To visit an International Exhibition of Contemporary Fine Printing, in The Lakeside Press Galleries, at 350 East 22nd Street.

To visit the exhibition of the work of The Lakeside Press in the General Exhibits Building on the Exposition Grounds.

To view the magnificent electrical display of the Exposition, at night, from our roof.
Last year when the management of A Century of Progress Exposition did not find it possible to make provision for an exhibition of the world's work in printing, we decided to undertake such a showing on our own account. Accordingly we invited the most representative designers and presses the world over to submit specimens of their work. They literally swamped us. The cream of this material—fine printing from twelve different countries—was displayed in the four rooms of our Gallery, and
Federal and States Building

* The Reception Hall of The Lakeside Press Galleries, showing part of the 1935 International Exhibition of Contemporary Fine Printing

was inspected by over 25,000 interested visitors. Pictures of two of the rooms of last year's exhibition are shown in this booklet.

★ Again this year the contributors to last year's exhibition, and many others, have sent us much new material . . . some of it conservative, some of it radical, in design . . . work done by new or improved printing processes . . . the most recent successful experiments in photo-engraving . . . all of it outstanding . . . and interesting. The Galleries have controlled ventilation so that visitors may enjoy in comfort their examination of this unusual collection.

★ This exhibition in The Lakeside Press Galleries at 350 East Twenty-second Street will be open Monday to Friday inclusive from nine to five, June 1st to October 30th (holidays excepted).
Two views of the 1933 exhibition of the work of The Lakeside Press in the General Exhibits Building

THE WORK OF

THE LAKESIDE PRESS

★Our exhibition in the Graphic Arts Pavilion of the General Exhibits Group at the Fair will again feature the workaday product of The Lakeside Press. Visitors to this exhibit will see many interesting examples of the work we do: telephone directories and mail order catalogues; trade edition books of every description, including editions of most of the encyclopedias printed in America, limited edition books and fine bindings; magazines and newspapers; all sorts of catalogues; office and factory forms; advertising printing of all kinds; and a great deal of small printing such as invitations, announcements, menus, programs . . . all this and more.
THE NIGHT SPECTACLE FROM OUR ROOF

★ The best panoramic view of the Exposition Grounds is from our roof; and at night when the lights of the electrical display begin to go on it is magnificent! The Lakeside Press Building is just across the bridge (two blocks) from the 23rd Street Entrance to the Exposition, midway of its north and south dimensions, so that every building, from the Aquarium on the north to the Travel and Transport Building on the south, is clearly visible.

★ Again we are opening our roof to visitors two nights each week: Wednesday and Saturday (except Decoration Day and July 4th) from seven to eleven o'clock. On these evenings the International Exhibition of Contemporary Fine Printing will be open for inspection, but other departments of the Press will be closed.

★ At night admission to the Galleries and roof is by card only. The card attached will admit you and whatever party of friends you may care to bring with you.

★ In this exhibit we have arranged two graphic presentations which we think will interest you. The first of these has to do with the progress of a bound book from the printed sheet through the processes of binding—folding, gathering, sewing, case making, gold stamping... to the finished volume ready to put on your bookshelves. The second presentation will demonstrate the steps in direct-color photography, the making of printing plates to reproduce such photographs, and a number of unusual subjects made possible by the recent developments in this process.

★ This exhibition may be seen whenever the Exposition is open to the public and you are invited to come and examine it for yourself.
Please sign your name here

to The Lakeside Press Galleries and roof on any Wednesday or Saturday evening from June 1st to November 1st, 1934. Located at a central point North and South, just West of the Exposition grounds, the view of the Exposition as lighted at night from this point of view is magnificent.

R. R. DONNELLEY & SONS CO.