

# LATEST ADDITION TO GUARDIAN'S PLANT

## NEW PRESS MORE SPEED EFFICIENCY

The installation of The Guardian's Duplex Tubular Plate Rotary Press, which is now in operation after seven weeks' strenuous work, marks a period in the printing annals of Prince Edward Island. Capable of running off sixteen pages of newspaper at the rate of 30,000 copies per hour at a single operation, this press is a marvel of modern mechanical design and completeness, and will undoubtedly give great satisfaction to the public generally and to advertisers in particular.

The installation of the new press was a work requiring great skill, and was completed under the direction of Mr. H. G. Peace, press erector for Griffith's Press Company of New York City. Mr. Peace, who has been in the press erecting business for upwards of fifty years, and who has travelled practically all over the world in the interests of his firm, personally superintended the placing of every piece of machinery in the press. He was capably assisted by Mr. Charles Young, press operator for The Guardian. The electrical equipment necessary to operate the machinery, including a 5 h. p. starting motor, a 50 h. p. motor, main drive, and the control switch boards, was supplied by the Outer Hammer Electrical Equipment Company and installed by the local firms of Palmer & Watson and the Maritime Electric Company.

### FOUNDATION WORK

One cannot imagine the thousands of various parts, large and small, which go to make up a press of the modern design of the Duplex Rotary. It was necessary first to lay a solid foundation of reinforced concrete 1 foot thick, 12 feet deep, forming a base 24 feet by 12 feet, which work was carried successfully out by Messrs McDougall & McAulay, contractors.

In addition to the erection of the press it was necessary to install a complete new equipment of cutters, mat, moulding, machines, trimmer, finishing block, scorcher, casting box, etc.

An entire change in the electric circuit was also necessary, from transformers in the street to massive switchboards in the press room.

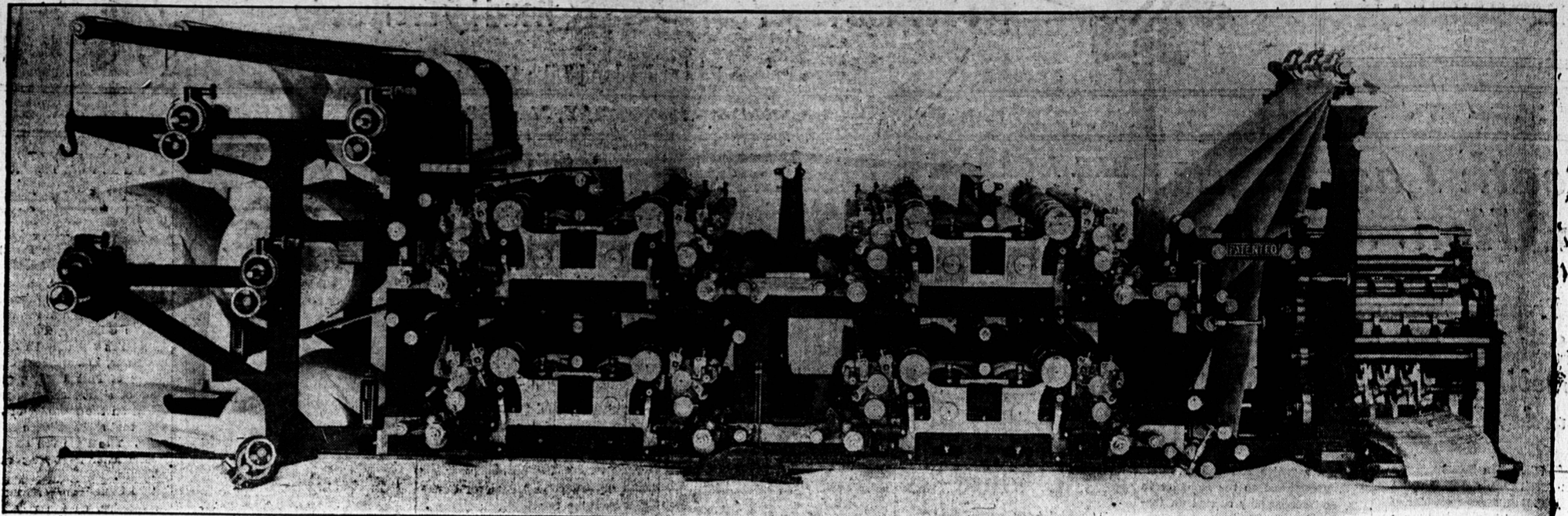
Mr. Peace, the expert in charge of the erection work, was in Porto Rico, when he received word from his firm to proceed to Charlottetown to erect the new press.

### THE MODERN PRESS

The printing of newspapers is one of the great industries of the modern world. In every important town or city in all civilized nations the daily newspaper is ubiquitous. Huge machines, the product of the wonderful inventive genius which in the last hundred years have transformed the world, are constantly pouring forth a flood of printed sheets recording the happenings of the day in all quarters of the globe. Marching abreast, the Telegraph, the Railway, the Airplane, the Radio and the Printing Press have reduced the earth to a single point, and that point is located wheresoever a person who can read may chance to be.

But we are considering here only the Press and its enormous product, the thousands of tons of paper printed every day in the year, and the multiplied thousands of men employed in the industry. The allied art of stereotyping has made this great result possible; and this art, as employed in the production of newspapers, is only sixty years old! It is not surprising, therefore that something therein remained to be improved.

Glance over the newspaper-making world today. Behold the thousands of great machines in operation everywhere, driven at utmost speed, to meet the incessant and insatiable demand for their product, and then note that all these machines, the world over, are equipped with stereotyping plates, of one page each, semi-cylindrical in form, fastened upon revolving cylinders which impinge upon the moving web of paper to be printed. From this mechanical construction it necessarily follows that each of these semi-cylindrical plates is in contact with the web and printing JUST ONE-HALF THE TIME, while during the other half of the time it is revolving through the air, out of contact with the web, and, therefore, so far as work is concerned, absolutely idle and unproductive.



DUPLEX TUBULAR-PLATE ROTARY PRESS NOW INSTALLED BY THE GUARDIAN

### A Momentous Change

Consider the millions of these semi-cylindrical plates in use in the world every day and compute the resulting aggregate loss of time,—in an industry in which the most essential element, is time,—and then estimate the value to the world of an invention which, by a simple change in the form of the plate, involving no additional expense or other disadvantages, prevents all this enormous waste! Such an invention is now a demonstrated and an established fact. It is the TUBULAR STEREO-TYPE PLATE installed by the Charlottetown Guardian.

The greatest and most valuable inventions are usually the most simple and invariably lead to the remark, "Why did nobody ever think of this before?" It is thus with the invention to which we refer above. Simply reducing the diameter of the plate cylinders one-half and casting the stereotype plates in the form of a cylinder, brings this plate, when in operation, all the time in contact with the web and, it will print per hour precisely double the number of pages printed by the semi-cylindrical plate heretofore in universal use, which is idle half the time the press is in operation.

### A Great Invention

The TUBULAR STEREO-TYPE PLATE is one of the great inventions of the age. It is destined speedily to supersede the semi-cylindrical plate in all progressive newspaper offices, and, ultimately, to render it obsolete. That is the reason The Guardian selected the Duplex Tubular for installation. In many respects the most remarkable product of the Duplex Works, it was first, naturally, developed for the two-plate press field, where the need for economical stereotyping is most pressing. Before its introduction there was no thoroughly satisfactory machine for printing daily newspapers with circulations or with number of pages too large for the Duplex Flat-Bed Web-Perfecting Press, recently in use by The Guardian, but too small to justify the great initial cost and the expense of operation of a metropolitan outfit. The city presses available for this large class of daily papers which includes The Guardian were handicapped by the expensive necessity of duplicate plates, and, when printing more than eight pages or reducing speed one-half, because of the necessity of collecting the sheets.

### Disadvantages With Old Style Press

Furthermore, these presses, in order to print certain pages, must cut the web before it enters the folder, and thereafter carry the severed sheets by tapes, thus introducing the serious liability, inseparable from a tape-carrying device, of irregularity of movement and clogging of folders, with consequent loss of time and paper and frequent breakage of the machine. Another most serious objection to all these presses was the fact that none of them was capable of printing any number of pages as certain combinations were impossible.

In the Duplex Single-Plate Rotary all of these disabilities and objections are removed. It prints any even number of pages, up to the full capacity of the press, from single plates and at full speed. And not only so, but because of their peculiar construction—the plates themselves

may each be made lighter than those of other presses. All these great advantages are secured by the introduction of TUBULAR PLATES, an entirely new feature in newspaper presses.

### New Press Widely Used

As is well known, this Tubular-Plate Press, built two plates wide and thus adapted to the intermediate city field, has been on the market for several years. Hundreds of them are now in daily operation throughout Canada, Great Britain, the United States and in foreign countries. To adapt the machine to the requirements of metropolitan newspapers, it was very necessary that it should carry four-page wide webs. It has recently been developed for this purpose and is now in equally successful operation in metropolitan offices in increasing numbers.

### The Tubular Plate

The Tubular plate—which gives its name to the press—marks the greatest advance in the art of newspaper printing in the last half century. It doubles the product, and while the reason may not at first be apparent, the explanation is, nevertheless quite simple. Up to the time of this invention all rotary newspaper presses were equipped with semi-cylindrical plates and, as a consequence, when such presses are in operation, every plate in the revolving cylinders is out of contact with the web and not printing just half the time. Therefore, half the movement and half the time is wasted, or, in other words, half the efficiency of every plate in the press is lost.

The tubular plate avoids completely this tremendous waste. In this machine there is substituted for the semi-cylindrical plate a plate tubular in form which completely encloses the smaller cylinder upon which it is placed (excepting only a margin-space) and which, as the cylinder revolves is on the web and printing all the time. The result is that a press equipped with tubular plates as compared with one equipped with semi-cylindrical plates will, in the same time, and running at the same rate of speed, print precisely double the number of papers.

### Speed!

Let us consider a press of the old style, carrying sixteen semi-cylindrical plates and being operated at any given rate of speed. Each one of these plates is printing half the time and is idle the other half. In the tubular-plate machine, carrying sixteen plates, each plate is printing all the time, and it is clearly evident that if it be operated with the same peripheral speed of cylinders it will do precisely double the amount of work. The Tubular-Plate Press, moreover is more simple and more easily operated than one of the old style. The advantages resulting from this principle of construction are proportionately the same in presses carrying any number of plates.

### Extra Pages

There is still another very great advantage which is secured by the use of tubular plates. The number of pages possible to be printed varies only by two, up to the full plating capacity of the press; whereas in presses carrying semi-cylindrical plates the variation, above half the plate capacity of the press is necessarily by four. A Tubular for instance, can print any even number of pages

### Milady Beautiful By Lois Leeds



MECHANICAL MASSAGE

This is the age of machinery. Mechanical devices have invaded every field of work, including those of the physical culturist and the cosmetician. Some of these beauty aids, like the large mechanical vibrators, are expensive, motor-driven affairs; others, like the pater, are very simple and are operated by hand.

All devices of this sort, however, have something in common. That is, they are substitutes for hard massage. Those of us who cannot obtain the services of a masseuse now have the opportunity to massage ourselves with the help of rubber rollers, suction cups, electric vibrators, etc. Today I am going to describe some home-made massage implements that I hope will make this type of beauty treatment easier for my readers.

When milady undertakes to massage her own face there is necessarily a certain amount of nervous tension in her fingers and face, which, of course, makes it impossible for her to relax as she should. This element is lessened when a massaging device is held and operated in one hand.

The pater is perhaps the best-known example of mechanical massage. It may be made by stuffing a large volume powder puff with cotton and attaching it firmly to the end of a slender, flexible rod or whalebone from a corset. A gentle tapping massage with the pater is especially good for sallow, wrinkled skins. If used vigorously it helps reduce double chins and overfat cheeks. Patting massage brings the blood to pale cheeks and improves the muscular tone of the face. A roller with a soft rubber surface and a convenient handle is good for massaging fleshy faces and necks.

A modification of the roller may be made by covering a two-inch rubber ball with a layer of clean, absorbent cotton. The cotton may be moistened with a bleaching or an astringent lotion. The ball may then be rolled on the face with the palm of the hand. This is a good way to apply skin-toning lotion after a facial treatment.

Another rolling device may be made by covering a toy rolling pin with absorbent cotton. This is very good for neck massage when there are accumulations of fat under the jaws and chin and at the back of the neck. Moisten the cotton with ice water and massage up and down with the roller.

Of course, massage is most restful when milady can relax and have another person who has been trained in that work to do the massage. The expert masseuse knows the location of nerves, blood vessels and muscles, and how to soothe or stimulate them.

### The Daily Argument

#### AUNT HET

BY ROYER QUILLEN



"The way Sallie is schemin' to get her girls married off early, you'd think she was tryin' to get 'em off her hands before they disgraced her."

#### POOR PA



"That salesman didn't pay much attention to me. He seemed to think that if he could sell Ma we would both be sold."

#### EGG LAYING CONTEST

Notes on the Prince Edward Island Egg Laying Contest For the Week Ending January 23, 1929.

The Contest laid 479 eggs for the week which was lower than last week by 30 eggs, but 49 eggs higher than last year. The total production is 5751 eggs.

The Experimental Farm, Fredericton, N. B., B. R. pen 6 led the contest for the week with 42 eggs, 47.8 points; Mrs. J. H. McPhail's B. R. Pen 20 were second with 44 eggs, 47.1 points; Mr. T. H. Foster's B. R. Pen 13 were third with 41 eggs, 40.6 points. The Kensington Baby Chick Hatchery B. R., hen No. 9 in pen 10 has taken the lead for individual laying with 47 eggs, 57.3 points; Mr. H. C. Muttart's B. R., hen No. 8 in pen 11 is second with 61 eggs, 57.3 points and the K. B. C. Hatchery B. R.

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hen No. 8 in pen 10 is third with 53 eggs 56.1 points.

The pens leading in production are First Experimental Farm, Fredericton, N. B., B. R. pen 6, 415 eggs, Second, Mr. T. H. Foster, B. R. pen 13, 13,416 eggs, 368.4 points. Third, Experimental Farm, Charlottetown, Pen 15, B. R., 395 eggs, 333.4 points.

### LETTER OF SYMPATHY

To daughters of the late Mrs. Isaac Sharp, Mrs. Henry Weeks, Mrs.

Golden Weeks, and Miss Ruby Sharp.

We, your sister members of Pleasant Valley Women's Institute wish to express to you our sympathy in your hour of sorrow. Your dear mother has been called home to Higher Service, while you know she is happy and Heaven seems nearer and more real to us when our loved ones have gone before, we realize how sad your hearts are at this time of parting. He who has promised to be with you at all times will comfort you more than any earthly friends can. In the passing of your mother we have lost a valued friend, although

unable to attend our meetings, she was always interested in the uplift and welfare of the community.

Please convey to your father, also sisters and brothers, our sincere sympathy.

Signed in behalf of the members of our Institute: Mrs. H. F. McKay, Mrs. J. B. McDowell, Mrs. John A. McDonald. Jaq. 23, 1929.

### SMILES

New Song Hit: "How You Gonna Keep 'Em Down on the Farm, after They've Got Re- lief?"



Janet Gaynor (Fox) and the bathroom her loveliness inspired

## Smooth skin all-important ...leading directors declare

THE innocent loveliness of petal-smooth skin can set heart-strings vibrating!

When the close-up reveals the full charm of the screen star's smooth, soft skin, a thrill of emotion grips the audience.

Famous directors say screen stars must keep their skin so smooth that even under the merciless glare of the close-up it is lovely.

Nine out of ten screen stars use Lux Toilet Soap. There are in Hollywood 451 important actresses, including all stars. 442 of these use this fragrant, white soap. All the great film studios have made it the official soap in their dressing rooms. You, too, will love the smoothness it gives your skin.

"There is a caressing quality to Lux Toilet Soap that I have never before found except in costly French soaps—my skin feels so soft and smooth."

Janet Gaynor



LOUISE BROOKS, beautiful star, says... "Lux Toilet Soap gives the skin a lovely smoothness."



MARY PHILBIN (Universal) says... "A star's skin must have marvelous smoothness—I entrust mine to lovely Lux Toilet Soap."

NINE out of ten screen stars use Lux Toilet Soap.

Levee Brothers Limited, Toronto.

## LUX Toilet SOAP... 10¢