

The Press Room, Always a Scene of Activity



FOUR PRESSES GRIND OUT HOLLISTER PUBLICATIONS

Miehles, Furnished by Printers' Machinery Corporation, Are Modern Presses

It is impossible to name anything that is more important to the publishing business than the presses and Lloyd Hollister Inc., was keenly aware of this fact when time came to select the equipment for the new plant. It was not difficult to arrive at a decision as to the make and type of presses best suited for the publication of WILMETTE LIFE, WINNETKA TALK, GLENCOE NEWS and commercial work which accounts for the bustling hum of four big presses in the press room, three of which are Miehles.

Before moving into the new building there were only two presses, but the increase in circulation, advertising and job work made it necessary to increase the number of presses, which accounts for four being operated at the present time. The two Miehles, one a big sixty-five inch and the other a 56 inch which "arrived" with the opening of the new Hollister building were furnished by the Printers' Machinery Corporation. Both of the presses have extension deliveries and one is equipped with a Dexter Suction Pile feeder. The big Miehles turn out more than 1,500 papers an hour. The big point with Hollister Inc., is that the Miehle presses have won recognition for their durability, production and accurate work. They are considered the best equipment that can be installed in a publishing plant and are particularly fitted for the high grade work which is required in magazine work.

L. A. Bishop Is Manager of the "Ad" Department

Louis A. Bishop, who is advertising manager of the Hollister Newspapers, only recently joined the staff, but quickly demonstrated his ability. He has found the north shore a fertile advertising field and as a result his department is functioning in the same way that the big newspapers in Chicago do. Mr. Bishop suggests and writes ads, plans campaigns, in fact, gives the advertiser all that could be asked. The staff consists of three men and one girl.

2 Cutting Machines Perform a Neat Job in Trimming Papers

WILMETTE LIFE, WINNETKA TALK and GLENCOE NEWS are printed, folded and stitched, but there is one more process before these newspaper-magazines are ready for the readers. It is in this last mechanical process that the cutting machines go into action. It is these machines that trim the edges to smoothness and at the same time cut the section folds.

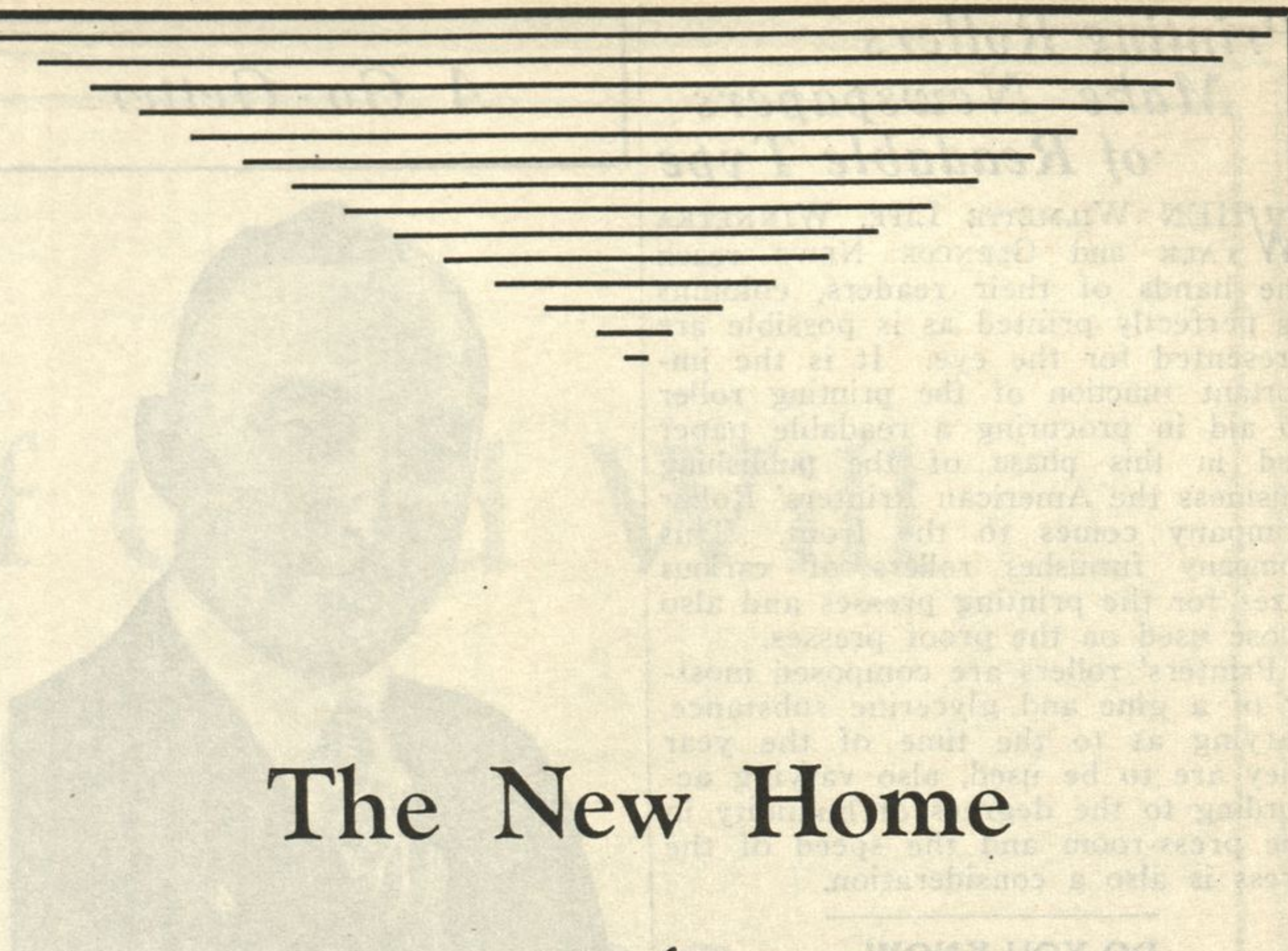
The Seybold automatic cutting machine which is found in the bindery is of the forty-four inch size, and was acquired only recently when it was found that pressure in getting out our publications required greater speed. The acquisition of the Seybold gave the Lloyd Hollister Inc., two cutting machines, the other being a forty-four inch Oswego Automatic.

The new Seybold has a knife stroke speed of forty cuts a minute. Accuracy, ease, and safety also are big features of this machine. The paper is automatically clamped and cut and performs by power every mechanical detail of the work. There is an indicator which shows the clamp pressure at all times. The clamp pressure is developed independently from the knife action. The knife action is a double shear movement. The knife enters the paper pile at the left side first. It passes downward through the pile with a side as well as a dip shear and makes a clean, smooth cut.

These machines were furnished Hollister Inc., by the Charles N. Stevens company of Chicago, who are the western agents for the Seybold company whose factory is in Dayton, O.

R. D. Rodenburg Sees That Readers Get Their Paper

The important task of seeing that your paper arrives at your home on scheduled time rests in the hands of Robert D. Rodenburg. Mr. Rodenburg is the Circulation manager and with the ever-increasing circulation of the Hollister papers he is kept on his toes. His big job is operating the Addressograph and graphotype machines, which stamp the names of the subscribers on the covers. Of course, there are other duties of a Circulation manager, and Mr. Rodenburg handles them all and well, too.



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