

TYPEFOUNDERS AND TYPEFOUNDING IN AMERICA.

BY WILLIAM E. LOY.

CHARLES WELLS AND THE CINCINNATI TYPEFOUNDRY.

THE old Cincinnati typefoundry has the distinction of being the first typefoundry established west of the Alleghany Mountains, and its origin dates from the year 1817. In that year Oliver Wells, who was formerly connected with the White foundry in New York, journeyed by flat-boat with a few boxes of type-founding tools to the then village of Cincinnati, where he began business on lower Market street. His plant was not an extensive concern, and is in striking contrast with the present establishment, which has grown out of it, consisting at that time of a few hand-molds, the matrices of a few roman faces, and a kettle in which to melt the type-metal. He had the new and rapidly developing country of Ohio and the territories to the west, Kentucky, Tennessee and the region to the southwest, for his market, and



CHARLES WELLS.

the facilities of transportation from New York and Philadelphia were so poor that he had no competition. In spite of his meager facilities, he was quite able to furnish all the type then needed, although a day's work with the hand-mold then used

ace, who died in 1851, and was succeeded by Lemuel T. Wells. In 1861 the business was transferred to Charles Wells, who, with Henry Barth and William P. Hunt, continued the business until the death of Mr. Wells, in 1885.

Charles Wells was a grandson of Oliver Wells, the founder of the business, and was born in Cincinnati December 14, 1822. He was actively engaged in the foundry for over forty years, beginning as a clerk in the office.

Mr. Wells was so modest and reticent in regard to his lineage that few of his intimate friends knew he was descended

"From loins enthroned and rulers of the earth,"

but he had an ancestry of which any man might be justly proud. His name is found in a book of great interest and value, entitled "The History of the Wells Family in England and Normandy." Mr. Albert Wells, its historian, says: "The account of this family is voluminous and very satisfactory, and can be traced back to 794 A.D.; that it was of high rank in Normandy and England, and continued with royal marriages for over seven centuries." Gov. Thomas Wells, of Connecticut, who came to Hartford in 1636, was of this family; also the Hon. David A. Wells, the distinguished financier, and the Hon. Gideon Wells, who was Secretary of the Navy during the entire term of President Lincoln's administration. Charles Wells had liberal ideas in regard to politics, religion and social questions; he was social, genial, witty and frank to a fault; and his broad intelligence, originality of thought and expression, made him a most entertaining companion.

Mr. Wells had the misfortune to lose his only son, Lester,



SOME RECENT INLAND PRINTER COVERS.

THE INLAND PRINTER changes its covers every month. It has just issued a dainty brochure entitled, "Inland Printer Covers," containing ninety miniature designs similar to the above, which will be mailed to any address on receipt of 25 cents. The booklet has handsome cover in colors, and is a pleasant reminder of the artistic designs that have appeared on the magazine.

was about five pounds of long primer. His customers were not critical, and were content as long as the type would furnish a readable impression.

The promoters of this foundry were Oliver Wells, Horace Wells and John White, and it was thus an off-shoot if not a branch of White's New York typefoundry. In 1830 the partnership was changed to a corporation, the stockholders being Elihu White, of New York; Oliver Wells and Nathan Guilford, of Cincinnati. About 1840 the foundry adopted the Bruce typesetting machine, and from that time it grew rapidly in the volume of business, besides giving its patrons a better quality of type. After the retirement of Oliver Wells, in 1833, the management passed into the hands of his oldest son, Hor-

ace, who died in 1851, and was succeeded by Lemuel T. Wells. In 1861 the business was transferred to Charles Wells, who, with Henry Barth and William P. Hunt, continued the business until the death of Mr. Wells, in 1885.

"THE INLAND PRINTER" A GREAT HELP.

Enclosed find \$2.50 for a year's subscription to THE INLAND PRINTER. I do not see how I can get along without it. It is one of the best helps I have in my office.—R. Lewis Berry, Orangeburg, South Carolina.

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CONSIDER THE CUSTOMER.

BY F. W. THOMAS.



THE thinking man will at once admit that one of the most potent influences in building up any business is a satisfied customer. Advertising for new customers might almost as well not be done at all if those new customers, when obtained, are not made permanent patrons. A man's first order is seldom very profitable,

for his notions of typography must be learned, usually at some little extra trouble in the way of changes in the work after it is set. But after you have learned the style of work that pleases him best, it is practicable to push his orders through with that dispatch which results in profit. It is the old-established, satisfied customer whose business is profitable, and every energy should be bent to make such a one of every new patron. The customer who is so satisfied that he will turn a deaf ear to the solicitations of your competitors is one of the foundation stones on which a substantial business may be built.

Pleasing a customer begins with the first impression he receives on entering the door. The old notion that anything was good enough for a printer's office, that a dirty, slip-shod barn of a corner of the workroom would do for the reception of patrons, has become obsolete, and now many printer's offices are arranged with the same artistic care that is devoted to the production of their work. There are still, however, many shops sadly in need of reform in this respect. The progress of the last few years in this matter has been most marked, and undoubtedly is proving a powerful influence in raising the standing of the printing business to its proper plane.

The money spent for a well-furnished, conveniently arranged office is a wise investment, not an extravagance. It gives an air of prosperity that breeds respect in your customer and self-respect in yourself, and has a good, substantial influence for real prosperity. To preach the value of good printing to a man

who is leaning over a pine railing because there is no chair for him to sit in, and amid slovenly surroundings, is an inconsistency which even the most unobserving can hardly fail to notice.

A well-appointed general office, tastefully decorated, the walls hung with neatly framed specimens of your best work, comfortable chairs, and tables for customers to sit by when looking over samples, is now an absolute necessity to an up-to-date establishment. And it will be still better if you can have at least a small private office where you can take those who have large orders or those whose work is of a confidential character. They will appreciate the special attention thus given them, and there is the very practical advantage that you can then give their instructions that undivided attention which is impossible amid the interruptions of the general office, and there will be less likelihood of misunderstandings.

The arrangement of the entrance to the shop from the office should be such as to make it impossible for customers to enter the workrooms. This is a matter about which most printers are altogether too careless. Much of the work that comes to the printer is of a more or less confidential character, and every customer should know that he can give you an order without fear of its being seen by any one but yourself and your employes. The best way to make him believe that this is the case is to keep him out. If he runs all over your shop he will reason that others probably do the same, and will order his confidential price-lists or other such work from some one else. And it may be well to remark that a sign reading "No Admittance" on the shop door is a mere joke. The nifty man whom you are most anxious to keep out will pay no attention to such a sign. The door must either be so placed as to be inaccessible or be kept locked.

There are many other ways in which you must consider, or perhaps we had better say, humor, your customers. There are a great many people outside of the business who have a well-developed idea that they know best how their work should be done. They mark on their copy, "Use plain roman gothic," or "Set in long primer," or insist that their jobs must be set caps