

paper. Lingard published his paper in New York and for three weeks had a good circulation among the Celestials. Then his circulation suddenly fell off to almost nothing.

"I'll tell you how it was," said Lingard, who was bemoaning the necessity that caused him to cease publication. "You see, the heathen liked the paper all right, but their ingenuity and thrift killed me. One fellow who kept an opium joint got to posting the paper up and letting others read it for 1 cent. It sold for 5 cents. Pretty soon the fellow across the way stuck up a paper and let his customers read it two mornings for 1 cent. Then another slant-eyed son of a goat histed her up three mornings for a cent and pretty soon the pig-tailed homadons strung me for a penny a week. No journalist could stand a gaff like that and I hauled down me colors."

#### TYPEFOUNDERS AND TYPEFOUNDING IN AMERICA.\*

BY WILLIAM E. LOY.

NO. IV.—JAMES RONALDSON.

IT has been said that however well managed a manufacturing establishment may be, most of its success depends on the front office. The truth of this statement is frequently shown where excellent workmen utterly fail when they engage in business on their own account. There are some notable exceptions, but it may be admitted that a man who has followed



JAMES RONALDSON.

a strictly mechanical career for ten or fifteen years will not succeed as a man of business if left to his own resources. If this is admitted as a general proposition, it must be true no less of the typefounding business; for while it is a highly specialized business, it requires a careful and trained business man as its manager. Thus it was probably the fortunate alliance with James Ronaldson, in 1796, by Archibald Binny which assured the success of the new venture, and the typefoundry begun by these gentlemen has ever since stood easily first of all American typefoundries.

James Ronaldson, the son of William Ronaldson, was born in 1768 at Georgie, near Edinburgh. He came to America, landing at Philadelphia, in the ship Providence, in 1794, and shortly after his arrival he renewed his acquaintance with Archibald Binny, whom he had known in Edinburgh. For a year or two after his arrival in Philadelphia, Mr. Ronaldson carried on a biscuit factory, but his establishment was destroyed by fire in 1796, and he found himself without an occupation or a business. The partnership of Binny and Ronaldson was formed November 1, 1796, and business was at once begun. Most of the capital was furnished by Mr. Ronaldson, and not having any knowledge of the typefounding business, he assumed control of the financial department, work for which he was well suited. This partnership continued uninterruptedly until 1815, when Mr. Binny retired at his own request, and Mr. Ronaldson conducted the business on his own account until 1823, when he was succeeded by his brother, Richard Ronaldson.

James Ronaldson had the confidence and esteem of his associates in business in Philadelphia, and he was honest and upright in all his actions. Added to this was a nature imbued with charity toward all. It was he who established the first soup-house in Philadelphia. He was one of the founders of the Thistle Society, a member of St. Andrew's Society, and a

\*The writer acknowledges with thanks the ready acquiescence of W. Ross Wilson, manager of the American Type Founders Company, Philadelphia, who cheerfully furnished half-tones of both Mr. Binny and Mr. Ronaldson to illustrate these sketches. Much of the information about the career of Mr. Ronaldson has been obtained from a history of the foundry published four years ago, entitled "1796-1896—One Hundred Years: MacKellar, Smiths & Jordan Foundry."

Free Mason. At the founding of the Franklin Institute, in 1824, he was elected its first president, serving in that capacity until 1842, when he resigned from failing health. He never lost his interest in the Institute, and at his death left a legacy to it. He was a scholarly man as well as a man of affairs, and a ready writer. In politics he was a Whig, favoring a protective tariff, and he contributed many essays on political economy and against the use of paper money. His interest in educational matters prompted him to personally interview and examine each pupil in the model school established in Southwark by his friend, Thomas Lancaster. As there were about three hundred boys in the school, his self-imposed task was no easy one.

In 1828 Mr. Ronaldson accepted the nomination for Congress, but was not elected. Besides his typefounding interests, he had investments and was active in other quarters. He owned the Hillsburgh Mills, fifteen miles from Philadelphia, where in 1823 twelve hundred spindles were spinning cotton yarn. He also owned a considerable tract of land in Philadelphia, the eastern portion of which he dedicated "as a burial place for the interment of deceased human beings other than people of color." Mr. Ronaldson displayed great taste in the establishment of this ground and in the manner of laying it out. He died a bachelor in 1842, at the age of seventy-four.

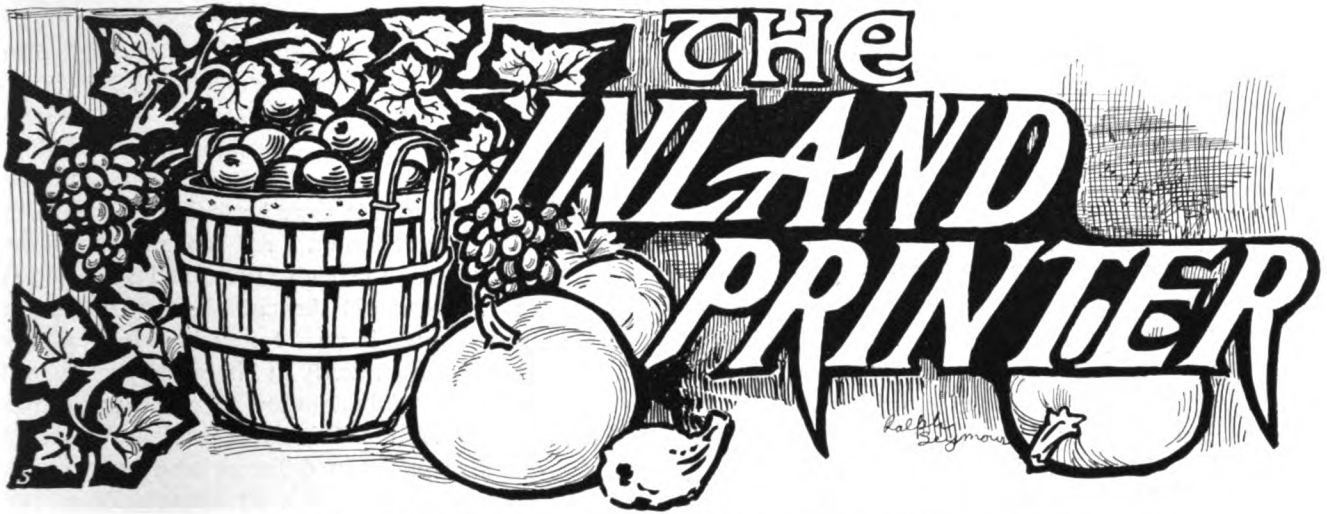
During the years that Mr. Ronaldson had entire control of the typefoundry, from 1815 to 1823, it continued to grow in a most satisfactory manner. Two specimen-books, showing the productions of the foundry, were issued by him, the first in 1816 and the second in 1822. As a preface to the first specimen-book, "To the printers of the United States," he pays a tribute to his then late partner, Archibald Binny, as follows:

"In August last, my friend, Archibald Binny, retired from the establishment. On laying before you the following specimen, so much the product of his genius and labor, it is due to his character and talents to state, as my humble opinion, that the letter foundry owes more of its improvement and simplification to him than to any other individual since its invention; and the difficulties incident to transferring this business to America will not be duly appreciated but by bearing in mind that at least seven prior establishments had failed."



SPENSER WRITING THE "FAERIE QUEEN."

Drawn by D. H. Souter.



THE LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES.

VOL. XXVI. No. 2.

CHICAGO, NOVEMBER, 1900.

TERMS { \$2 per year, in advance.  
Foreign, \$1.50 per year extra.

### A TALE OF REGISTER SHEETS.

BY A. K. TAYLOR.

“EVERY time I see a man running a lot of register sheets through a press it reminds me of something that occurred when I was working in the job department of the *Evening Bulletin*, out at Omaha,” remarked the transient feeder while the press was stopped for a change in the form. “One night, when we had a rush on, I was feeding an old drum cylinder, and after the boss went home I thought that I would just speed the old press up so as to get through sooner, and when the old machine was getting in her best licks and making about as much fuss as a threshing machine, I happened to look around to the open window (it was the summer time), and I noticed a gent standing there watching the press run. ‘I presume that you have no objection to my being a small and select audience?’ said he. ‘Oh, no,’ I replied, ‘you can step inside if you care to.’ So with that he came in and talked, and as he seemed to be a pretty pleasant sort of a gent, I talked to him for quite a while. As I was washing up the press after I got through with the run, I noticed him looking at a register sheet that was lying on a truck-load of paper ready to go to the bindery. He seemed much interested in those register sheets, and although I don’t recall very much of the conversation, I remember that he said something about their giving a person something of a dizzy feeling when one examined them closely, in fact he said that he believed that if a man looked at one of them intently for a few minutes that it would surely make him think that he was bilious. After shutting up the office, he offered me a cigar and we walked down the street together. The next day he stopped in the office, and bringing the copy for a small pamphlet, ordered a thousand copies from the boss, and said that for a special reason he wanted every sheet of it run through the press twice, and if the type didn’t strike both times in exactly the same place that it wouldn’t make any difference. The boss said to me afterward that he thought that there must be something

wrong with any man who would leave any such order as that, but that if he was willing to pay for the extra impression that it was none of his business. And so he got his pamphlets. The old cylinder did her worst, and I put up a young fellow to feed who was just learning, and I can tell you that that job surely looked dizzy. The foreman of the bindery sent word down to me that he thought that either the old press had got to stuttering or else the grippers only worked on every other impression.

“I never thought any more about it until one night when I didn’t have anything special to do, I was walking up town smoking a big pipe I had then, when I noticed a big crowd around a faker’s stand, and I went up closer (you know a fellow will sometimes take to most any kind of entertainment), and as soon as I got a good look at the fellow, I remembered him as the man who ordered the pamphlets, so I edged around back of a post so that he wouldn’t see me and listened to hear what sort of a game he was putting up. He had a sort of table made of an opened dress-suit case, and it was pretty near full of bottles and circulars, and I soon found that he was selling some sort of a patent medicine. He had been talking for I suppose about half an hour when I got there and he was deep in his discourse on the wonderful powers of ‘McGovern’s Celebrated Anti-bilious Compound.’

“Well, that fellow talked a streak, and the deadly microbe wasn’t in it as compared to biliousness for sending people to early graves, according to what he said. He laid most all the ills of the flesh to biliousness, from toothache to appendicitis, and he had such a plausible way of talking that you could hardly help believing everything that he said, and the careless way he had of citing eminent medical authorities in support of his biggest lies just clinched the whole thing. After awhile he turned his attention to the subject of the symptoms of biliousness, and said that one of the surest signs of





[Entered at the Chicago Postoffice as second-class matter.]

A. H. McQUILKIN, EDITOR.  
C. F. WHITMARSH, ASSOCIATE EDITOR.

Published monthly by

**THE INLAND PRINTER COMPANY,**  
212-214 MONROE STREET, CHICAGO, U. S. A.

HENRY O. SHEPARD, President. C. F. WHITMARSH, Secretary.  
A. W. RATHBUN, Treasurer. J. G. SIMPSON, Advertising Manager.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Morton Building, 110 to 116 Nassau street.  
R. B. SIMPSON, Eastern Agent.

VOL. XXVI. NOVEMBER, 1900. No. 2.

THE INLAND PRINTER is issued promptly on the first of each month, and will spare no endeavor to furnish valuable news and information to those interested professionally or incidentally in printing, engraving, electrotyping, stereotyping, bookbinding, and in the paper and stationery trades. Persons connected with any of these lines will confer a favor by sending news from their section of the country pertaining to the above trades, particularly individual theories and experiences of practical value.

Subscribers and others having questions they desire answered by letter or through THE INLAND PRINTER should place such queries on separate sheets of paper, and not include them in business letters intended for the subscription department. If so written they can be sent with business letters, but it is better to forward them under separate cover, marking plainly on outside of envelope the name of department under which answer is expected. Read paragraph at the beginning of each department head for particulars. Letters asking reply by mail should be accompanied by stamp. The large amount of correspondence reaching this office makes compliance with these requests absolutely necessary.

#### SUBSCRIPTION RATES.

TWO DOLLARS per annum in advance; one dollar for six months in advance; sample copies, 20 cents each.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. **WE CAN NOT USE CHECKS ON LOCAL BANKS UNLESS EXCHANGE IS ADDED;** send draft on New York or Chicago. Make all remittances free of exchange, and payable to The Inland Printer Company. Currency forwarded in unregistered letters will be at sender's risk. Postage stamps are not desirable, but if necessary to remit them, one-cent stamps are preferred.

**Foreign Subscriptions.**—To countries within the postal union, postage prepaid, three dollars and twenty cents, or thirteen shillings two pence, per annum, in advance. Make foreign money orders payable to Henry O. Shepard. No foreign postage stamps accepted, and no attention will be paid to postal-card requests for free samples.

#### ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the twentieth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to honestly fulfill the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

THE INLAND PRINTER may be obtained at retail from, and subscriptions will be received by, all newsdealers and typefounders throughout the United States and Canada.

Patrons will confer a favor by sending us the names of responsible newsdealers who do not keep it on sale.

#### FOREIGN AGENTS.

M. P. McCoy, Phoenix Works, Phoenix Place, Mount Pleasant, London, W. C., England.  
W. C. HORNE & SONS (Limited), 5 Torrens street, City Road, London, E. C., England.  
JOHN HADDON & Co., Bouverie House, Salisbury Square, Fleet street, London, E. C., England.  
RAITHBY, LAWRENCE & Co. (Limited), Queen street, Leicester, England, and 1 Imperial Buildings, Ludgate Circus, London, E. C., England.  
PENROSE & Co., 8a Upper Baker street, Lloyd Square, London, W. C., England.  
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia, and Dunedin, New Zealand.  
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.  
HERBERT BAILLIE & Co., 39 Cuba street, Wellington, New Zealand.  
G. HEDELER, Grimmaischer Steinweg, 3 Leipsic, Germany.  
A. W. PENROSE & Co., 44 Rue Notre Dame des Champs, Paris, France.  
JAMES G. MOSSON, 12 Neustrasse, Riga, Russia.  
JOHN DICKINSON & Co. (Limited), Capetown and Johannesburg, South Africa.

#### EDITORIAL NOTES.

**BOYS** are the things that men are made of. On the journeymen and on the employer rests the responsibility of making competent printers of the apprentices of today.

**WHEN** a man is so filled with union politics that his work becomes a secondary consideration, his usefulness both to his employer and to those he seeks to aid by his statesmanship is lost.

**BEWARE** of the man who is eager to impute ulterior or unmanly motives to his fellow-workmen who faithfully carry out their obligations to their employer. Breaking contracts is no evidence of cleverness or spirit.

**BEING** rabidly one-sided is no indication of honesty or fairness. The trade paper which seeks to obtain support by catering to the prejudice instead of appealing to the reason of its patrons is building on sand — no joke intended.

**WITH** this issue THE INLAND PRINTER begins a series of practical articles on the mechanism of the Linotype machine, with particular reference to the care and operation of the machine to produce the best results. The series of articles will, it is estimated, run through at least twelve numbers. The large number of printers and operators who desire to make themselves familiar with this branch of the printing trade will undoubtedly find this series of articles of much value. The October number of THE INLAND PRINTER begins the new volume, which offers an exceedingly good time to subscribe.

**ONE** of the many hustling estimating clerks in a large printing-house says that he is frequently approached by some customers who assert that they are going to have some extra fine printing done. After going into all the details and securing instructions that everything is to be of the very best, nothing to be spared to make the work perfect, he receives the additional information that "the lowest bid gets it." This is perhaps one of the most exasperating things that modern competition produces. The art of printing is at its lowest ebb under a competitive system. It is stifling to the best work and this is shown in its elimination from the higher arts.

#### ESTIMATING ON JOB AND BOOK WORK.

**OWING** to the varying conditions under which job and book work is produced, it is unsafe for any hard and fast estimates to be made by any one unable to secure the most complete information on all the details under which each printing-house produces its work. The department of estimating which has been conducted by THE INLAND PRINTER for several months has aroused a good deal of interest