



Plant No. 1
MILWAUKEE WIS.

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Dates are milestones, markers in the progress of people or companies. In the Mil-
print history, over the span of the nearly 60 years to date, it is impossible to list all
the events that contributed mightily to the fantastic progress of this concern. A few
of the plant expansion moves, however, are important to record.

OCTOBER 2, 1899

On this date, the doors of the Milwaukee Printing Company were opened for business by
its founder, M. J. Heller.

1900

With its first flexing of muscles of the fledgling company, the operations were moved
to the bigger location on Prairie Street.

1903

Again, expansion demanded larger quarters. The company was on the move to 323-325
Chestnut Street.

1910

Now, the big move, more than tripling the area of the company, was made. This move
to Florida Street, between what was then Greenbush and Grove Streets (now South Fourth
and South Fifth Streets) afforded elbow room for the expansion that was to take place in
the next forty years.

1925

The need for more and ever more space continues. Early this year, the decision was
made to build an addition to the west. It was in September of that year that, during
the construction work of the foundation gave way and the west wall of the plant collapsed.

1929

Ever-expanding business called for another step-up in facilities. The new, modern,
seven-story addition to the south, to the Florida Street plant was ready for occupancy
in October, just as the terrible depression of 1929 broke almost everything in the coun-
try except the Milprint spirit.

1930

Not daunted a bit by depressions, the expansion continued. On February 3rd of this
year, Milprint acquired the plant and business of the John M. Driver Company of Philadel-
phia.

1934

Some years earlier, Billy Heller "opened up the West", on his honeymoon. In Novem-
ber of this year, business had progressed enough to start a plant at Los Angeles.

1945

A plant was started at San Francisco to help serve the growing demands of the West
Coast.

1947

An eventful year. Two units of further expansion, Christiana and the acquisition
of the Nicolet Mill at DePere, added greatly to Milprint's nation-wide facilities.

1951

The scattered plants in Milwaukee were consolidated into the huge, new, modern,
365,000 square foot factory at North Holton Street.

1954

This year, the now inadequate facilities at San Francisco were replaced by the new,
modern building at South San Francisco.

1955

Early in this year, the new factory at Downton was opened for production.

