

THE PETITE

Typographic Messenger.

MONTHLY. DEVOTED TO THE TYPOGRAPHIC ART.

SIXTY-THIRD YEAR.

APRIL, MAY, JUNE, 1890.

NUMBER THREE.



GWATKIN & SON,

TORONTO, ONT.

EVERY REQUISITE FOR A PRINTING OFFICE
FURNISHED AT SHORT NOTICE.
ESTIMATES CHEERFULLY GIVEN.

THE PETITE TYPOGRAPHIC MESSENGER

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DEVOTED TO THE

TYPOGRAPHIC ART,

PUBLISHED MONTHLY BY JAMES CONNER'S SONS,

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Edited by ALBERT CURÉ

△ An article appearing in the *Typographic Advertiser* under the caption of "Modern Business Correspondence" strikes us as a point well taken, as far as it went, even though the author assumed the role of the "satirical rogue." Our cotemporary treats of the business methods pursued by various New York and Western type foundries in the way of *discounts, etc.*, and he becomes somewhat ingenious in the manner of his gerrymandering the geographical localities in which the evils complained of exists; for instance, what's the matter with Philadelphia and Boston? Are we to understand directly or by inuendos, that the city of Brotherly Love and the Hubites contain all the "pure in spirit?" And must we in our deductions draw the line of demarkation

so as to exclude our extreme Eastern friends? Would that we could; but alas, while we are willing to concede a vast improvement over our Western competitors, we are forced, against our inclinations, to assert, *and that boldly*, that Philadelphia and Boston is not altogether "without guile." We have a faint recollection of something about people who live in glass houses, stones, etc. which seems to us quite apropos here.

Would it not be better, then, in view of all the facts, for our Eastern people to consolidate and form some base of operations, by which we could join hands as a solid phalanx and present an unbroken front to our Western adversaries? What say you?

△ Our next Supplement will be that of a Cow-Boy, and we will try and make it a typical one. It is not a very difficult matter for a printer to make a Newsboy.

△ From Sidney, N. S. W., comes an elaborate specimen of Typographic work in the way of a New Year Greeting, issued by Messrs. Gibbs, Shallard & Co. The artist who designed and executed the job possessed no ordinary

degree of ability, and he must have been in a happy vein at the time, possibly superinduced by the approach of the festive season of which the work treats—New Year. The *technique* displayed is unique in every particular. If Mr. B. G. Butcher (who is credited with producing the job) is a young 'un, this work alone bespeaks for him a brilliant future; if, on the other hand, he is matured, he may flatter himself that he has attained a position in the front rank as an accomplished artist. We could, of course, criticise some trivial faults,—but then what job is perfect? On the whole, it presents the appearance of a work emanating from a master hand.

While it is rather late in the year to extend the usual *Complimens de la Saison* to Messrs. Gibbs, Shallard & Co., as well as the craft in general in Sidney, yet we take this our first opportunity of doing so.—*Mas vale tarde que nunca.*

△ *The Seaside Torch.* A pretty little 16 page sheet, published by Masters M. W. & C. Pennypacker, of Asbury Park, comes to us regularly as a monthly publication, and when it is considered that the proprietors are aged respectively 12 and 16 years, we cannot help

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admiring the taste displayed, nor the business tact shown; to prove which, is only necessary to observe their advertising columns, which is absolutely a business directory of Asbury Park in itself. While we do not, as a rule, admire anything that smacks of the amateur, yet these boys seem to have eliminated any and everything of that nature, one would (not knowing otherwise) almost suppose he was in receipt of a publication from an old established house.—“Great Oaks from little Acorns grow.”

△ On Monday, April 7th, the ladies connected with the United States Type Foundry, through the courtesy of Messrs. James Conner's Sons, gave a very pleasant post-easter festival, to which all employees connected with the Foundry were invited. The committee in charge were indefatigable in their efforts to have all present enjoy themselves. The collation was sumptuous and after partaking of the refreshments, the floor was cleared, and all hands tripped the light fantastic toe.

The annual pic-nic will take place at Greenville, N. J., on the first Saturday in August.

△ Messrs. Frugone & Balletto send a very pretty 4 pp. circular, containing a patriotic

poem commemorative of Italy's national emblem. The flag is printed in red, green and blue, the poem in green, and the whole is surrounded by an oxford rule border in red. The colors are all cleverly laid on, and show considerable taste on the part of our Italian friends.

△ Mr. R. P. Yorkston for so many years connected with the Campbell Press, but now tooting the grunt horn for the Whitlock Press speaks in glowing terms as to the general prosperity of the Art Preservative in the sections lately visited by him. He is now traveling through his Southern circuit.

△ “Do you know Burdge? So glad.” If anything in this world fills the soul of our friend Harry Burdge chock full of delight it is to do a favor for his friends, and he does it effectually, too, by furnishing them with the very best Printing Inks to be found in our market.

△ Our friend, Mr. R. H. C. Valentine, called on us the other day, and upon being interrogated about business in his lines, answered with Hamlet: “Thrift, thrift, Horatio,” and van-

ished as did Hamlet's paternal ancestor when on one of his nocturnal sorties.

CHAPTER I.—YE PRINTER.

REVISED VERSION.

And it came to pass in these days as follows: And there cometh unto the printer a man from Providence, (R. I.) who yearned for 500 pistol cards printed, the printer to furnish the cards and stamp the same.

And lo and behold, when the printer saith that the expense thereof would be 9% shekels (\$6.50) he marveled.

And he said unto the printer, behold I can get them for 6% shekels (4.75), and he went his way.

Then it came to pass, that the wayfaring quack doctor and sooth-sayer cometh unto the printer with divers jobs wrought in many colors, even like unto the rainbow.

And peradventure, he did beguile the printer to print by giving cash offerings in gold, and in silver, and in paper, and likewise nickel and copper, for the *first* job.

And as he brought forth his purse to settle, behold it was stuffed like unto the whale that did Jonah swallow.

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And ye printer smiled with exceeding great joy.

Now the sooth-sayer beheld the gladness of heart of ye printer, and he waxed glad, and **he communed with himself and said I will strike him again.**

And moreover, he struck.

But when he got the second, third, yea, and even the fourth job, he payeth not, but skip-peth like unto ye flea or hopper-grass.

And no man knoweth unto this day whereof he alighteth.

Now there was a certain wise man by the name of Thomas, whose surname was Byrnes.

And the printer sought him out and they communed, one with the other.

And Byrnes spake unto the printer, saying: albeit that he hath fled into the land of boodlers, which is many leagues north of Harlem.

And the printer waxed wroth, and murmured evil sayings, and dire confusion prevailed in all the land.—*Selah.*

GRAB VALLEY, N. W., May 3, 1890.

To the Gift Type Foundry.

Gentlemen:—Your somewhat curt reply to ours of the 15th inst. in which we enclosed an order for \$33.33 for material, received, and

contents noted; we have, however, concluded to countermand the order, inasmuch as your rates are discounted by the Wind Type Foundry, from whom we have just received their *latest special terms*, together with their formula of type metal, which we consider far superior to the one furnished by you,—you giving only three-thirds to the whole, while the Wind people give four, and here it is: One-third air cells, one-third, *copper*, one-third anti-money, and one third wind (lake or prairie) just as we prefer, and there you are; besides, their formula is much lighter, and consequently we get the benefit of more sorts, such as £, \$, ffl, ffi, &, fl, ff, fi, q, x, z, etc. We have also a guarantee that in case we run short of nails in making our shipments that *their* type will come to our rescue in such an emergency, which is a matter not to be sneezed at, considering that we do a large amount of printing for hamphatters and barn-stormers, which we ship *invariably* C. O. D. and just as *invariably* pay the return expressage.

Hoping that we have not inconvenienced you to any great extent, and that you will be prepared to do better next time

We remain, truly yours (?)

TAKEALL & CO.

△ As will be observed, we present in this number ten new designs of type which we hope will commend themselves to the fraternity at large. It is not our province, nor indeed, would it be in good taste on our part, to expatiate upon their merits. We will, therefore, await the decision of a generous and criticising army of our patrons to endorse our endeavors.

Of the eleven faces shown we will state that the Hebrew is now complete in five sizes; the 48 Point Harlem and 36 and 48 Point Yorkville is now in preparation; the Stuttgart and Schwabacher are complete as shown; while we have also in hand the 36 and 48 Point Melrose. The remaining five faces, viz.: Tremont, Forge, Heintzmann, Randall and Old Style Celtic, No. 2 are being pushed to completion as rapidly as possible.

△ In the death of John F. Smith, Esq., late of The MacKellar, Smiths & Jordan Co., will be felt a loss not only to the Type Founding interests of the United States, but as a citizen and philanthropist, the community at large, looses one of its most intelligent votaries. In his life one of nature's noblemen,—in his death we are reminded of what all of us ought to be.

HIMLET PRINCE OF DUNKIRK

Get thee to a Dunnery. Why would'st thou be
a Breeder of Sinners.

RICHARD THE THREE TIMES

Stand Back and Let the Passing Cough, Knave.

HIMLET PRINCE OF DUNKIRK

Get thee to a Dunnet. Why would'st thou be so

64

As a Dunnet of Dunnet

RICHARD THE THIRD

Stand back and let the passing count, know

OLD STYLE CELTIC, No. 2.

6 Point

30A

1.45

**YOU MAY BRAKE, YOU MAY SHATTER
THE VASE IF YOU WILL, BUT THE SCENT OF THE
ROSES WILL CLING TO IT STILL.**

**MY BOAT IS ON THE SHORE, AND MY BARK IS
ON THE SEA, BUT BEFORE I GO TOM MOORE,
HERE'S A DOUBLE HEALTH TO THEE.**

12345 LORD BYRON. 67890

8 Point

25A

1.60

**HOW CAN I BEAR TO LEAVE THEE:
ONE PARTING KISS I GIVE THEE...THE
SOLDIER'S FAREWELL.**

**HERE'S A SIGH FOR THOSE WHO LOVE
ME, AND A SMILE FOR THOSE**

12345 WHO HATE. 67890

10 Point

20A

1.55

**THE THIEF DOTH FEAR EACH
BUSH AN OFFICER.**

1234567890

**MARK WHERE SHE STANDS;
DON'T TOUCH HER; SHE'LL GO**

12 Point

15A

1.60

**LAY ON! MACDUFF, AND
DAMNED BE HE WHO
FIRST CRIES ENOUGH.**

1234567890

**ONCE MORE TO THE
BREACH MY GAY BUCKO**

6 Punkte Stuttgart.

15A 90c., 50a 1.45.

2.35

Die Chinesen sollen schon unter ihrem Kaiser Wu-wang, welcher ungefähr 1100 Jahre vor Christi Geburt lebte, die xylographische Buchdruckerkunst, d. i. daß man die Schrift in Holz einschneidet, sie dann mit Schwärze überzieht und auf darüber gelegtes Papier abdruckt, gekannt haben. Die Japanesen schreiben sich diese Erfindung zu und streiten deshalb mit den Chinesen. Auch in Thibet soll nach dem Berichte verschiedener Reisenden, diese Kunst seit undenklichen Zeiten getrieben werden. Die typographische Buchdruckerkunst, die darin besteht, daß man einzelne Lettern oder Typen zusammen-

1234567890

8 Punkte Stuttgart.

15A 1.35, 50a 2.05.

\$3.40

Die Chinesen sollen schon unter ihrem Kaiser Wu-wang, welcher ungefähr 1100 Jahre vor Christi Geburt lebte, die xylographische Buchdruckerkunst, d. i. daß man die Schrift in Holz einschneidet, sie dann mit Schwärze überzieht und auf darüber gelegtes Papier abdruckt, gekannt haben. Die Japanesen schreiben sich diese Erfindung zu und streiten

1234567890

10 Punkte Stuttgart.

12A 1.05, 40a 2.00.

\$3.05

Die Chinesen sollen schon unter ihrem Kaiser Wu-wang, welcher ungefähr 1100 Jahre vor Christi Geburt lebte, die xylographische Buchdruckerkunst, d. i. daß man die Schrift in Holz einschneidet, sie dann mit Schwärze überzieht und auf da-

1234567890

12 Punkte Stuttgart.

8A 1.05, 30a 1.90.

2.95

Die Chinesen sollen schon unter ihrem Kaiser Wu-wang, welcher ungefähr 1100 Jahre vor Christi Geburt lebte, die xylographische Buchdruckerkunst, d. i. daß man die Schrift in Holz einschneidet, sie dann

1234567890

6 Punkte Schwabacher und Stuttgart.

SCHWABACHER ONLY.

15A 80c., 50a 1.10, 1.95

Die **Chinesen** sollen schon unter ihrem **Kaiser Wu-wang**, welcher ungefähr **1100 Jahre** vor **Christi Geburt** lebte, die **xylographische Buchdruckerkunst**, d. i. daß man die **Schrift in Holz** einschneidet, sie dann mit **Schwärze** überzieht und auf darüber gelegtes **Papier** abdruckt, gekannt haben. Die **Japanesen** schreiben sich diese **Erfindung** zu und streiten deshalb mit den **Chinesen**. Auch in **Chibet** soll nach dem **Berichte** verschiedener **Reisenden**, diese **Kunst** seit undenklichen **Zeiten** getrieben werden. Die **typographische Buchdruckerkunst**, die darin besteht, daß man einzelne **Lettern** oder **Typen** zusammensetzt und dann abdruckt, wurde aber erst vor etwa vierthhalb **Jahrhundert**en von **Guttenberg** erfunden.

1234567890

8 Punkte Schwabacher und Stuttgart.

SCHWABACHER ONLY.

8A 1.00, 50a 1.65, 2.65

Die **Chinesen** sollen schon unter ihrem **Kaiser Wu-wang**, welcher ungefähr **1100 Jahre** vor **Christi Geburt** lebte, die **xylographische Buchdruckerkunst**, d. i. daß man die **Schrift in Holz** einschneidet, sie dann mit **Schwärze** überzieht und auf darüber gelegtes **Papier** abdruckt, gekannt haben. Die **Japanesen** schreiben sich diese **Erfindung** zu und streiten deshalb mit den **Chinesen**. Auch in **Chibet** soll nach dem **Berichte**

1234567890

10 Punkte Schwabacher und Stuttgart.

SCHWABACHER ONLY.

12A 90c., 40a 1.30, 2.20

Die **Chinesen** sollen schon unter ihrem **Kaiser Wu-wang**, welcher ungefähr **1100 Jahre** vor **Christi Geburt** lebte, die **xylographische Buchdruckerkunst**, d. i. daß man die **Schrift in Holz** einschneidet, sie dann mit **Schwärze** überzieht und auf darüber gelegtes **Papier** abdruckt, gekannt haben.

1234567890

12 Punkte Schwabacher und Stuttgart.

SCHWABACHER ONLY.

9A 1.00, 30a 1.30, 2.30

Die **Chinesen** sollen schon unter ihrem **Kaiser Wu-wang**, welcher ungefähr **1100 Jahre** vor **Christi Geburt** lebte, die **xylographische Buchdruckerkunst**, d. i. daß man die **Schrift in Holz** einschneidet, sie dann mit **Schwärze** überzieht und auf darüber ge-

1234567890

HARLEM.

18 POINT.

15A

2.50

**HIFALUTIN POMPOSITITY.
THE METROPOLITAN IDIOSYNCRATIC.
A FULL-FLEDGED DUDELET.**

1234567890.

24 POINT.

10A

2.60

**THE INJECTION OF
HOMOGENEOUS PRINCIPLES.
MONUMENTAL AUDACITY.**

1234567890.

36 POINT.

8A

3.60

**METHODICAL
STOCK MANIPULATION
PHILANTHROPICAL**

1234567890.

Die Chinesen sollen schon unter ihrem Kaiser Wu-wang, welcher ungefähr 1100 Jahre vor Christi Geburt lebte, die x y l o g r a - g r a p h i s c h e Buchdruckerkunst, d. i. daß man die Schrift in Holz einschneidet, sie dann mit Schwärze überzieht und auf darüber gelegtes Papier abdruckt, gekannt haben. Die Japanesen schreiben sich diese Erfindung zu und streiten deshalb mit den Chinesen. Auch in Thibet soll nach dem Berichte verschiedener Reisenden, diese Kunst seit undenklichen Zeiten getrieben werden. Die t y p o - g r a p h i s c h e Buchdruckerkunst, die darin besteht, daß man einzelne Lettern oder Typen zusammensetzt und dann abdruckt, wurde aber erst vor etwa vierthhalb Jahrhunderten von Gutenberg erfunden. Er wurde durch die seit Jahrtausenden herrschende Sitte, mit dem Pestschaft Abdrücke in Wachs zu machen, auf die Erfindung derselben geleitet. Denn es ist mit Recht zu bestreiten, daß die Europäer, und unter ihnen die Deutschen, irgend eine Kenntniß von
1234567890

FORGE.

12 POINT.

15A 2.00, 25a 1.65, 3.65

**STAND NOT UPON THE
ORDER OF YOUR GOING
BUT GO AT ONCE.**

**For if you linger longer
you will perchance longer
linger; beware, the
headsman stalks behind.
1234567890.**

TREMONT.

12 POINT.

15A

2.80

**HOW NOW, MY GAY
AND FESTIVE BENVOLIO
DID'ST SNIFF
THE MORNING'S SNUFF
AND ART THOU IN
THE CONSOMME.
1234567890.**

Full Series now in preparation.

YORKVILLE.

12 POINT.

20A

1.95

FIRE BURN AND CALDRON
BUBBLE.

THRICE THE BRINDED CAT
HATH MEW'D.

MACBETH AND BANQUO
1234567890

18 POINT.

15A

2.55

SEA'S DEPTHS.
MOUNTAIN HEIGHT.
LANDSCAPE
COMMONWEALTH.

1234567890

24 POINT.

10A

3.00

CLAMBERINGS.
VINEYARD
GRAPE ARBOR
MOONSHINER.

1234567890

MELROSE.

12 POINT.

15A

2.25

TO WHAT BASE USES WE MAY
RETURN HORATIO.

THAT'S THE QUESTION:
WILL THE KEELY MOTER MOTE?
ECHO ANSWERS---SOMEDAY.

1234567890.

18 POINT.

12A

3.85

IN THE BRIGHT
LEXICON OF YOUTH
THERE'S NO SUCH
WORD AS FAIL.

1234567890.

24 POINT.

8A

4.60

PRESTO
WHERE IS IT
CHANGE.
1234567890.

FULL SERIES NOW IN PREPARATION.

HEBREW.

8 POINT.

30A

1.90

בראשית ברא אלהים את השמים ואת הארץ : והארץ היתה תהו ובהו וחושך על פני תהום, ורוח אלהים מרחפת על פני המים : ויאמר אלהים יהי אור שלעכב ברירדער, דיא לאַגע דער אַרבייטער איז צו בעדוירן דען דיא באַסעס האַבען זיך שעור צו קלאַפט האַטס אַללע אַפּטאַנע' האַצקעל מלך אָט דאָס

10 POINT.

20A

1.80

בראשית ברא אלהים את השמים ואת הארץ : והארץ היתה תהו ובהו וחושך על פני תהום ורוח אלהים מרחפת על פני ווער פאָן אייך קען שעדיגען דעם שטרייק פאָן דיא קניע פענטס מאַכער יוניאָן, אויף צום שטרייק. בעה"י פה נוירק.'

12 POINT.

20A

2.10

בראשית ברא אלהים את השמים ואת הארץ : והארץ היתה תהו ובהו וחושך על פני תהום : ורוח אלהים קאָסמאָפאָטאָלאָגישע ווישענשאַפט איזט געגרינדעט אויף מאַטרעאָליסטישע רעליגיאָניסטישען באַזום. שי"ז

18 POINT.

10A

2.10

בראשית ברא אלהים את השמים ואת הארץ : והארץ היתה תהו ובהו האַט מיך געטראַפען, אויף אַ גוטע.

24 POINT.

10A

3.00

בראשית ברא אלהים השמים האַפ ניט אָט דאָס אויף קוכען