

★ ★ JUNE 18, 1977 ★ ★

WORLD COLOR PRESS DAY

MAGAZINELAND USA

• SPARTA • EFFINGHAM • SALEM, ILLINOIS



Joe Kubert

ENJOY YOURSELF

WORLD COLOR PRESS DAY
JUNE 18, 1977
SALEM, ILLINOIS
MAGAZINELAND USA

HAVE FUN

HIGHLIGHTS FOR JUNE 18, 1977

Corporate Offices, Post Office Box 1248
Effingham, Illinois 62401. Phone 217-342-9241

Clyde Oberlin
President

WORLD COLOR PRESS

June 18, 1977

WELCOME TO MAGAZINELAND!

It is with pleasure that we open our doors to you and we hope this will be an occasion for you to remember with pleasure.

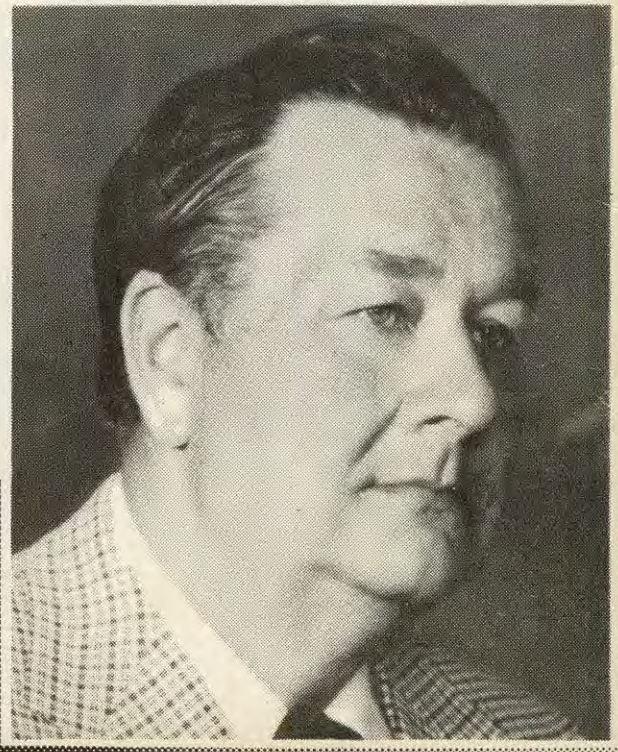
We are very proud of our achievements over the years and wish to share with you our sense of achievement and fulfillment in the growth of our company.

Please stay awhile, enjoy yourself and, whenever you see a finely printed publication, think of World Color Press and Magazineland.

Clyde Oberlin
Clyde Oberlin

CO:rb

World Color Press, Inc.
a City Investing company



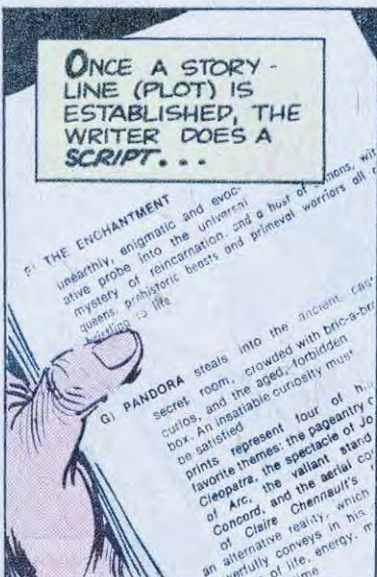


BEFORE A COMIC BOOK CAN BE PRINTED, THE IDEAS... ARTWORK... AND STORIES MUST BE FIRST CREATED!

WOULD YOU LIKE TO SEE AN EDITORIAL OFFICE? NO SOONER SAID THAN DONE!



THE FIRST STEP TOWARDS PUBLICATION IS TAKEN IN THE EDITOR'S OFFICE... WHERE A PLOT CONFERENCE TAKES PLACE BETWEEN EDITOR AND WRITER...



ONCE A STORY-LINE (PLOT) IS ESTABLISHED, THE WRITER DOES A SCRIPT...

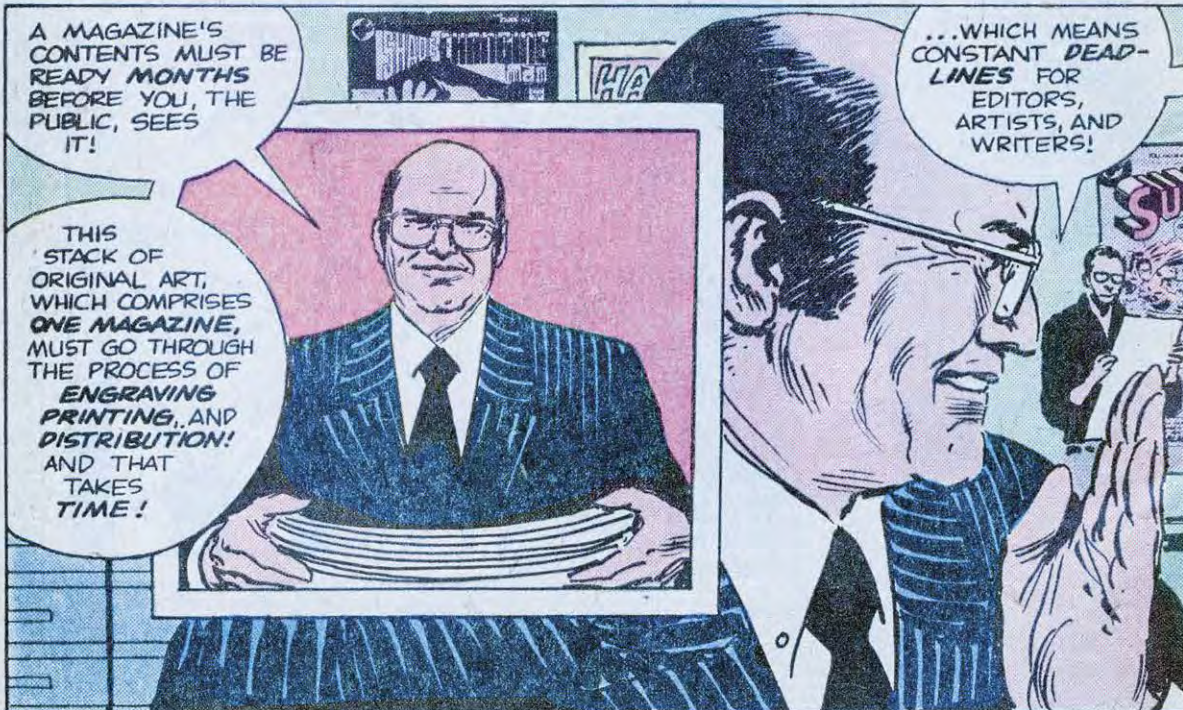
THE ENCHANTMENT
 unearthly, enigmatic and evocative probe into the universal mystery of reincarnation and a host of demons, with queens, primitive beasts and primal warriors all calling to life

PANDORA
 secret room, crowded with bric-a-brac, curios, and the aged, forbidden, be satisfied

prints represent four of his favorite themes: the pagantry of Cleopatra, the valiant stand of Arc, and the aerial conquest of Claire Chennault's alternative reality, which powerfully conveys in his life, energy, m...



THE SCRIPT IS GIVEN TO AN ARTIST (SELECTED BY THE EDITOR), WHO DOES PENCIL LAYOUTS... ACCORDING TO THE SCRIPT'S DIRECTIONS.



A MAGAZINE'S CONTENTS MUST BE READY MONTHS BEFORE YOU, THE PUBLIC, SEES IT!

THIS STACK OF ORIGINAL ART, WHICH COMPRISES ONE MAGAZINE, MUST GO THROUGH THE PROCESS OF ENGRAVING, PRINTING, AND DISTRIBUTION! AND THAT TAKES TIME!

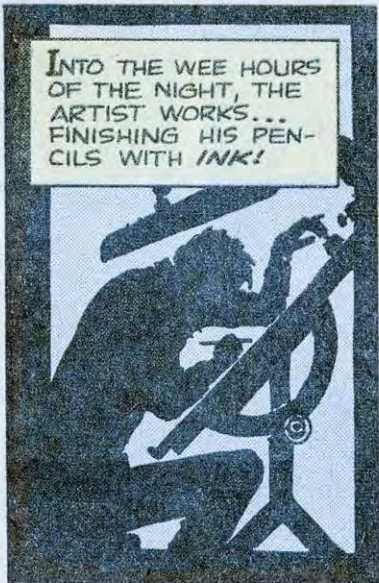
...WHICH MEANS CONSTANT DEAD-LINES FOR EDITORS, ARTISTS, AND WRITERS!



IN PENCIL FORM, THE ARTWORK IS **LETTERED!** CAPTIONS, BALLOONS, AND PANEL BORDERS ARE DONE.



INTO THE WEE HOURS OF THE NIGHT, THE ARTIST WORKS... FINISHING HIS PENCILS WITH **INK!**



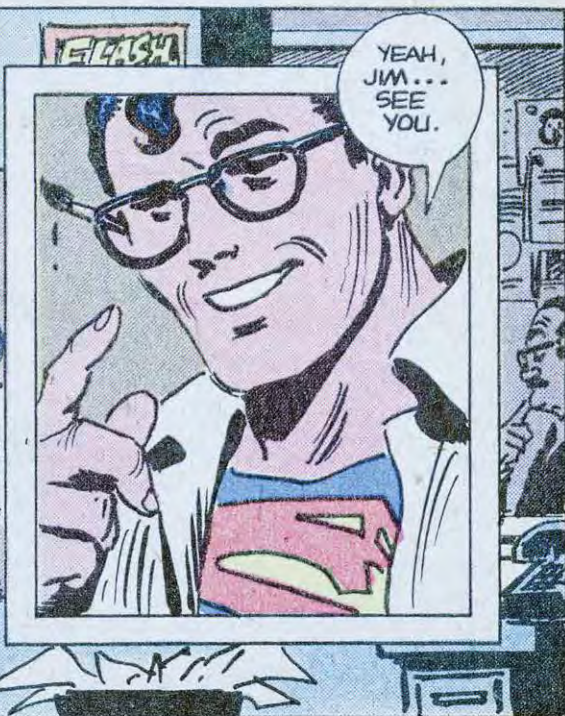
IN THIS FINISHED FORM, THE ART IS **REPRODUCEABLE...** CAMERA READY!



ER... HOPE WE DIDN'T DISTURB YOU! WE'LL BE GOING NOW--SEE YOU IN THE FUNNY PAPERS!

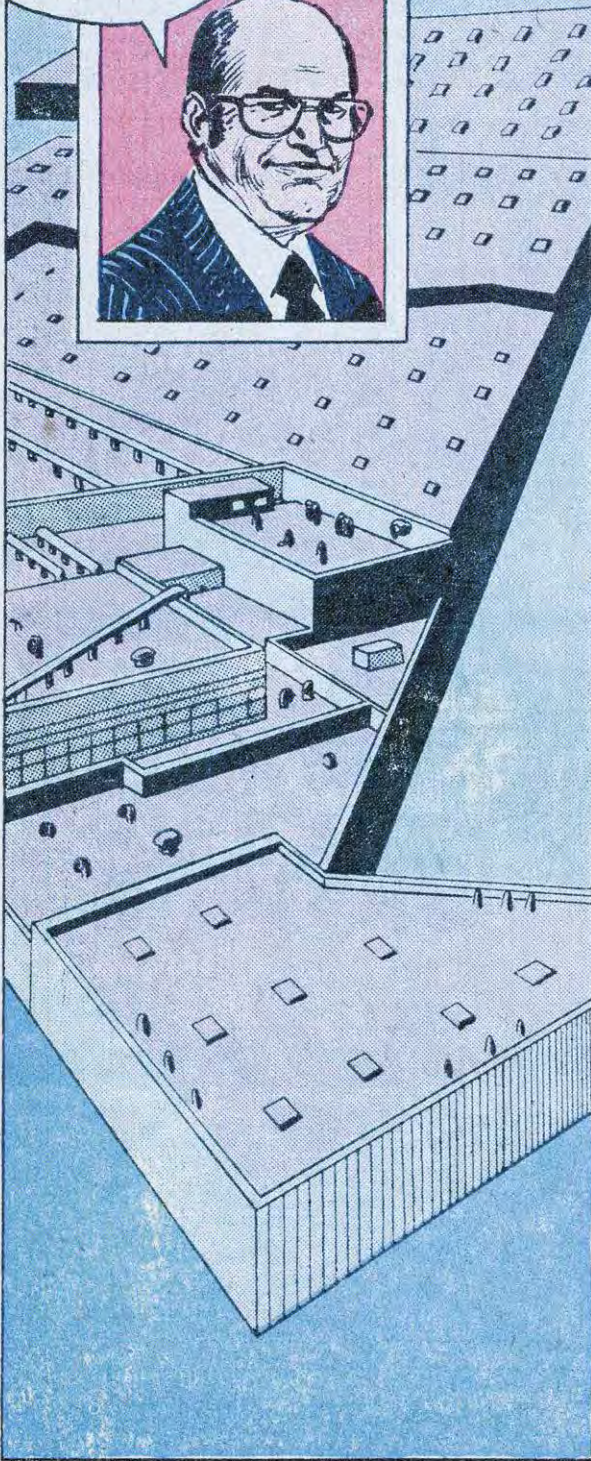


YEAH, JIM... SEE YOU.



OUR PLANT
HERE IN, SPARTA,
ILLINOIS CONTAINS
MORE THAN
500,000 SQUARE
FEET OF SPACE...
HOUSING EVERY-
THING THAT'S
NECESSARY
TO PRINT
MAGAZINES!

ON JUNE 18,
1948, GROUND
WAS BROKEN FOR
CONSTRUCTION...
AND WE'VE BEEN
BUILDING AND
ADDING EVER
SINCE!



THE PHOTOGRAPHY
DEPARTMENT IS
FIRST TO PROCESS
THE ORIGINAL ART-
WORK...REDUCING IT
TO MAGAZINE SIZE.

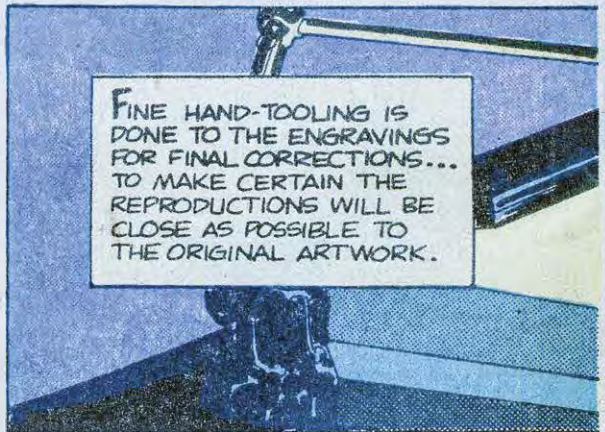


AT THIS POINT, BLACK
AND WHITE PRINTS ARE
MADE FOR COLORING...
THEN TO BE ETCHED
ONTO METAL PLATES.



HERE YOU SEE A MAN
OPERATING A ROUTER,
WHICH CLEANS EXCESS
METAL OFF THE ENGRAVING.

FINE HAND-TOOLING IS
DONE TO THE ENGRAVINGS
FOR FINAL CORRECTIONS...
TO MAKE CERTAIN THE
REPRODUCTIONS WILL BE
CLOSE AS POSSIBLE TO
THE ORIGINAL ARTWORK.





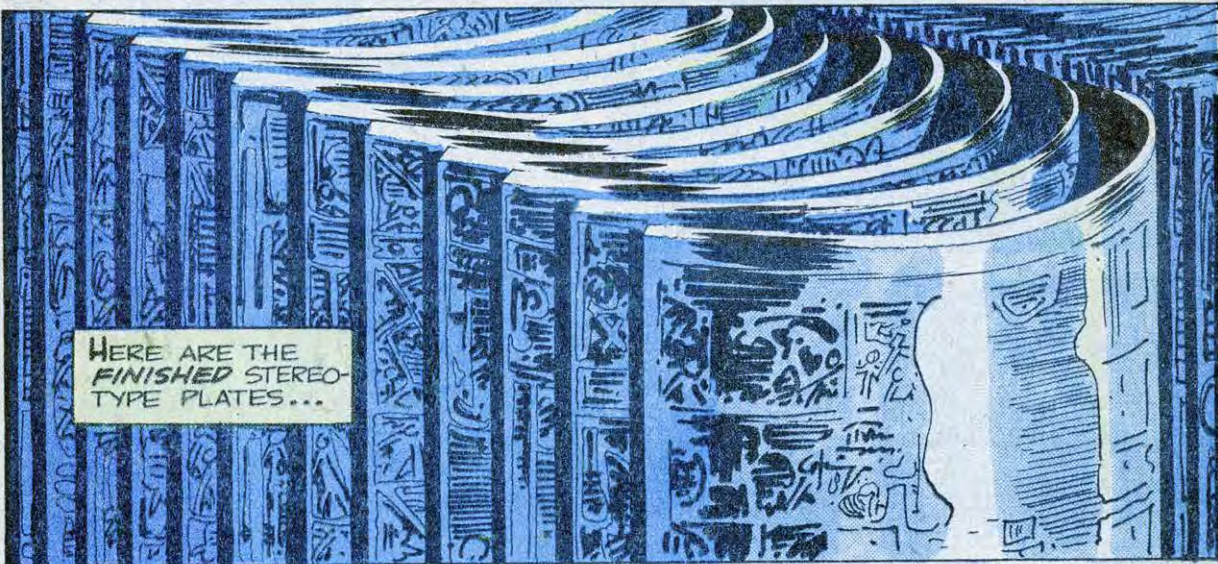


Y'KNOW...THAT FELLOW IN THE PHOTO DEPARTMENT LOOKED **FAMILIAR!**

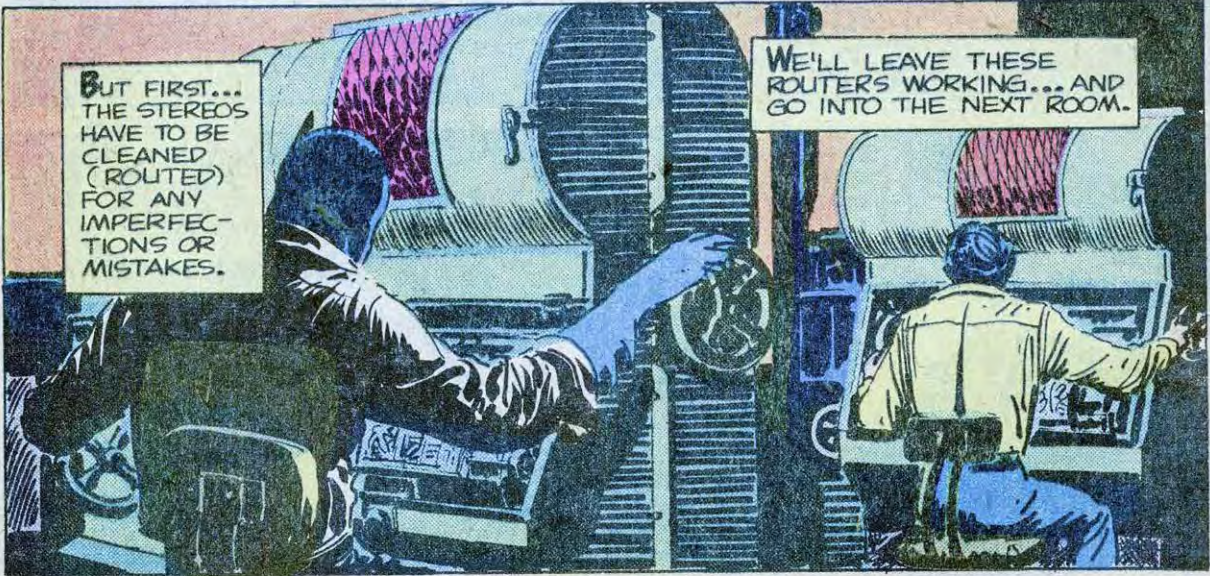
OH, WELL...

NO...THIS ISN'T **SOUND STEREO...** THIS IS WHERE THE FLAT PLATE IS CONVERTED INTO A CURVED **STEREO-TYPE...** TO BE PLACED ON HIGH-SPEED PRESSES.

LET'S GO INTO THE **STEREO DEPARTMENT!**



HERE ARE THE **FINISHED STEREO-TYPE PLATES...**



BUT FIRST... THE STEREOS HAVE TO BE CLEANED (**ROUTED**) FOR ANY IMPERFECTIONS OR MISTAKES.

WE'LL LEAVE THESE **ROUTERS WORKING...** AND GO INTO THE NEXT ROOM.



A MATRIX (MAT), A CARDBOARD LIKE SUBSTANCE IS APPLIED TO THE ORIGINAL PLATE... MOULDED INTO A *CYLINDER*.



...THEN THE STEREO IS PLATED TO MAKE A HARDER SURFACE FOR THE PRINTING PROCESS...

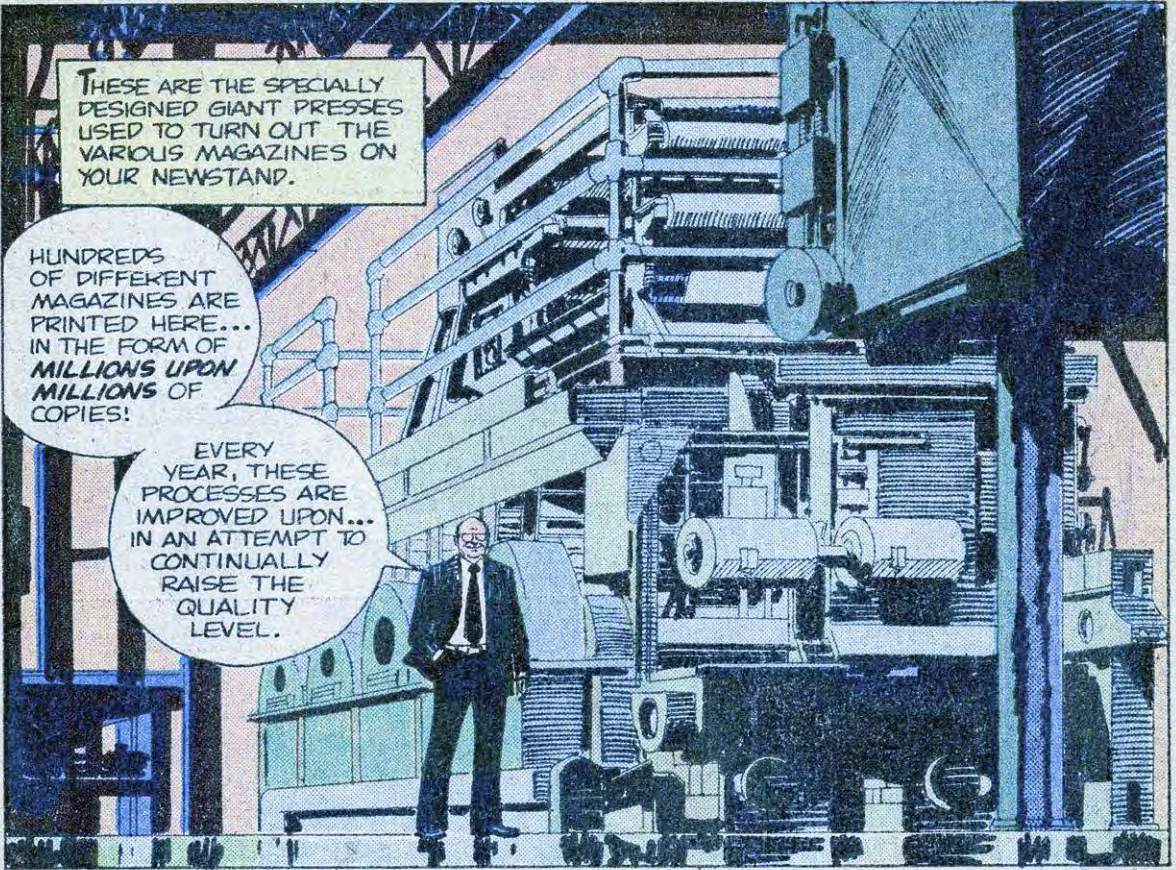


ALMOST READY TO BE LOCKED INTO THE PRESSES.



I WONDER WHEN THE NEXT TOUR COMES THROUGH, ROBIN?

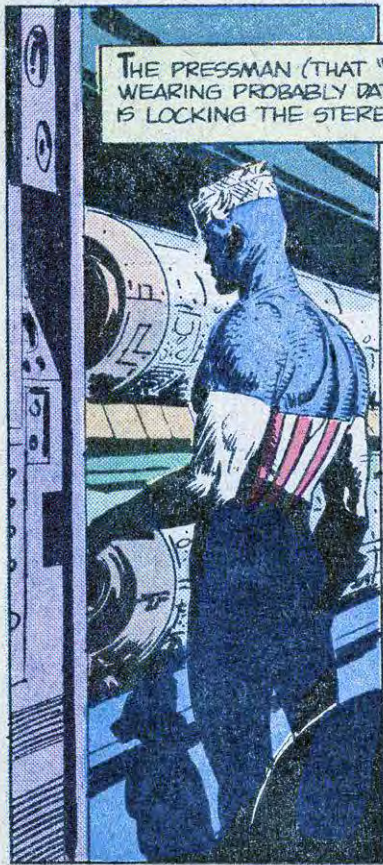
HOLY OFFSET PRESS, BATMAN... WE'D BETTER GET THESE PLATES DONE... THE PRESSES ARE **READY TO ROLL!**



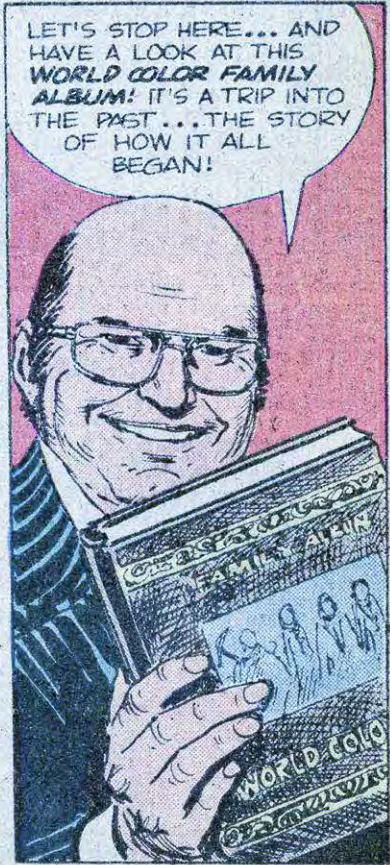
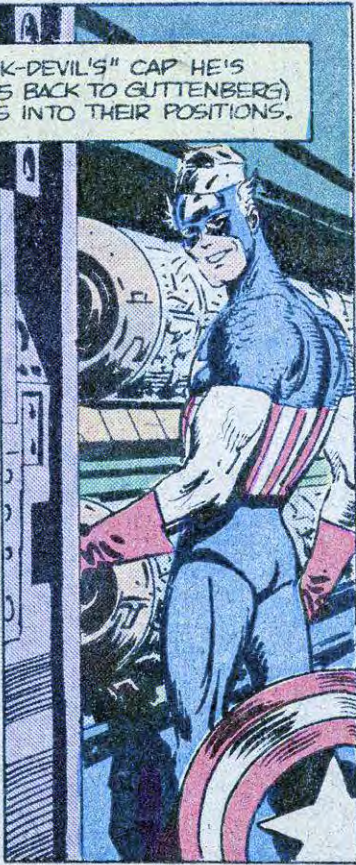
THESE ARE THE SPECIALLY DESIGNED GIANT PRESSES USED TO TURN OUT THE VARIOUS MAGAZINES ON YOUR NEWSTAND.

HUNDREDS OF DIFFERENT MAGAZINES ARE PRINTED HERE... IN THE FORM OF **MILLIONS UPON MILLIONS OF COPIES!**

EVERY YEAR, THESE PROCESSES ARE IMPROVED UPON... IN AN ATTEMPT TO CONTINUALLY RAISE THE QUALITY LEVEL.



THE PRESSMAN (THAT "INK-DEVIL'S" CAP HE'S WEARING PROBABLY DATES BACK TO GUTTENBERG) IS LOCKING THE STEREOS INTO THEIR POSITIONS.



LET'S STOP HERE... AND HAVE A LOOK AT THIS **WORLD COLOR FAMILY ALBUM!** IT'S A TRIP INTO THE PAST... THE STORY OF HOW IT ALL BEGAN!

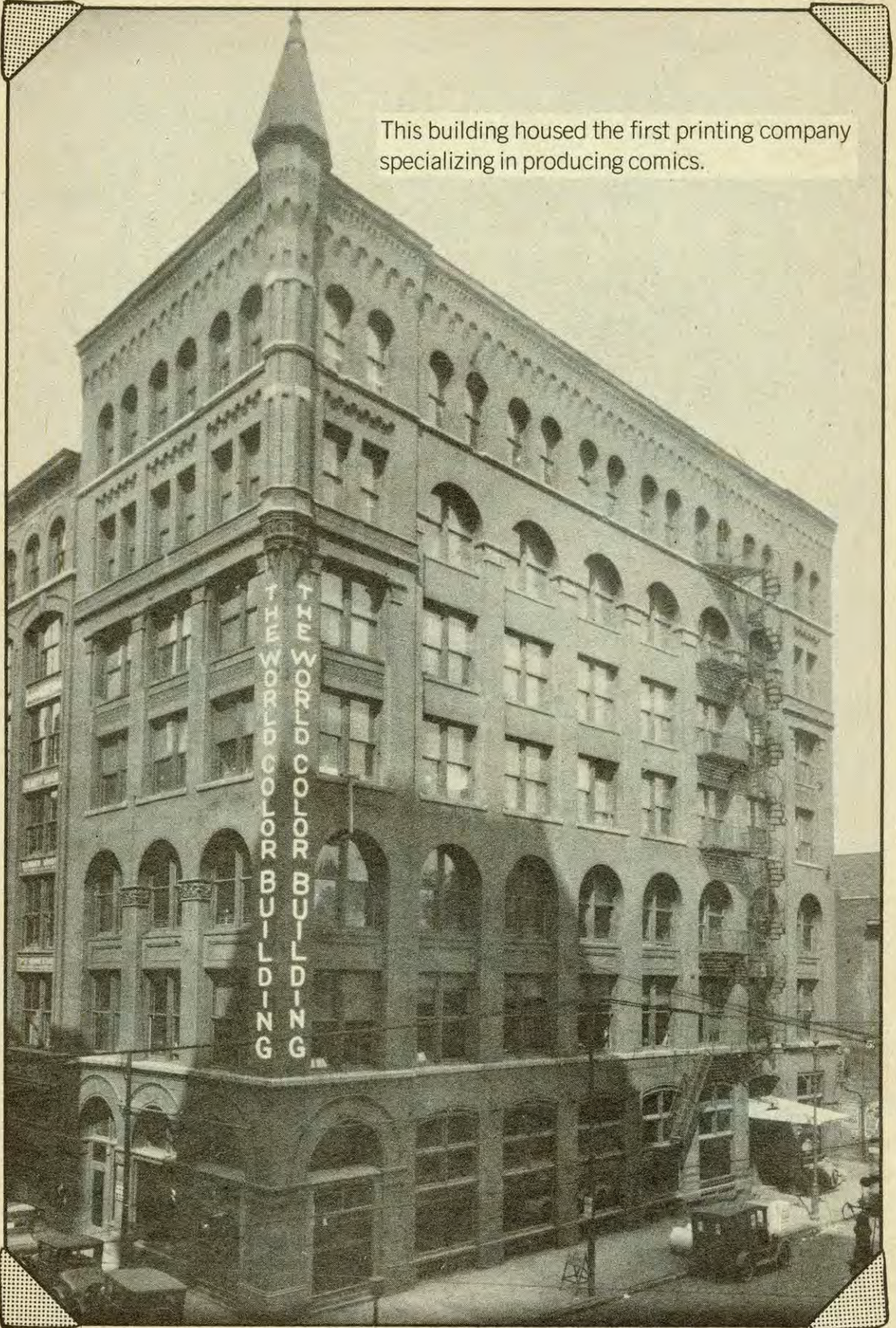
FAMILY ALBUM

WORLD COLOR PRINTING CO

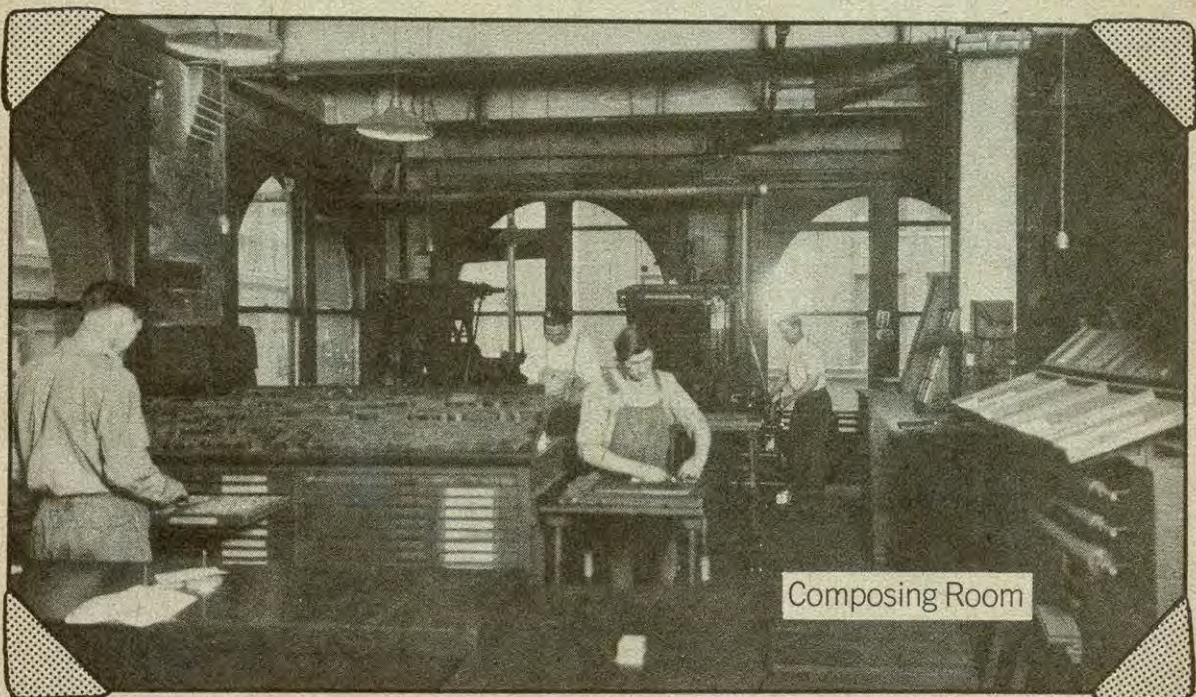
"GROUND BREAKING CELEBRATION FOR WORLD COLOR PRINTING CO.; AUGUST 15, 1949"



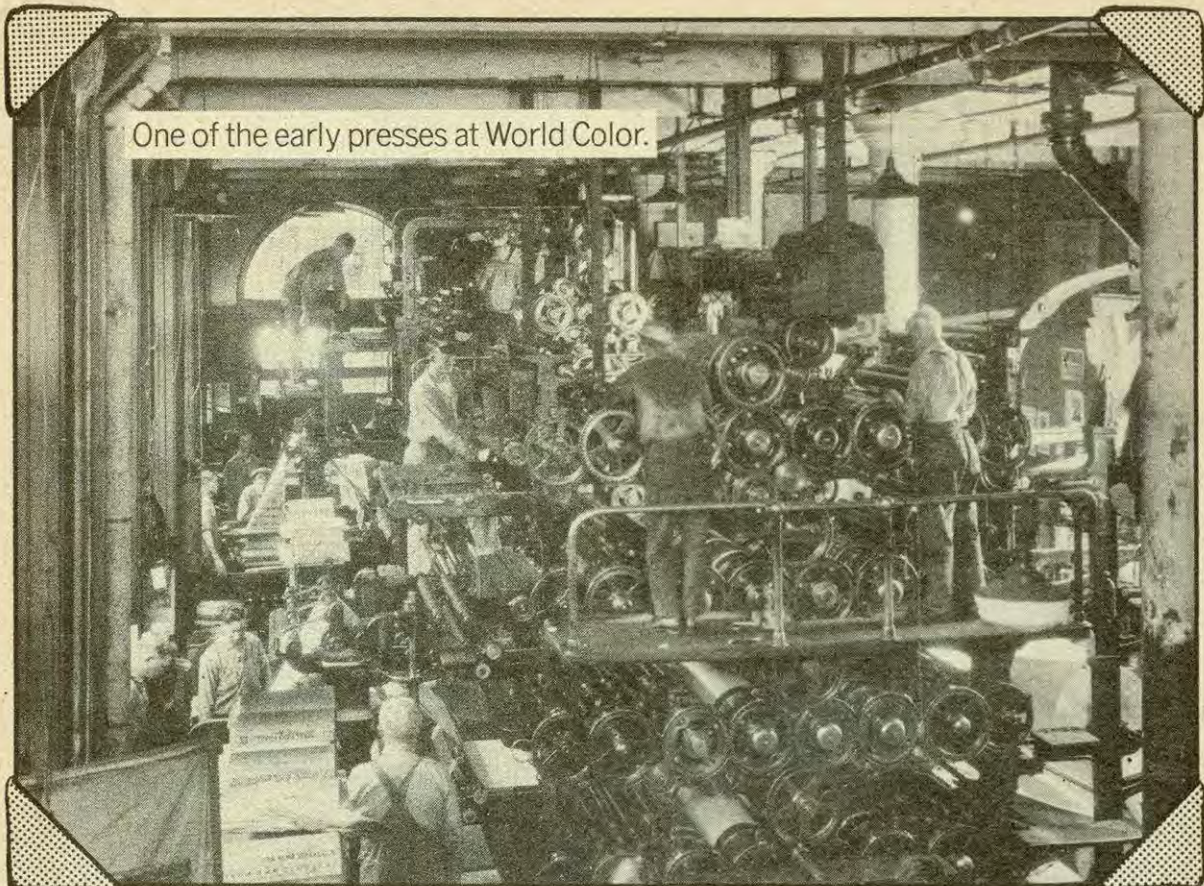
This building housed the first printing company specializing in producing comics.



Some of the first syndicated comic strips in history were developed in the offices below. "SLIM JIM," "LITTLE AH-SID," "THE CHINESE KID," and "MAJOR OZONE," were used by hundreds of leading newspapers throughout the country. Artists like Rube Goldberg, Hughey Wellington, George Harriman and Lyman Young started on their road to success here. Comics were always an integral part of the World Color picture.




One of the early presses at World Color.

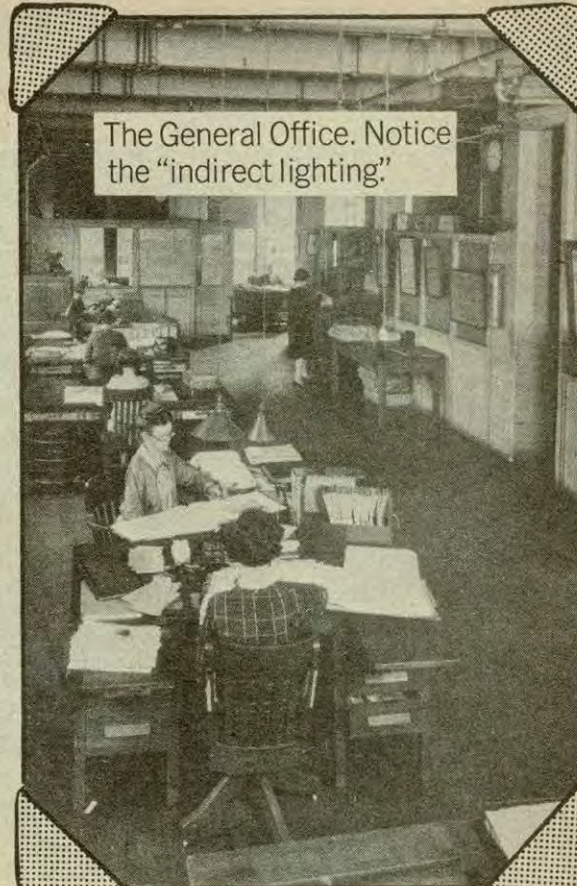


Mat-molding in the original stereo-casting section.

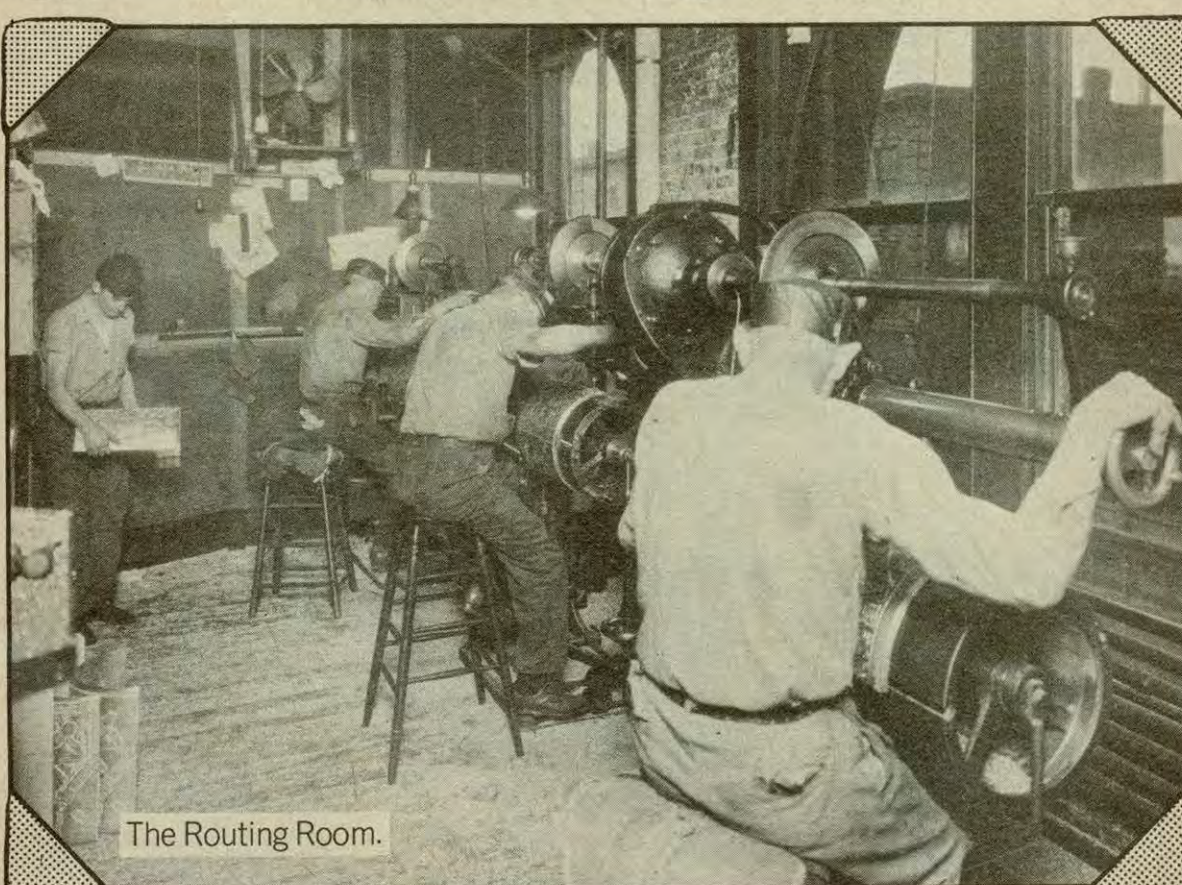




Packaging and mailing was a "hand-job" for many years.



The General Office. Notice the "indirect lighting."



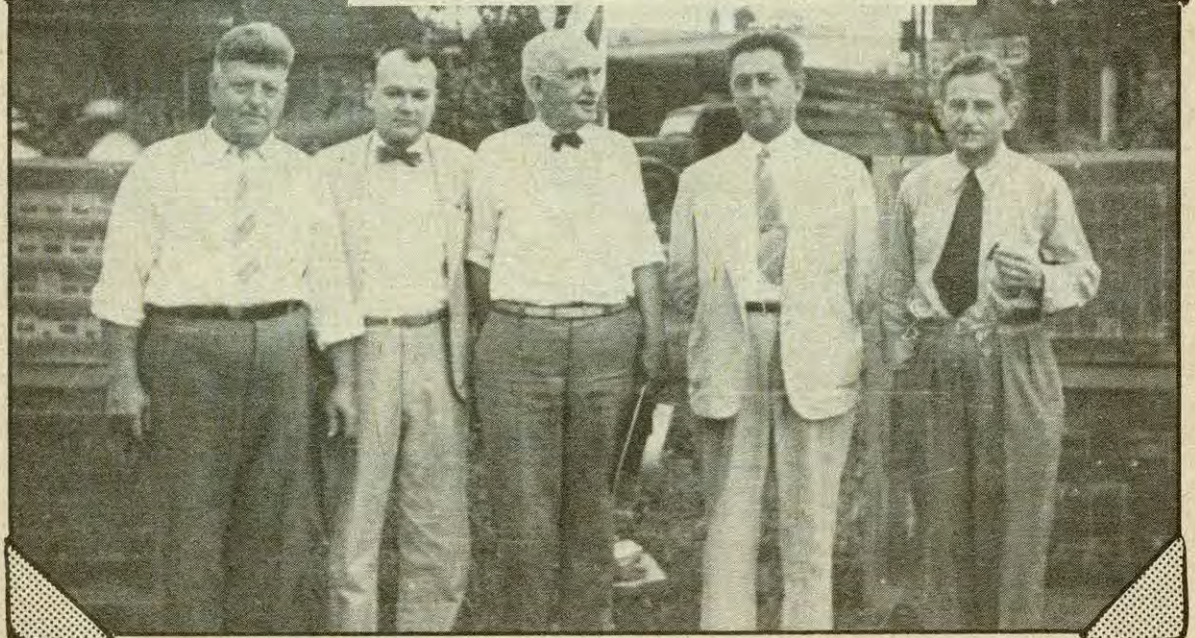
The Routing Room.

Ros Messing, Sr., owner and founder of World Color Printing Co.

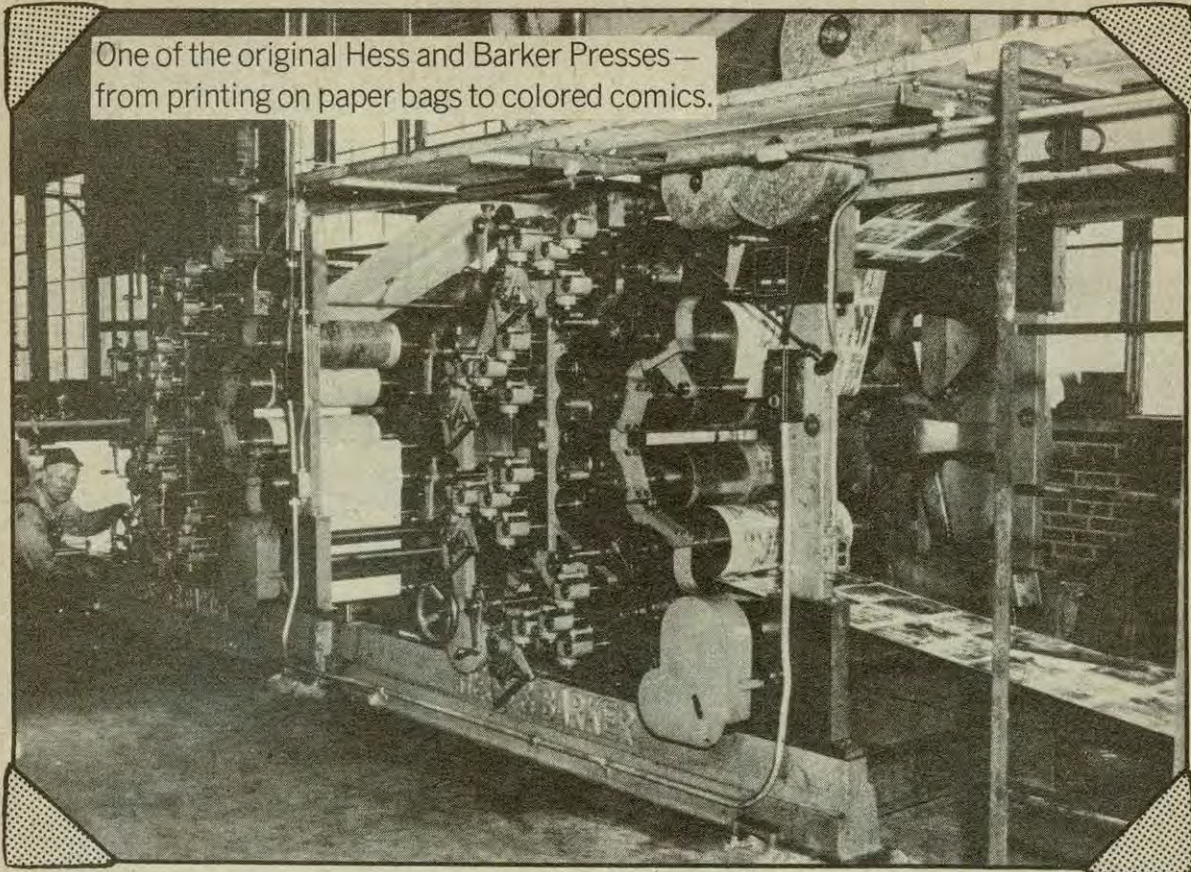


In 1933, led by R. Messing and Bob Grable, World Color pioneered in colored comic books (one of the first which is being held by Mr. Messing above). Over a period of years the popularity of comic books grew. In 1940, a building containing 35,000 square feet of floor space was erected and devoted entirely to comic book printing.

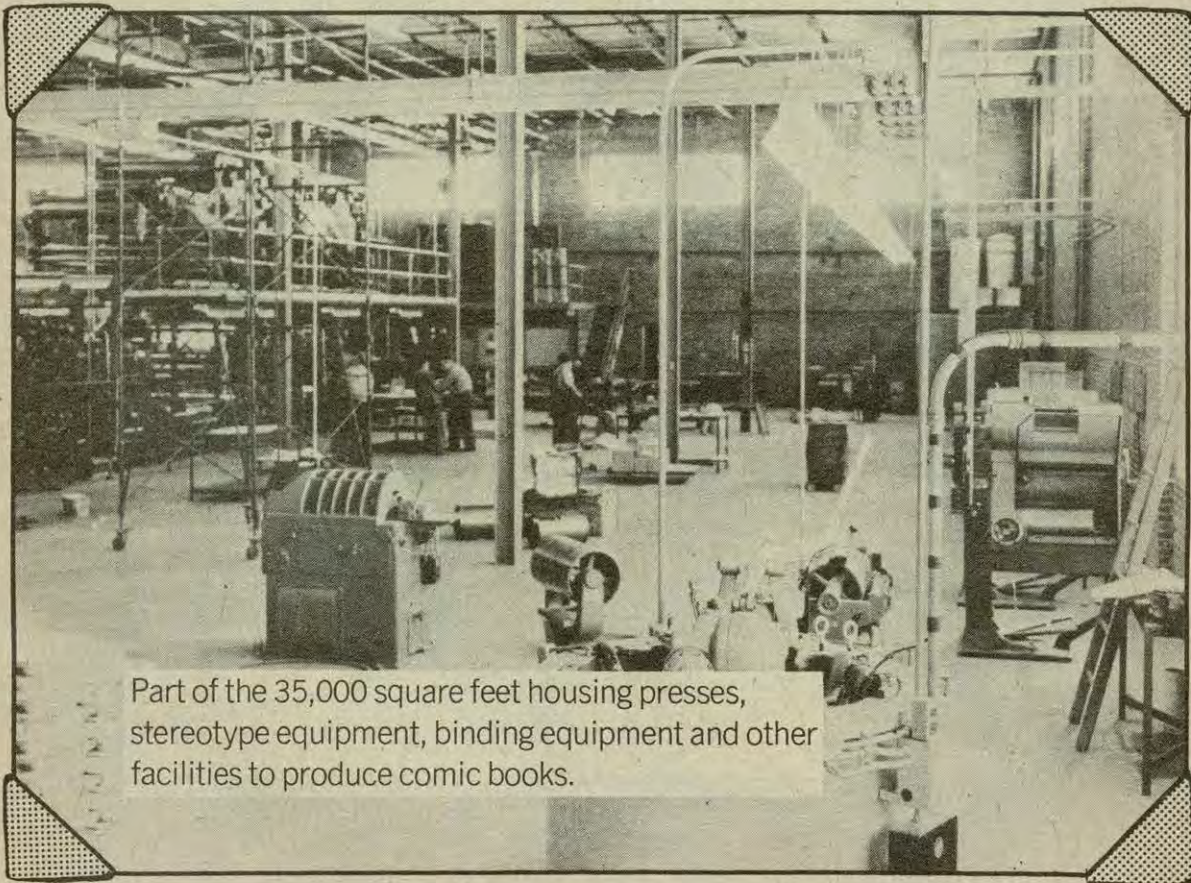
Ground breaking for comic book printing plant, August 15, 1940.

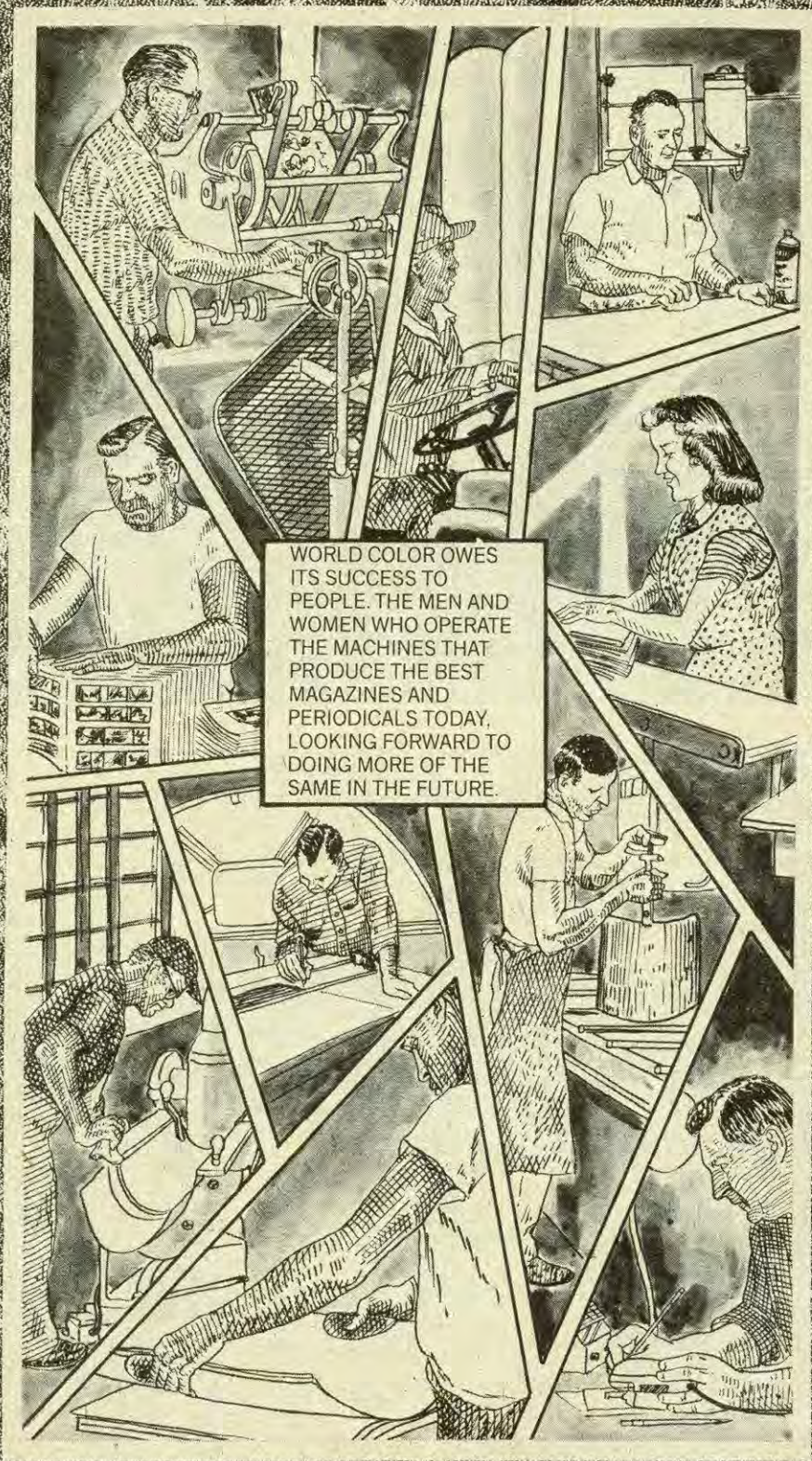


One of the original Hess and Barker Presses—
from printing on paper bags to colored comics.

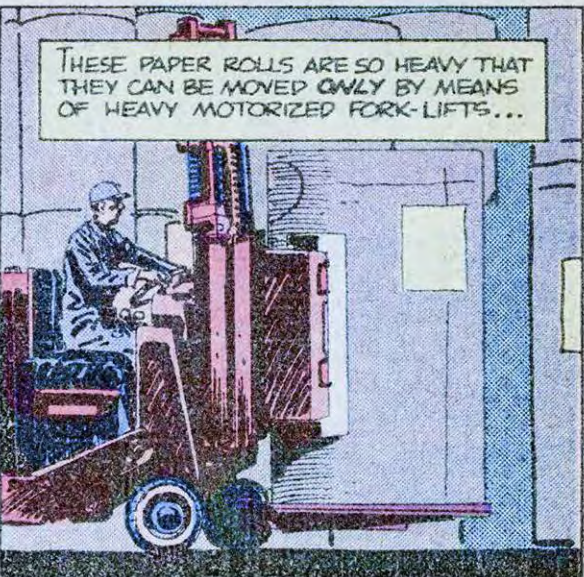
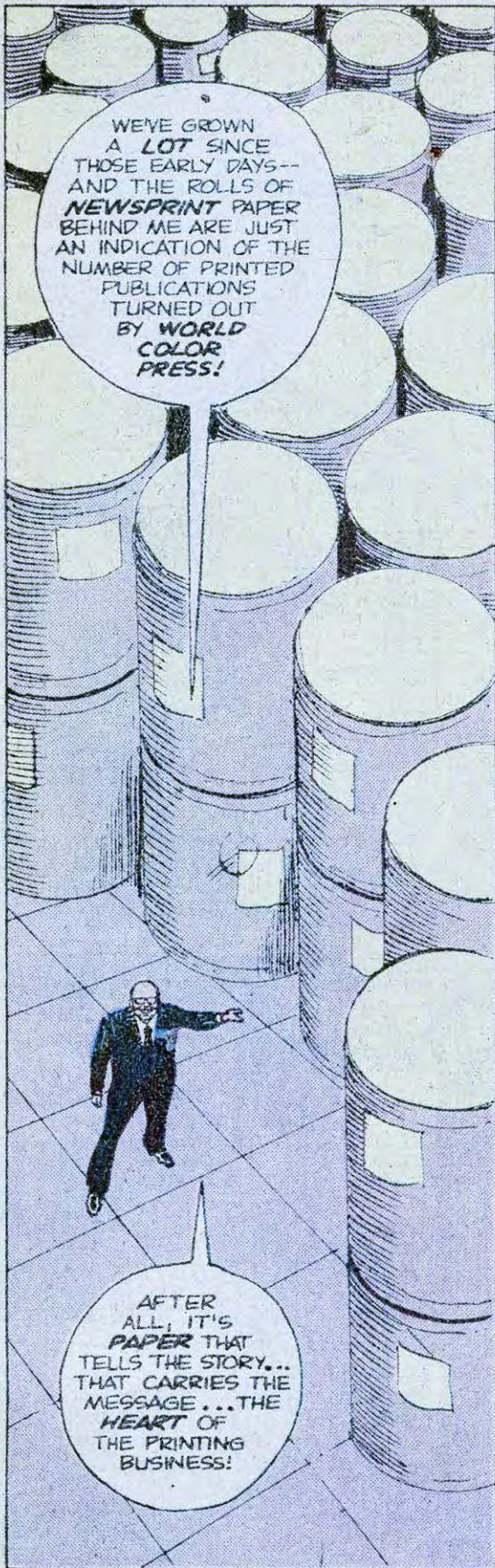


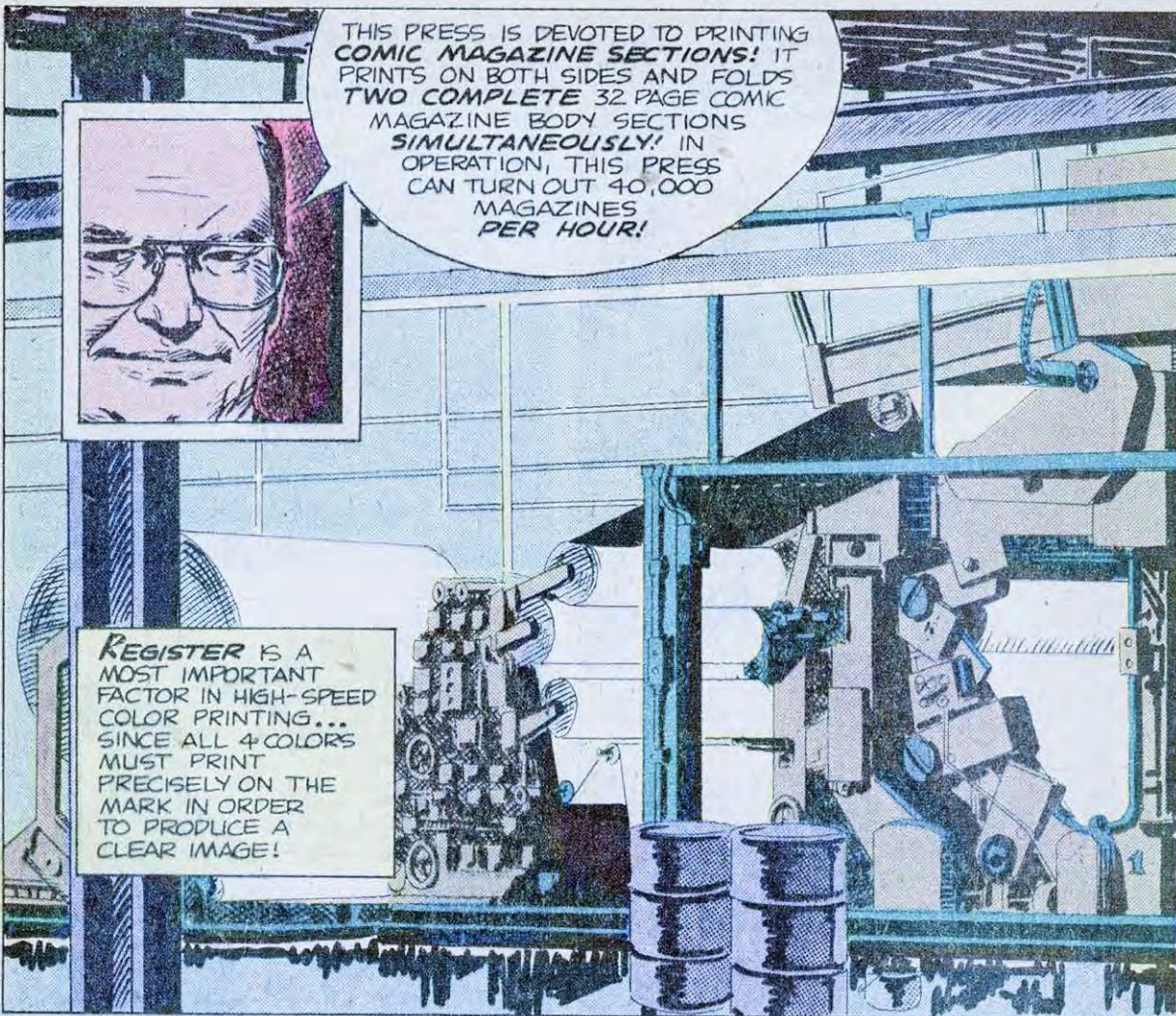
Part of the 35,000 square feet housing presses,
stereotype equipment, binding equipment and other
facilities to produce comic books.





WORLD COLOR OWES
ITS SUCCESS TO
PEOPLE. THE MEN AND
WOMEN WHO OPERATE
THE MACHINES THAT
PRODUCE THE BEST
MAGAZINES AND
PERIODICALS TODAY.
LOOKING FORWARD TO
DOING MORE OF THE
SAME IN THE FUTURE.

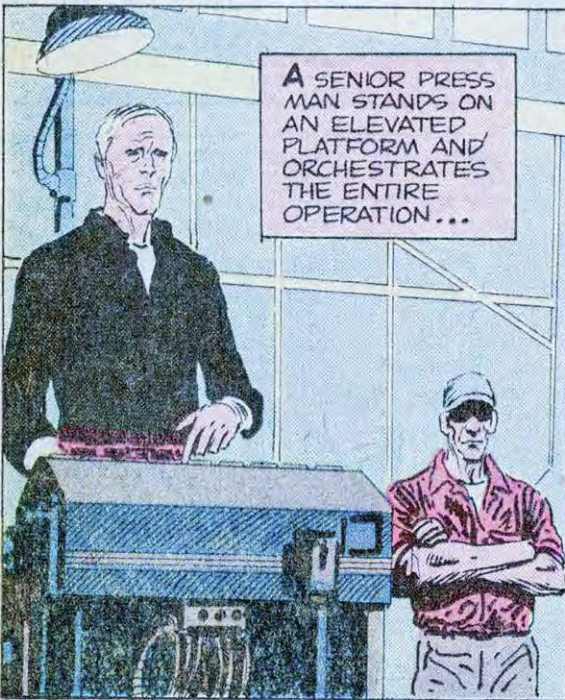




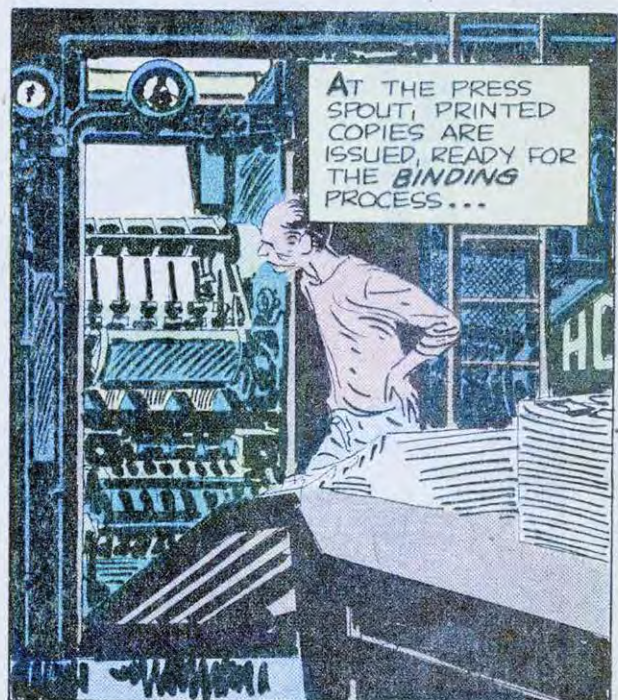
THIS PRESS IS DEVOTED TO PRINTING **COMIC MAGAZINE SECTIONS!** IT PRINTS ON BOTH SIDES AND FOLDS **TWO COMPLETE 32 PAGE COMIC MAGAZINE BODY SECTIONS SIMULTANEOUSLY!** IN OPERATION, THIS PRESS CAN TURN OUT **40,000 MAGAZINES PER HOUR!**



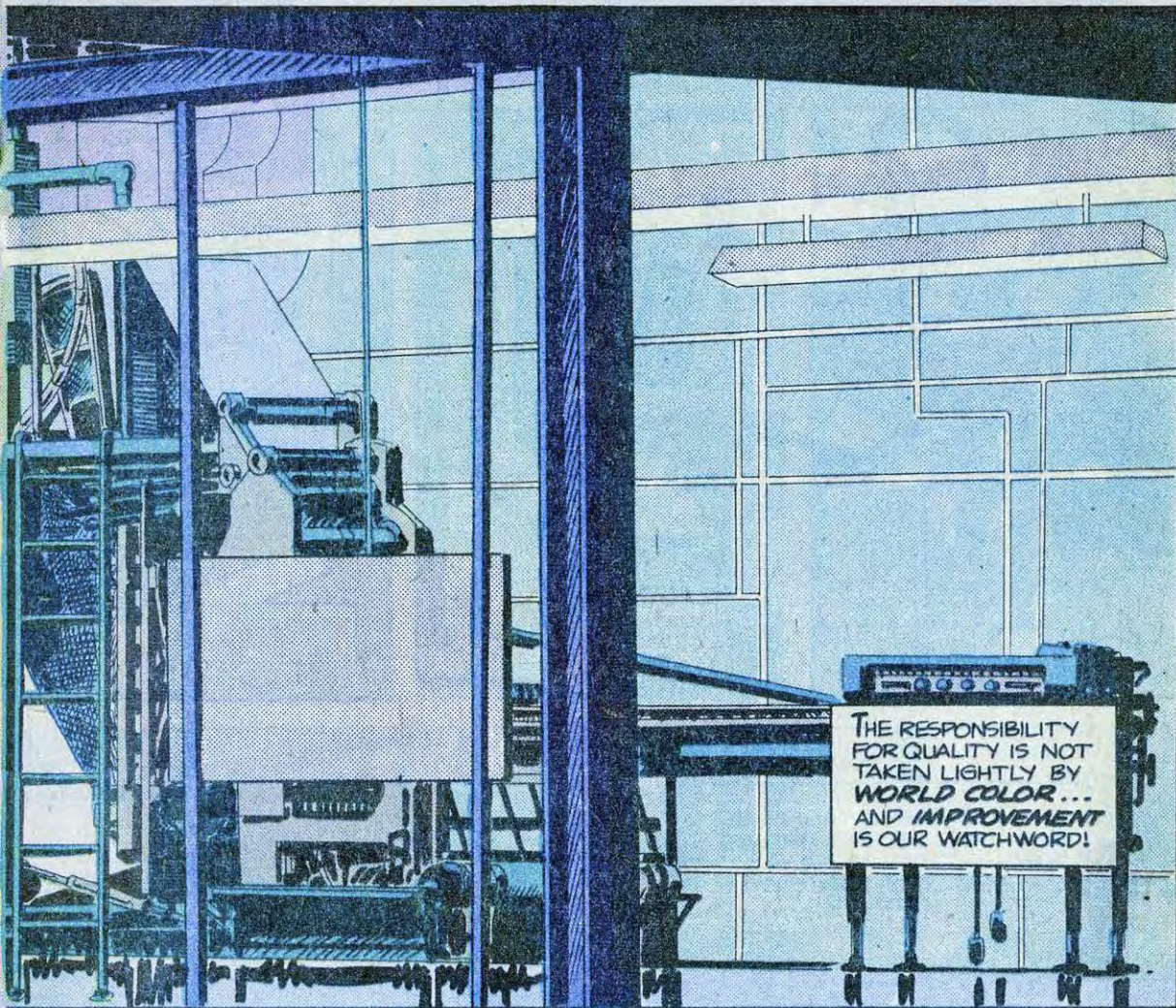
REGISTER IS A MOST IMPORTANT FACTOR IN HIGH-SPEED COLOR PRINTING... SINCE ALL 4 COLORS MUST PRINT PRECISELY ON THE MARK IN ORDER TO PRODUCE A CLEAR IMAGE!



A SENIOR PRESS MAN STANDS ON AN ELEVATED PLATFORM AND ORCHESTRATES THE ENTIRE OPERATION...



AT THE PRESS SPOUT, PRINTED COPIES ARE ISSUED, READY FOR THE **BINDING** PROCESS...



CAN YOU IMAGINE WHAT WOULD HAPPEN IF THE FOLLOWING PROCEDURE WAS DONE BY *HAND*? ASIDE FROM THE PROBLEM OF DELIVERY TIME...



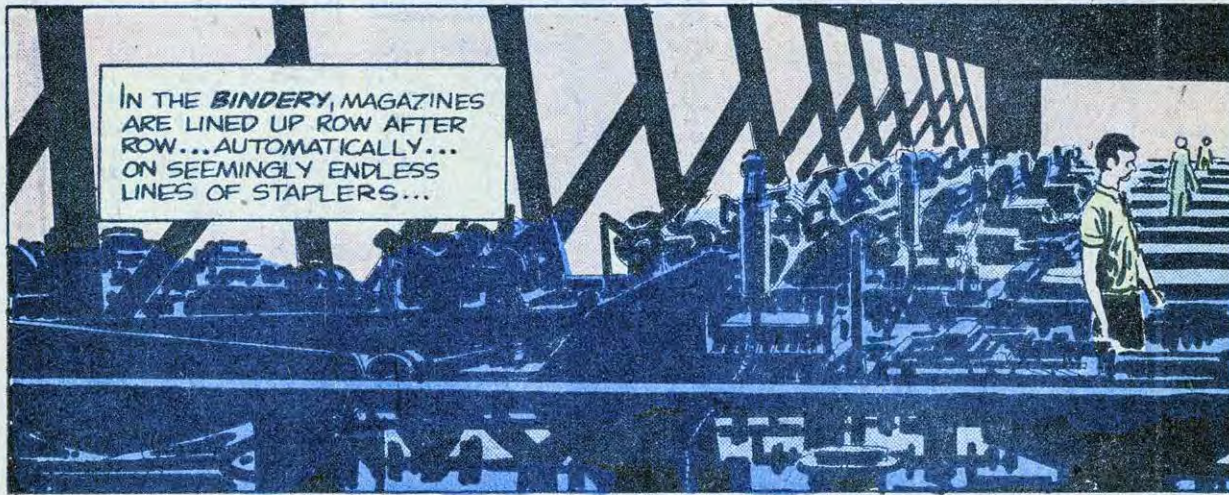
STACKING EACH SECTION AND COLLATING PAGES



PUTTING COVERS ON MAGAZINES.



PREPARING FOR STAPLING.



IN THE *BINDERY*, MAGAZINES ARE LINED UP ROW AFTER ROW... AUTOMATICALLY... ON SEEMINGLY ENDLESS LINES OF STAPLERS...

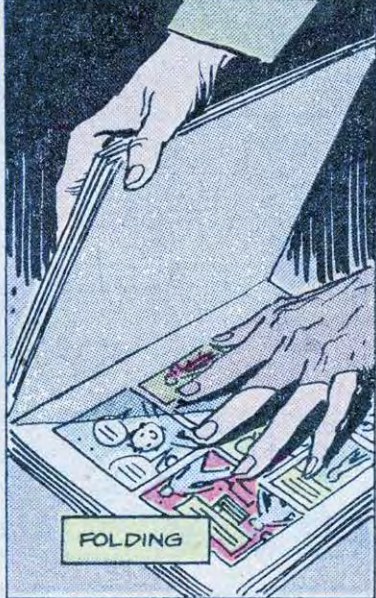


TRIMMED, CLEANED, SET... THE MAGAZINES ARE NOW READY TO BE BUNDLED FOR DISTRIBUTION...

...THE **COST** WOULD BE PROHIBITIVE! INDEED, IT'D BE QUESTIONABLE AS TO THE POSSIBILITY OF **EVER** COMPLETING A MAGAZINE... ON A MONTHLY BASIS.



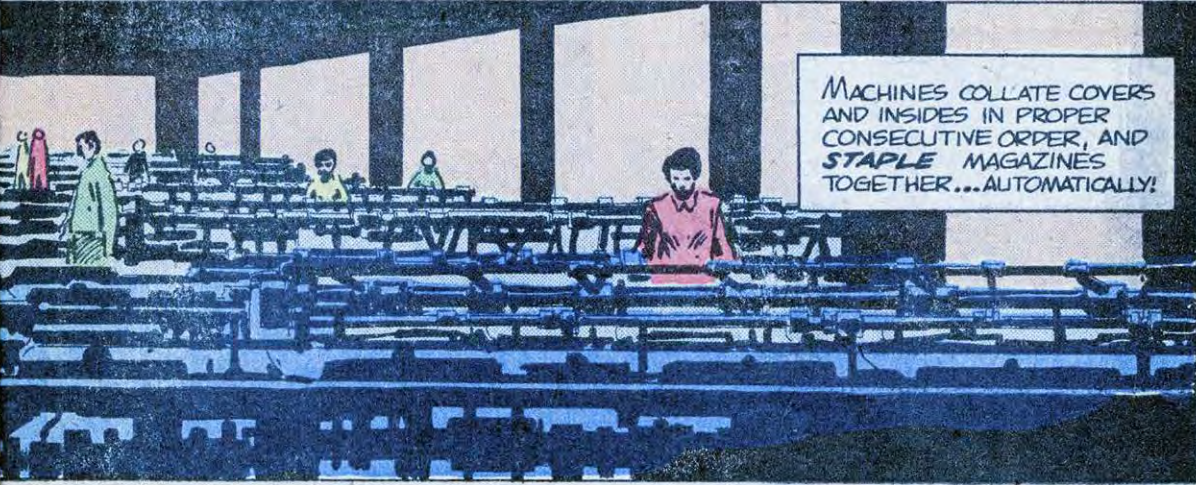
STAPLING



FOLDING



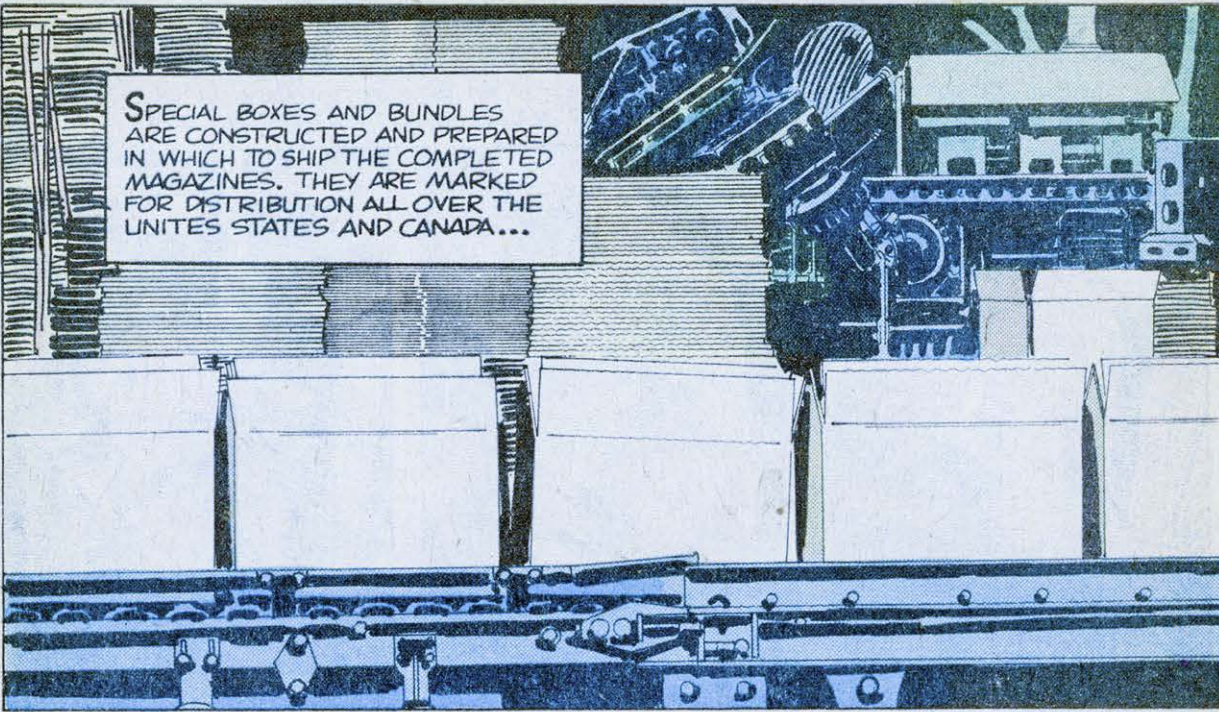
RE-STACKING




MACHINES COLLATE COVERS AND INSIDES IN PROPER CONSECUTIVE ORDER, AND **STAPLE** MAGAZINES TOGETHER...AUTOMATICALLY!



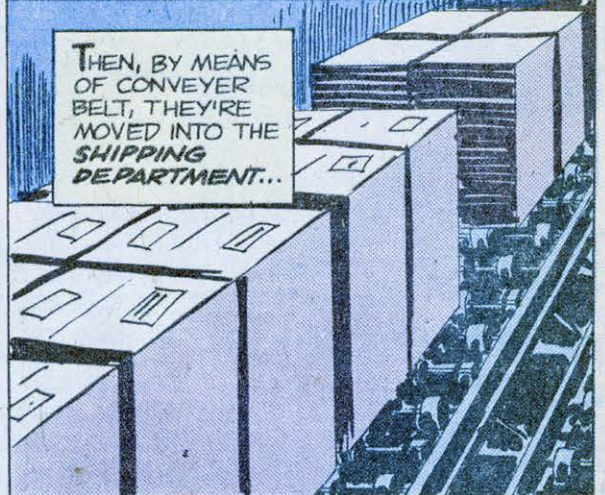
SAY... BETTER WATCH YOURSELF ON THAT **TRIMMER**. IT'S NOT FOR PARING **FINGER-NAILS**, Y'KNOW.



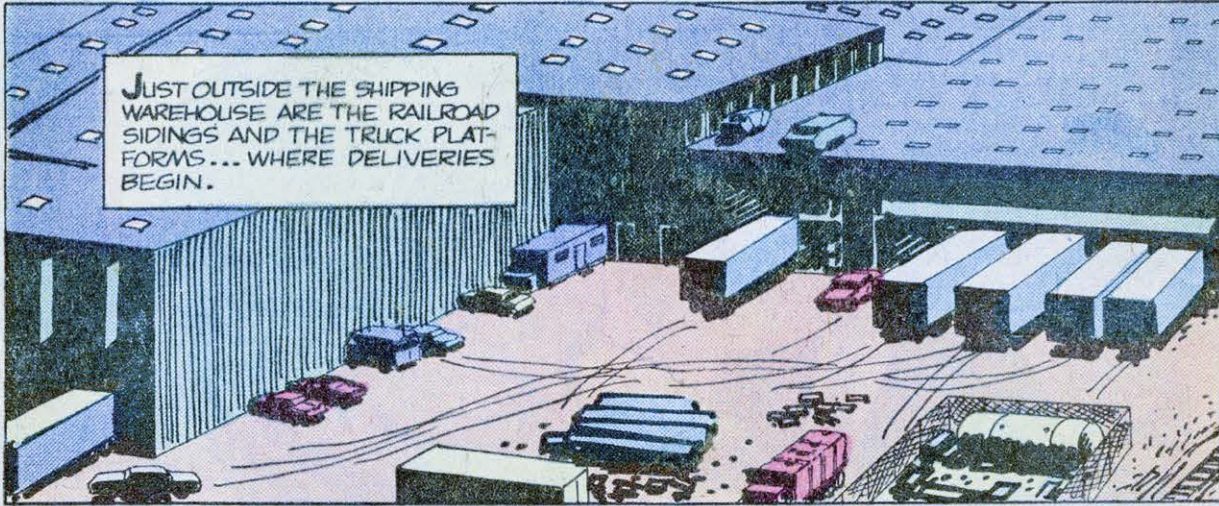
SPECIAL BOXES AND BUNDLES ARE CONSTRUCTED AND PREPARED IN WHICH TO SHIP THE COMPLETED MAGAZINES. THEY ARE MARKED FOR DISTRIBUTION ALL OVER THE UNITED STATES AND CANADA...



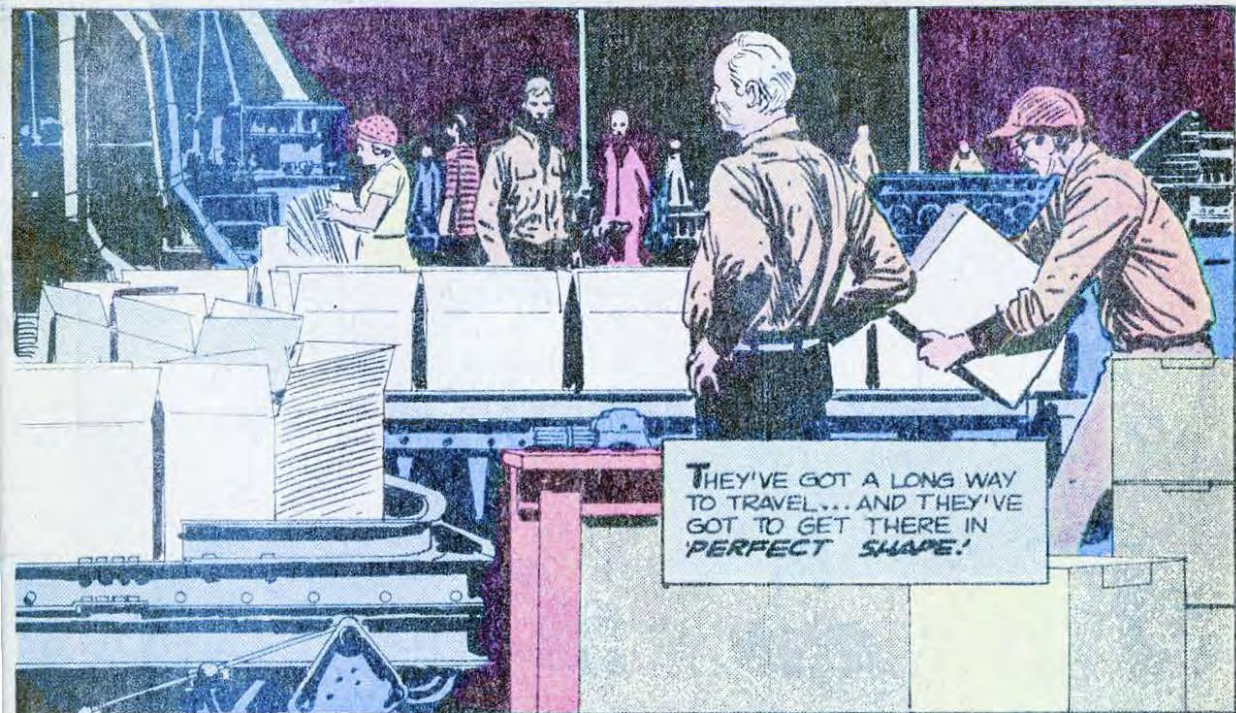
CAREFULLY, THE MAGAZINES ARE SORTED AND PACKED...TAPED...BOXED...NUMBERED.



THEN, BY MEANS OF CONVEYER BELT, THEY'RE MOVED INTO THE SHIPPING DEPARTMENT...



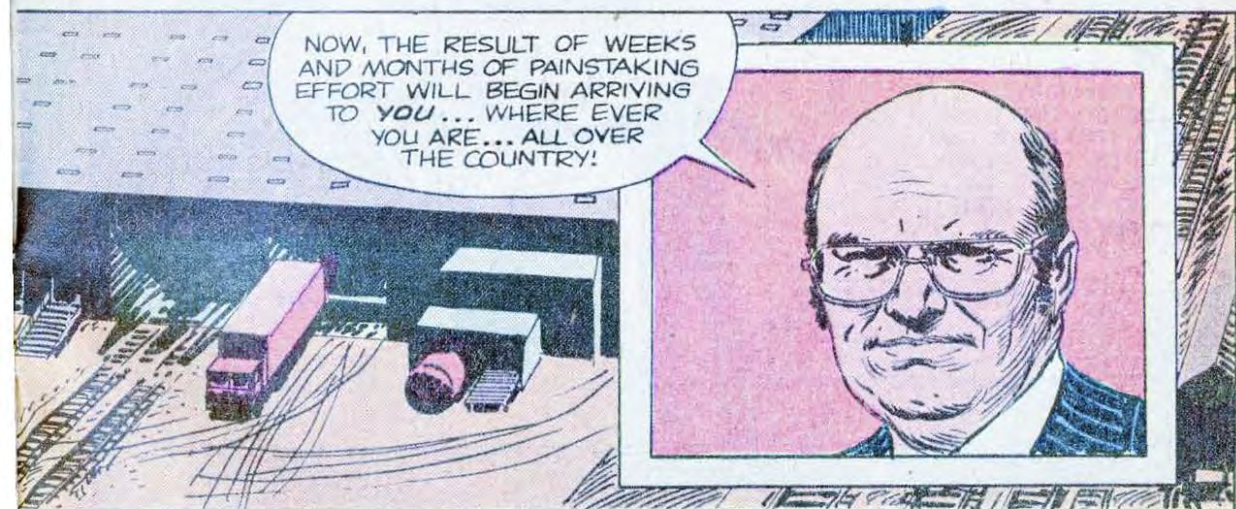
JUST OUTSIDE THE SHIPPING WAREHOUSE ARE THE RAILROAD SIDINGS AND THE TRUCK PLATFORMS... WHERE DELIVERIES BEGIN.



THEY'VE GOT A LONG WAY TO TRAVEL... AND THEY'VE GOT TO GET THERE IN *PERFECT SHAPE!*



STACKED ALMOST TO THE CEILING, THE BOXED MAGAZINES WAIT... BUT, ONLY FOR A VERY SHORT TIME.

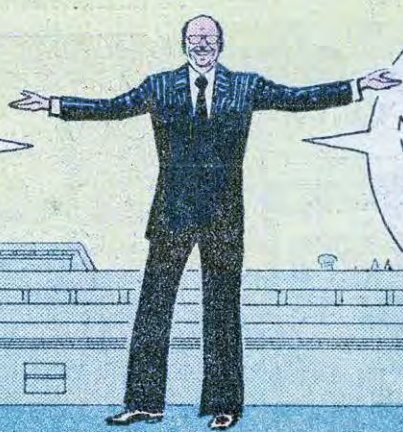


NOW, THE RESULT OF WEEKS AND MONTHS OF PAINSTAKING EFFORT WILL BEGIN ARRIVING TO *YOU*... WHERE EVER YOU ARE... ALL OVER THE COUNTRY!





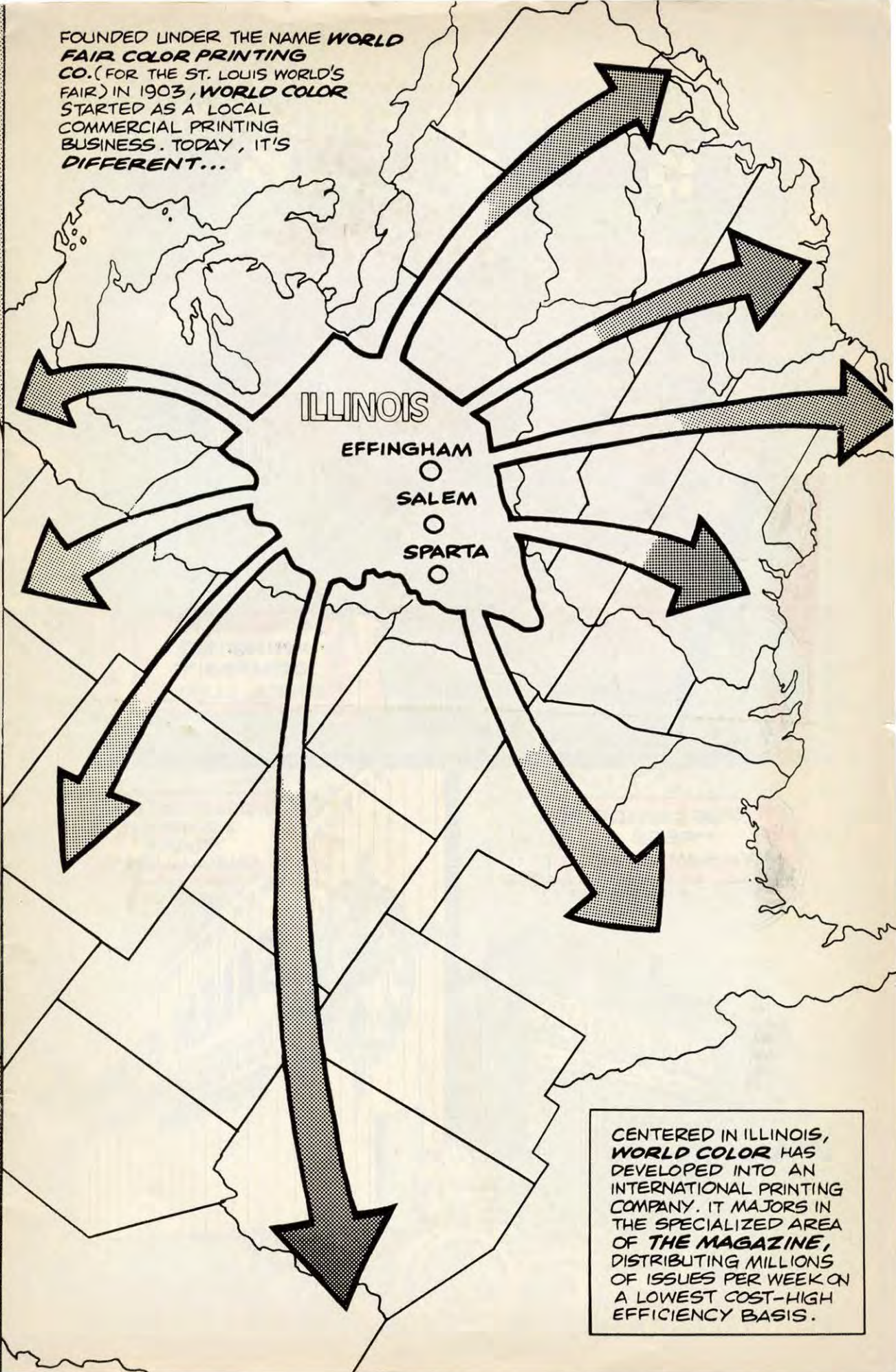
WELL... THIS IS THE END OF THE TOUR, BUT, IT'S *NOT* THE END OF THE STORY! AND WHERE WE GO FROM HERE DEPENDS ON *YOU!*



IN THE FUTURE, NEW IDEAS... NEW CHARACTERS... NEW COMIC MAGAZINES WILL CONTINUE TO BE PRODUCED IN GREATER QUANTITIES! AND WE AT *WORLD COLOR* WILL BE PRINTING THEM FOR *YOU!*



FOUNDED UNDER THE NAME **WORLD FAIR COLOR PRINTING CO.** (FOR THE ST. LOUIS WORLD'S FAIR) IN 1903, **WORLD COLOR** STARTED AS A LOCAL COMMERCIAL PRINTING BUSINESS. TODAY, IT'S **DIFFERENT...**



ILLINOIS

EFFINGHAM



SALEM

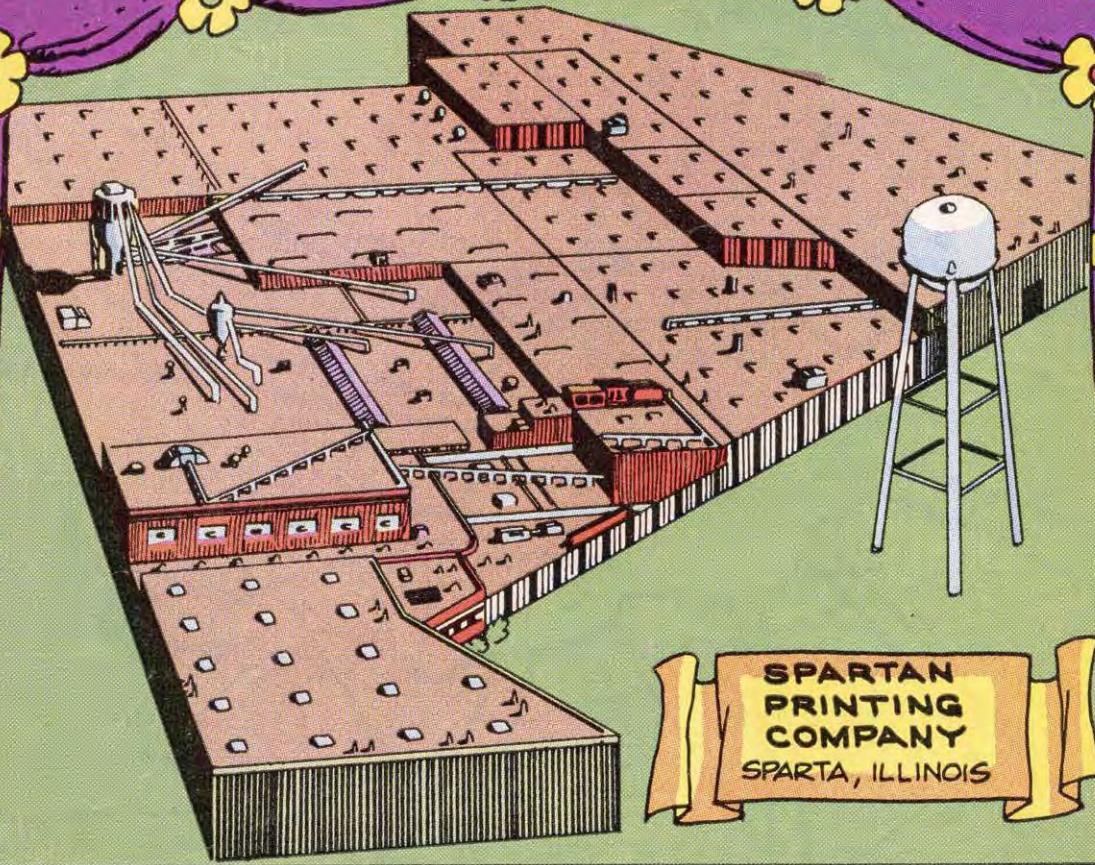


SPARTA



CENTERED IN ILLINOIS, **WORLD COLOR** HAS DEVELOPED INTO AN INTERNATIONAL PRINTING COMPANY. IT MAJORS IN THE SPECIALIZED AREA OF **THE MAGAZINE**, DISTRIBUTING MILLIONS OF ISSUES PER WEEK ON A LOWEST COST-HIGH EFFICIENCY BASIS.

★ ★ JUNE 18, 1977 ★ ★
WORLD COLOR PRESS DAY



**SPARTAN
 PRINTING
 COMPANY**
 SPARTA, ILLINOIS

**CROSSROADS
 PRESS**
 EFFINGHAM, ILLINOIS

**WORLD COLOR'S
 NEWEST
 PLANT**
 SALEM, ILLINOIS



ENJOY YOURSELF **HAVE FUN**

WORLD COLOR PRESS
 JUNE 18, 1977
 SALEM, ILLINOIS
 DIVISION OF WORLD COLOR PRESS
 A CITY INVESTMENT COMPANY

MAGAZINELAND USA

HIGHLIGHTS FOR JUNE 18, 1977