

## SIXTH ANNUAL CONVENTION I. P. P. U.

THE sixth annual convention of the International Printing Pressmen's Union of North America, was held in Toronto, Canada, on June 19 to 22, 1894, at Richmond Hall, and proved to be one of the most successful in point of business transacted and in the social features since the organization came into existence.

The legislation was enacted intelligently and conservatively, the delegates being evidently determined that the good of the organization at large should be the chiefest consideration.

One of the most important features of debate was the attitude of the International Typographical Union and the International Printing Pressmen's Union toward each other. The outcome was the election of a conference committee of the Pressmen's Union to meet a similar committee of the Typographical Union, to arrange the differences of the organizations, for ratification at the annual convention of the latter body next October. The conference committee of the Pressmen's Union is composed of President Theodore F. Galoskowsky, St. Louis, Missouri; William Casey, Chicago, Illinois, and Jesse Johnson, Nashville, Tennessee.

The affairs of the organ of the association, the *American Pressman*, were considered, and it was decided not to renew the contract with the present editor, Mr. P. S. M. Munro, whose term will expire in October of the present year, at which time a board of directors—Messrs. Theodore F. Galoskowsky, Fred M. Youngs, S. J. Shambrook, William Guetebier, Jr., and James Gelson—will take charge of the paper.

Legislation on the per capita tax was in the nature of a reduction, and the apprenticeship system receiving attention, recommendation was made that henceforth the pressmen's union should take in apprentices after they have had one year's experience on the floor.

The officers elected were as follows: President, Theodore F. Galoskowsky, St. Louis, Mo.; first vice-president, Fred M. Youngs, Omaha, Neb.; second vice-president, S. J. Shambrook, Toronto, Canada; third vice-president, William Guetebier, Jr., St. Louis, Mo.; secretary-treasurer, James Gelson, Brooklyn, New York.

The visitors and delegates were no less pleased with the beauty of the "Queen City" than with the hospitality of its citizens and of the local pressmen's union, who left nothing undone that could mark their appreciation of their guests and cause pleasant memories of the sixth annual convention.

On Monday, an informal reception was held at the convention hall, where opportunities were given to renew old friendships and to make new ones. The convention opened next day by an address of welcome from Mayor Warring Kennedy, responded to by President Galoskowsky. In the evening, an "At Home," at Sunnyside Parlors, was given by the Toronto Brotherhood of Printing Press Feeders and Assistants, No. 1, which was admirably conducted and highly enjoyed. On the afternoon of Wednesday, the visitors were tendered a carriage drive around the city by the city council of Toronto, a stop being made at the reservoir grounds where luncheon was served; Alderman Shaw presided in the absence of the mayor, and in his remarks was so felicitous as to waken the enthusiasm of his audience, displayed in cheers for himself and his colleagues at the council. In the evening, a banquet was given by the local union, which was a most pronounced success.

On Friday, a sail on the lake to Lorne Park, returning about 9 o'clock in the evening, was tendered by the local union, and was highly enjoyed.

During the periods of relaxation "initiations" progressed with much energy. Someone was being searched for, the searchers being seemingly reproached for negligence, as it was asserted they had been "Three times around and they hadn't got him yet," receiving a "whirl" for their remissness.

Owing to the time of the month at which the report of the meeting was received, a full account of the same and of the social features of the week is held over to our August issue.

## RECENT TYPE DESIGNS.

THE bringing out of new designs in type and borders does not progress as favorably during the heated term as at other times in the year, especially when such financial depression exists as at present. In consequence of this our column this month does not present the appearance it will assume later in the year.

The Standard Typefoundry, 200 Clark street, Chicago, send us a specimen line of their new Standard Old Style, a tasty,

## STANDARDS 56

STANDARD OLD STYLE.

readable series, cut after the order of a title letter, but perhaps a trifle more ornamental. It is made only in caps, in seven sizes, from ten to forty-eight point, with figures. This foundry has also brought out the Art Borders, twelve and twenty-four



12 AND 24 POINT ART BORDERS.

point. As shown by specimen lines herewith, it will be seen that there are two kinds in each size, the inner portion and the corner pieces being a trifle different; but the general effect is the same.

The A. D. Farmer & Son Typefoundry Company, New York and Chicago, show a new condensed letter, the Beekman, made in upper and lower case, in five sizes, twelve,

## 234 Riding a Safety Bicycle 567

BECKMAN.

eighteen, twenty-four, thirty and thirty-six point. This new face will be found a handy letter for many uses. The figures, while conforming to the old style character of the type, are plain, and line with bottom of letter.

Barnhart Brothers & Spindler, 183 Monroe street, Chicago, present this month but one new letter, the Elzevir Title. The eighteen-point size is shown. There are ten sizes in all, from

## Pleasant Field Sports of England

ELZEVR TITLE.

six to seventy-two point, complete with upper and lower case and figures. The letter speaks for itself as to utility and general popularity.

The National Typefoundry, 188 Monroe street, Chicago, announced last month that in this issue it would present the complete series of the Shepard Script, a page of which has already been shown. Owing to delay in casting, they were unable to do this, but assure our readers that in the August issue they will make up for the failure to carry out their promise by presenting that new script and other good things

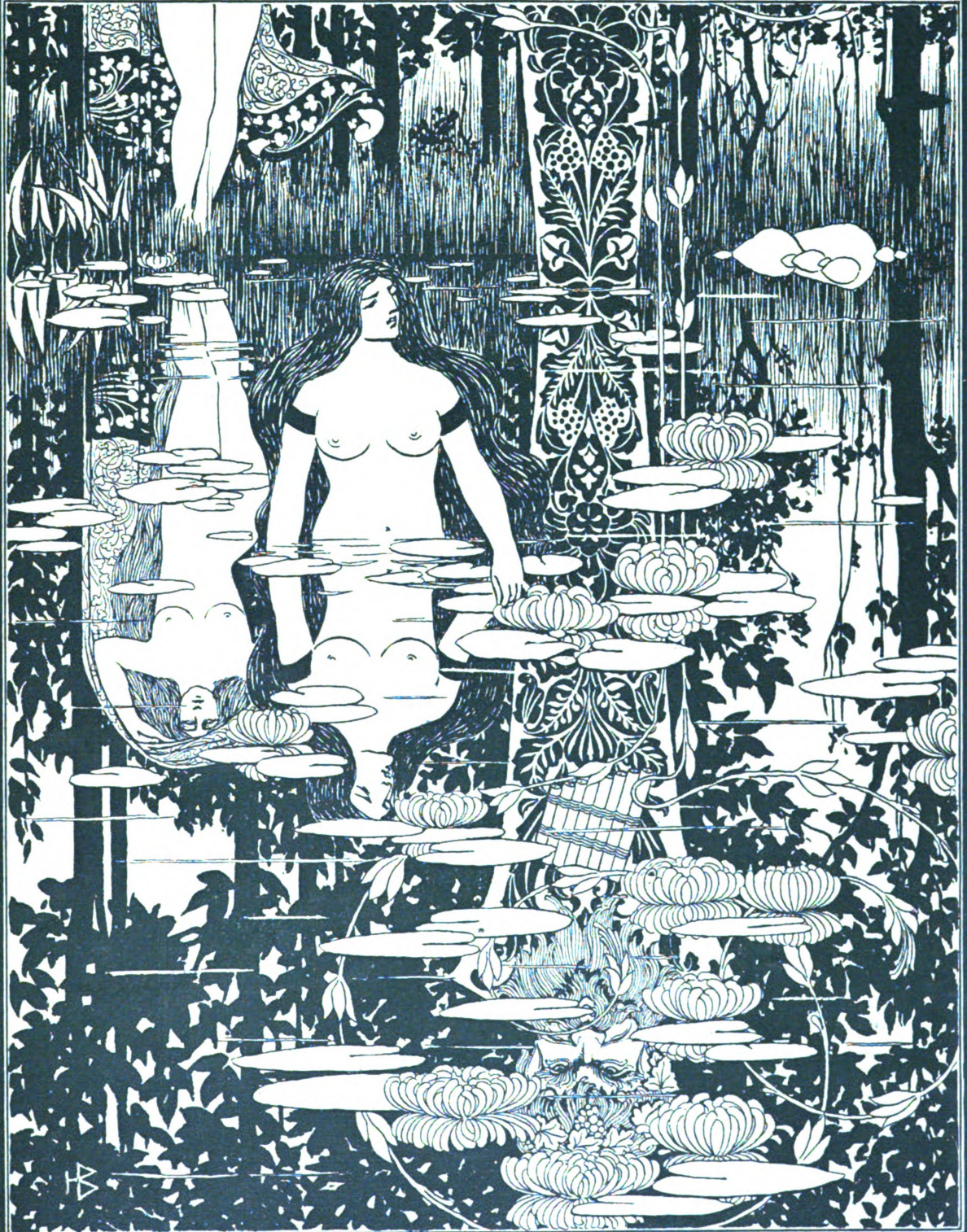


FLEUR DE LIS BORDER.

which will interest the craft. The line of Fleur de Lis border here shown is one of their new productions, which will be made in a number of sizes. It varies somewhat from the border of the same name shown by the Inland Typefoundry in the June issue.



# THE INLAND PRINTER.







### NEGLECTED OPPORTUNITIES IN ADVERTISING.

BY WALTER L. GALLUP.



It is evident from the appearance of the advertising pages of most periodicals that a large majority of those who are induced to buy space do not fully apprehend the opportunity for promoting trade which it affords them. What is the evidence? It is the fact

that after buying the space which passes under the eye of thousands of desirable and possible customers every month or week, as the case may be, less effort is put forth by the owner to attract those eyes, and through them make a lasting impression upon the brain, than in any other department of his business. At the factory the economy of manufacturing is carefully watched. No opportunity for lessening the cost, improving the product or obtaining an advantage over a competitor is allowed to slip by. A sharp lookout guards against waste and extravagance, and errors of judgment are quickly remedied. In marketing the product none but the best salesmen are secured, and every facility is freely afforded them, with little regard to expense, to win the favor of all possible customers whom they are able to meet personally. An elaborate catalogue and price list of goods is issued, which, in cases where it is purely a catalogue, provides a convenience to customers already obtained, rather than a means of securing new ones, but which is always a judicious feature of the selling department. This same manufacturer "uses" a half-page or so in sundry trade papers—sometimes voluntarily because the company appropriated a certain amount for "advertising," sometimes by the earnest persuasion of a representative of the journals.

At this point he exhibits the first symptom of failure to apprehend the value of proper attention to this department of business development. It is the failure

to carefully discriminate in buying the space. He is just as likely to make a mistake when he sets out to expend an "appropriation" as when he reluctantly yields to the solicitor's persuasion. It is his fault if he contracts for space in a journal which circulates principally as a "sample copy" among advertisers whose names are found in other papers or magazines. Under no circumstances can space so bought yield profitably, therefore, it will be assumed that the space referred to in this article is a part of a technical journal like THE INLAND PRINTER, or genuine periodical; at least, one which has the confidence of a discriminating public.

Returning to the manufacturer who wisely conducts factory and selling department, we find him, as he says, "using liberal space in a number of good journals." He considers himself an advertiser. Ask him if it "pays" to advertise, he will tell you "Guess not, but our competitors advertise and we have to in self-defense." You will find that he spent a *whole hour* (!) in preparing "copy" for the first paper that got his ad., and proofs of this one were sent to the other papers as "copy" along with a begrudged electrotrope or two. You will find that he felt relieved when the copy was mailed and the space filled. Change? No, indeed! "Keep it standing the year round—just advertise to keep our name before the public."

Think you that this man properly appreciates the opportunity for interesting thousands upon thousands of possible customers whom his salesmen rarely, if ever, see? Yet he is a type of the majority of men who buy space in periodicals, fill it, let it stand and think they are advertisers.

To employ speechless men, hang from their necks a display card, specifying name, business and location and pay their way into the presence of trade and expect it to result in orders for goods, would not be a greater absurdity. The opportunity to develop a business by the proper use of advertising space is simply tremen-