



INTERNATIONAL EXHIBITION OF

SECOND



FINE PRINTING

held during the
Century of Progress Exposition
in the Lakeside Press Galleries
opposite the 23rd Street Entrance to the Fair



Photo © H. Koss

DURING THE CENTURY OF PROGRESS

There's a travel folder from Berlin to make you rush out and buy a ticket to somewhere.

There's a Swiss Motor Club booklet printed so legibly that even he who drives may read—and a Prague pharmaceutical catalog that makes tabular material both an aid to understanding and a joy to the eye.

there will be on display in our galleries a Second International Exposition of Contemporary Fine Printing.

Not essentially "fine printing" in the sense of rare volumes, exotic bindings, collectors' items—but fine printing of such eminently practical pieces as advertising booklets and bank statements, labels and broadsides and commercial catalogs.

There's a wine-list (George Switzer designed it for a New York hotel) so irresistible that guests pay a dollar and a half for copies to take home.

There are fascinating school-books that Mussolini himself decreed, to teach the Italian bambini their a-b-c's quite painlessly.

There are new type-faces from Paris, tram posters from London, hardware catalogs from Essen. . . .

In short, the work of the famous printers and presses of fifteen countries—new, intelligent, arresting. . . . And "right down the alley" of every American Sales and Advertising executive who is trying to produce printed matter that will do a better selling job for his company.

THE LAKESIDE PRESS
R. R. DONNELLEY & SONS COMPANY
350 EAST 22ND STREET, CHICAGO

This Exhibit is open to the public from 9 A.M. to 5 P.M. Monday to Friday (except holidays). You are cordially invited to inspect it.



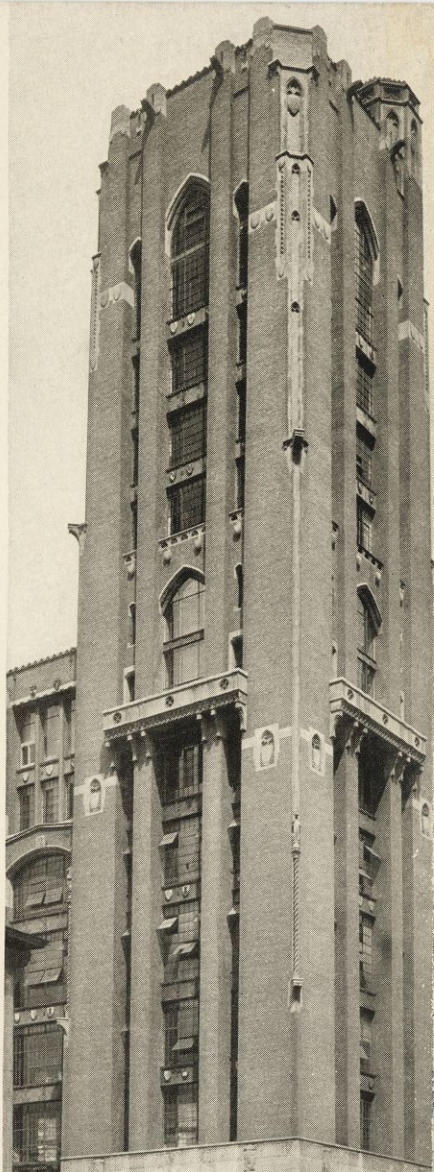
2

MORE INVITATIONS

TO SALES AND ADVERTISING
MANAGERS, AND AGENCY MEN

You are invited to visit a showing of the work of The Lakeside Press (we have not included any of our own in the International Exhibition) in our space in the General Exhibits Building in the Fair grounds. Besides examples of printing jobs of almost every nature and size, and by almost every printing process, there is a graphic presentation explaining the progressive steps in making color-photographs and, from them, color printing-plates.

The best panoramic view of the Fair and its magnificent electrical display is from the roof of our building. It will be open to visitors Wednesday and Saturday evenings (except holidays) from seven to eleven. On arrival telephone us (Calumet 2121) and we will mail you a card admitting yourself and party of friends. We assure you that nobody will try to sell you anything!



The Lakeside Press

R. R. DONNELLEY & SONS COMPANY

350

EAST 22ND ST., CHICAGO
EASTERN SALES OFFICE,
305 EAST 45TH ST., NEW YORK

This insert is printed by the Fine Halftone Process (new to U. S. A.) at The Lakeside Press