

Jersey Observer

JERSEY OBSERVER, MONDAY, NOVEMBER 7, 1938

NEW INDUSTRY FOR HOBOKEN

Pictured below is the fine new plant of Alco-Gravure Division of Publication Corporation at 9th Street and Monroe in Hoboken. Almost two blocks square it houses the most modern rotogravure printing plant in the world. Pictured here also is the front entrance and the entrance hall finished in beautiful Tennessee marble and satin finish chromium.



The Ballinger Company, Architects and Engineers, Philadelphia and New York

ALCO-GRAVURE
DIVISION OF PUBLICATION CORPORATION
NINTH AND MONROE STREETS
HOBOKEN, N. J.

EXECUTIVE OFFICES
NINTH AND MONROE STREETS
HOBOKEN, N. J.

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BALTIMORE, ATLANTA
KANSAS CITY

TELEPHONE
CANTLIDGE 7-1361 - HOBOKEN 9-1030

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AN OPEN LETTER

We are happy to have this opportunity to publicly thank His Honor, The Mayor, the members of his official family and all the good citizens of Hoboken for their spirit of helpfulness during the period of construction of our new plant.

We bespeak for a continuance of those pleasant relationships during the coming years and hope they will be happy and fruitful for all of us.

We are proud to take our place in the community life of Hoboken.

PUBLICATION CORPORATION
Alco-Gravure Division.

Hoboken Welcomes Gravure Plant

Will Make City Focal Point of Noted Industry

Local Plant Will Be One of Chief Centers of the Nation's Printing

In the building of a great, new plant for its Alco-Gravure Division, covering almost two city blocks in northwestern Hoboken, Publication Corporation makes that city one of the most important of five local production centers from which it operates as a powerful influence in the printing industry of America.

By the location there of one of its key plants, and the addition of its name to an important list of other nationally known business houses which have maintained their headquarters in the city, the large printing company not only crystallizes its own appreciation of local advantages for manufacture and distribution of product, but gives strong impetus to Hoboken's steadily-growing position in the scale of

Directs Publication Corporation



Joseph P. Knapp
Chairman of the Board

gravure process that developed to its current position as a major medium in the publication and advertising field.

Business growth and the ever increasing size of the presses completed renewal to larger quarters. The site there, extending west and north for approximately two city blocks from Ninth and Marine streets was acquired about eighteen months ago through the Joseph J. Cherubini Organization, whose efforts aided by Mayor Bernard N. McFadyen, carried through the negotiations which gave the city a substantial increase in position in the industrial world.

Founded in 1905

In 1905 under the laws of the State of New Jersey, subsequently in 1906 under the laws of the State of New York, Publication Corporation was made its start as the American Lithographic Company for State Printer Remondini effective in 1929. Alco-Gravure made its start in 1919, taking its name from the technical

of the parent company. In recent years its parent identity was consolidated as Alco-Gravure Division of Publication Corporation.

Briefly, its business structure may be classified in four major divisions: the printing of regular newspapers, newspaper supplements; the printing of magazine supplements for newspapers; the printing of commercial lithographic printing, i. e., business letters, advertising inserts, etc.

In the first listing falls the printing of gravure sections for approximately thirty of the leading newspapers in America, notably in the metropolitan area for the New York Herald-Tribune, which includes in its Sunday fold the magazine supplement "This Week" also printed by Alco-Gravure.

Prints Big Weekly

"This Week" printed by thirty-four newspapers, with an average circulation of well over 5,000,000 weekly, makes up the second division of the company's work.

In the third division, dealing with magazines generally, falls well-known publications such as the national "Look" which has a monthly circulation of 2,000,000 or more.

Gravure production is the fourth listing, as exemplified by Broadway advertising sections, catalogs, booklets, etc., which are designed for distribution to such firms as Jersey City's Colgate-Palmolive-Peet Co. but infrequently these divisions, made at various times as high as \$1,000,000 in quantity.

Like its large sister plants, its most sections of the company, the very Hoboken plant, based at the five city blocks of approximately 150,000 square feet, is equipped with machinery to reach and maintain the high speed levels necessary to meet production schedules. Especially in this case, and in the new construction and striking hand transportation facilities upon are viewed as all production, must be printed and delivered on time table schedule.

Building Takes In Two Blocks In Upper City

Growth of Company Has Gained City Big Industrial Benefit

The New Plant

Based in 350,000 square feet, the Hoboken plant is equipped with an up-to-date air-conditioning system in its preparatory departments, making for greater efficiency by a personnel which operates at all times in a uniform temperature.

The great press room has been engineered with an eye to the utmost in working efficiency. One of its features is that this portion of the plant need no mechanical ventilation, but also eliminating the necessity of any supporting columns in the press room proper. This room is brilliantly lighted by natural pattern of glass on all sides and from above, and by bright aluminum painted surfaces throughout. It includes as its machinery items maintained and cleaned in many places, two Class high-speed rotary presses, each consisting of twelve heavy duty units with



John C. Stehring
President

impressing device and two pairs of high speed rollers and slabs.

Each press is over 120 feet long, 16 feet high, 11½ feet wide and very tightly constructed, weighing 250 tons apiece. Each of these presses is equipped with patented ink handling mechanism of the air or extremely valuable data without undue vibration, and in the absence of production, remarkably quiet in operation.

Joseph P. Knapp, for many years Chairman of the Board.



Albert E. Minger
Chairman of Finance

retrogressive political results.

Other Big Plants

Already operating large printing plants in Chicago, Baltimore, Atlanta and Kansas City, Publication Corporation's base of Hoboken as its home in this industrial world. The company's growth and its community's accessibility to New York are its mainstay, and its printing facilities, for the transportation of incoming supplies, and the outgoing finished product. Alco-Gravure was the money year located at 17 East Nineteenth street, New York City, where the role



C. E. Stouch
Vice President and General Manager



Arthur H. Shoben
Vice President



Frederick M. Bender
Vice President



Hugh M. Grimshaw
Secretary

Mayor M'Feely Is Most Optimistic

Sees Hoboken's Future as an Assured Fact as Industries Select City as Ideal Locale

Cites Cooperation of Governing Body With Firm Desiring to Locate Here—Points to Reduced Tax Costs as Big Help to Further Growth

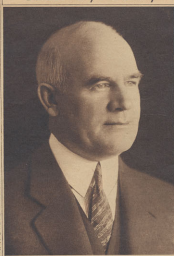
With the addition of Publication Corporation to an already enviable list of industrial houses whose manufacturing headquarters are located in Hoboken, that city's Mayor, Bernard N. McFeely, now strong reasons for a sustained and keen optimism as to the eventual realization of his long-cherished dream of a "Greater Hoboken," both as a home and industrial center.

Mayor McFeely looks with gratified eyes on the great new plant which Publication Corporation has erected on Madison, between the North and South Iron, North street, and the address of General Foods Corporation, as a further unit in the Mid-Square City's industrial development. He points out, as he has on other occasions, that Hoboken is ideally located for industrial development of the type which has so enriched the Mid-Square City to the great advantage of the city.

Advantages of Water
Literally at the "bowling" in the world, because the water is clean, Hoboken has led on several of the most important of its water advantages that advantage combination of "two in one" facilities for transportation, a factor which weighs heavily in the estimation of every manufacturer whose product covers a national field in its distribution. No industrial entrepreneur, Mayor McFeely believes, is a big loss in the plan for Hoboken's growth. This, too, and, however, that the city's industrial future is now bright, for as the Mayor points out, as he has on other occasions, that Hoboken is ideally located for industrial development of the type which has so enriched the Mid-Square City to the great advantage of the city.

To help strengthen the building of Hoboken's industrial and its industrial development, the Mayor has gone, repeatedly, to his office and attention. To his influence and aid to attention, in a large measure, the union, attached to the building of

Guides City's Destiny



MAYOR BERNARD N. McFEELY

of the fact that Hoboken is in a key position to serve its needs.

The City of Hoboken, Mayor McFeely says, "has the advantage of its strategic location. A limited plan is planned by the city toward new industries. From here, the city is

of the fact that Hoboken is in a key position to serve its needs. The City of Hoboken, Mayor McFeely says, "has the advantage of its strategic location. A limited plan is planned by the city toward new industries. From here, the city is

Metropolitan Firm Equips Plant With Electrical System

Company Designed Apparatus to Control Power and Light

Equipment for heavy power and lighting facilities in the big Hoboken plant of the Allco-Grainger Division of Publication Corporation, located with its intricate control system, was manufactured by the Metropolitan Electric Manufacturing Company, at Long Island City, one of the nation's largest electrical and mechanical builders in the East.

The Metropolitan company was established in New York City in 1880 and at the beginning of the current year stood in its own right as a nationally recognized building at 238 Broadway street, Long Island City. R. J. Shaffer is president of the company; J. J. Wiley, secretary, and Charles Singer, treasurer.

The huge switch and panel loads from which is directed the entire power for the main plant of the Allco-Grainger Division's work, the electrical for the great main-plant power, and the lighting for the new plant, were designed and built by the Metropolitan company.

The Hoboken job is one of the numerous of its location is remarkable in similar, extensive work undertaken by the Metropolitan Company for the United States government, notably in the provision of heavy electrical equipment for the U. S. Navy. Four large cranes, and others of its design, The engineers New Orleans, Atlanta, Minneapolis, and San Francisco have all equipped in its electrical needs for lighting power and communication, by the Metropolitan firm.

This same concern has been particularly in the case of Hoboken City. Adding considerably to a business prestige developed in over four decades of satisfactory work, is the company's fulfillment of a new and difficult installation in the new independent subway system of New York City.

ESTABLISHED 1892

METROPOLITAN
ELECTRIC MFG. CO.

22-48 STEINWAY STREET
LONG ISLAND CITY, N. Y.

MANUFACTURERS OF

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PANELBOARDS
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KALMAN ABSORPTION PROCESS CEMENT FLOORS

in the

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PUBLICATION CORPORATION
HOBOKEN, NEW JERSEY

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Cross Section of Kalman Floor Topping, showing uniform distribution of aggregate and density.

Kalman Cement Floor successfully withstood heavy duty service without disintegration or breaking down into dust and holes and was left unharmed.

Kalman Floors totaling over 100,000,000 square feet have been installed throughout the country for industrial plants, railroads, institutions, etc.

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116 East 42nd Street, New York, N. Y.

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95 RIVER STREET, HOBOKEN, N. J.

ALCO-GRAVURE

*In Testimony of
Our Regard for a
Notable Contribution to
the
City of Hoboken
We Greet:*

Garibaldi Organization Aids City Industrial Development Is Credited to Brokerage Firm

Confidence in Future of Communities on This Side of River Has Been Reflected in the Accomplishments of Hoboken Group

Repeated success in its program of industrial development—a program which covers all of New Jersey and extends into Pennsylvania and Connecticut—but currently centers in this State's metropolitan counties, and especially in Hoboken, Jersey City and Newark, gives the Joseph J. Garibaldi Organization, of Hoboken, an outstanding position in a State picture of industrial reality advance.

In striving to bring about effective industrial development, the Garibaldi Organization's business record, which has for its present highlights the establishment in Hoboken within the past eighteen months, of two nationally-known concerns whose construction programs in that city reach an aggregate of several million dollars.

These are the Alco-Graesser Division of Publication Circulation which is now in occupancy of its black-pipe, new plant at Ninth and Moore streets, and General Foods Corporation, which is erecting a historic and manufacturing home of its sodas and softs on the northern waterfront.

Confidence in City

Typical of the Garibaldi Organization's work, not only a unit in its executive interest in every phase of reality, is the Publication Circulation plant, one of a group of important business concerns brought to Hoboken City by this organization under the efficient management of Joseph J. Garibaldi, its founder and president, and Arlyn W. Coffin, treasurer.

Hoboken holds the second position in Mr. Garibaldi's regard, as is evidenced in his continued stream of letters to the *Mill Square City* newspaper, but both he and Mr. Coffin have indicated their bias in favor of the promise that what benefits the municipality most, and the society and, in turn, reach the State.

To this end the company's program is actively engaged in serving many business and industrial units of New York and other sections, the new advertisements in the *Observer*, *Jersey*, *Providence* and *Flower* Counties for the establishment of new business houses.

Help Other Sections

In Passaic County, notably in the Passaic, Garfield and Paterson areas, the Garibaldi Organization has located twenty to thirty enterprises in four quarters within the past few years, bringing them to their final state of operation.

In Essex County it has undertaken the development of a new section of nearly twenty acres on the north side of Perth-Amboy avenue near McClellan street, to house a plant, for the B. F. Brainerd Company of New York and Philadelphia, architects and engineers who conducted the blueprinting plant of Publication Circulation.

Joseph J. Garibaldi Jr. (Continued)

Sons Hoboken Growth

Bergen County, too, has felt the influence of the Hoboken reality firm, not only in the industrial phase, but in the development of its administrative and social possibilities.

The Garibaldi Organization was among the first responders of the kind in preparation of new sites in Bergen and in its work is attributed much of the growth of certain sections of the county. Publication Circulation and General Foods Corporation and one of the many concerns which the Garibaldi office has located in the latter city, the factory of Hulse and Decker, occupy the Publication house, Corbitt and Corbitt, a building which has been brought to Hoboken in the second phase of the company's work, and the Garibaldi office has located in the northern section of the county.

Both developments are in line with the company's conviction which both Mr. Garibaldi and Mr. Coffin have held, with regard to the city's industrial future.

A Dependent Miracle

Time and again they have been quoted in praise of local reality and their work in bringing new firms to the *Mill Square City* is not a material evidence of their faith in the future of both community and county.

It should be kept in mind, too, that their early record of successful brokerage in Hoboken County had its beginning during the depression years and marked its best during the six-year economic recession of the last year.

Mr. Garibaldi, for many years a leading figure in the world of industrial reality, derives no little personal satisfaction from the vindication of his belief in Hoboken's future. Mr. Coffin, the other one of the best known operators in his business, generally and Hoboken specifically. He, too, has always projected industrial growth as an inevitable part of the *Mill Square City*'s life.

Plan Better Homes

Events of recent months having proved him a far-sighted man in his work with regard to Hoboken's industrial future, Mr. Garibaldi is also now devoting himself to plans for the further residential development of that city.

Mr. Garibaldi has long hoped for the *Mill Square City* in this respect, and has always been one of the most ardent supporters of the Chamber of Commerce—New Jersey drive for modernization of home building facilities. It is noteworthy that he expects an influx of new residents with industrial growth, and of the latter, recently, Hoboken has had a substantial increase through his efforts of the last few years.

The Garibaldi Organization has been designated by the city as its executive agent in any negotiations which may be initiated for sale or

Garibaldi Firm Leaders



JOSEPH J. GARIBALDI
President

ARLYN W. COFFIN
Vice President and Treasurer

lease of the Hoboken pier—under Congressional authorization to the United States Maritime Commission—and while the latter body is endeavoring to plan the operation of its various lines from that terminal, Mr. Garibaldi believes that the pier holds much promise for its future profitable disposition of the property.

Credit to Mayor

Mr. Garibaldi makes no secret of his indebtedness to Mayor Brendan M. Murphy for the latter's leadership and in successful consummation of various plans which brought new industry into Hoboken. The city's growth, he says, and in this he has the whole-hearted

concurrence of Mr. Coffin, overcame almost insurmountable obstacles in the path of successful consummation of the General Foods deal, and was of considerable value in negotiations on the Publication Circulation project and other similar matters.

Hoboken County municipal rulers, according to these two industrial reality leaders, owe to the Garibaldi Organization the credit of having brought to Jersey City many important projects from New York and the Middle West, with the Garibaldi Organization's business backing, and Mr. Coffin's

has already given ample demonstration of an appreciation of its community's value, while Mayor Brendan Murphy, explaining on North Jersey's adaptability for certain types of industries, has cooperated with the Garibaldi firm in bringing these business houses in its community.

There can be found no better commentary on the splendid cooperation of these various community entities, both Mr. Garibaldi and Mr. Coffin are agreed, than the help given them at the end of September in business development facilities, and promising them in their early valuable efforts to industries whose recreation of local nature is best evidenced by the great gains they have received hereby.

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This ready accessibility is another proof that Grinnell Fire Protection is as complete as this eighty-year-old organization can make it. It is one of the Seven Standards of Superiority which have placed Grinnell equipment on guard over fifty billion dollars' worth of the world's property. Right now, the office nearest you is ready to extend this guardianship to you. Why not take your first step today?



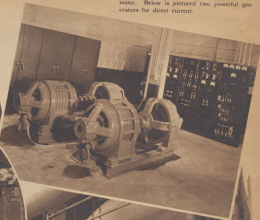
GRINNELL

AUTOMATIC SPRINKLER FIRE PROTECTION

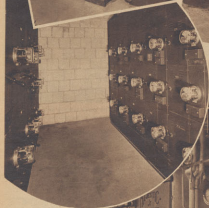
GRINNELL CO., INC.
E. W. ADAMS 207 MARKET ST., NEWARK, N. J. Phone
Dept. Manager EXECUTIVE OFFICES, PROVIDENCE, R. I. MARKET 3-2660



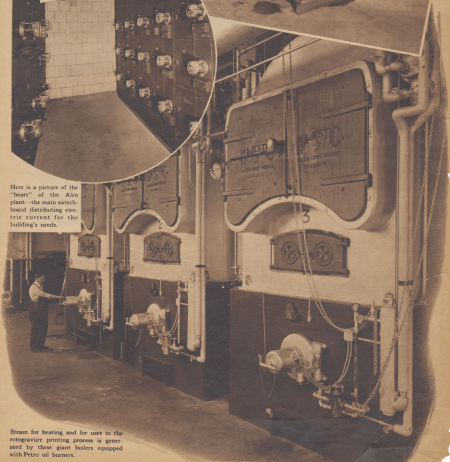
These high tension transformers convert Public Service power into the lower voltage needs of the plant.



Electric power for the Alco-Gravure plant is supplied by Public Service Corporation of New Jersey, and the needs of a plant this size are many. Below is pictured two powerful generators for direct current.



Here is a picture of the "heart" of the Alco plant—the main switchboard distributing electric current for the building's needs.



Steam for heating and for use in the rotogravure printing process is generated by these giant boilers equipped with Petro oil burners.

Local Contact Service Given to New Plants

Garibaldi Organization Continues Its Interest in Industrial Clients, Saving Busy Executives Local Details in Their New Factory Home

A valuable new service entailing the provision and maintenance of adequate contact with a variety of community agencies and interests for industrial concerns moving into New Jersey has been evolved by the Joseph J. Garibaldi Organization, of Hoboken, an industrial realty firm which has brought many nationally-known industries into Hudson, Bergen and Essex counties.

Briefly, this new service consists of establishing a ready-made industry to the local situation in all its phases. Particularly is it of immeasurable value through the agency in cases, without the least attendant bother to busy industrial executives, for the smooth negotiation of countless needs of any industry arising on a new manufacturing home.

Supplies Local Link

First industrial houses to take advantage of this new service—as industrial houses to place the ready business on a higher professional plane—have been the Publication Corporation and General Foods Corporation. Both these organizations were brought to Hoboken by the Garibaldi organization, which has in the last five years located at least six other equally well-known companies in Hoboken, and many others throughout Hudson county's extensive industrial area.

From the time it negotiates preliminary questions in a deal involving any industry within a New Jersey community, the Garibaldi organization undertakes the establishment of necessary community contacts. It handles arrangements for industrial schools, the obtaining of required franchises, arrange for vacation of streets, where necessary, establishes relationships between the city officials and industrial executives, assists in the locating of contracts for construction, and so on in the handling of needed contacts between employer and employee. Labor needs are indicated in its calendar of services.

One Trained Force

Every phase of the local aspect with respect to the company's needs are looked after by the Garibaldi organization's capable and large staff of workers trained in this work.

First in the industrial realty line to manufacture such a service on the extensive scale it will operate, the Garibaldi organization includes in its formation an agreement to receive this "middleman" needed for at least five years from the arrival of the new company in New Jersey.

While the Garibaldi group has in the past received its ready activities in New Jersey, and has concentrated largely in the industrial building of the northern end of the State, its influence is extended to the New York metropolitan area, and New York, where it plans also to carry through the service which has been found to be absolutely indispensable for corporations and General Foods.

Hoboken Welcomes New Gravure Plant

(Continued)

one of the most talented generalists in the national printing and publishing field is chairman of the board of Publication Corporation, parent company of Alco-Gravure. Albert F. Ewert is chairman of Finance, John C. Berling is vice president of the company, and C. E. Smith is vice president and general manager. With these men in the forefront are Joseph P. Krapp, Harry S. Schickel, Alvin C. Johnson, and Thomas H. Berk. Much of the technical in this varied plant, as mentioned by the printed word, is intelligently supplemented by graphic, photographic and retographic. The latter being most generally used, that its interesting history and development, in a point where it enjoys a unique position.

in the garden of America, permits local review.

The modern retographic process had its beginning in the days of Linotype, who was one of the first experimenters in intaglio printing which at that time occupied much the same position as hand etching today. It was practiced by such a few enthusiasts and their product was commonly an individual artistic achievement. It was not a process for service, profitable, commercial use.

Later, with the development of the camera, came gravity or intaglio printing from plates made by the photographic process. To that end one was to reproduce numerous impressions of art, both later this method of reproduction was improved and adapted to rotary press, from which the name retography is derived. First successfully introduced into America about 1911 as a feature section of a newspaper, this use of retography has become very popular. The universal appeal of pictures of a fresh, accurate means of visual portrayal which has caught the interests of advertisers everywhere and it is safe to say that as a pictorial process, as a retographic feature, and as an effective advertisement for the advertiser, the development of retography has made amazing strides.

Precisely characteristic of retographic printing is its ability to reproduce the finest gradations of tone values that an original subject may contain. Fine detail may be shown in the shadows as well as in the lighter tones. It reproduces faithfully all the variations in tone and color that may be caught and held by the camera lens.

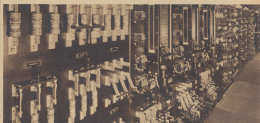
Out of the applications of the retographic print to the development of retography has grown an industry which holds a rightful place in the class of publishers and advertisers alike.

Plant Wood Needs Are Supplied by Dykes Co.

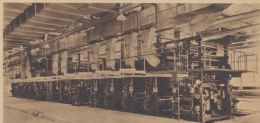
Much of the construction lumber and other wood materials used in the new Hoboken plant of Publication Corporation, was supplied by the Dykes Lumber Company, which operates one of the largest of its kind yards in the Mid-Atlantic States. Established in 1909 by Andrew H. Dykes, who has since been its president, the Dykes Lumber Company has eight yards in Manhattan, one in Long Island City and one in Hoboken. This latter



The preparatory and process departments in the new Alco-Gravure plant are air conditioned. Above are the powerful compressors installed on a cement platform floating on air jacks.



A truly awe-inspiring sight is this huge electric panel board (above) with its many automatic controls and switches for the remote control of the operation of the gigantic retographic printing press pictured below.



was opened on May 23, 1922, occupies extensive grounds at 100 Clinton street, where it is under the management of Adolf Clausen. Mr. Clausen has been in charge since the level need had its inception.

As one of its yards, the Dykes Company is fully equipped with various types of lumber used in every type of construction work. Especially well-fitted is the Hoboken yard, by reason of complete stock and facilities for loading and unloading, to serve the needs of builders and contractors in all of the metropolitan centers.

The Painting

In the

ALCO-GRAVURE

BUILDING, HOBOKEN

Done by

J. I. HASS CO., Inc.

CONTRACTING PAINTERS

DECORATORS

The Title to the Real Estate Occupied By the
New Alco-Gravure Plant
In Hoboken
Was Searched and Guaranteed
By
The New Jersey Title Guarantee and Trust Company
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NEW YORK
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Established 1906



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National Contractors
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ELECTRICAL ENGINEERS AND CONTRACTORS

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HOBOKEN, N. J.

All The Electrical Work

In the

Alco-Gravure Building, Hoboken
Was Done By Our Organization

As well as the Electrical Work at present being installed
or completed for the following Concerns:

GENERAL FOODS CORPORATION
New Place, Hoboken, N. J.

BERGEN THEATRE and OFFICE BUILDING
Boegert Ave., Jersey City, N. J.

BERMAN HANSH COMPANY, BUILDINGS
North Bergen, N. J.

BAYONNE SENIOR HIGH SCHOOLS
Bayonne, N. J.

ALCO GRAVURE DIVISION OF PUBLICATION CORP.
9th and Monroe Sts., Hoboken, N. J.

WESTINGHOUSE ELECTRIC ELEVATOR COMPANY,
Pauline Ave., Jersey City, N. J.

AMERICAN GAS MACHINE COMPANY, BUILDINGS
Ridgefield, N. J.

AMERICAN MUSIC SUPPLY CO. BUILDING
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MARINELLO CORP.
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U. S. RUBBER COMPANY, BUILDING
North Bergen, N. J.

McVOY COURT BUILDINGS
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CENTRAL LAUNDRY BUILDING
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There are times when you need the services of men who know electricity
who know what to do to get production going again—quickly.

We have been Industrial Electrical Specialists for over 30 years.
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Industrial and Commercial
LIGHTING EQUIPMENT

WE JOIN

... with all the contractors and building trades, in congratulating

Alco-Gravure

Division of Publication Corporation

and sincerely hope that their decision in locating in Hoboken will be justified by years of prosperity.

We extend our thanks for the splendid cooperation of Mayor McFeely on behalf of the city administration, and to the Joseph J. Garibaldi Organization in their successful efforts in bringing big business to Hoboken.

Mason, Concrete, Plaster Materials

for

**PUBLICATION
CORPORATION**

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**SHULTZ BUILDING
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"Serving the Trade Over 65 Years"

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OFFICE - YARD - DOCK

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Tel. HOBoken 3-8400

Locate that New Plant

Hoboken Is Equipped for

GREETINGS

ALCO-GRAVURE

DIVISION OF PUBLICATION CORPORATION

The City Commissioners and the citizens of Hoboken extend a warm and hearty welcome to the officers and employees of Alco-Gravure, its new neighbor.

Hoboken is proud to have you—and heralds the pleasure of boasting that in this city is now housed the most modern roto-gravure printing plant in the world.

Here you will find a progressive, modern city, with first-class police and fire departments, paved streets, fine parks and attractive residential sections, and excellent educational facilities and churches.

Few cities in our country enjoy the natural advantages that have fallen to the lot of the city of Hoboken as an industrial and residential community.

G. N. McLeely

Mayor

*M*ANUFACTURE transportation zone. A broad policy City Commissioners. Every encouragement Regular passenger Hoboken Piers.

Hoboken is within the Lincoln Tunnel; the Washington Bridge.

Eight ferry lines p For shippers, the throughout the country City of Hoboken:

The Lackawanna R.R. The Erie R.R. Central H

Trucking service from the congested streets of New Actual trucking time to twenty-seven minutes, accord The Shore Road (a fre Excellent sites are avail Before locating that ne politan zone.

THE CITY COMM



ADOLPH C. CARSTEN
Director of Public Works

MICHAEL
Director of

New Plant in Hoboken

Equipped for Big Business

MANUFACTURERS who locate in Hoboken have access to rail, water and highway transportation so diversified as to be without equal in the New York metropolitan zone. A broad policy of cooperation with industries locating here has been adopted by the City Commissioners.

Every encouragement is given to the world-wide commerce which is conducted in Hoboken. Regular passenger and freight service to and from all parts of the World direct from the Hoboken Piers.

Hoboken is within half a mile of the Holland Vehicular Tunnel; the same distance from the Lincoln Tunnel; the most modern highways in the world lead to the city from the George Washington Bridge.

Eight ferry lines ply between New York and this section.

For shippers, the following railroads, covering over thirty-eight thousand miles of tracks throughout the country, have direct lines or switching facilities for shipping into or out of the City of Hoboken:

The Lackawanna R.R.	New York, New Haven & Hartford R.R.	The New York Central R.R.
The Erie R.R.	Pennsylvania R.R.	The Lehigh Valley R.R.
Central Railroad of New Jersey		Baltimore & Ohio R.R.

Trucking service from Hoboken for Metropolitan New York has proved quicker and more economical than through the congested streets of New York.

Actual trucking time to New York—uptown takes from fifteen to twenty-nine minutes, downtown from fifteen to twenty-seven minutes, according to destination.

The Shore Road (a freight line within the city) completes a loop with the waterfront and all rail lines.

Excellent sites are available for industries which desire to locate in Hoboken.

Before locating that new factory it will pay you to consider Hoboken in the heart of New York's ten mile metropolitan zone.

THE CITY COMMISSION

OF HOBOKEN



JOSEPH C. CARSTEN
Director of Public Works



MICHAEL F. KEARINS
Director of Public Safety



BERNARD N. McFEELY
Mayor



WILLIAM H. GILFERT
Director of Revenue and Finance



THOMAS McALEER
Director of Parks and Public Property

Locate that New Plant in Hoboken

Hoboken Is Equipped for Big Business

GREETINGS

ALCO-GRAVURE

DIVISION OF PUBLICATION CORPORATION

The City Commissioners and the citizens of Hoboken extend a warm and hearty welcome to the officers and employees of Alco-Gravure, its new neighbor.

Hoboken is proud to have you—and heralds the pleasure of boasting that in this city is now housed the most modern roto-gravure printing plant in the world.

Here you will find a progressive, modern city, with first-class police and fire departments, paved streets, fine parks and attractive residential sections, and excellent educational facilities and churches.

Few cities in our country enjoy the natural advantages that have fallen to the lot of the city of Hoboken as an industrial and residential community.

B. M. McTeely
Mayor

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OF HOBOKEN



ADOLPH C. CARSTEN
Director of Public Works



MICHAEL F. KEARNS
Director of Public Safety



BERNARD H. McTEELY
Mayor



WILLIAM H. GIFFERT
Director of Revenue and Finance



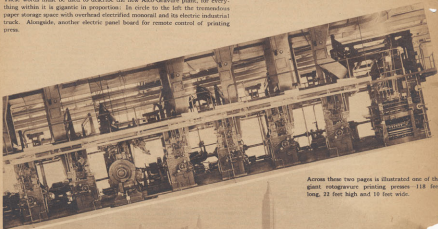
THOMAS McALEER
Director of Parks and Public Property



OF THE BIG ALCO PLANT

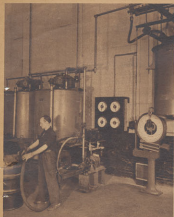
Huge — GIGANTIC

These words must be used to describe the new Alco Geavure plant, for everything within it is gigantic in proportion. In circle to the left the tremendous paper storage space with overhead electrified monorail and its electric industrial truck. Alongside, another electric panel board for remote control of printing press.



Across these two pages is illustrated one of the giant rotogravure printing presses—118 feet long, 22 feet high and 10 feet wide.





In Alco's large printing plant great quantities of ink are consumed. The photograph above shows a section of the ink room with electric mixing vats, gages and scales to assure correct ink balance.

To the ALCO-GRAVURE

DIVISION OF PUBLICATION CORPORATION

THE HOBOKEN CHAMBER OF COMMERCE BIDS YOU WELCOME

Your decision to locate here and build a plant housing the largest rotogravure process in the world accentuates the desirability of our city for industries that would be in the center of the metropolitan district where delivery within the area, and shipping throughout the country and all over the world is done economically with dispatch and efficiency.

The Chamber of Commerce offers you and other large industrialists its fullest co-operation.

HOBOKEN CHAMBER OF COMMERCE
LOUIS SCHELLING, President

OFFICERS

LOUIS SCHELLING, President
JOHN B. APPLEGATE, Vice-President
ROYAL D. MAILEY, Vice-President

CLINTON B. SNYDER, Treasurer
ARTHUR C. STOUT, Assistant Treasurer
JOHN T. SOLTSMANN, Secretary

DIRECTORS

JOHN B. APPLEGATE, Attorney, Brown and Applegate
E. L. ARBITON, Plant Manager, American Lead Paint Company
JAMES H. BAKER, President, Franklin Rubber Company
GEORGE B. BEHNIGHEIM, President, B. Newman & Company
WILLIAM E. BROWNE, Commercial Manager, Public Service Electric & Gas Co.
A. W. COFFIN, Vice-President and Treasurer, Joseph J. Garibaldi Specifications
KELLY GRAHAM, President, Hoboken Land & Improvement Company
ANTHONY J. VOLK, SR., President, Path Company

MALLY HATCHER, President, Hatcher Realty Corporation
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W. L. E. KUEPPEL, Secretary, Knottel & Lane Company
ROYAL D. MAILEY, Vice-President, General Electric Vapor Lamp Co.
GEORGE C. RAYMOND, Chairman of Board, Tipton & Lang Dry Dock Co.
LOUIS SCHELLING, President, Schelling Hardware Company
CLINTON B. SNYDER, President, C. B. Snyder Company, Inc.
President, A. J.

NATIONAL COUNCILOR

WILLIAM A. D. EVANS, President, General Electric Vapor Lamp Company

HOBOKEN PLANT OF PUBLICATION CORPORATION



ENTIRELY FABRICATED AND ERECTED BY

FLOYD G. SCHAEFER, President
Licensed Professional Engineer
LOUIS F. STRANDES, Vice-President

LOUIS D. WINKELMAN, Treasurer
LESTER A. KREIJSHEIMER, Secretary
Licensed Professional Engineer

F. G. SCHAEFER IRON WORKS

ENGINEERS AND CONTRACTORS FOR STEEL STRUCTURES

Office and Works:

268-74 River Road, Edgewater, N. J.

Established 1916

Telephone: Cliffside 6-3800



ALCO-GRAVURE BUILDING, HOBOKEN

ACHIEVEMENT

THE ALCO-GRAVURE BUILDING marks another advancement in the development of modern industrial construction.

It is a tribute to our work to have installed the Plumbing-Heating and Ventilating systems in this structure.

THERE MUST BE A REASON

Installations of similar systems in many other Prominent Industrial Buildings in this area are installed for owners as listed.

Air Reduction Sales Co.
Aluminum Co. of America
American Brake Shoe & Foundry Co.
American Insurance Co.
American Type Founders Sales Corp.
Atlantic & Pacific Tea Co.
Bakelite Corporation
L. Bamberger & Co.
Barber Asphalt Co.
H. Baker & Co., Inc. of New Jersey

Breyer Ice Cream Co.
Central Railroad Co. of New Jersey
Crucible Steel Co. of America
Federal Trust Co.
Fidelity Union Trust Co.
General Baking Co.
General Electric Co.
Lever Bros. Co.
Maltbie Chemical Co.
National Newark & Essex Banking Co.

New Jersey Bell Telephone Co.
Pennsylvania Railroad Co.
Prudential Insurance Co. of America
Seam Roebuck & Co.
U. S. Industrial Alcohol Co.
L. E. Waterman Co.
Western Electric Co.
Westinghouse Electric & Mfg. Co.
Weston Electric Instrument Corp.
Worthington Pump & Machinery Corp.

JAEHNIG & PEOPLES, INC.
PLUMBING & HEATING
CONTRACTORS
NEWARK, N. J.

QUALITY WORK IS THE REASON

Otto Randolph, Inc.

Engineers -:- -:- Contractors

77 RIVER STREET

HOBOKEN, N. J.

GENERAL CONTRACTORS
FOR THE CONSTRUCTION

of the

ALCO-GRAVURE BUILDING

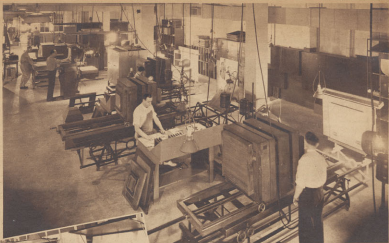
HOBOKEN, N. J.

ENGINEERS . . . CONTRACTORS
HINDE & DAUCHE PAPER CO.
PLANTS SINCE 1921

CHICAGO:
53 West Jackson Boulevard
Chicago, Ill.

ON THIS AND THE OPPOSITE PAGE IS SHOWN THE VARIOUS DEPARTMENTS IN THE NEW ALCO-GRAVURE PLANT.

Section of Photographic Gallery



Section of Retouching Department



Section of Etching Department



A Proof Press

Chief Sees Model City for Hoboken Folk

August Meyer Explains His Belief in Future — Hails New Industry

By School Commissioner
AUGUST W. MEYER
Chairman, Hoboken Better Housing
Committee, P. H. A.

The selection of Hoboken as the site of the mammoth Pullman Corporation plant, and the subsequent conception of this remarkable addition to the industrial life of the city of Hoboken, now again bring to the fore the unique industrial advantages and the brilliant possibilities of the Idea Square City.

Originally sited an insider tract with the Hudson River on the East and the tide waters of the Hudson on the north, west and south, it was once projected to develop the natural timberland and create an industrial city similar to Terminal Island outside of Los Angeles, Calif.

However, with the advent of the steam railways, and their electric descendants, it has been found impractical that the city fathers permitted the filling in of the tide waters through the Hudson and extended back to Park avenue at Sixteenth street to the South, and, though many are not aware of it, a line, dense street on the south.

In Shipping Center

Hoboken is blessed with piers as well as all sides with the added features of ship to rail or ship to pier or ship to water work on the river, rail and pier.

On the northern boundary, Hoboken has developed into a vast compact industrial area. It is in this section, at the foot of Morris street and at the corner of Morris street, extending north, that the Pullman Corporation has developed its huge plant. This plant represents the twentieth century industrial structure in the industrial section of the City of Hoboken in the past seven years, and the fifth within the last eighteen months.

This is truly a remarkable feat, and it must be recognized that Hoboken has been advancing with such terrific strides during a period when the entire nation was in a most chaotic state, represented in an unparalleled depression and a later cataclysmic economic.

Massive Progress

Only the very intelligent cooperation of Mayor Bernard N. McElroy and the city administration, provided the civic "aid choice" which enabled Hoboken to handle the difficult economic blockade thrown up by an industrial upheaval unprecedented in our nation's history.

Though industrial plants like the Pullman Corporation have been recently constructed locally, in the past seven years, there still remains in the City of Hoboken about nine and one-half blocks of building sites in the northwestern area, all cleared and ready for development, exclusive of almost the half-mile of shore property for which the city would negotiate with a suitable owner. The Joseph J. Garahan Organization, representing the city as exclusive agents, for what is still government-controlled property, shows our waterfront, as I understand, negotiating for suitable structure of the port.

Sees Further Growth

It can readily be imagined that perhaps within the next decade some of these parcels along the waterfront will be occupied by great plants—creating millions of dollars worth of that which the General Foods Corporation is building on the shoreline between Eleventh and Twelfth streets.

It is not beyond the compass of "real reason" vision, also, to see that area commencing at Twelfth street, and bounded on the east by Clinton street, south by Fifth street, thence east to Grand street and north toward to the city line or the extreme south end along the city's native western boundary, comprising into a vast industrial area, encompassed perhaps with several blocks of land for occupancy of the employers of these plants. Added to this is the feature of complete residential development of all that area west of Clinton street, exclusive of the riverfront properties, for these

properties, new residents, and others who may move into the city. These improvements are not a question of time, but have been made. They are a tribute of confidence in Hoboken, an accolade of honor to the stability of Hoboken's industry, the integrity of its city administration, and the special work of the Jersey Observer and the Hoboken Chamber of Commerce in their drive toward a greater Hoboken.

Raises Restaurant To New High Level

James Politis Has Made Lackawanna Terminal a Leading Food Center

In the Lackawanna Terminal Restaurant which has for the past five years been under the management of James Politis, Hoboken has one of the finest railroad terminal restaurants of its kind in the country.

Since taking over the restaurant and its auxiliary service Mr. Politis, as president of the eating company, has made extensive improvements and considerably enlarged the place. Two hundred or more diners now may be comfortably accommodated at the restaurant bar, and in its sales service.

Located on the north side of the Lackawanna depot, restaurant facilities include a soda fountain, and improvements installed by Mr. Politis for the efficient service of dining-room clients.

Along with the restaurant service, which always excels in its food, has been done much to improve. Mr. Politis has seen the breakfast service transferred by the Lackawanna Railroad for the convenience of its many commuters to downtown New York. Breakfast is available daily toward the Murray line train.

Too, the restaurant company operates a bar within the depot, offering the choicest wines and liquors to its patrons.

Steel Work of Plant Erected By Schaefer Co.

Edgewater Steel and Iron Works a Leader in the Metropolitan Area

The Floyd G. Schaefer Structural Steel and Iron Works in Edgewater, which played an important part in construction work on the new Hoboken plant of Pullman Corporation, was established in lower Westchester in 1916, and in 1917 the plant was moved to its present location, 286-274 River road, Edgewater. Facing the water-front, opposite the plant of the Ford Motor Company, it is among the best known of Edgewater's many industrial plants.

Floyd G. Schaefer is president and founder of the company. The other officers are Louis H. Strandes, vice president, and shop superintendent; general manager; Lester A. Kestel; Louis D. Wisniewski, treasurer and design secretary and chief engineer.

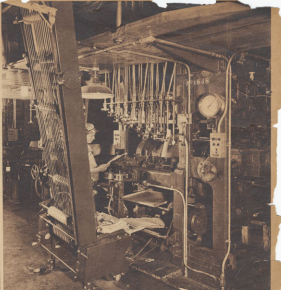
Other Local Contracts

The plant is a complete organization, having its own drafting and engineering department, and a fully equipped fabricating shop, and does its own erection.

Mr. Wisniewski, who is formerly in the steel business for more than thirty years, has been with the Floyd G. Schaefer Company since 1918.

Mr. Kestel, who started his career in structural steel in 1913, with Post & McCord, he went to the Edgewater plant in 1924. He is a licensed and professional engineer in the State of New Jersey.

Vice President Strandes, who went to the plant in 1922 has been in the iron business for thirty years. Floyd G. Schaefer, president and organizer of the business, was former chief engineer of the Hinch Iron Works in New York.



Crane on press folder with its many register controls and conveyor.



One of packing tables in shipping department, showing delivery end of conveyor.

An Outstanding

Example of the

Industrial Growth of

HOBOKEN



The Joseph J. Garibaldi Organization
WELCOMES

ALCO-GRAYVURE

Economy of industrial operation in New Jersey, convenience of location and distributing facilities were the factors which determined the selection of Hoboken as the home of this industry, arrangements for which, both as to site and structure, were consummated by our organization.

We are proud to have sponsored Hoboken for the location of this important undertaking, and give assurance of our cooperation for the welfare of the new enterprise.

JOSEPH J.
GARIBALDI
ORGANIZATION

REALTORS
HOBOKEN, NEW JERSEY

Telephone
HOboken 3-3540

New York Phone
REctor 2-7171