

Joyous Throng Attends Festive House-Warming

More Than 2,000 Visitors Assist at Plant Opening

A NEW page, a brilliant one, was written into the story of WILMETTE LIFE, WINNETKA TALK and GLENCOE NEWS last Saturday. It was as highly colorful as the blooms which scattered their fragrance throughout the offices of the new Lloyd Hollister Inc., plant; it was an intensely interesting chapter marking a new era of progress of the north shore publications which the people have learned to call "their own."

The "big day" which will appear as a RED LETTER DAY in a brief but progressive period of existence, had been planned as a modest "housewarming party," to which all of the north shore residents were invited for the purpose of inspecting the new plant. Naturally in extending the invitation we did not expect that all the north shore would respond, but what really happened was so startling that we thought for awhile that all the north shore might step in before the doors were closed for the night. It is sufficient to say that the attendance far exceeded all expectations.

Arrive Promptly

Before 2 o'clock, the hour appointed

for the opening of the doors for visitors, a motorcade had filled up almost all the available parking space in the block and from that time until after 9 o'clock at night there was a steady flow of humanity through the plant. It was a parade of eager, interested people who came to stop, look and listen; it was a procession of people who are vitally concerned and who possess that civic spirit which has made the north shore what it is today.

In that parade there were people in all walks of life. There were village executives, there were bankers, there were men of all businesses and professions. There were women in colorful raiment and, lest we forget, there were children, flocks of 'em, all loaded with the vim and vigor of youth, who came to receive their first lesson in the Fourth Estate.

The first lesson the kiddies got was the one everyone gets when starting in the newspaper profession. They were handed a line of metal set by the linotype machine and like all of us they quickly dropped it because it was "hot stuff." But they all laughed and enjoyed it.

Happy, Homey Throng

It had been the plan to tabulate the number of visitors so that we might

have an accurate count of all who inspected the plant, but that idea was blasted within an hour after the parade started, for the people were coming too rapidly. The effort, however, was continued throughout the day and almost 2,000 names were listed. But those figures do not give an accurate count for hundreds attended who were not listed. The visitors got their first glimpse of the business office after entering the door on Central avenue. There they saw an up-to-date office artistically decorated with flowers. Then they moved up the stairway to the second floor where they got a "closeup" of the President's office, the Display Advertising department, and Editorial departments, after which came a visit to the composing room. In all departments the men who are on the job daily were on hand to explain the interesting points.

Receive Miniature Paper

In the composing room they saw the linotypes, the Ludlows, and all other machines in operation. The name of every visitor obtainable was set on a linotype and later this provided a surprise, for when the visitors left they were handed as a souvenir a miniature page newspaper called the "Mique-ro-scope" in which their names

appeared as having been among those present.

The proof room, the stereotyping department and an exhibition of the engraving art were seen before a bit of refreshment in the form of punch was served by the girls of the plant, and the jaunt to the Press room on the first floor began. Here the big presses were in operation grinding out newspapers, the folders were folding, the cutting machines were cutting, and the stitcher was binding the sections into magazines.

Perhaps we've missed something, but we've mentioned the high lights of the story of the Fourth Estate.

But one day Lloyd Hollister Inc., cannot forget and that is last Saturday. And long in memory will linger the thought that all those who came felt a certain pride in the achievement of Lloyd Hollister Inc., which is striving always to make better newspapers for its readers.

WE THANK YOU!

The Northwestern chapter of Gamma Phi Beta held its formal initiation at the new sorority house Saturday, March 3.

The Ace of Clubs was entertained Friday afternoon by Miss Loretta White at her home in Kenilworth.

The Mique-ro-scope

Edited by GIN, the Office Pup

EXTRA

SATURDAY, MARCH 3, 1928

EXTRA

NEW HOLLISTER PLANT HOLDS HOUSEWARMING; HUNDREDS SEE NEWSPAPERS IN THE MAKING

Printing-plates

While You Wait!
In a corner of the second floor is the stereotype room, where they make the plates from which some of the pictures are printed.

Before the "cast" is made you see the picture in the shape of mold of paper-like material. Molten metal is poured over this mold or matrix and—presto!—the result is a block of metal with the picture in raised lines on its surface for printing.

Phillip Space Says:

In addition to The Mique-ro-scope, we also publish Wilmette Life, Winnetka Talk and Glencoe News. Most everyone is a subscriber to at least one of them. Are you?

Lloyd Hollister employees have a completely equipped shower bath on the second floor. Visitors desiring to inspect this feature will please come again. This is Saturday night.

Opening Day of Publishing House Is Honored Today by the Visit of

The prominent visitor named above has just finished an interesting tour of inspection at our new publishing plant. And right here we'll say that if our guest enjoyed the visit we hope that we may meet again very soon.

EXTRA

Exclusive Story by Our Guest

My first impression on entering the big new printing plant of Lloyd Hollister Inc., was one of bewilderment—so much activity, so much noisy machinery, that I feared I should never make head or tail of what it was all about.

But as soon as one of the Hollister staff, wearing a big round tag with his name on it, piloted me through the first department, I began to realize that order was the first law in a big publishing plant like this, and that once I "got onto" the run of things there would be much new and interesting that I could easily learn.

Nevertheless, I'm not going to try to give any technical descriptions. I understand that the boys in the office have written about all there is to be said concerning that side of it. I first went up to the second floor. Here I saw the president's office, the advertising department and the editorial sanctum. Back of these offices is the composing room, the

(see next page)



I'm pretty good at finding things

and I'm glad to help you out most any time....but I've been kept so doggone busy lately trying to find enough stray bones, that if there's anything you're looking around for I'd suggest that you put a Classified Ad in WILMETTE LIFE, WINNETKA TALK and GLENCOE NEWS. That will be sure to do the trick.

Yours faithfully, GIN.

2

THE MIQUE-RO-SCOPE

March 3, 1928

The Mique-ro-scope

Published Once in a Dog's Age

Offices in
Wilmette, Winnetka, Glencoe
and Kenilworth
GIN
the Type-eating Terrier
Editor

SATURDAY, MARCH 3, 1928



Woof! No doubt you'll be able to understand what that means. In my pup language it signifies, "Gee, We're Glad but I'm glad to You Came see you!" I'm wagging my tail, too, but there's no way of putting that into print. Anyway, I'm here to welcome you just as heartily as I know how. Woof!

At first I felt sad about leaving the old plant where I'd hung out so long. But once I got settled down on my piece of carpet in the new office I was just as enthusiastic about the new home as the rest of 'em.

There's about sixteen times as much room to run around—excuse me a minute. Someone just threw a handful of type and I have to run

Visitor Describes Trip Thru Plant (begin on page 1)

name which the printers give to the place where the type is set up and made up into pages. Most of the type is set on a very complicated and interesting machine, known as the linotype, which looks like a big typewriter. This machine makes a line of type at a time, hence its name. The operators are very swift and skilled. There is a battery of five of these linotypes. One of the operators set up my name on a "slug," which came out of the machine too hot to handle with comfort.

Larger sizes of type are set on Ludlow casting machines. The printer sets up a line of brass "mats" and after the solid metal line is made, he puts the mats back in order in a case.

Downstairs again, where there are lines of big presses and little presses. Large ones for printing the papers and big books and "jobbers" for smaller commercial and social printing.

Here also are intricate machines for cutting, folding and binding.

My story ends here for this is where The Mique-ro-scope is printed and I must get ready to "go to press."

hamburger sausage after it—bones

SHORT LINES

Local Conductor to Express Train of Thought in a Limited Space!

Well, customers, this is probably the only narrow-gauge column we ever conducted.

It reminds us of the time we moved into our kitchenette apartment.

We've a suspicion that this column doesn't need a conductor so much as it needs a policeman.

To enforce one-way traffic. South-bound jokes only.

Wide cracks on the column's cash customers will have the right-of-way; customers' wise cracks about us will please detour.

The worm will turn, but not without first giving the proper signal.

Please laugh (if necessary) from left to right:

Ha! not from right to left:

Is that absolutely clear? Very well, let's try a joke:

Once upon a time there were two old maids

Sorry, but even if we abbrev. as much as poss. we don't believe there's going to be any space left for anything funny.

We heard someone say that would make the column seem perfectly natural.

Well, there's no room for argument.

MIQUE.