



THE EARLY DAYS OF SALVATORIAN CENTER

– New Holstein, Wisconsin –

In 1957, the Publishing Department of the Society, located on the grounds of Salvatorian Seminary in St. Nazianz, Wisconsin, was outgrowing its space. Rather than expand there, it was decided to move the entire operation to the city of New Holstein, about fifteen miles away. The Society purchased a building that had once housed a shoe manufacturing plant and began moving all the presses and equipment from St. Nazianz to New Holstein in 1958. They also purchased a new computer system (quite high-tech for its time) to aid in the operations of the newly-named **Salvatorian Center** and to further develop and maintain the fund-raising efforts of the Society. Despite an initial set-back with the new computer system and having to replace it, the Society was soon on its way to becoming a prominent publishing and fund-raising establishment in northeast Wisconsin.



In its “glory years” of publishing and fund-raising, the Center printed and mailed out numerous magazines:

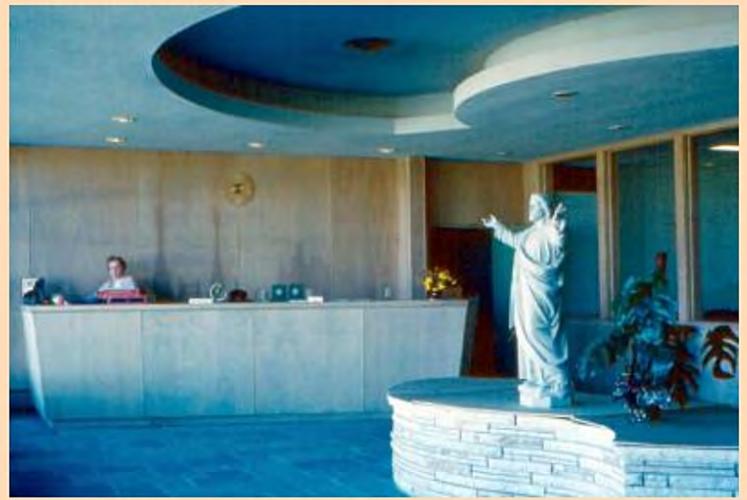
“**Manna**” which was later renamed “**Catholic Youth**” – a magazine for Catholic children and teens, “**The Savior’s Call**” which was later renamed “**The Salvatorian**” – a magazine for Catholic families, and which even later became the “**Associates for Hope**” newsletter, and which now goes by the simple name of “**Hope.**” The Center created and sold its own Christmas cards and other greeting cards. They printed vocation materials for the Society, and generated a sizeable income for the Society from their many benefactors and from Mass Intentions. Through the efforts of the Center, the province was able to remain afloat through a financial crisis for the Society from the mid-1960's through the 1970's.

Over the years, the printing industry and the computer industry changed drastically. Like many other establishments, the Society had to take some of the work that was formerly done at the Center itself and “out-source” it to other companies which dealt with greater volumes of printed materials. Today, the Center continues to package and mail materials to the Society’s benefactors and friends directly from New Holstein. While the constant hums and rhythms of the old printing presses are no longer heard, the sounds of fork-lifts, hand trolleys and bulk-mailers are still present throughout the building.

Through the years and all the changes, **Salvatorian Center** continues to be a vital part of the Society’s mission “**to make the Savior known by all ways and means possible.**” (*Venerable Francis Jordan*)



Society of the Divine Savior
SALVATORIANIANS
Apostles for our times.



*In the lobby of Salvatorian Center,
the statue of the Divine Savior
greet visitors and customers with open arms*



*Some of the Salvatorians who work at the Center
meet together before the work day begins*



*Salvatorian Brothers become acquainted with
the operation of the Center's large computer system*



*Brother Paul Sullivan SDS readies the computer for
processing*



*Brother Cosmas Wambach SDS adds
photos and artwork to the galley*



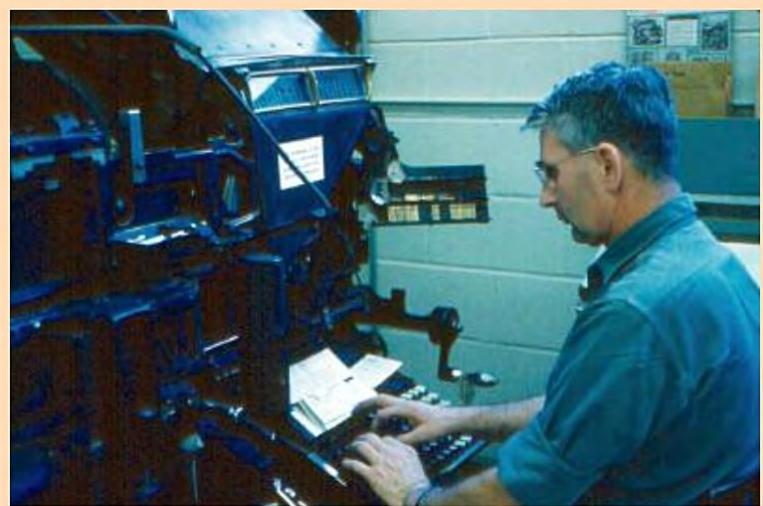
Brother Cosmas and Father Roy Mollen SDS take a final look at the copy



The Art & Photography workroom



The Center staff members write and edit all the magazine articles and newsletters, they maintain the mailing lists and take care of the Mass Intentions.



Brother Valerian Tibodeau SDS works on the linotype machine



Getting the presses ready to print



The presses are ready to start printing - and once they start, it's hard to "stop the presses!"



The printing is underway. 30,000 copies is considered a "short run!"



Once printed and assembled, everything is readied for packaging and mailing



High speed sorters and mailers make the job go much more quickly



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