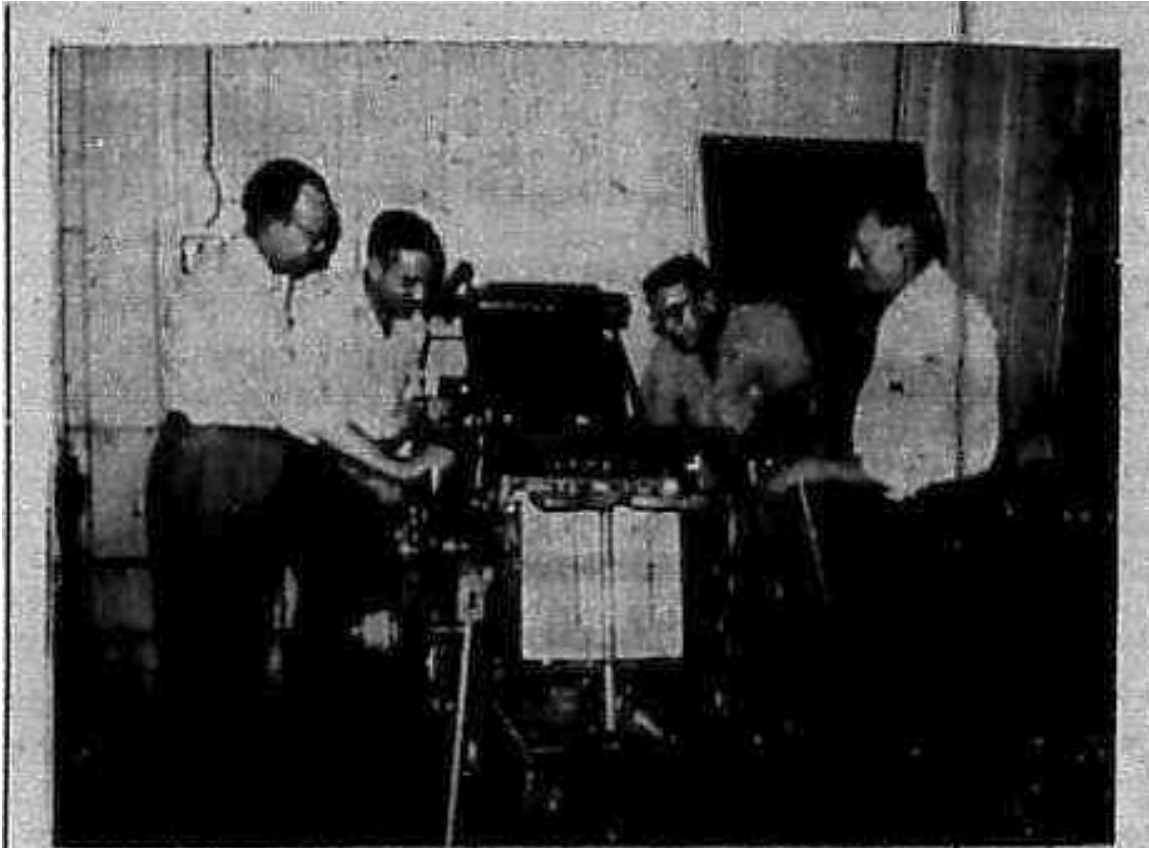


The Giddings Star

March 24, 1955



NEW PRESS INSTALLED—Looking over the many features of the new C & P Craftsman Automatic Side Delivery press installed last week at the Giddings Printing Company are, left to right, Durwood L. Fuchs, owner and publisher of The Giddings Star; Joe J. Strauss, salesman for E. C. Palmer & Co.; Charles Stappenbeck, press erector from the Palmer Company; and Albert B. Miertschin, new mechanical superintendent at the Printing Company.

—Polaroid 1-Minute Photo.

Albert B. Miertschin Named New Mechanical Superintendent at Star; Printing Co. Installs New Press

The employment of Albert B. Miertschin as mechanical superintendent at the Giddings Printing Company, 223 West Austin Street, was announced this week by Durwood L. Fuchs, owner and publisher of The Giddings Star.

Mr. Miertschin returns to work in the printing shop in which he worked for 13 years as a partner in The Giddings Star. He returns to Giddings from Rockdale where he worked for the past 11½ months as operator for the Rockdale Reporter, although he maintained his residence in Giddings during that time.

Mr. Fuchs announced the installation of a new automatic printing press for commercial printing work. The new press was installed last week by Charles Stappenbeck of E. C. Palmer & Company of Houston.

The new press, a Chandler and Price Craftsman Automatic Side Delivery in the 10 x 15 size, is the very latest press on the market and is the fifth such unit placed by the Houston office of E. C. Palmer & Company. The press was sold by Joe J. Strauss of Schulenburg, salesman for the company.

"Mr. Miertschin's familiar presence at 223 West Austin Street was welcomed this week by his many friends in Giddings. His years of experience in the printing business will enable us to produce what we hope will grow to be an excellent community newspaper as well as top quality job printing at economical prices," Mr. Fuchs said.

Mr. Miertschin started in the newspaper business in July, 1926, working for the late J. A. Proske publishing the Giddings Deutsches Volksblatt on the Serbin road. Later, in April, 1940, the firm began publication of The Giddings Star, and in April 1941, moved to the present location on Austin Street. Mr. Miertschin worked in this business since July, 1926, except for a short period of time in late 1926. When Mr. Miertschin and his partner sold The Giddings Printing Company in April, 1954, he went to work on the Rockdale Reporter.

Mr. Miertschin lives in Giddings with his wife. They have two children, LaVerne employed R. N., at Scott & White Hospital at Temple, and Marvin who is a student at Texas Lutheran College at Seguin.

The new job printing press installed last week at the Giddings Printing Company is No. 127 produced by the Chandler and Price Company at Cleveland, Ohio, and to date is the only one of its kind in this territory.

Of the five presses installed by the Houston office of the company, two are in Beaumont, one in Houston, and one in San Antonio, besides the one in Giddings.

"We are now better equipped to give speedy service on commercial printing to our many customers in this area. Also, we can do it more economically," Mr. Fuchs said.

He also said that the printing plant has been considerably rearranged, making it more efficiently operated. Visitors are welcome at any time.

Already, the installation of the press has attracted considerable attention among members of the printing industry. Saturday, as the press was being erected and started on its initial run, visitors included Mr. Norton of Bryan and Mr. and Mrs. Lee Sedlmeyer of The Shiner Gazette.

Mrs. Charles Stappenbeck also was a visitor at the plant during the time that her husband installed the new press.