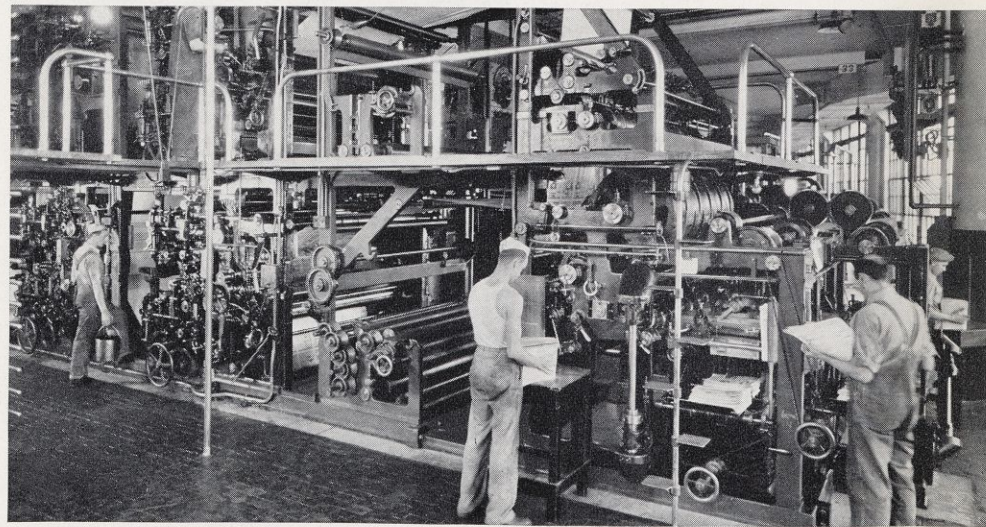
**A Row of Rotary Printing Presses**

and the higher they will rise. Almost without exception these apprentices remain with us: as master workmen; as heads of departments; as foremen; and as executives. It is their intelligent skillfulness that sets

upon our product the unmistakable mark of the master craftsman.

- The interests of our workers and officers are identical. Every employee is free to do the best that is in him with the assurance that he will be

**A Magazine Press**



liberally rewarded for so doing. Fair treatment to every workman in our employ has been, we believe, the mainspring of such success as we enjoy. Our management and employees have long since reached the common ground of a generous understanding, and our harmony is reflected in the uniformly high quality of our product. We have not had a labor controversy with our employees in over twenty years. Working condi-



**Giant Gathering Machine**



**Binding Books**

tions at the Press are the very best in the industry. We take it upon ourselves to insure the health, the safety, and happiness of every employee.

- It was our desire to hearten the machine binder in the practice of his craft, and in so doing to raise the standard of quality of our machine binding, that prompted us to start a department of fine hand binding. That we have succeeded beyond our hopes is evidenced by the



examples of machine binding you will see in this exhibit. And as a by-product of our effort to rehabilitate the craft of machine binding we have today what is probably the best hand bindery in the country and one of the best in the world. In this bindery the most highly skilled artist-binders repair or bind books for collectors in all parts of the country; the cost of binding a single volume may vary from a few dollars to occasionally as

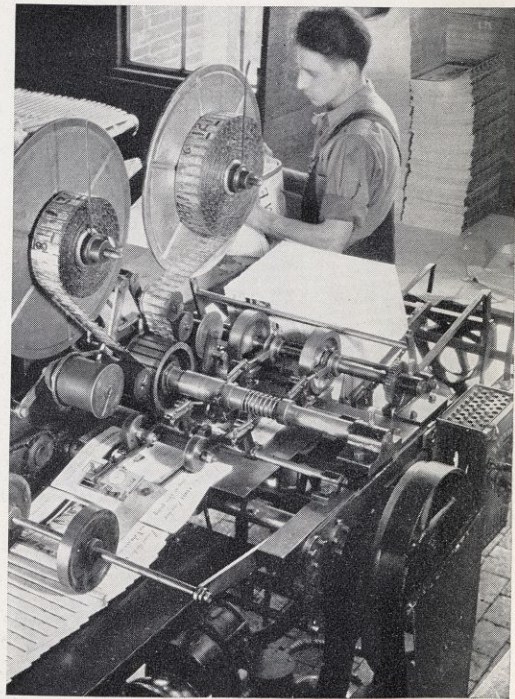


**Binding Magazines**

much as several hundred dollars.

- When we built our present building we set aside, primarily for the benefit and education of our own employees, four large rooms as The Lakeside Press Galleries, where from time to time we have exhibitions of fine printing, rare or fine books, paintings, posters, prints, and other things related to our trade.

- At the present time we have an International Exhibition of fine printing by designers and presses

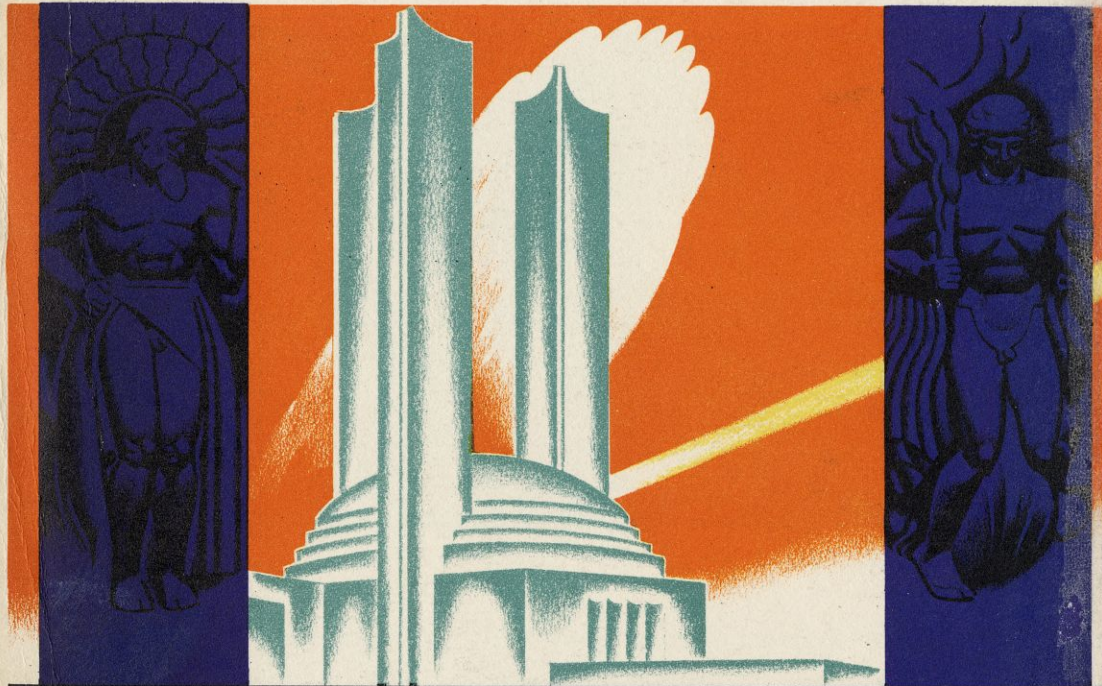


**Mailing Magazines**



**Loading Cars on Our Siding**

of twelve foreign countries. We invite you to come over and see it. It is open to the public free of charge from nine to five every week day except holidays and Saturday; on Saturday from nine to twelve.



• 1933 • CHICAGO • 1933 •