



Higher freight rates offset by new-found economies

*How certain manufacturers are counteracting
the effects of increased charges*

A 40% advance in freight rates! Yet it has been accepted by the majority of manufacturers as necessary in justice to the railroads.

Nevertheless, the higher rates have created a most serious problem for every shipper in America. A decreasing margin of profit makes it impossible for manufacturers to bear any additional burdens themselves. A declining market makes it equally impossible to counteract the rate increase by advancing prices.

The solution of the problem is to be found only in new economies—in reduced costs of operation, in equipment that will simplify production, and in more economical packing and shipping methods.

Official Government test indicates solution of many shipping problems

In an overseas shipment of 983 cases of canned tomatoes to the Army of Occupation on the Rhine, the U. S. Government made an official test of standard fibre and corrugated containers. In comparing this shipment with shipments made in wooden containers, the subsequent report of the expert in charge showed a reduction of 10 to 15% in the number of cases set aside because of

damaged condition; a reduction of 10% in the weight of shipments; and a saving of 17% in shiproom and storage.

Scores of progressive manufacturers are profiting from just such savings by modernizing their packing and shipping methods in co-operation with the Robert Gair Company.

In such factories the costly shipping-room—a veritable carpenter shop with its expensive personnel—is replaced by a single clerk, who seals all shipments automatically. Conspicuous savings in time, wages and storage space are thus secured.

Lower transportation charges are assured on every shipment because of the difference in weight between fibre and wood. Additional cuts in freight costs can often be secured by rearranging the units within the case.

Quicker and more careful handling is the rule—both at the factory and in transit—for fibre cases, unlike wooden cases, have no splinters or sharp edges to invite rough treatment.

We can decide without prejudice whether goods should be carried in corrugated or solid fibre cases—for we manufacture both. Experts study each individual problem, and de-

sign cases which in weight, strength, and dimensions exactly fill the shipper's needs.

With our fifty-five years of printing experience, we can reproduce your identifying trade mark in colors on each case—thus adding advertising value and affording extra protection against loss in transit. And the cases which we design for you will meet even abnormal strains safely, and minimize delivery failures.

Expert advice on every phase of package merchandising

Because of its broad experience in solving shipping problems for the leaders in every industry, the Robert Gair Company is especially qualified to offer expert assistance and advice on every phase of package merchandising—Labels, Folding boxes, Shipping cases, Window display advertising.

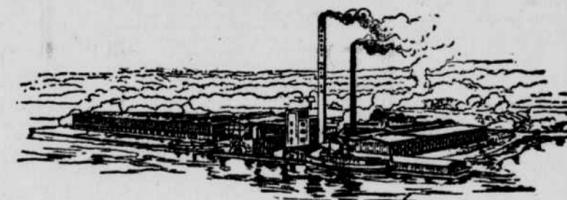
We control the whole process of manufacture, from wood-pulp to finished product. We operate our own paper mills, make our own inks and glues, maintain our own art, engraving, printing, lithographing departments. Our chemistry department regulates and improves our processes and tests finished products. 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—Folding boxes, Labels, Shipping cases, Window display advertising—giving unity to your product from factory to consumer.

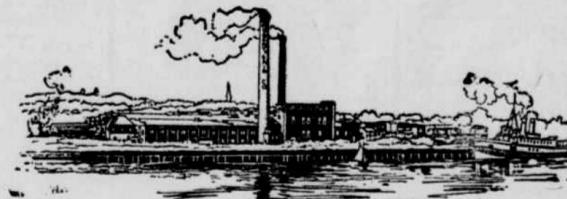
We serve the greatest package merchandisers of the country.

Among our clients are:

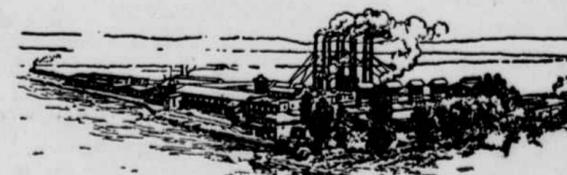
- Colgate & Co.
- Daggett & Ramsdell
- Hill Bros.
- Edison Storage Battery Co.
- Standard Oil Co.
- Hecker-Jones-Jewell Milling Co.
- Andrew Jergens Co.
- White Rock Mineral Spring Co.
- General Cigar Co., Inc.
- Great Atlantic & Pacific Tea Co.
- Royal Baking Powder Co.
- American Sugar Refining Co.



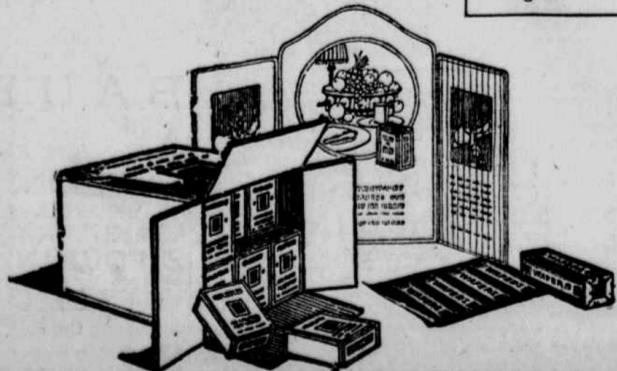
The new Gair plant on Thames River, Conn., for the manufacture of corrugated fibre shipping cases



Our recently acquired plant at Haverhill, Mass., for the manufacture of folding boxes



The Gair plant at Piermont-on-Hudson, N. Y., where solid fibre shipping cases are made



ROBERT GAIR COMPANY
BROOKLYN

Folding boxes Labels Shipping cases
Window display advertising