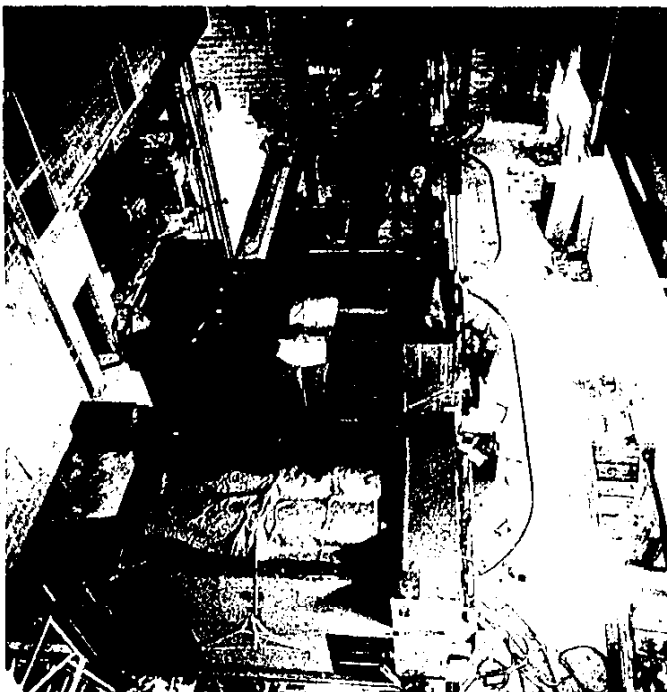




**ALEX DZIEWIT,  
MECHANICAL SUPERINTENDENT**



# Offset Press Combines Speed, Quality

The new press installed at Observer Newspapers' central plant is the largest, fastest offset press at any Michigan newspaper.

The Observer chose offset printing over the usual letterpress process because of its many advantages:

- Pictures printed by offset are sharper, clearer, and have more snap;

- Offset printed type is darker, crisper, and cleaner;

- Color, whether printed as one color in an advertisement or as a full color picture, is much brighter and more faithful to the original subject;

- Offset ink does not "smear" as much as letterpress ink, keeping the readers' hands cleaner.

With all these advantages, it may be wondered why more newspapers do not use the offset process.

It's more expensive than letterpress, for one thing, but Observer Newspapers believes that its readers deserve the quality of printing that offset can bring. Another reason is that offset printing only works effectively in a highly automated, air conditioned, sophisticated plant -- precisely the kind of building the Observer organization built.

**THE NEW** Observer Goss Metro press can print newspapers at a speed of up to 60,000 per hour. It can run papers as large as 64 pages, with as many sections as eight. It can print full color illustrations or single ("spot") color advertisements at virtually any place in the product.

It can print 115,000 copies of seven Observer Wednesday editions in less than 12 hours, or it can be equally as efficient in printing high-quality, long-run commercial printing, such as the Cunningham Drug Store chain's monthly circular.

The press was erected by the George R. Hall Company, of Cleveland, Ohio, in a specially air conditioned press room carefully designed to accommodate the 15 foot wide, 42-foot long, 28-foot high installation. The Hall specialists worked carefully with Goss engineers to set the 150 ton weight absolutely level on a solid concrete press pad eight feet deep.

The Hall erectors used special chain hoists set on rails mounted on the ceiling of the 40-foot high press room to maneuver and properly place the press elements, some of which weighed over 10 tons.

Also of great help to the effectiveness of the new press is an ink tank system, design help for which was received from U.S. Ink Co. Fully loaded ink tank trucks slide into position at the dock, connect a hose to an outside fitting, and pump ink directly into two 1,500-gallon ink tanks located next to the press control level.

Ink from these tanks is then pumped in a closed system directly to the press, without ever running the risk of scumming because of contact with the air. This, together with the special ink injection system with which the press is fitted insure constant ink flows and high quality presswork.

**A PRESS AS** sophisticated as that at Observer Newspapers must have an elaborate but highly reliable electrical system. This was provided by the experts at Triangle Electric Co., of Detroit, which has been serving the newspaper and construction industries since 1925.

Triangle specialists helped install and fit the 440-volt wiring for the five 60-horsepower motors which drive the press. These motors generate a lot of heat, and over 40 tons of air conditioning are required to keep the heat and humidity constant in the new Observer press room.

Triangle specialists also wired the "reels, tensions and pasters," which are units which automatically splice the end of a web of paper from an expiring roll onto a new roll. Run by a small computer, these devices sense when the expiring roll is getting near its end, drive the new roll of paper until its surface speed is equal to that of the old roll, and automatically cut the web from the old roll and paste it down onto the new one -- all while the press is running at full speed.

Using their considerable experience with high quality electrical installations, Triangle experts worked tirelessly wiring the press to get it operating as quickly as possible.

A total of 105,600 lineal feet of wire was used to rig the new Observer Newspapers press -- a total of 20 miles! Only the skill of the Triangle electricians enabled such a complicated job to come in tight on time.