

## HENRY LEWIS BULLEN.

WE take pleasure in publishing the portrait of Henry Lewis Bullen, a man who is perhaps more widely known in a personal sense than any other in touch with printers. The accompanying likeness will be recognized by his many friends all over the United States, in Great Britain, Europe and Australia.

For three years Mr. Bullen has been advertising manager of the American Type Founders Company, and every printer who reads *THE INLAND PRINTER*, or who has received the beautiful pamphlets, specimen books and catalogues of that company, will concede that Mr. Bullen has established a very high standard of excellence in such work. Three years ago the American Type Founders Company was subordinated in the public mind to the prestige of the old local names, but Mr. Bullen's work has left no doubt as to who sells "Everything for the Printer," and "Leads the Fashions in Type."

The value of his services in the advertising department was increased by his intimate knowledge of the wares he advertised, and this knowledge will now be used as manager of the Buffalo branch, to which position he has been appointed. On assuming the duties of this position the advertising department of the American Type Founders Company was closed, and Mr. Bullen has returned to a field in which few have had more experience or have been more successful. We predict that his services will be as valuable in the new as in the old position, and our best wishes go with him.

Henry L. Bullen was born in Australia, of American-Scotch parentage. His father was of old New England stock. The first Bullen arrived in the vicinity of Dedham, Massachusetts, in 1640, and to this day the family claim a homestead in that part of the country. After receiving a common school education in Australia he learned the printing business under the late Alexander Anderson, of Ballarat, and W. S. Mitchell (now of the firm of A. H. Massina & Co.), Melbourne, Australia. He came to America before he was of age, and first worked as a printer in Davenport, Iowa, and after that in St. Louis, Cincinnati, Philadelphia, Trenton, New York and Boston. In this tour he developed into a good printer—the one thing he is most proud of—besides contributing to various journals more or less regularly. While working in Boston he was engaged to set up and edit a trade publication for Golding & Co., and, succeeding in this, was offered the management of the selling department of that concern, which was then comparatively small. Developing a peculiar fitness for the position, he

increased the business rapidly, until it entered the front rank. Buildings were added year by year to keep pace with the demand, and Mr. Bullen was recognized by the trade as one of its leading men. This was at the time the point system of type bodies was coming into general use in the West, and Mr. Bullen, appreciating that reform to the fullest degree, was the first to introduce the new system in the East. The first point system outfits in New England were sold by him. The first point system office in New York City was also sold by him. The great development of Golding & Co's business in type at that time was primarily due to advocacy of the point system, and their success had a great deal to do with convincing the eastern type founders that "lack of system" type had to go. Several appliances in common use in printing offices were introduced at the suggestion of Mr. Bullen, among them the Polhemus cabinet, the best selling high-grade cabinet of the

present time, first constructed from his drawings in 1887, and put on the market in 1888 by the Hamilton Manufacturing Company, and now made by all manufacturers of printers' wood goods.

In pursuance of a strong desire to return to Australia, Mr. Bullen in 1888 secured an appointment to establish a printers' supply department for Alex. Cowan & Sons, papermakers, of Melbourne and Sydney, Australia. Before leaving for the antipodes, he visited Great Britain in order to acquaint himself with foreign machinery, type and supplies, and as a result of his experience here and across the Atlantic, obtained agencies from the leading manufactories; several American manufacturers thus secured an established growing market in Australia where before they had practically no business. Mr. Bullen arrived in Australia while the great Australian land boom was at its height,

and established his department under very favorable conditions, to the complete satisfaction of Alex. Cowan & Sons. He was under a contract for three years, but at its expiration the great panic which followed the land boom was coming on, and Mr. Bullen believed that the opportunities in the United States were better than in Australia, and decided to return here. Upon leaving he received very substantial evidences of the good opinion in which he was held by that highly respected firm and its employes, mementoes that are highly prized by him. Leaving Australia, the return was made via Ceylon and the Suez Canal to Naples. A trip through Italy, Switzerland, France, England and Scotland occupied several months, and Mr. Bullen arrived in New York in October, 1891, and, according to arrangements made while in Australia, immediately established the New York warehouse of the



HENRY LEWIS BULLEN.

The new Manager of the Buffalo Branch of the American Type Founders Company.

Hamilton Manufacturing Company, controlling the business of that company in the States east of Pittsburg. The business at once assumed good proportions, but its development was hampered by the uncertainties incident to the organization of the American Type Founders Company. In 1893 the stock of the Eastern branch of the Hamilton Manufacturing Company was sold to the American Type Founders Company and Mr. Bullen became acting manager of the New York branch of the

copies were sold. In 1889 the sales ran into thousands, and a large and permanent list of subscribers was added. It is characteristic of Mr. Bullen to go out of his way to benefit all whom he knows, and to do the service in an entirely unselfish manner.

As showing the good feeling existing between Mr. Bullen and the employes of the printing department of his company at Philadelphia, we have pleasure in presenting a miniature reproduction of a very handsome testimonial given him by the gentlemen whose names are subscribed thereto. The original is a handsomely framed document, and will be treasured by Mr. Bullen as one of the most valuable of his keepsakes.



TESTIMONIAL TO HENRY L. BULLEN.

We, the undersigned, employes of the specimen printing department of the American Type Founders Company, Philadelphia, Pennsylvania, hereby express our sincere appreciation of the courteous and gentlemanly manner in which

HENRY L. BULLEN

at all times coöperated with us while manager of the advertising department. We congratulate him on his promotion to the position of manager of the Buffalo branch of the American Type Founders Company, and extend to him our hearty good wishes for his success.

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|------------------------|---------------------|--------------------|
| Jacob J. Rupertus,     | Charles W. Berner,  | Harry L. Sullivan, |
| John C. Soby,          | M. Peter Voigt,     | Gustave Goette,    |
| William Kohler,        | William P. Mayhew,  | Gustavus Rickets,  |
| William Crossin,       | George Bastian,     | James Cunningham,  |
| William H. V. Jackson, | Louis Ficarotta,    | John Riley,        |
| J. W. Richwine,        | John B. McCullough, | Frank Riley,       |
| Joseph Combs,          | Thomas Brown,       | S. A. Keller,      |
| George M. Thorn,       | Thomas MacKellar,   | Frank Rupertus.    |
|                        | George Snyder.      |                    |

latter company, and afterward assistant manager under Mr. L. B. Benton, holding that position for nearly two years. The New York branch was moved into new quarters, its staff reorganized and its business increased largely and steadily. With the advent of Mr. R. W. Nelson as general manager of the company, there was a reorganization of the personnel, and Mr. Bullen was selected as advertising manager, in which position he has substantially increased his reputation, his principal work being the production of the type specimen books, machinery and material catalogues and pamphlets, which are familiar to all printers. In its early days Mr. Bullen was a contributor to THE INLAND PRINTER, and has always been a helpful friend and adviser to it. When manager for Golding & Co., he was the first to suggest that it be sold through supply houses, and through his energetic influence in those days hundreds of subscribers were added. His friendly interest in this publication was continued in Australia, where in 1888 very few

CLEVELAND PRINTERS ENTERTAIN THEIR DETROIT BROTHERS.

THE meetings of the United Typothetæ are always enjoyable affairs in themselves, and the spirit of entertaining and being entertained is always uppermost in the minds of the visitors and the visited, so much so, indeed, that the local organizations as a rule make provision to entertain their brothers who are en route for the convention or for home. Cleveland Typothetæ, therefore, being in the mood, determined to entertain their Detroit brethren, and, in accordance with the plans and specifications, the Detroit Employing Printers' and Publishers' associations, and their etceteras and impedimenta, engaged berths on the night boat from Detroit on September 17, and arrived in Cleveland at 6 o'clock next morning. A committee of the Cleveland publishers met their guests at the wharf and escorted them to the Weddell House.

A dozen tallyhos and carriages were assembled at the hotel, and at 9 o'clock the party started on a carriage ride over Euclid avenue to the Garfield memorial, stopping at the establishment of the American Type Foundry on St. Clair street, where Mr. F. B. Berry, the manager of the branch, had provided suitable refreshment for the genial hundred and twenty-five. The premises were suitably decorated, and the fittings of the new offices, said to be among the finest of any branch establishment of the association, were the subject of favorable comment by the guests. A wainscoting was made of matrices of the daily newspapers in Cleveland's territory — giving only the first pages — and, taken together, these give a connected account of the Spanish war, and will eventually become valuable on account of this historical feature. They are also exceedingly interesting to all publishers in consequence of the



variety of make-up and style of display "War Heads." Above the matrices is a border of original pen-and-ink sketches of war cartoons contributed for this purpose by friends among the newspaper artists. Over the cartoons is a handsome and unique border made of specimens of artistic printing in colors, all of which are mounted on a mat; and, like the rest of the decorations, these have been covered with varnish so that they