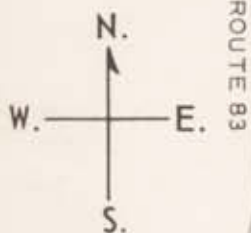


a new approach
in creative advertising



convenient to all expressways



ROUTE 83
FRONTAGE ROAD

VIS-O-GRAPHIC

HINSDALE AIRPORT

ROUTE 66

Vis-O-Graphic Incorporated

LOCATED AT ROUTES 66 AND 83



Artwork and photography

At Vis-O-Graphic, you have at your fingertips, the services of a complete art studio with the background and experience to provide the kind of art work and photography that you need to most effectively sell your service or product. Creative artists with ideas, using the most modern and time-saving equipment, will design your message into an effective, eye-appealing sales-getter. Our studio works hand in hand with the camera, plate and press departments, giving our artists vast reproduction experience and assuring you of artwork that *will* reproduce beautifully anywhere.



Experienced air brush art work and retouching.

- **Layout and design**
- **Illustration - Cartoons**
- **Photography**
- **Photo retouching**
- **Air brushing**
- **Package design**
- **Product illustration**
- **Color separation**
- **Electric typing**
- **Trademarks**

*open gatefold and see our
well equipped art department*



lets be direct . . .



. . . is your sales message getting through?

Vis-O-Graphic Incorporated

combined services can
give you more powerful
printed advertising!

creative artists
and designers to
sell your products

Efficient Service

through use of
modern time-saving
equipment



Light tables equipped with parallel arms used for precision assembly.



Modern vertical camera used in our Art Department to quickly reduce or enlarge pictures and type for layouts and final art work.



The machine above produces many beautiful hand lettered type faces.



Use our fast, economical electric typing facilities.



Vis-O-Graphic Incorporated



Large graphic arts camera.



Negatives and plates

Vis-O-Graphic's camera and platemaking department is available to you either as a service in itself or as part of a complete art and printing program. Experienced technicians reproduce your artwork with hairline accuracy for both color or black and white. Here again you have the benefits of our art department working in conjunction with the camera and platemaking department

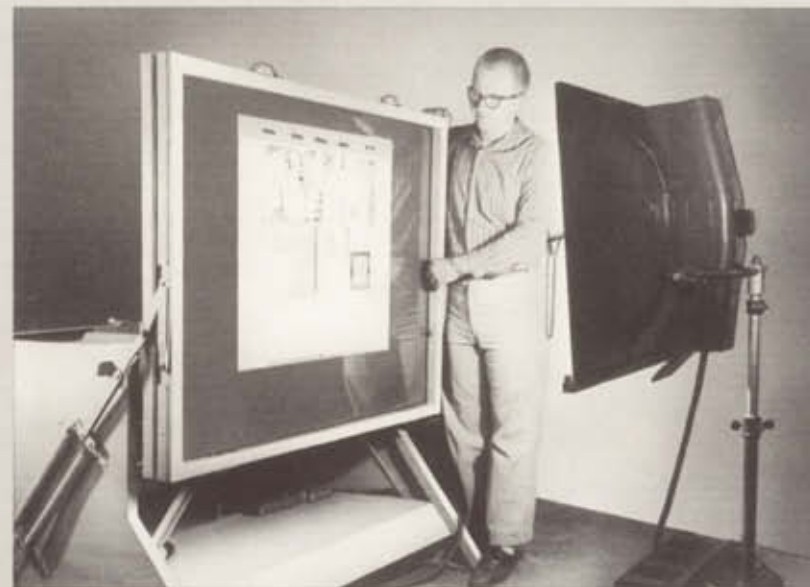
- **Line negatives**
- **Fine line negatives**
- **Film positives**
- **Halftone negatives**
- **Continuous tone negatives**
- **Strip up**
- **Offset plates:**



The strip-up department where negatives are carefully examined and precisely stripped up into forms for making plates.



Completely equipped darkroom.

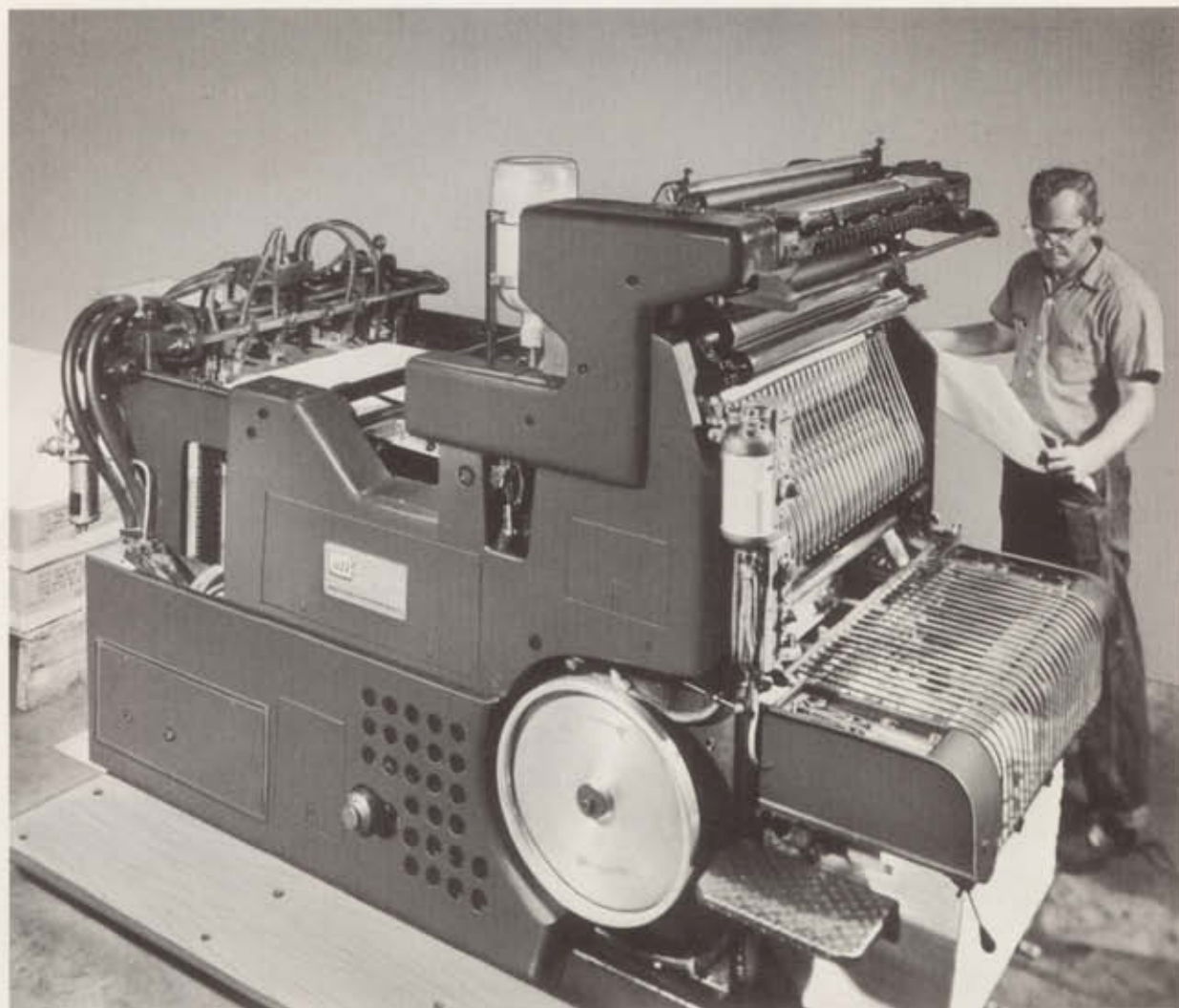


Carbon arc light exposing an offset litho plate in vacuum frame.





Offset lithography



Modern high speed offset presses operated by skilled craftsmen assure you of the highest quality in all your printed matter. A specialty is — fast, high quality, economy service on simple one color printing with modern offset equipment. Use Vis-O-Graphic's outstanding lithography — the quality is always highest.



Vis-O-Graphic Incorporated

Bindery

You realize tremendous time savings too, through the use of our modern bindery department. Folding, Gathering, stitching, punching, padding, cutting, inserting and many other operations. Enhance your catalogs, books, reports, sales displays and presentations with modern colorful plastic binding. New automatic equipment, in this operation, assures you of exceptionally beautiful bindings in plastic.



Automatic folding machine.



◆ *Complete stitching facilities.*



Modern precision paper cutter.



◆ *Automatic plastic binding equipment.*

Complete programs and campaigns for printed advertising

Having produced many successful advertising programs, our advertising counselors, with their broad experience and background, will be happy to advise you in preparing any repeat mailing campaign, special promotion, catalog or general advertising sales program to fit your specific needs. Here again, the comprehensive services available at Vis-O-Graphic are a distinct advantage to you in speed, efficiency, quality and economy. No need to chase around to many suppliers for each service necessary. Save yourself time, headaches and money by using our complete "all under one roof" art and printing service.

- **Catalog layout and compiling**
- **Circulars, brochures and catalog sheets**
- **Booklets, specification folders**
- **Posters, point of purchase displays**
- **Books, manuals, annual reports**
- **Ads for trade magazines**



CL
Custom Line

easy ways
to recognize
a bad check

swingaway 39
FABRIC STRAINER
SPRAY
STREAM

3
MACHINE FOR

easy living for everyone...
power
mowers and tools

WIZARD
to help you move
MERCHANDISE...
endust- sponge
map

NOBLE PRESENTS
Trophies for Champions
the ultimate in prizes

Cavalcade of Stars
GRANDTIC CONTEST - JAN. 1 TO DEC. 31, 1964

Imperial
ACCORDION MFG. CO.

picture your profits
red tag

The **cedar** 1000 SUPERMARKET
CLEANING SUPPLY
Display Fixture

american
padlocks
American Lock Co.

Select colored
plates which
make the new easy way

Jewelry Findings
PRECISION MADE

House of Williams

40 years of service... economy... dependability

Chinese Village
RESTAURANT

midwest
newly improved
flex mops
square mops
washers

MINITMAID
the
Magic Cooker
BOOK OF INSTRUCTIONS AND RECIPES

Handy Haulers
No. 15 HANDY HAULER

an invitation...

Electrical Supplies

Stock Line
PRESENTATION
BOOKS
DESIGNED BY
Noble
L. R. SHAW & CO.

6 easy ways
to recognize
a bad check
by C. H. Butler

Handy Haulers
GIFT CRAFT

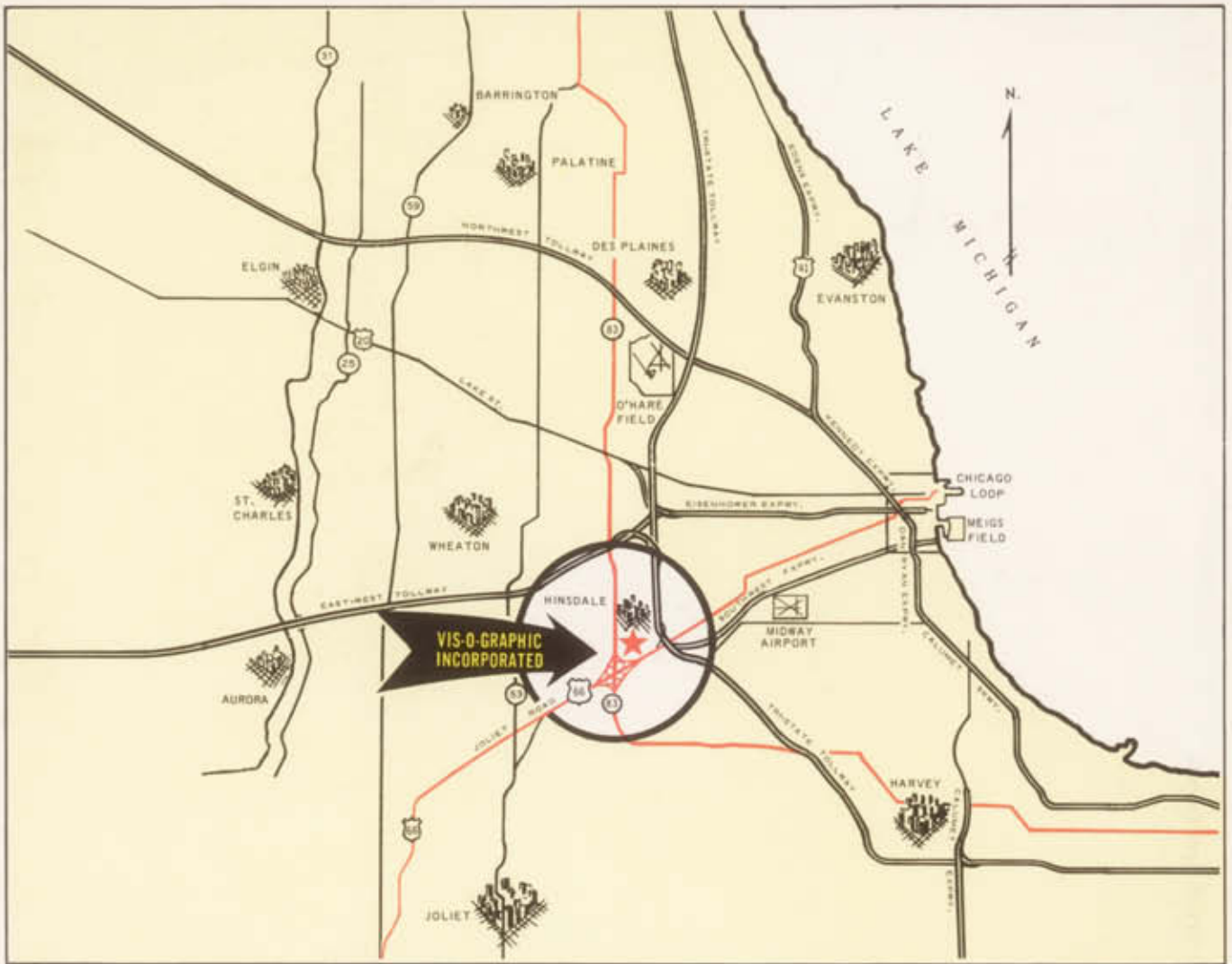
GIFT CRAFT

Fishin' for something
GOOD?
hook on to...

Meadow Lane
HOMES

FIRE PATROL
DOLL AND SET
Check your school for a
dollar for the

Bowl
300
SCORE WITH
NOBLE
Trophy



Convenient Location - located Southwest of Chicago, Vis-O-Graphic is conveniently located to serve the Heart of the Industrial Midwest. Away from the congestion of the loop, it is easy to get to and near many industrial districts. A phone call can bring a representative to help you with your art and printing problems.



Vis-O-Graphic Incorporated

ROUTES 66 AND 83

HINSDALE, ILLINOIS

CALL TODAY FOR MORE INFORMATION

Area Code 312

Phones: **325-0990**
325-0991

