

BOOKS, BROCHURES AND PERIODICALS.

In this department special attention will be paid to all publications dealing entirely or in part with the art of printing and the industries associated therewith. While space will be given for expressions of opinion on books or papers of general interest which may be submitted for that purpose, contributors will please remember that this column is intended in the main for reviews of technical publications. The address of publisher, places on sale, and prices, should be inclosed in all publications sent for review.

KOHN'S COLOR GUIDE, for printers, lithographers, photo and wood engravers, artists and schools, constructed and copyrighted by A. Kohn, N. E. corner Seventh and Chestnut streets, Philadelphia, Pennsylvania, has been received. A large variety of shades and colors are given in two charts with appropriate explanatory text.

WE acknowledge receipt of a copy of John Haddon & Co's "Printer's, Bookbinder's, Stationer's and Newspaper Proprietor's Diary and Almanac for 1895," published by the above firm at Bouverie House, Salisbury Square, London, England. The work is a very complete one, and besides containing the diary and almanac, has an appendix of special and exclusive information for the trade.

PARTS 13 and 14 of Bancroft's superb "Book of the Fair" have been received. Despite the immense number of pictures of the Fair and of descriptive articles regarding it, this history must rank as the only satisfactory history and memorial of that great undertaking. The beauty of the illustrations and the interest of the descriptive texts are sustained by rare mechanical excellence in composition and presswork.

THE Riverside Paper Company, of Holyoke, Massachusetts, with characteristic enterprise, have issued a map showing the city of Holyoke, clearly locating the different paper mills and other establishments situated in that town, and containing other information of interest to those having dealings with firms located there. The map is printed upon Magna Charta bond paper, and is one of the best advertisements this mill has ever got out.

A VERY convenient and useful little booklet has recently been issued by Mr. O. A. Dearing, of Portland, Oregon, entitled "Publishing for Profit." It describes briefly and comprehensively how to arrange the mechanical department of a newspaper printing office and gives many illustrations. There can be little doubt that a careful perusal of this little book before arranging a plant by preventing mistakes would save hundreds of dollars in a year's time. Its price is 25 cents. It may be ordered through The Inland Printer Company.

MESSRS. MACMILLAN & Co., New York, have furnished us with a copy of "Alphabets—A Handbook of Lettering with Historical, Critical and Practical Descriptions," by Edward F. Strange, a profusely illustrated volume of some three hundred pages tastefully bound in green cloth with gilt lettering, and printed in large, clear type, with a well arranged title-page in black and red. We shall speak of this title-page further on. The book forms an outline history of the alphabet from the time when letters were to a large extent pictorial, down to the present forms. The first fifty pages are taken up with the forms of letters as written and before the invention of printing. Mr. Strange does not enter into a discussion of the various theories of the evolution of letters, but simply states "that modern paleologists have practically agreed that our modern letters for the most part find their origin in the conventions promulgated for their own convenience by the Egyptian priests (the 'Hieratic' script); and successively develop through the Phœnician, and dialectical varieties of Greek toward the Eubœan form, which latter, being transplanted into Sicily and Italy by colonies from Chalcis, became the immediate

parent of the Roman letters, and practically remains with us to this day." Turning from the chapters on "Roman Lettering and its Derivatives" and letters of "The Middle Ages" Mr. Strange shows in the chapter devoted to "The Beginning of Printed Letters" that since the second half of the fifteenth century the nature of type has undergone no intrinsic change, the introduction of modern machinery in typesetting being the only movement. Without attempting to name the inventor of printing, in this chapter Gutenberg, Schoeffer, Jenson, and Ratdolt and their work are briefly mentioned. Of Ratdolt it is said that with Pictor of Augsburg (Ratdolt's birthplace) and Löslein of Langencen he produced at Venice, between 1476 and 1486, one of the most magnificent typographical series in the annals of the craft. Passing over the work of the sixteenth, seventeenth and eighteenth centuries to that of the nineteenth we find that the history of lettering in the early days of the nineteenth is soon told, being mainly a record of some of the great typefoundries which still flourish. During the last few years, however, evidences of an improvement in taste have been manifest. American founders have produced some remarkable series of printing types, many of which are based on old forms. Mr. Strange thinks the most notable event in the history of modern typography has been the foundation and development of the Kelmscott Press by William Morris. THE INLAND PRINTER has shown some of the work of the Kelmscott press in previous issues. Perhaps of all the excellent things in the book that chapter devoted to the "placing of letters" is the most interesting and instructive. That more space has not been given to this important subject by one so eminently fitted to write of type faces and design in its relation thereto is sincerely regretted. The statement that there have been few title-pages as good as those of the fifteenth century will probably surprise some of the readers of THE INLAND PRINTER, but an experience of over four hundred years in the designing of title-pages and the selection of type for them has shown that there have been fashions in this as in other things. The book is one most desirable for every decorative artist or printer. Its price is \$2.75.

CHICAGO NOTES.

THE Corbitt & Skidmore Company, printers, 21 Plymouth place, have been succeeded by Corbitt & Burnham, incorporated.

MR. W. S. TIMBLIN is among the first of the candidates for the presidency of Chicago Typographical Union, No. 16. The election will be held on the last Wednesday in July.

I. R. HENRI, artist and designer, whose cover design for the April INLAND PRINTER will be remembered by our readers, has issued an attractively designed blotter-card announcement of his studio location at room 2, 88 West Jackson street, telephone Main 4173.

MR. GEORGE H. HESS, JR., has been appointed western manager for E. C. Fuller & Co., dealers in machinery for bookbinders and printers, and will have full charge of the western business of this concern, with office at their old location, 345 Dearborn street. Mr. Fuller proposes to spend a good share of his time in New York city, but in doing this leaves the business in Chicago in good hands.

ON Wednesday, June 19, the dead body of L. A. Gibbs, a proofreader on the Chicago *Daily News*, was found lying on the grass in Forest Home cemetery. He had committed suicide near his wife's grave. Mrs. Gibbs died Thanksgiving day, 1893. Last month Mr. Gibbs took his two children to Ralph, Iowa, his former home, and when he returned he left them there. Hé went at once to the home of Solomon Forrest, in Austin. Sunday, June 9, he appeared to be

exceptionally down-hearted, and complained of feeling sick. He left the house in the afternoon and did not return. It is thought that he killed himself the next day. Mr. Gibbs was forty-five years old.

THE Crescent Typefoundry, 358 Dearborn street, is one of Chicago's newest candidates for favor. Mr. R. E. Wilkinson is president, and C. E. Roleau, secretary and treasurer. They have purchased the plant of the National Typefoundry and will manufacture all the faces made by that company, besides adding new things from time to time. All type will be cast "standard line." The machinery for cutting dies and casting is of the latest make. The Iroquois series and other faces can now be supplied promptly.

MR. HERMAN C. LAMMERS, secretary of the Binner Engraving Company, has left for a six months' trip abroad in the interest of an advertising plan which is being carried out by his house and one of the largest advertisers in the country. He proposes to visit the principal cities on the continent, making sketches for the work in hand, and during his absence expects to make a number of things which THE INLAND PRINTER will probably show in its pages.

WE are requested to editorially notice the new monthly paper, the *Electrical Journal*, just started by our well-known fellow-townsmen and city electrician, John P. Barrett, better known as "the old man." And right royally do we extend the publisher's hand of good fellowship, and welcome to our select membership one who brings with him the prestige as a scientist and the fame as an author that surrounds the ex-chief of the Department of Electricity of the World's Columbian Exposition. For who so valiant in standing out for the rights of the common people, so courageous in exterminating that dread disease known as "moral strabismus, superinduced by the presence of the bacilla of acquisitiveness," so progressive and enterprising in giving to the world a report of the wonders that science had gathered within the walls of her temple at Jackson Park? And that the same enterprise and the same generous spirit influences his actions today is clearly to be discerned by a glance through the sixteen pages of advertising that appear in this first number. How many of our publishers would have had the kindness of heart to have made a free present of sixteen pages of advertising to the readers in order that there might be something in their journal that would be worth looking at?

THE frontispiece to the present issue of THE INLAND PRINTER shows the portrait of a Chicagoan who without the training which is considered necessary to successfully conduct a great newspaper, by his native aptitude, has shown that he ranks at the front with the successful newspaper makers of the present day. The editorial by Mr. H. W. Kohlsaas in his paper of June 10 is so characteristic of him that we reproduce it:

MR. KOHLSAAS TO THE PUBLIC.

When the *Times-Herald* came into the hands of its present owner and was changed from a democratic journal to an independent newspaper, there was much interest and speculation on the part of the public and of the press as to the result of the experiment. The success of that experiment is now undisputed in any well informed quarter, but every day inquiries come as to the measure of that success.

Recognizing the exceptional circumstances and the kindly interest of these inquiries, I have no hesitation in gratifying a curiosity so natural by a frank statement of the facts, feeling sure that this departure from the conventional business reticence in such matters will not be misunderstood by readers of the *Times-Herald*.

The circulation of the *Times-Herald* on the 7th of April, 1895, the Sunday of the last week of the paper under the former ownership and policy, was 130,041. The circulation yesterday was 135,145, showing a net increase of 5,104 under the changed conditions of proprietorship and policy.

So much for answer to the immediate question, but it is pertinent and interesting to note the growth of the paper during the last year in business and in popular acceptability to readers and to advertisers.

On the 10th of June, 1894, the circulation of the *Times-Herald* was 103,136, and the number of columns of displayed advertising in the issue of that day was fifty-six. On the 9th of June, 1895, the circulation had increased, as shown above, to 135,145, and the displayed advertising amounted to eighty-one columns. In other words, the circulation increased in the year 32,009, and the increase in advertisements was 45 per cent.

I submit this plain statement of facts and figures without comment beyond the assurance that it will be my effort to maintain the high standard which the *Times-Herald* had attained under the able administration of Mr. James W. Scott, and to justify public confidence by keeping this journal second to none in honesty, ability and enterprise.

H. H. KOHLSAAS.

REVIEW OF SPECIMENS RECEIVED.

FROM the Daily News Job Office, Batavia, New York, a few samples of very neat job printing, the work of A. Roland Andrews.

FROM John M. Rogers, Wilmington, Delaware, a booklet containing half-tone "snap shots" at Cape May. It is finely printed in colored inks on heavy enameled stock.

FROM the office of the *Patriot*, Carrolton, Illinois, a handsome little programme of the Carrolton High School commencement exercises, printed in a very neat and delicate style.

NEAT circular and envelope in two colors, by Frederick Sleaster, compositor, and John Ray, pressman, with the Brandon Printing Company, Nashville, Tennessee. Both composition and presswork are good.

A NEATLY printed and embossed card from the Bryant Press, Toronto, Canada. Printed in blue and copper bronze, with the word "Cigars" not printed, but simply raised by embossing, the effect being good.

A FEW samples of general jobwork from Marcus D. Hoerner, with the Harrisburg Publishing Company, Harrisburg, Pennsylvania. All are good samples of display composition, the cover page of the Daughters of the American Revolution being specially worthy of mention.

FROM the Advertiser Printing House, Newark, New Jersey: Programme of twelfth annual benefit of Newark Lodge, No. 21, B. P. O. Elks; twenty-four pages, 7 by 10, oblong. The composition is fairly well displayed, the stock is good, but the presswork is so bad that the result is a very poor job.

A NUMBER of samples of commercial work, plain and in colors, from the Chronicle Print, Warren, Ohio, give evidence that both artistic compositors and pressmen are employed in that establishment. The bonds, certificates, and the hanger of the Leffingwell Quartette Club are excellent specimens of artistic work.

WE have received from one of our friends at the Antipodes a sample of artistic display which is very neatly executed. The design and composition are both excellent, the principal features of the circular being well brought out. It is the work of C. S. Farren, with H. E. Pratten & Co., Sydney, New South Wales.

FROM Rollo A. Moote, with the Marlette *Leader*, Marlette, Michigan: Some very fair specimens of general commercial work, the composition and presswork on which compare favorably with much that comes from more pretentious quarters. The programme of the Daughters of Rebekah banquet is a neat production in two colors.

FROM Fraley's Eagle Printing House, Elmira, New York: Twelve-page programme in red and blue, with cover in red, blue and gold. The cover is an admirable piece of work, but the presswork on the remainder is poor, being very much out of register, which is the more apparent as a rule border surrounds each page. The work lacks finish.

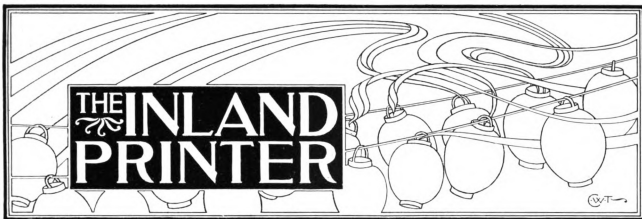
PREMIUM list of the eleventh annual Jackson County Fair—a book of 180 pages, 4½ by 7 inches, printed by Grant & Griffin, Maquoketa, Iowa. Composition, especially on the displayed advertisements, is good; presswork might be improved upon, color running very uneven in parts, while impression on many of the pages is far too heavy.

"BY WOODLAND AND SEA" is the title of a handsome souvenir booklet—a poetical description of Hyannis, Massachusetts, and vicinity, illustrated with good half-tone engravings. The composition and presswork are both excellent, and the cover is neatly engraved and embossed. It is issued by the Souvenir Publishing Company, Lynn, Massachusetts.

A NEAT booklet of eight pages and cover is issued by the *Sun*, Quarryville, Pennsylvania. It treats upon the subjects of artistic printing and advertising, and is a very neat sample of the typographic art. We quote a gem from the last page: "Advertising is the rudder that steers the great business ships safely through the breakers into the haven of prosperity."

SAMPLES of general commercial work from the office of the *Benzie Banner*, Benzonia, Michigan, the work of Eugene Case, who is also editor of the *Banner*. The composition is neatly displayed, and the presswork is fairly good, though it might be improved upon in some instances. The samples of color work—cards and price list—show an artistic conception of arrangement and harmony of coloring.

A COLLECTION of advertising designs arranged in pamphlet form has been issued by the Binner Engraving Company, Chicago, under the title of "Modernized Advertising." The designs were taken from the usual run of work made for the magazines and periodicals, and all are strong and up-to-date, especially those prepared for the Pabst Company. The advertisement set nowadays without a cut is liable to get lost in the mass of others appearing, and to gain even more prominence it is necessary sometimes to depend



A TECHNICAL JOURNAL, DEVOTED TO THE ART OF PRINTING.

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TERMS, \$2 per year, in advance.
Single copies, 20 cents.

THEORETICAL VERSUS PRACTICAL PHOTO-ENGRAVING.

BY M. WILLIS.*



FEW months ago an article by Mr. W. H. Hyslop appeared in these columns regarding a new method of process engraving. The method outlined by Mr. Hyslop was almost purely theoretical—in its original and novel

features entirely so. The article has been very generally quoted, and a number of engravers and process workers have experimented with Mr. Hyslop's idea, but with unsatisfactory results so far. A general article has therefore been requested from me in order to place before the readers of THE INLAND PRINTER, as far as lies in my experience, the precise status which Mr. Hyslop's very advanced theory holds in the art of practical modern engraving.

After having made an exhaustive research into the possibilities of Mr. Hyslop's process, I find it impracticable so far as the instructions for working it are given. For the benefit of those whose attention has not been called to the formula, as well as for the purpose of reviewing the subject comprehensively, I give the process in outline:

An ordinary dry plate exposed behind a ruled screen is developed and fixed in the usual manner; it is then immersed in a hot solution of chrome-alum, allowed to remain ten minutes, when it is taken out, washed and immersed in a concentrated solution of chloride of aluminium, allowed to remain a few minutes, taken out, washed and allowed to dry—presto! we have a relief gelatin plate.

If a film is used instead of a glass, the film when dry can be glued on to a block and used as an ordinary engraving. The author or inventor has

evidently had several new processes under consideration. We would not be very much surprised to learn that he has mixed them, averaged their several constituents, and constructed a composite formula from the results.

The professional experimenter on the *qui vive* for new things will exhaust all known expedients to obtain results from theories advanced by fellow experimenters which would be discarded by the more practical worker. In this case I venture the opinion that few with any practical knowledge of gelatin have given it more than a passing glance. As to the why and wherefore of the impossibilities of making successful engravings by the above formula, suffice it to say that from beginning to end a more chimerical or imaginary idea in regard to gelatin could hardly be advanced. Wonders have been accomplished with the gelatin plate as used in photography, and in the various processes relating to photo-engraving, and although these have come thick and fast, so fast that they crowd each other, they have all been more or less reliable.

I would advise all amateurs to let boiling solutions in connection with gelatin negatives alone. There is plenty of room for improvement in the making of process relief plates as worked today. These improvements will be made by degrees by practical workers. We might as well expect the most unlikely things to happen as to expect every photographic amateur to be his own platemaker, though Mr. Hyslop expresses his belief that such will be the case.

The collotype and washout gelatin processes I consider the nearest approach to perfection in the gelatin line. Zinc etching supplanted these methods for quick commercial work, and now we have copper with the enamel as a substitute for the albumen and gelatin menstruums, and until a cheaper and quicker method than the last two named is invented we shall look for improvements along these lines,

*NOTE.—In another column will be found a department conducted by Mr. Willis, answering questions received from experimenters in process engraving, and giving notes and experiences furnished by a variety of authorities, together with brief notes of the more important matters published regarding the work of process engraving.