

THE GRAPHIC ARTS DISPLAY AT THE PAN-AMERICAN EXPOSITION.

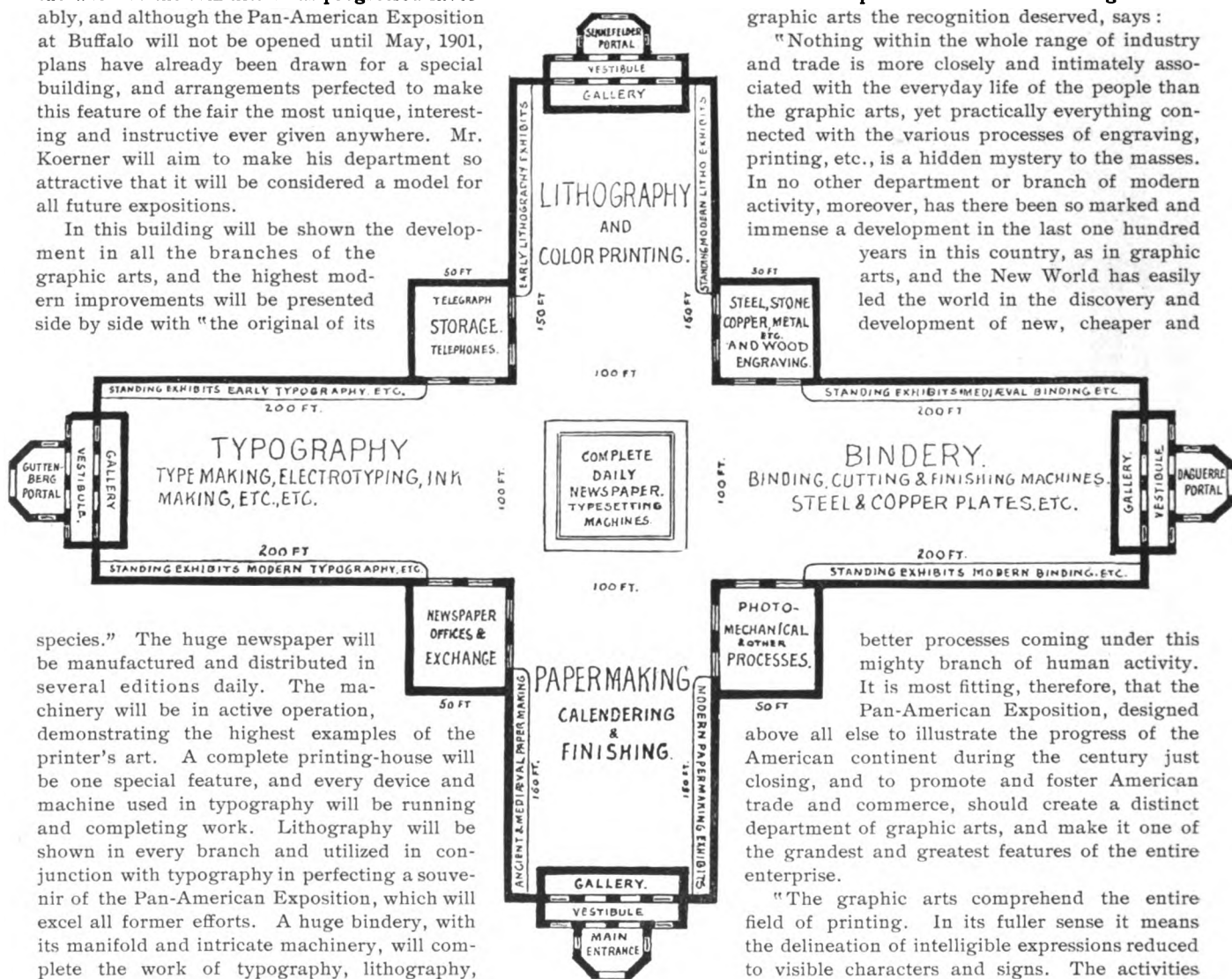
SOME two years ago, Mr. Herbert L. Baker, then of Buffalo, but now manager of the Unitype Company, New York, suggested to the members of the Buffalo Typothetæ the plan of making a special feature of printing and the allied crafts at the Pan-American Exposition, then being talked of, and the Buffalo Typothetæ put the matter in the hands of a strong committee, at the head of which was Mr. Herman T. Koerner, of the firm of Koerner & Hayes. Mr. Koerner is one of the best-known lithographers in the country, well-posted in printing and the allied arts, fertile in ideas, and thorough in execution. In his hands the work of the committee has progressed favorably, and although the Pan-American Exposition at Buffalo will not be opened until May, 1901, plans have already been drawn for a special building, and arrangements perfected to make this feature of the fair the most unique, interesting and instructive ever given anywhere. Mr. Koerner will aim to make his department so attractive that it will be considered a model for all future expositions.

In this building will be shown the development in all the branches of the graphic arts, and the highest modern improvements will be presented side by side with "the original of its

various processes coming under the general classification of graphic arts. The complete newspaper-printing plant, proposed to be located in a pit in the center of the great main floor, will, without question, be one of the great drawing attractions of the entire exposition, while the sections which will be devoted to papermaking, bookbinding, photo-engraving, electrotyping, the manufacturing of type, typesetting machines, etc., will be scarcely less fascinating. The building will have space of 70,000 square feet on the main floor, with 45,000 square feet additional for standing exhibits.

The *Pan-American Herald*, an illustrated journal devoted to the interests of the coming exposition, after referring to the great importance of this particular exhibit, and stating that no exposition has heretofore given the graphic arts the recognition deserved, says:

"Nothing within the whole range of industry and trade is more closely and intimately associated with the everyday life of the people than the graphic arts, yet practically everything connected with the various processes of engraving, printing, etc., is a hidden mystery to the masses. In no other department or branch of modern activity, moreover, has there been so marked and immense a development in the last one hundred years in this country, as in graphic arts, and the New World has easily led the world in the discovery and development of new, cheaper and



GROUND PLAN OF GRAPHIC ARTS BUILDING, PAN-AMERICAN EXPOSITION, BUFFALO, MAY, 1901.

species." The huge newspaper will be manufactured and distributed in several editions daily. The machinery will be in active operation, demonstrating the highest examples of the printer's art. A complete printing-house will be one special feature, and every device and machine used in typography will be running and completing work. Lithography will be shown in every branch and utilized in conjunction with typography in perfecting a souvenir of the Pan-American Exposition, which will excel all former efforts. A huge bindery, with its manifold and intricate machinery, will complete the work of typography, lithography, photo-mechanical processes, etc. A papermaking machine, in active operation, will explain the mysteries of the art, and its product will be utilized in the daily newspaper, and will hold the place of honor in the center of this wonderful building. In order to comprehend more fully the vast improvements made in the various departments of graphic arts, ancient and mediæval examples will be shown, as well as earlier attempts of present methods. A fine, properly labeled and easily understood system of explanation and reference will be inaugurated by the chief of the bureau to direct the visitor's attention to the valuable comparisons and special features of the collective exhibit. The ground plan, shown on this page, gives something of an idea of the splendid scale on which it is proposed to illustrate the development of the

better processes coming under this mighty branch of human activity. It is most fitting, therefore, that the Pan-American Exposition, designed above all else to illustrate the progress of the American continent during the century just closing, and to promote and foster American trade and commerce, should create a distinct department of graphic arts, and make it one of the grandest and greatest features of the entire enterprise.

"The graphic arts comprehend the entire field of printing. In its fuller sense it means the delineation of intelligible expressions reduced to visible characters and signs. The activities and direction of this branch of art formed the very foundation of our learning, and handed down to us the substance, if not always the form, of centuries of erudition. From the earliest dawn of civilization man has endeavored to impart some evidence of his life, manners and thought, and has succeeded in producing these evidences upon stone, wood or metal for succeeding generations. From the crude results of primitive man developed the carvings on stone and the bones of animals; these, in turn, made way for wood and metal, until every available method was drawn into service to perpetuate those thoughts to posterity. Signwriting was, however, slow and laborious, and apart from its greater use in commemorating the deeds of mighty chieftains and wise rulers of the earlier days of history, was greatly restricted.

"The radical departure from the writings on papyrus of the ancients and the mediæval manuscripts on parchment was effected by the invention of Gutenberg, the inventor of movable characters, which marked a new era in the restless activities of the progressing world. In rapid succession the



HERMAN T. KOERNER.

Chairman of the Graphic Arts Committee, Exhibits Department, Pan-American Exposition, to be held at Buffalo, New York, May, 1901.

new method developed and lent its enormous influence to the broad evolution of thought. It opened avenues of activity beyond the reach of the average individual, and reduced the cost of education to the masses. Its insidious power descended upon king and peasant alike, and upon prelate and warrior; in fact, it paved the way for the democracy of the world and the brotherhood of man.

"From the homely movable characters of Gutenberg, the art of typography grew and developed. Two centuries later surface-printing from stone marked another epoch in the growing and valuable field of graphic arts. Copperplate engraving, and its more robust brother, the steel plate, showed their wonders to the world, and wood engraving had developed to a high state of perfection, when all methods of printing were superseded, in the broader art sense, by lithography. Senefelder's invention, although a chance invention, opened a field that brought the attention of the world to it at once, and it has developed a marvelous result in the activities of the modern world. The advent of photography and its application to both typography and lithography superseded, in a large measure, the art of engraving, and, to a certain extent, of copper and steel plate engraving and printing, by reason of its artistic possibilities and results. Thus the newest arrival in the fold of graphic arts successfully holds its claims and broadens the already vast horizon of this pregnant field of human activity. From the first days of understanding, and while the faculties of the child are yet embryonic, this handmaid of civilization brings wonder and delight. To the waning days of age and the sunset of life, it brings pleasure and consolation. The book and the picture, the newspaper and the magazine are indispensable needs, and are as closely associated with the happiness of modern life as any branch of human development."

The official souvenir of the exposition will likely be printed in the Graphic Arts building. It is one of the ideas of Mr. Koerner to have the entire souvenir made in this building in full sight of the visitor, showing every process of manufacture, from the paper itself to the last stitch in the bound copy. The right to publish the souvenir will probably be let as a concession, but one of the conditions of the contract probably will require that all the work be done in the Graphic Arts department.

The official letter-paper of the exposition, prepared by the Bureau of Publicity, is original and striking, bearing on the body of the sheet a magnificent engraving of the American Falls at Niagara, done in a faint green tint to represent the natural appearance of the water with the spray flying. At the top of the page is the official emblem of the Exposition, with the words "Pan-American Exposition, 1901," printed in plain type above it, and underneath "Buffalo, N. Y., U. S. A." At the bottom of the page in fine type is printed "Half an hour's ride from Niagara Falls: One night's journey for 40,000 people." The design is brilliant in conception, and the letter-paper is very handsome and attractive. It is certain to be of great value as a means of advertising the exposition.

The beautiful emblem adopted by the Publicity Committee of the Pan-American Exposition, to be held at Buffalo during the summer months of the year 1901, was the work of Raphael Beck, a Lockport artist, whose design was by all conceded to be the most beautiful and comprehensive of the four hundred and odd drawings which were submitted. The design tells the hopes and aspirations of the management of the coming fair as no words can, for the high and noble underlying purpose of the Pan-American Exposition is to show to the world the progress that has been made by the people of the Western world during the fleeting century, and also to bring about closer trade and social relations between all the peoples of the Americas. Nothing could more beautifully express the idea of a binding together of the people of the north, central and southern divisions of the Western Hemisphere than Mr.



THE RAPHAEL BECK DESIGN.

Adopted by the Bureau of Publicity of the Pan-American Exposition.

Beck's picture, which shows the sweet-faced nymph of North America smiling a welcome as she looks down and extends a snowy arm across the isthmus of Yucatan in greeting to her sweet-faced sister of the South, who, by the way, seems fully as eager to clasp the extended hand and to do her share in the effort to bind together the North and the South in the

holy bonds of an All-American sisterhood. The accompanying illustration shows the beauty of the design.

Seventeen of Buffalo's prominent business men have been constituted a "committee on publicity," at the head of which stands Mr. George Bleistein, and a campaign has been inaugurated that will result in wide publicity for this most important exposition. The *Pan-American Herald* gives matters of current interest regarding the work, and copies are in great demand.

THE NEW BUSINESS MANAGER OF THE ST. PAUL DISPATCH.

C. W. Hornick, formerly of the Pioneer Press Company, St. Paul, Minnesota, and well-known in typographical circles, has resigned his position with the Pioneer Press Company, and is now the business manager of the St. Paul



C. W. HORNICK,
Business Manager St. Paul Dispatch.

Dispatch, one of the most prosperous daily newspapers in the Northwest outside of Chicago. Mr. Hornick's success has been almost phenomenal. An energetic and tireless worker, he has gradually risen, step by step, from errand boy to his present important position. Mr. Hornick is an extremely modest man, however, and, in response to a request for a little of his history, said to THE INLAND PRINTER representative:

"I have little to say about my record, as I have made but few changes in my business life. I started in with the J. M. W. Jones Stationery & Printing Company, Chicago, in 1871, and worked up from errand boy to be a director in the company and the assistant superintendent of the business. In 1883 I sold out my interest on account of ill-health from overwork, and spent nearly a year on the Pacific Coast, not in the printing business. In May, 1884, I became superintendent of the manufacturing department of the Pioneer Press Company, of St. Paul, and with the exception of a short interval (1891-1892), when I was building railroads, grain elevators and electric street-car lines in Sioux City, have been with the Pioneer Press Company continuously. I assumed

the position of manager of the St. Paul *Dispatch* on October 1."

Mr. Hornick's friends will be pleased to hear of the change he has made, as it means greater success and a wider field for his wonderful abilities. To show the appreciation and high regard had for Mr. Hornick, the Pioneer Press employees presented him with a loving cup as he was leaving that company. This very interesting event occurred September 30, in the business offices of the company. Mr. Hornick's work in connection with Typothetæ matters has brought him in touch with the leading employing printers of the United States. His advice on subjects of vital importance to the organization has always been considered sound, and has been listened to and carried out at the annual meetings where it could be consistently done, or his suggestions carefully weighed in mapping out the policy of the Typothetæ. That he has been a power in the printing world is admitted on all sides. Genial, generous, whole-souled and honest, he has gained the respect of associates everywhere both in the labor organizations and in the ranks of the employing printers. His conduct of the paper he has now assumed control of will be watched with interest. The accompanying likeness was made from a recent photograph.

ANARGYRIA.

Oppressed with grief, it brings relief
To give our ills a name—
It may not heal, but still we feel
They are not quite the same.
One widespread woe, where'er we go,
We find throughout the land,
And yet its name, unknown to fame,
But few would understand.
Seek, if you please, in Doctor Rees
His Cyclopædia—
Mayhap 'twill ease your dire disease
Of Anargyria.

For, sooth to speak, sonorous Greek
Can charm our pains awa',
Like, as we've heard, "that blessed word
'Mesopotamia.'"
Physicians ken—those learned men—
This truth right well, I trow,
And many a cure, we know for sure,
Has been assisted so:
Yet they with pain may search in vain
The Pharmacopœia
For salve or pill to cure the ill
Of Anargyria.

We all suppose that other woes
And epidemic pains
Will ebb and flow, will come and go—
But this for aye remains.
How few evade its withering shade!
On all alike it falls:
On small and great—in church and state—
In corporation halls.
Can no M.B. or LL.D.
Find some panacea?
Through future days the world would praise
In glowing lays,
And crown with bays, the man who slays
Its Anargyria!*

R. Coupland Harding, in *X-Rays*.

THE BEST ON EARTH.

Please find enclosed \$1 for six months' subscription to THE INLAND PRINTER, the best journal for printers on earth; we can not keep shop without it. Kindly notify me when time expires and I shall renew with pleasure.—*Ed Jones, Publisher, The St. Ignace Enterprise, St. Ignace, Michigan.*

*ANARGYRIA.—The condition of a person without ready money.—*Rees.*