



*One day's supply of paper for the Curtis publications,
at the warehouse on Eleventh Street*

45 Times Around the World

Over on Eleventh street, at Washington avenue, there is another Curtis Building.

It is a warehouse for the storing of paper, made necessary by the huge supply used to print *The Ladies' Home Journal*, *The Saturday Evening Post* and *The Country Gentleman*.

A fleet of automobile trucks is maintained, and they are carrying hundreds of rolls daily from the warehouse to the main plant, on Independence Square.

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If all of the paper used by the Curtis publications in one year were made into a ribbon as wide as *The Saturday Evening Post*, it could be wound around the world forty-five times.

Every day a hundred and seventy-five tons of paper are fed to the big presses in the Curtis Building.

From the mills in New England more than 2300 carloads of paper are shipped annually to this company.

Freight cars loaded with paper are shunted directly into the Curtis warehouse day after day. Often there are a dozen.

And when it is impossible for the machines to unload all of the

cars before night, the rest are locked up in the building until next morning.

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Extreme care is exercised in the handling of the paper before it is put on the presses.

For paper, like all material adapted to delicate work, is subject to climatic conditions.

Heavy canvas covers protect the rolls of paper.

In the warehouse an even temperature is maintained, so that when the covers are removed at the plant the paper will be ready for press consumption.

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One of the impressive sights in the Curtis Building is to see these hundreds of tons of paper being drawn into the presses and dropped out, at high speed, completely printed publications.

Another is to watch the flat sheets go in white and come through, exquisitely printed in four colors, at one operation.

These and many other interesting features of this plant may be seen on any business day by Philadelphians and visitors to the city.

Well-informed guides will gladly point out and explain the processes.

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA