

THE IMPRINT

A Monthly Record for Printers, Engravers, Lithographers and Book Binders

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ADVERTISING RATES ON APPLICATION.

Indention or Indentation.

AN article appears in the November Book-maker discussing whether the word should be "indention" or "indentation" as applied to printing. THE IMPRINT'S preference is for the shorter word, which is certainly more generally used than the other. The verb is "indent" and the noun "indention" naturally comes from it as invention from invent, intention from intent, insertion from insert, inspection from inspect, instruction from instruct and in numberless other instances. Of course there are a number of words which follow other rules, but we believe a far greater majority ending in "tion" take the short cut than the long one. In any case if usage is not sufficient authority for "indention" in preference to "indentation," then the modern tendency toward brevity should rule out the longer word.

* Apropos of this subject, what name is applicable to the indention beginning this paragraph? There are three forms of indention well-known to all printers: paragraph, hanging and pyramid indentions. The Book-maker calls the latter "inverted pyramid," which is strictly correct, but we believe it is almost invariably called "pyramid indention" for brevity. Another is "motto indention," which is a blank of about half the measure at the beginning of the first line although the writer never heard of it until reading the article under consideration.

ITALIC has been going out of fashion for years, and is now rarely seen in newspapers or other periodicals. There is really no necessity for it, and it mars the appearance of a page wherever used with Roman type. It should be relegated to the use of cranks and scientific works of reference. It is an unmitigated nuisance and useless expense both to the printer and the typefounder.

"PRINTERS AND KINDRED TRADERS' MONTHLY ADVERTISER" is the title what there is of it - of a new aspirant for favor across the water. It is a bright and readable serial; 66 Imperial Buildings, Ludgate Circus, London, England.

The Old Fashioned Printer.

[WRITTEN FOR THE IMPRINT].

Oh, the print, the old-fashioned print,
Cutting up stuff without the least stint,
Slashing up furniture, brass rule and lead,
Building a border'd, three-column ad,
He goes fumbling,

Mumbling,

Tumbling around,

Filling the air with a thund'rous sound,
He calls for more galleys, paste boards and quads,
As, with his bodkin, the 'prentice he prods,
His brain is of leather, his skull is of flint -
Type-butcher truly, the wasteful o'd print.

"The point system, indeed!" quoth this print,
"I'll do for those who would their men stint,
But give me the lead cutter and mallet, I say,
And I'll fix up your ad if it takes me all day -
For I'll cut,

I'll slash,

And throw things around,

Till of the display none can be found,
The boss will get more, and if he can't,
'Tis time he sold out this bloomin' old plant,
For I live in the past, my skull is of flint,
Oh, I'm a jim-dandy, old-fashioned print!"

WILSON.

TORONTO, November 15th, 1881.

Frauds on Newspapers.

THE article in last issue on this subject has brought THE IMPRINT several enquiries as to the responsibility of certain advertisers in Toronto. After making investigations it was learned in each case that the concerns were unworthy of credit. One of our correspondents had placed some accounts in the hands of a collecting agency with a high-sounding name, but was unable to obtain replies to letters, or any satisfaction out of the concern. As a general rule small agencies of this kind are worthless, and there is more trouble in obtaining money from them than there is from the debtor direct. We strongly advise our friends to make full enquiry before trusting any of them. A post-card addressed to THE IMPRINT will procure reliable information in all such cases.

A VIRGINIA editor, Joseph Bryan, of the Richmond Times, recently said something that angered a Mr. Wallace, secretary of the Richmond City Democratic Committee. Mr. Wallace immediately challenged the editor to a duel. Instead of meeting it, as would have been done some years ago, Mr. Bryan followed the course of a sensible, law-abiding citizen, and in accordance with the law handed the challenger over to the police. - Christian Guardian.