

and on general stationery supplies. The particular symbol employed is often varied to meet the requirements of different departments.

The principal points to be determined upon in the adoption of a trade-mark are the use of some symbol and the introduction of whatever decorative features that may be desired. Naturally all the early imprints were made on wood, but an examination of the devices shown in connection with this article will show that the majority of them are photo-engraved. Owing to the varied use of imprints, it is often found desirable to have a number of different sizes. These can readily be secured from pen-drawings much more advantageously than to have several wood engravings made.

As the Canadian printing business advances in importance and increases in volume, a few houses who have a reputation to sustain adopt a trade-mark or design. We present some of the most familiar ones. The maple leaf design used by the J. B. McLean Co. is more national than technical. The chained-bear crest used by Warwick & Sons is a device taken from an old heraldic crest of the house of Warwick, and is a very



striking trade-mark. A nice maple leaf device is used by Apted Bros., who do a great deal of fine printing. Many other printing firms use a monogram, while others are contented with the imprint of the firm name.

The adoption of some kind of business design and trade-mark by every printer, publisher and manufacturer would be quite unique and useful. Most Canadian manufacturers are content with a stationery imprint which contains the firm name, and few have adopted any distinctive trade-mark. Printers and publishers also should adopt these devices and designs. Most printers and publishers who adopt trade-marks or designs have them in different sizes, so as to suit the work on which the trade-mark is to be printed.

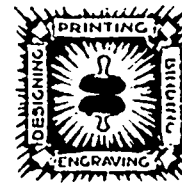


WARWICK & SONS
TORONTO

As the art of printing advances to higher standards, more and more value is attached to the name and reputation of the various printing houses, and imprints and general business designs have their part in identifying the publishers with the character of their work.



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