

get C. W. Zander's "Phototrichromatic Printing," 48 pages, \$1; fifth, from the point of view of the photographer, get "Photomechanical Processes," by W. K. Burton, for sale by Tennant & Ward, 289 Fourth avenue, New York city.

FINE PROCESS LINEWORK UPON CHALK PAPER.—W. B., Terre Haute, Indiana, wishes to know what is the trade name and of whom he can procure the coated cardboard used by process engravers "to prepare copy" for the imitation of fine line commercial lithography. *Answer*.—The paper most generally used for the purpose is Ross's progressive line or crayon tints. The Fuchs & Lang Manufacturing Company, 29 Warren street, New York, is headquarters for these papers. They contain printed lines in one direction and raised lines running at right angles to them; the former can be scraped away wholly or partly, and the latter can be drawn over with crayon, doubling and trebling the strength of tints by forming lines across the printed ones, thus creating effective drawings for line reproduction. For imitating litho hand stipple the "Ross's graded, embossed stipple papers" are used. For imitating fine commercial engraving the best medium is Benjamin Day's shading machine, used on the Ross coated (plain chalk) paper, or on fine "Reynolds' bristol" board.

## TYPEFOUNDERS AND TYPEFOUNDING IN AMERICA.

BY WILLIAM E. LOY.

NO. IX.—DAVID WOLFE BRUCE.

**I**N the life of David Wolfe Bruce we have an example of one brought up in the atmosphere of a typefoundry, whose father was a working typefounder, and with a general knowledge of the business gained from association, but without the practical training of the workman. Yet he did as much as any one man for the advancement of the business, and had a keener perception of the requirements of the printer and a finer and more artistic taste than many who made the practical side



DAVID W. BRUCE.

of the art their daily study. David Wolfe Bruce was a son of George Bruce, one of the brothers who established the business of D. & G. Bruce early in the last century, and he was born in New York March 21, 1824. He died at his home in the same city March 13, 1895, thus having nearly completed his seventy-first year. He was the youngest son, and his education and training were of the most careful kind. He was always a patron of art, and early began the gathering of paintings and other articles of virtu, besides taking a keen interest in the history and literature of printing. During his active career he gathered a collection of books on the subject of printing, which is certainly not surpassed if it is equaled in America. Those who are fortunate enough to possess the large specimen book issued by the firm of George Bruce's Son & Co., in 1882, have in it a complete bibliography of the literature of printing and allied trades, the bibliographical information being contained in the display lines showing the various faces of type made by the firm. Besides this list of books, Mr. Bruce conceived the idea of incorporating the entire text of De Vinne's "Invention of Printing," and there is thus shown not only the ordinary faces used in book printing, but all the faces made by this foundry which might be available for a work of whatever size. Beginning with the preface, great primer is shown in several styles, followed by English, and continuing down the scale of sizes until the index is reached, which is set in diamond, the smallest type then made by the Bruce foundry. To this specimen book Mr. Bruce gave much of his thought, and it was intended to be the crowning work of his career.

Mr. Bruce began his life as a typefounder on the death of his father, George Bruce, in 1866. His connection with the business marks an era of very great activity in typefounding and printing, which after the close of the War of the Rebellion made wonderful strides. There was abundant opportunity and ample reward for those who caught the spirit of improvement and progress, and in addition to the large fortune inherited, Mr. Bruce rapidly advanced to the place of one of the wealthy men of New York. It was during the period from 1870 to 1880 that Mr. Bruce encouraged the production of so many new and



From collection of H. W. Fay, De Kalb, Ill.

Photo by Sackett.

THE CHILDREN'S "HORSELESS CARRIAGE."

beautiful faces of type, and one series in particular has been the admiration of printers everywhere—the Penman script. It is by far the most complete series made by any one typefoundry, and is still popular.

Mr. Bruce's health began to fail about 1886, and in 1890 he retired from the business, disposing of the entire stock and good-will to three employes who had been with the establishment for a long time, Henry M. Hall, Vilinder B. Munson and Robert Lindsay. Mr. Bruce was one of the promoters and active members during the later years of his life of the Grolier Club, but long before his death he became so weak in body and mind from long illness that he was seldom seen but by his attendants and most intimate associates. With his death the last of the Bruce family connected with the business in New York became extinct. The name was once well known from one side of the continent to the other, and the firm had the largest export trade of any American foundry.

## TALK OF EIGHT-HOUR DAY IN CLEVELAND.

At the last regular meeting of Typographical Union No. 53, held in Cleveland, Ohio, March 7, the following resolutions were adopted:

WHEREAS, In view of the plain fact that the inauguration of the nine-hour day has proven beneficial to the printing trade throughout the country, and has aided materially in employing former out-of-work printers and thus stimulated industry by enabling them to use their purchasing power; therefore, be it

*Resolved*, That Typographical Union No. 53 declares that the time has arrived to introduce the eight-hour day in all job offices under the jurisdiction of the International Typographical Union, and that we urge the officers of the International Typographical Union and the editor of the *Journal* to begin an active agitation in favor of the eight-hour day; and be it further

*Resolved*, That we request sister unions to instruct their delegates to the next International Typographical Union convention to vote in favor of submission to the membership of the eight-hour day in all weekly newspaper and job offices.

From the above it will be seen that unions are beginning to take action along this line. Others will probably be heard from before long.

*THE*

*INLAND*

*PRINTER*

*April 1901*



THE INLAND PRINTER COMPANY  
CHICAGO & NEW YORK



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

VOL. XXVII. No. 1.

CHICAGO, APRIL, 1901.

TERMS { \$2.50 per year, in advance.  
Foreign, \$1.20 per year extra.

**DIVIDEND-PAYING TYPE.**

BY F. W. THOMAS.



HERE is in every printing-office a quantity of hard-working type that earns its board and keep and pays dividends. There is also a great deal of type that works so seldom that not only is there no profit in its possession, but even its original cost is never covered by the meager returns it produces.

There are many causes which have brought about this condition, which has grown upon nearly every printer so insidiously that he scarcely realizes its extent.

The old idea that every commercial printing-office must be a "general job-printing" establishment, equipped for the execution of everything from a calling card to a three-sheet poster, has been, perhaps, the most potent factor in beginning and continuing this evil.

Haphazard selection of incongruous faces has been responsible for much of it.

A reluctance to part with old material for the small sum that it is really worth, and at the same time to take the list-price from the inventory is an ever-present influence which keeps many really useless fonts in cases that should be filled with working, dividend-paying letters.

It is manifest that if every printing-office in every city is equipped for all kinds of work, and if all the proprietors are endeavoring to get some of each kind of work, then each office will secure only a relatively small per cent of each kind of work and no office will have enough of any one kind to make it possible for the execution of that work to be handled on the economic basis common to other lines of manufacture. It is true that presses can be utilized to fair advantage on many kinds of work, but even in the pressroom there are striking economies to be made by handling a more limited variety. A printer doing principally fine letterpress work really can not afford to use his presses for posters. The injury to his machinery more than offsets the profit of an occasional poster. And it is evident that a pressroom devoted to but few kinds of work can turn out a greater average output than one in which each successive job calls for complete readjustment of the presses, with attendant fussing and puttering and

radical changes of ink, impression and make-ready. The greater expertness and quickness of workmen who handle continuously the same kind of forms is also a source of extra profit.

But it is in the composing-room that the greatest loss occurs through handling too great a variety of work. The first result of the mistaken policy of doing everything is the accumulation of a mass of type that is used only occasionally and the tying up of considerable capital which ought to be put to better use. The final result is a continued expense for case room, rent, insurance, etc., that is not justified by the slight use made of the material.

When a printing-office is the only one in a small town there is legitimate excuse for general equipment, but in a larger town or city it is manifestly absurd for a dozen shops each to have equipment enough in half a dozen departments to handle all the business of the town in each of those lines. The bulk of such duplicated facilities must lie idle the greater portion of the time, drawing interest but paying no dividends.

There is no way to get rid of this relatively idle material except to make up your mind what class of work you are best situated to do, and then throw out the facilities not needed for that work and devote your whole energy to securing the kind of business you want. Arrange your plant specially for it. Let nothing stand in the way of your determination to do only a few things and to do them better and cheaper than any one else. Specializing makes this possible and gives an extra profit besides. When a customer wants something out of your line do not imagine the world will come to an end if you send him to some other printer who has equipped himself for that kind of work. You will be surprised to see how quickly the carrying out of such a policy will bring reciprocity from other printers when they have customers for something in your line which they are not so well equipped to handle as yourself.

The carrying out of this policy would in time inevitably result in each printing-office becoming a manufactory for one kind of printing, and printers' profits would go up to a fair figure because each shop would



[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. XXVII. APRIL, 1901. No. 1.

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.

One year, \$2.50; six months, \$1.25, payable always in advance.  
Sample copies, 25 cents: none free.

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 seventy cents, or fifteen shillings four 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, Leipzig, 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.

THE yearly subscription price of THE INLAND PRINTER is now \$2.50; six months, \$1.25. Postage on foreign subscriptions, \$1.20 a year extra. Retail price for single copies, 25 cents. If any amounts less than these rates are sent in, subscribers will be credited only for time remittance covers.

### EDITORIAL NOTES.

RIGHTLY or wrongly, the claim is made that the supremacy of England in the markets of the world is about to be a thing of the past. The immense combination of capital in America, and the exactions of the labor unions in England, it is claimed, have given to the United States power to manufacture better and more cheaply than their great commercial rival.

It is amusing to one familiar with printing terms to note how the word "web" is used in newspaper accounts of the wonderful achievements in pressbuilding. In nine cases out of ten the modern rotary machines are referred to as "Webb" perfecting presses. One sometimes wonders if Mr. "Webb" has not become even more famous than Hoe, Scott, Goss, Potter, and other great pressbuilders.

QUESTION often arises, "Why is it that while the East is so well represented in the magazine world, and the West insignificantly so, that the South is represented not at all?" The reason is simple. The public is critical and will pay only for good reading. The author in the West or South finds his best market in the East, and with the East the confidence of the reading public chiefly reposes.

INDICATIONS exist that the acute competition of the newspapers will revive the souvenir and coupon craze that was in vogue five or six years ago. Chicago and New York papers are now distributing "art supplements," some of which are very creditable reproductions. They reach the out-of-town readers in very bad condition, as a rule, and are, therefore, more of an expense and an aggravation than an aid to increase circulation.

### OUR NEW VOLUME.

IN opening a new volume, THE INLAND PRINTER takes the opportunity of thanking its readers, contributors, advertisers and agents for the very generous support given it during the six months just closed. Without the hearty coöperation of its friends, such a magazine would not have been possible. The index in the March issue is a wonderful presentation, showing a list of articles and illustrations which no other publication in the graphic arts has ever given. This index