

TYPEFOUNDERS AND TYPEFOUNDING IN AMERICA.

BY WILLIAM E. LOY.

NO. VIII.—JAMES LINDSAY.

ONE of the foremost typefounders in America in his day, and certainly one of the most ingenious, was James Lindsay, who, during most of his lifetime, was connected with the foundry of George Bruce's Son & Co., of New York. Mr. Lindsay may be said to have been born a typefounder, for his father was superintendent of the Alexander Wilson foundry, in Edinburgh, and brought up his five sons to the trade. James Lindsay was born in Glasgow, June 26, 1826, but while still a child his parents moved to London, remaining there but a short time, when they went to Edinburgh, where he grew up and spent the early years of his employment. When twenty-five years old he was induced by George Bruce to come to America, and he at once took the position of superintendent of that establishment, remaining there until his death.



JAMES LINDSAY.

Mr. Lindsay had learned every branch of the typefounder's trade. He was not only a designer of typefaces, but a cutter on steel, a fitter of matrices, moldmaker, typecaster, machinist and electrotyper. Andrew Foreman, of San Francisco, who for many years was employed in the same foundry under Mr. Lindsay, says he was proficient in all departments of the trade and a man of great natural ingenuity. So highly were his services appreciated by Mr. Bruce that he regularly set apart a portion of the net earnings of the business for him, feeling that it was well earned. Mr. Lindsay was not aware of this until after the death of Mr. Bruce, but he then took his place as a full partner with David Wolff Bruce in the conduct of the business. Great strides in typefounding were made during this period, and the foundry held its place as one of the foremost in America. Much of the success achieved was due to Mr. Lindsay's able management, for he was not only an able superintendent, but a shrewd business man as well.

As a designer and cutter, Mr. Lindsay's work was not extensive, but of such character as to prove his capabilities had he devoted his time to it. He it was who always stepped in to cut odd sorts, or complete the work left incomplete by someone else. In this way he would perhaps cut the capitals for one font, the lower-case of another, figures or small caps, for another. He did, however, cut the entire font of English No. 19, and the patent figures and fractions shown in the specimen book of George Bruce's Son & Co. His work is thus lost in the multitude of characters produced in the foundry, but its influence was felt and appreciated at the time.

Soon after taking up his abode in America, Mr. Lindsay made his home in what was then Williamsburg, before it became a part of the city of Brooklyn, and he was one of the organizers of the Burns Association, serving as its president in 1863 and 1864. In social life he had many admirable characteristics—hospitable, liberal, jovial in manner—and he made many friends. The death of Mr. Lindsay occurred at his home September 2, 1879, at the comparatively early age of fifty-three, and was due to pneumonia.

BEST IN THE WORLD.

Enclosed find subscription to THE INLAND PRINTER, the best printers' journal in the world. I look for it long before it comes and you may easily guess that I am delighted when it does arrive.—J. A. Brady, Statesville, North Carolina.

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The purpose of this department is to candidly and briefly criticize specimens of printing submitted hereto. The large number of specimens submitted makes it necessary that all comments shall be brief, and no discourtesy is intended in the seeming bluntness of adverse criticisms. Contributors who fear adverse criticism must give notice that they desire only favorable mention, and should their specimens not deserve praise no comment whatever will be made. Samples intended for review under this head should be mailed to this office flat, and plainly marked on corner "Alpha."

BLOTTERS and menus from F. H. McCulloch Printing Company, Austin, Minnesota, are good samples of neat type display and excellent presswork.

TWO CATALOGUES submitted by the Kenyon Printing & Manufacturing Company, Des Moines, Iowa, are neat in typography and good specimens of fine presswork.

A. M. FARNSWORTH, Camden, New York, submits a few specimen Epworth League topic cards, plain and in colors, of which he makes a specialty. The composition and presswork are good.

LETTER-HEADS and statement headings from Arthur F. Ittner, Red Lake Falls, Minnesota, are plain specimens of ordinary composition and presswork—nothing particularly striking about either.

CHARLES E. SMITH, with Meyersdale (Pa.) *Republican*.—Your letter-heads and cards are neat samples of artistic display and good presswork; up to date in style; showing intelligent and careful treatment in plan and execution.

W. C. BAILEY, Coldwater, Michigan.—The samples submitted by you are fair specimens of composition and presswork. There is a tendency to use too much ornamentation in some of the ads. in the city directory; otherwise display is creditable.

A HANDSOMELY lithographed card conveys Christmas greetings and the season's compliments from the Government Photolithographic Department, Perth, West Australia, to THE INLAND PRINTER. Thanks. Please accept our good wishes in return.

WE have received a removal notice from Fred S. Gorham, room 16, Whipple-Freeman building. It is printed in aluminum ink on cadet gray stock, but there is nothing on the envelope or notice to tell in what part of the country the office is located.

A PACKAGE of commercial and society printing from W. S. McMath, Dallas, Texas, gives evidence of artistic workmanship in display composition and excellent treatment in presswork. Cards, programs, booklets, etc., are all very attractive in appearance.

C. H. SMITH, advertisement expert, 112 Water street, Boston, Massachusetts, submits a car card printed in white lettering on black background, and illustrated with half-tone of characteristic subject. The style is attractive and will no doubt find many admirers.

SOME neat samples of advertising booklets and folders issued by the Pacific Press Publishing Company, Oakland, California, are unique in design and excellent in printing and finish. Such advertising ought to bring good returns in the shape of numerous orders for printing.

SEVERAL samples of commercial work from George C. Hubbs, Waterloo, Iowa, show that he is up to date in style of display composition. Some of the work is very neat and printed in two colors. The presswork, by F. A. Winslow, is of good quality, considering the kind of press on which it was done.

CONSIDERING the difficulties under which it is issued, the *Steamboat Pilot*, published at Steamboat Springs, Colorado, is an excellent production. The composition and make-up are good, and presswork as good as could be expected on such poor stock. A shade darker blue on the cover would, we think, have been an improvement.

A SERIES of blotters printed by F. F. & Arthur Wilson, Glasgow, Scotland, are good specimens of artistic display and excellent presswork in this line of printing. The blotters are 5½ by 8½ inches in size, and each is printed in two colors. They form attractive advertisements, as well as being useful, both as blotters and monthly calendars.

AN eight-page circular, 7 by 10 inches in size, is issued by the William Brown Engraving Company, San Francisco, California. Ladies' fashion plates are shown in various grades of half-tone and line engraving, and on the front page is one in three colors. All the engraving is of excellent quality, and the printing, by Bonnet & Smith, is very well done.

A LARGE package of specimens from the W. T. Ridgley Printing Company, Great Falls, Montana, has been received, and contains some veritable works of art in typography. Calendars, blotters, booklets, letter and note heads, etc., all show artistic treatment in both composition and



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TYPES.

BY ARTHUR K. TAYLOR.



HE individual who has had experience in the office end of the printing business can tell you that there is probably as much difference in customers as there is in printers, and it may be largely because each following is made up very generally of finite beings having in their composition more or less of human nature.

Of course, you all know of the printer built after the pattern of the oyster, on whom nothing can make an impression, and who does only what he has to do and does it in the same manner that his father, grandfather and great-grandfather all did before him, and for whom there is no help this side the pearly gates.

The customer corresponding to him you will recognize as the man who is responsible for a dismal array of obsolete job type, that would if used in an up-to-date piece of printing, be as out of place as hoopskirts would in modern dressmaking. This man would as soon think of changing the name of his firm on his bill-heads as he would the style of type in which it is set. If, in a misguided moment you should feel called upon to submit to him a few proofs set in an attractive, modern style, you would probably be rewarded for your pains by having the order hurriedly canceled and your customer, with his suspicions now thoroughly aroused, would most likely take his work to the man who is, typographically, a lineal descendant of his great-grandfather.

A more pleasant picture to contemplate (from an agent's standpoint) is that of the young printer who will buy almost anything, whether it has merit or not, or whether he has any present or future need for it — if he can only be assured that it is new. A well-written advertisement catches him the first time, and if it is both well written and well printed, its effect on him is irresistible, and should it be backed up by a little plausible talk from an affable salesman, from that time on

until he owns the article in question he is firmly convinced that there is nothing on this earth quite so desirable or nothing on which his prosperity, health, and perchance his ultimate salvation, so surely depends as on the possession of that particular article. That man sees a device advertised for casting slugs out of old electrotype metal, battered-up type and maybe a small proportion of old roller composition, preferably "winter." From that time on every job in which he uses those slugs has to be "justified by faith," for nothing else will do the miraculous work. He reads another ad. which assures him that, with an outlay of \$3.50 in money and two and a half days of his valuable time, he can be equipped and taught to make half-tone engravings. He pulls the cork right under. This sort of a man would rather spend \$10 in trying to do something himself than to go to a man who knows how to do it better for him for \$2.75.

The customer whose case you might diagnose as more nearly approaching this form of dementia is the man who is always hunting for something new. The man who insists on taking brown paper, such as is used for wrapping up beefsteak, prints it in a light-face letter, folds it in several different ways, and after it has been tied with a piece of tar-rope, complacently brings it before the public as a work of art. If it ever fell his lot to print an edition of "Nanon," he would surely think it his duty to see that the covers were printed on "Sand" paper.

And lastly comes the man with absolutely not the slightest appreciation, or, in fact, realization, of anything pertaining to wit, humor or even poetry. Although he may be native born and bred, he may in this respect be "Scotcher" than the proverbial Scotch. Woe betide that printer who attempts to brighten any of his sober and staid printed matter by any catchy display or by attracting attention to any double meaning that his words might unintentionally carry, for that printer would be repressed, if not humiliated, for his pains, for that man is blind to anything that sparkles,



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

A. H. McQUILKIN, EDITOR.

C. F. WHITMARSH, ASSOCIATE EDITOR.

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

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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 news-dealers and typefounders throughout the United States and Canada.

Patrons will confer a favor by sending us the names of responsible news-dealers 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.
E. GIROD & Co., 70 Foro Bonaparte, Milan, Italy.
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, 10 Fonarny Per Nugol, Officerskaja, St. Petersburg, Russia.
JOHN DICKINSON & Co. (Limited), Capetown and Johannesburg, South Africa.

ADVANCE IN THE SUBSCRIPTION PRICE OF THE INLAND PRINTER.

BEGINNING with April, the yearly subscription to THE INLAND PRINTER will be \$2.50; six months, \$1.25. Postage on foreign subscriptions, \$1.20 per year extra. Retail price for single copies, 25 cents.

EDITORIAL NOTES.

THERE is a North Carolina law, which may also obtain in some other States, which requires that the price for briefwork shall not exceed 60 cents per page. This law was passed for the protection of litigants. There is nothing on the statutes, however, saying what a lawyer's fees shall be. This is a question which the Typothetæ might find it of interest to investigate and find a Constitutional precedent for it — if it can.

A NEW YORK assemblyman is trying to pass a law regulating the size of type in newspapers and magazines. The reason assigned is the protection of the eyesight of the present and coming generations. This procedure leads on to other regulations in the logical order of things, and to a paternalism of the most objectionable kind. Luckily the people of this country have a saving sense of humor that protects them from folly of this kind.

PRESIDENT GEORGE E. MATTHEWS, of the United Typothetæ of America, advises that it is essential to the life of the Typothetæ that the younger and more active men should be induced to join it. "To them the craft looks for its future." Assuredly. But let us also give as much, if not more, attention to the making of competent printers. Who will set the example of the careful selection and education of apprentices? The employer who will see to it that his apprentices are thoroughly instructed will be able to secure the best class of apprentices and more faithful workmen than the short-sighted "rusher" who regards his employes as so many automatons, to be used as their needs and his power will allow.

THE increase of commercial activity in the relation of America with foreign countries, especially in the Western hemisphere, is illustrated by the unusual and prevalent demand among American young men and women for instruction in Spanish. This demand will be met by the Chautauqua summer schools in the so-called Pan-American courses, designed to offer instruction in elementary Spanish, in advanced Spanish, and in certain commercial courses in which writing of business letters in Spanish and the usages of South American commerce will be taught. There are also to be courses in English for Spanish-speaking students. It is thought a number of South American visitors to the Exposition may make their headquarters at Chautauqua during the next season.