



A section of  
The Saturday Evening Post  
press equipment

## Capacity: 550,000 Magazines a Day

It takes fourteen and a half acres of space, spread over eight floors of the Curtis Building, to accommodate the machinery for manufacturing The Ladies' Home Journal, The Saturday Evening Post and The Country Gentleman.

Making twelve million magazines a month and delivering them for distribution, in all parts of the country, on schedule time, involve the closest kind of intelligent study.

Seventeen hundred people are employed in the manufacturing department.

There are a hundred and fourteen high-speed rotary presses.

Included in the Post press equipment are fourteen presses, each with a capacity for printing and folding forty-eight pages, and required to operate day and night in order to produce the editions of the Post.

Eleven automatic inseting and stitching machines are constantly engaged to complete the Post for delivery.

There is a battery of seventeen unique presses, which at one operation produce the beautiful four-color pages of the Home Journal.

The section printing the covers for the Post and Country Gentleman and all color insert pages embraces twelve presses, especially designed. These print two colors on each side of the sheet as it goes through.

Many of the machines in the Manufacturing

Department were especially designed to meet the exacting requirements of printing the vast editions demanded by the Curtis circulation.

New methods and machines are being planned constantly.

Under the direction of a committee selected for the purpose, every means is used to safeguard the employees who operate the machines.

Each machine is run by its individual motor, thus avoiding the use of dangerous and unsightly shafting or belting.

All trimming machinery in the bindery division is equipped with suction pipes for automatically removing the waste paper into fireproof vaults in the basement, where the paper is baled and discharged from the building every day.

On each floor are ducts that carry oily rags and inflammable material to other fire-proof vaults, thus preventing fire by spontaneous combustion.

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A technical knowledge of printing and machinery is quite unnecessary to appreciate the standards of quality demanded by the Manufacturing Department.

On every business day experienced guides are at the service of Philadelphians and visitors to the city who may be interested to see the mechanical wonders in the Curtis Building, as well as the architectural beauty of the building itself.

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA