

ton stitcher, Singer sewing machine, and Brown folder, capacity 25 x 36 and less.

Every piece of machinery is operated by an individual motor, there being about twenty-five in the plant, mostly General Electric, but also a few Kimballs. There is a Booster pump to maintain sufficient gas pressure at such times as the pressure in the mains might be insufficient. This pump has not been used more than a half dozen times in ten years.

"One of the most useful conveniences in the office is a lift truck made by Barrett-Cravens Company," said Mr. Simons. "All stock both in the stock room and in process of manufacture is piled upon platforms under which the truck is placed, the platform lifted and the stock moved from place to place on the floor or by means of the elevator to other floors.

"Another money saver, has been the all steel waste paper baler manufactured by Logemann Bros. Company. Since this baler was installed nearly twenty years ago, the waste sold would figure several thousand dollars. Still another small but fruitful convenience is the ink pump used in filling the fountains on the Duplex Tubular Press. By means of the truck the barrel of ink is taken to the press and with the pump the fountains are filled without waste, muss or loss of time.

"The men greatly enjoy the shower baths in the basement. They come to work dressed in good clothes and then change to their work garments. At the close of the day, they take a shower, put on their street clothes and leave the shop looking as well as any other business men in the city.

"The *Journal-World*, while well equipped, recognizes from time to time



DOLPH SIMONS

Associated With His Father in Management of Daily, While Giving Half-Time to University Work

the need of other equipment, some of which will doubtless be added, but like all other shops it will never have everything. The plant can handle as many pages and print as many papers as the town will possibly demand for many years to come and in its job department can turn out anything from small job work to editions, loose leaf and leather bound blank books "

the supplymen in friendliness, in fair play, in fraternity, in sociability and in *constructive salesmanship for the benefit of the entire printing industry.*

At the end of 1924 there were 854 members belonging to the International Printers Supply Salesmen's Guild in the five cities, and 450 members-at-large. There are now over 100 additional members.

Meetings, except during the summer, are held once a month, at which occasion dinner is served and a speaker of note is present, who discourses on technical or educational subjects.

It must not be thought that these meetings are a clearing house for the trade, for they are not. The spirit of the literal meaning of the *Guild* prevails. The Annual Meeting of the International Supply Salesmen's Guild is held co-incidental with the United Typothetae of America. The U. T. A. has recognized the International as a factor in and for the printing trades.

WE hold that *Printing* is the greatest invention in history and has expanded to form the fabric of our present civilized and progressive life. We could not function in our present day thought and habits without printing.

As supplymen we feel that we are a sort of right-hand power to you. *To purvey to your needs and wants, to nourish your plants with new fodder, to replenish when needed, to keep your plants, young, efficient and vigorous—to have your confidence and earn your respect.* In return you may expect fair and honorable treatment, gentlemanly courtesy, and constructive assistance—anything less would be unworthy.

Printing has been called an Industry. Its product has been called manufactures. It is not only an industry but a great deal more. Born of art and brought up in rendering service, it can never give up its heritage nor habits entirely.

To be in a baronetcy of any industry is not the ideal to which any individual or group should aspire. If he does he is lost—his peculiar and lofty vocation is lost.

During the last quarter century, there has been a feverish growth of the output of printing.

Technical and physical problems are always present in printing. The technical skill required in all branches of printing comes only through lifelong experience and many trials.

It cannot be stepped into nor acquired readily, even under guidance of the accredited scientific experts of the regular schools.

A PRINTING plan is composed, in part or whole, of machinery, appliances or supplies, and working under conditions requiring knowledge of electrical, mechanical and building engineering, illumination, sanitation, air conditioning, chemistry, metallurgy, etc., as

When HE RAPS at th' DOOR

*Here's "A Slant Worth While," Upon the
Printing Supply and Equipment Salesmen*

By BERTEL O. HENNING

FOR more than a generation there have been outstanding figures among supplymen who serve the printing industry. They have contributed to a large degree towards the progress and development of the industry. Some of these men will be set down permanently in printing history. Others will be remembered by their devotion, helpfulness and unselfishness.

There is hardly any one engaged in printing but what can recall one or more outstanding supplymen who at one or more times have counseled him through perplexing trials—usually for the best.

Mindful of shining examples of the past through individual effort, a small group of supplymen organized

a Guild—first in New York, then in Chicago, and later in Philadelphia, San Francisco and St. Paul. What was most particular in mind was more cohesion of

*HE never was gifted at swelling
Plain facts with a stuffing
of pride—*

*Like some, so much occupied selling
Themselves, they sell little be-
side.*

*He seemed somehow to lack that
most coveted knack
Of explaining, as other men
could;*

*And so, to dispense with the need
of pretense
He simply—made good!*