

## TYPEFOUNDERS AND TYPEFOUNDING IN AMERICA.

BY WILLIAM E. LOY.

NO. IV.—ELIHU WHITE AND HIS SUCCESSORS.

THE second typefoundry established in America to have a continuous existence to the present time, was begun at Hartford, Connecticut, in 1805. The projector of this enterprise was Elihu White, who, in conjunction with another inventor named Wing, began casting type about the beginning of the year named. Neither had any knowledge of typefounding whatever, and the type mold used was not made on the approved model which had for more than two hundred years been adopted by typefounders all over Europe. As a consequence their progress was slow and unsatisfactory. Their plan contemplated the casting of a number of letters at a single throw, to be afterward separated. This they found not feasible, and after repeated failures they sent one of their men to Philadelphia, where he sought to learn the construction of the type mold and some of the methods then in use. The trade was then more of a secret than it is now, and the workman failed to get the information he sought. However, success followed defeat after a time. In 1810 Mr. White separated from his partner, Wing, and, believing New York the more promising field for his enterprise, he moved to that city. He began business in what was then Greenwich village, on Beach street, and several years afterward he removed to No. 11 Thames street. Here he was joined by his brother Julius, and the firm name became E. & J. White.

In 1810 there were but two foundries in the United States, Binny & Ronaldson, at Philadelphia, and the Saur foundry, at Baltimore. There was thus a rapidly growing field for the kind of business energy Mr. White displayed, and the foundry prospered. Foreseeing the rapid development of the new territory west of the Allegheny mountains, in Ohio, Kentucky, Tennessee and Indiana, branch foundries were established in Buffalo and Cincinnati, about 1820. Julius White died in 1831, and his brother followed in 1836. The business then passed into the hands of John T. White, a son of Elihu, and later into the hands of Norman White. The next important change

was the admission of Charles T. White, a son of Norman, into the firm, and the style became Charles T. White & Co. Charles T. White sold the foundry to three of his employes in 1854, and it was thereafter known as Farmer, Little & Co.

The first specimen book of this foundry, which has been preserved, was issued in 1819. It showed fifty-eight sizes and styles in all, the display type consisting of seven sizes of ornamented, a double pica script, and a back-slope. There was a series of roman from pearl upward, but no agate, that size not having then been made. The pearl size was priced \$2.37 a pound, nonpareil \$1.40, brevier 76 cents, long primer 56 cents and pica 44 cents. The faces shown were good and soon commanded a large trade.

Elihu White was born in Bolton, Connecticut, July 27, 1773. He was a man of much mechanical ingenuity, and when the idea of casting type by machinery began to attract typefounders, he at once entered into its development with all his accustomed vigor and enthusiasm. He spent over \$60,000 on one machine for that purpose, but his experiments were not successful, and it was left to another to produce the first really practical typecasting machine.

In 1815 Elihu White began stereotyping, making the plates for the first New Testament for the American Bible Society, and soon afterward he embarked in publishing, as Bliss & White. His career was an honorable and active one, and he laid the foundations for one of the permanent and active typefoundries of America, and one that exists to this day.

## ON "THE MAKING OF BOOKS."

BY W. IRVING WAY.

Mr. Theodore L. De Vinne, apropos the grand prize for good printing at Paris this year, makes some comments in the *New York Times'* Saturday review of October 27, on the imitators of William Morris, which would be severer than they are if not tempered by so much good humor. It seems that the prize was not awarded to any printer of England, Germany or France, but to the Imprensa Nacional of Lisbon, Portugal. "In this sans-culotte period of typography," says Mr. De Vinne, "it is a great pleasure to find that there is at least one living printer who faithfully preserves the traditions and practices of orderly printing"—the traditions of Bodoni, Didot. How much depends upon the point of view! The paper, ink and presswork in Bodoni's books leave little to be desired. But Mr. Morris saw only the "sweltering hideousness of the Bodoni letter, the most illegible type that was ever cut, with its preposterous thicks and thins." Mr. De Vinne, who has a copy of the Lisbon book, tells us that the types are "large and light-faced Roman and italic, very close-fitted (uncommonly readable, although of light face), and are of great beauty. They have the old-style mannerisms, divested of their hard angularity. Neither Bodoni nor Didot nor Jackson more thoroughly demonstrated the absurdity of the dictum now promulgated by amateurs that types must be bold and black to be readable. The types of this book can be read easily in an imperfect light or at an unusual distance, under conditions where the Gothic types of William Morris would be illegible." To parody a saying of one of George Eliot's characters "a difference in taste in types is a great strain of the affections." The amateur and the professional craftsman seem to be about as far apart as ever they were. And it is about as easy for one to share Mr. De Vinne's dislike of the freakish attempts of the late Mr. Andrew Tuer as it is to share his admiration for the meritorious books produced by Pickering and Whittingham; but when Mr. De Vinne kicks dust into the eyes of the sage of East Aurora, of Mr. Vale Ricketts, of the new Elston Press, and of our own Mr. Ralph Seymour, it is quite another matter. Mr. Seymour's work is not in line with the work of the others mentioned, it is true, but it is an innovation none the less—and perhaps a trifle



COVER-DESIGN.

Drawn by Ralph Fletcher Seymour, Chicago.



# The INLAND P R I N T E R

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### BILL BUCKLEY.

BY EDWARD BECK, DETROIT, MICHIGAN.



**B**ILL BUCKLEY made his appearance in the office of the *Watsonburg Bulletin* coeval with that of the big cistern which the Old Man had installed in the back yard to catch the rain from the roof.

Bill's ambition was to become a printer. His mother proudly asserted that he was a bright lad — original and quick to learn, and the Old Man decided to give him a trial.

The mission of the cistern was merely to supply water to the miniature boiler in the basement which gave off steam to run the puffy little upright engine which, in turn, kept the wheels of the old Wharfedale cylinder turning and ground out once a week a limited edition of the *Weekly Bulletin*.

The affinity between Bill and the cistern will appear later.

Bill proved an apt pupil. In three days he had learned all about type-lice and their habits. He also knew the futility of going to the printing-office across the way for a nonpareil shooting-stick or the loan of two dozen italic hair-spaces. He knew the paper-boy's route perfectly and could dispose of the office sweepings, together with the fugitive pieces of type dropped by careless compositors, without the Old Man being any the wiser. The Old Man said Bill would do and at the end of the week gave him \$1.50 in good coin of the realm and a copy of "Poor Richard's Maxims" to read over Sunday.

But the big cistern had not been idle. The summer rains had filled it to the brim. The coopers had not yet supplied the circular cover which was later to be surmounted by a pump. It lay, like a pool, the sunshine glinting its surface and the clouds reflecting their shadows in its depths. The boys were sitting around the tank eating their noonday lunch when Bill was seized with an idea.

"Bet yer the treats I can dive into that tank and bring up a pica em quad the first time trying," said

Bill, who had already become familiar with the names and sizes of the type bodies in ordinary use.

"I'll take yer," said the Senior Apprentice, with sporting blood in his veins. The Piece-hand was made stakeholder and the Tramp referee.

Bill proceeded to the basement, stripped and soon reappeared ready for the dive. With due solemnity the pica quad was produced and a mark of identification placed upon it. Then it was ceremoniously dropped into the tank and disappeared from view. Gleefully Bill climbed into the water. He bobbed up and down a few times and then, with a smile of triumph on his freckled face, as his bare foot alighted on the quad, he made a dive and *came up puffing and blowing, but with the em quad securely clenched in his hand.*

"Here it is!" he shouted.

But the referee calmly examined the quad and declared it to be bogus. It did not contain the mark of identification. Bill climbed out in a dazed sort of way, but it was not until after he had redressed himself and returned to the office that he learned that while he was undressing the Senior Apprentice had thrown a whole handful of pica em quads to the bottom of the tank. But Bill was game and made no complaint.

Next day Bill offered to jump from the peak of the barn on a similar wager and found ready acceptance. The roof was at least forty feet from the ground and in jumping Bill stood every chance of breaking his back and ending his active career. He climbed the ladder, crawled up the slanting roof and poised for a moment on the summit.

"Here goes," he cried and then he jumped — not to the ground but to the side of the roof. Then he slid down the rest of the way to collect his bet. It was hoss and hoss, as they say in sporting circles.

Bill wondered what would happen if he placed his old soft felt hat, filled to the brim with water from the big tank, on top of the door through which the Senior Apprentice would return from an errand. He was



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

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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.

DECEMBER — sit down and figure out the year's profits.

TO all our friends, far and near, a Merry Christmas and a Happy and Prosperous New Year.

THIS year's losses can be turned into next year's gains. Experience is still the wisest of teachers.

IN figuring up your profits for the year be sure to allow a sufficient amount for shrinkage in the value of your plant.

DON'T let your "stock" become exhausted and thereby drive prospective customers away. Keep a full supply of the staples always on hand.

THROUGH all the season of high prices for every variety of material used by the bookbinder, the prices for bookbinding have remained the same and even gone lower.

WHAT doth it profit the printer to keep his presses running continuously if he hasn't figured into the estimate something more than the actual cost? Yet some printers do it.

BOOKBINDERS are all agog over a new method of producing white ink. The Germans have invented a leaf similar to aluminum or metal, but absolutely white. This may be stamped on a cover or any other substance, producing the effect of a brilliant white ink, but more beautiful than anything that the bookbinders have yet been able to produce.

THE printer in war will soon be a relic of the past, notwithstanding the fact that the British War-office still clings to the "army press," as shown in the illustration in the November number of THE INLAND PRINTER. In the United States army the typewriter has supplanted the printing-press in the field. It is easier to carry around, requires less labor in operation and is every bit as useful in reproducing legible copies of army orders.

NUMBERS of exchange requests are received by THE INLAND PRINTER from publishers of newspapers and others. THE INLAND PRINTER is designed for circulation among printers, publishers and newspaper men generally, and of necessity has a limited exchange list. A few publications in lines very closely allied to printing are on the exchange list, but we can not undertake to send THE INLAND PRINTER in exchange for daily and weekly papers. The magazine is a valuable one and an expensive one, and it is hoped that publishers will appreciate this. Send in the required amount and have your name placed upon the subscription books in the regular way.