

# A new margin of profit by packing them right

*How one large textile manufacturer increased production and cut labor costs*

**I**N the packing department of a big New England textile mill production had reached a point which meant either making a big increase in their packing-room force, or else restricting output.

And the labor cost of "setting up" the old-style solid cartons, even with unsatisfactory results, was excessive.

The manufacturer appealed to us. We made an unusual suggestion—a style of carton never attempted before for packing blankets. We recommended a folding box.

In place of the expensive packing-room staff, packaging machines were installed which required only one girl to feed, and which increased the output by 50% more than the number formerly turned out by four skilled men.

The new way, by displacing a costly hand-labor operation, secured a net saving—after allowing for all fixed charges on the machines—of 66 2/3% in packaging costs.

But the biggest improvement of all was in the package itself. The old box had stayed corners, and a printed label—sometimes two—pasted on its face.

The new folding box is a complete package in itself—attractively printed in colors—carrying the message of the product direct to the consumer—a tremendous merchandising advantage.

This is but an illustration of the ingenuity and mechanical skill which the Robert Gair Company applies to the manufacture of Folding boxes, Labels, Shipping cases, Window display advertising.

*Solving package problems for the leaders in every industry*

We have designed packages and shipping cases for all kinds of products—toilet articles, food products, confectionery, medical dressings, inks, safety razors, vacuum cleaners, inner tubes.

Each had its packaging problem which we solved—by an ingenious device to lock the contents in its carton, a new design of a character suited to the high quality of the merchandise, a special ink to insure uniformity of

color, or a guarantee of adequate resources to keep pace with large-scale production.

Because the greatest merchandisers of the country recognize this ability, more than a billion dollars' worth of merchandise was carried last year in Gair folding boxes, in Gair shipping cases, under labels made by the Robert Gair Company.

*The Gair Unit Service*

We control the whole process of manufacture, from wood-pulp to finished product. We operate our own paper-mills, make our own inks and glues, maintain our own art, engraving, printing, lithographing departments. Our chemistry department regulates and improves our processes and tests finished products.

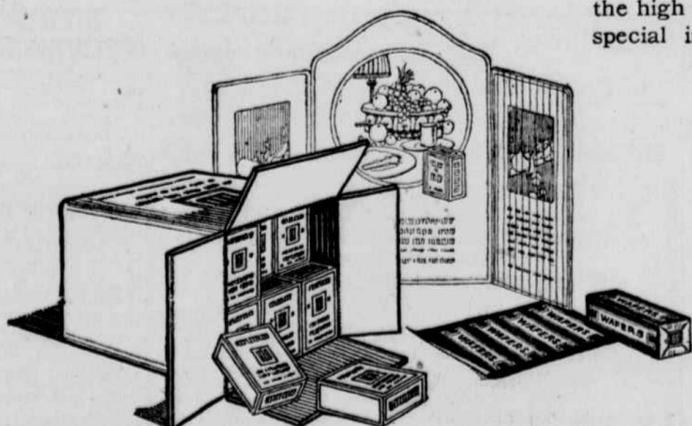
Our plant is the largest of its kind in the world. With its facilities we are prepared to offer a complete service for packaging and displaying your goods—Labels, Folding boxes, Shipping cases, Window display advertising—giving unity to your product from factory to consumer.

We serve the greatest package merchandisers of the country. Among our clients are:

- National Biscuit Co.
- Arbuckle Bros.
- Wheatena Co.
- American Chicle Co.
- General Cigar Co., Inc.
- S. S. Stafford, Inc.
- Esmond Mills
- Lehn & Fink, Inc.
- Franklin Baker Co.
- Colgate & Co.
- Edison Storage Battery Co.
- Marlin-Rockwell Corp.



*The Gair home plant at Brooklyn, with docks on the East River*



## ROBERT GAIR COMPANY

BROOKLYN

*Folding boxes   Labels   Shipping cases*  
*Window display advertising*