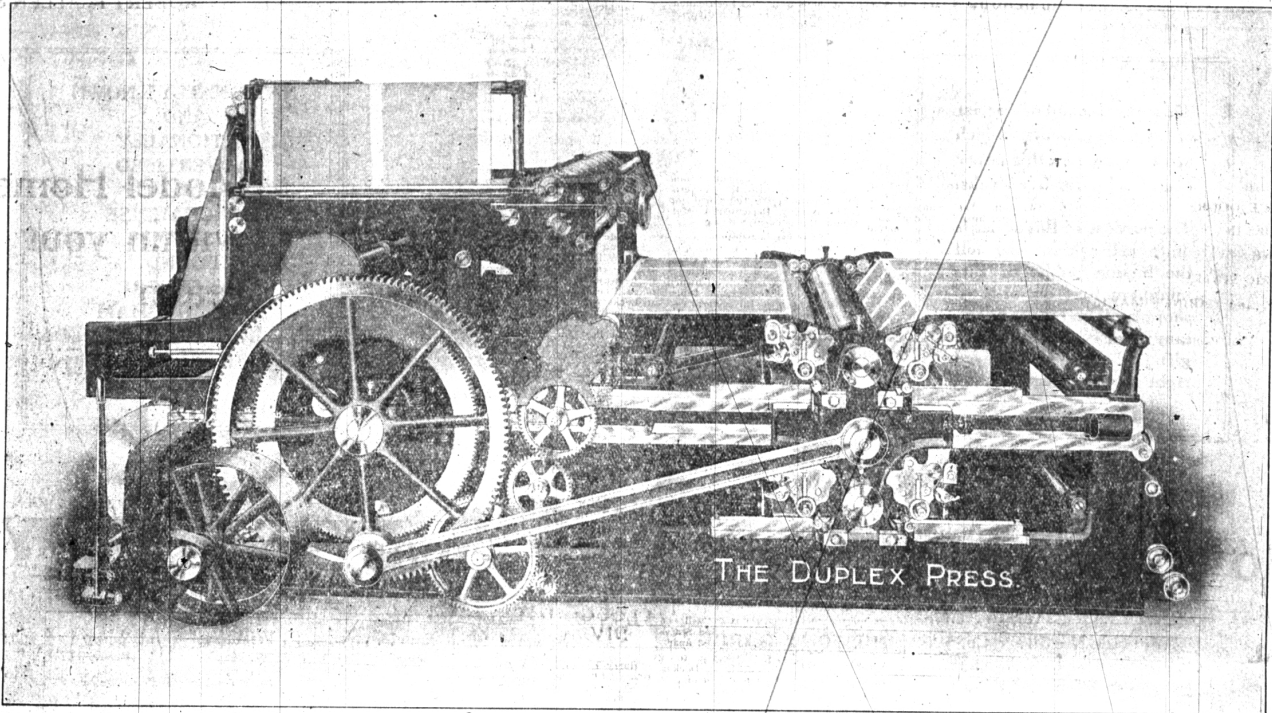


OUR NEW PRESS

Just Installed—High Speed Angle Bar Web Perfecting Duplex



A Bigger, Better Press To Meet the Growth of a Bigger and Better Birmingham Eccentric

A STEP FORWARD

The Eccentric is now being printed on a new press whose purchase marks the greatest forward step ever taken by an Oakland County weekly newspaper, and makes The Eccentric the unquestioned leader of this section, assuring them of this rating for the future as in the past.

The new machine, a Duplex web perfecting press, shown above, has just been installed by Roy Knowles of the Duplex Printing Press Company of Battle Creek, Michigan. The new press weighs 28,000 pounds.

This press is absolutely the last word in printing equipment for newspapers in average size cities, and is a marvel of precision with its many special features for production and adjustment.

The press prints two, four, six, and eight pages direct from the roll at a speed of 4,500 to 6,500 papers an hour, all in one operation, delivering the papers folded, ready for the carriers at the completion of its performance. This is in direct contrast to the capacity of our former cylinder press which printed two or four pages at a time at a speed of 1,200 an hour. Sheets of paper instead of the roll were used in the former method, and this meant that the paper had to be fed through the press, sheet by sheet, twice, in order that it would be printed on both sides. Then the sheets had to be carried to a hand folder, where again, sheet by sheet they were folded for the carriers. It can be readily seen that in the printing of the paper now, much labor and time will be saved.

HOW IT WORKS

The Duplex Web Perfecting Press is a marvel of mechanical skill, and the many functions it performs in one operation are interesting to watch. The huge roll of paper will be noticed at the extreme left of the above picture. If unrolled this paper would reach a distance of about three miles. The paper is threaded over the web and across the bottom of the press to the left, where it passes over the bottom bed where the type forms for four pages of the paper first come in contact with the moving paper. Going to the extreme right of the press the paper is carried by rollers to the top, where it starts again to the left. In the picture the four pages printed on one side on the bottom form can be seen. The paper now passes over the upper bed of forms, and the reverse four pages are printed.

The printing is now done, but the press has not completed its work. Still traveling to the left the paper passes over a cutter which separates each individual newspaper, and traveling on it is gathered and enters the folder, which trims the paper and passes out the finished product in the chute to the extreme left ready for delivery. Four and six-page papers are printed in the same manner. The serrated edge is a sure sign that it has been printed on a press of this nature, and these are found only in the more modern and up-to-date offices of the country.

The press is driven by a ten horse power motor mounted on a floor base under it. A large pit under the press gives access to it for threading the paper or for mechanical adjustments.

GROWING WITH BIRMINGHAM

The quality of the paper is also greatly improved by the use of the new equipment. The Duplex turns out a beautifully printed page with perfect impression and perfect ink distribution. Every line of type stands out evenly and clearly. Every paragraph can be easily read.

The purchase of this big press is another milestone of The Eccentric's path of progress. It will enable the paper to expand, to grow, and to serve the community of which it has been a part since 1878.

No one can question the faith of The Eccentric in Birmingham and Bloomfield Townships. It shows that it believes in the future of the community by its investment of capital, labor, and intelligent work in issuing the best paper that can be produced in a city of this size.

No weekly paper in Oakland County has a press like this machine.

The investment is Birmingham's and Bloomfield Township's as well as The Eccentric's.

The Eccentric is not worrying about its future, any more than it is worrying about the future of Birmingham and Bloomfield Township. All three will grow together.

Come In and See This Wonderful Machine and Have Its Operation Explained

THE BIRMINGHAM ECCENTRIC

"Your Home Town Newspaper"