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THE IMPRINT.

F. X. LEMIEUX, Communes, Ottawa, Ont.

VOL. I.

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No. 1.

"A Long Felt Want."

THE Toronto Type Foundry has felt the want of a first-class means of letting Canadian printers know what sort of goods they make and sell. The appearance of THE IMPRINT is therefore the most modern instance of a "long felt want" being filled. The idea occurred to us that two ends might be served by devoting a few pages to matters of trade concern, which our little publication will strive to present in an interesting as well as instructive way. The intention is to issue monthly and keep the trade thoroughly informed as to what is up to date. It may be that monthly issues will prove too frequent, in which case THE IMPRINT will visit the craft bi-monthly. However frequent or infrequent its visits may be it will certainly earn a welcome through its fashionable dress, which will always be of the latest cut and very best make. Its deportment, too, will be irreprouchable; therefore how can it fail to be welcome? Anyway it is here: scan it critically and judge it upon its merits.

Our Winnipeg Branch.

RECOGNIZING the need of a Printer's Supply House for our North-Western customers, a branch of the Toronto Type Foundry has been opened at Winnipeg, where a full stock of our Extra Hard Canadian Type will be kept on hand. A large assortment of the leading faces of the American Type Founders' Company will also be carried ready for immediate delivery, as well as Paper Cutters, Cylinder and Gordon Presses, Cases, Galleys, Brass Rules, Sticks and all kinds of Printing Office requisites.

The Winnipeg Branch will be under the management of Mr. H. C. Stovel, who has already established his reputation in the North-West as a thoroughly competent and straight-forward man of business, fully conversant with all matters pertaining to the Printer's art. It will be his and our aim to keep a stock of the best goods and deal liberally with the trade in all respects.

No Printing Office is Complete

WITHOUT type cast by the following celebrated foundries: MACKELLAR, SMITHS & JORDAN FOUNDRY, Philadelphia; MARDER, LUSE & CO. FOUNDRY, Chicago; CENTRAL TYPE FOUNDRY, St. Louis; DICKINSON TYPE FOUNDRY, Boston; BOSTON TYPE FOUNDRY, Boston.

There is no longer any reason why the printer should tie himself hopelessly to the product of an individual type foundry. We carry a stock from all the above foundries and will cheerfully afford purchasers every facility for selection from their combined product. All our own type, leads, rules, etc are made uniform in body with the above foundries.

THE Point System is now universal on this continent. Progressive printers in all parts of the country are discarding the old bodies of type as they wear out, and are replacing them by modern type on the Point System. By this system only, can composition of the best class be done with the greatest economy, as all sizes of type are regulated by the one standard, and the products of all foundries are interchangeable as to body, the one with the other. The range of selection of faces upon this system is inconceivably vast; upon the old bodies it is restricted to whatever may be produced by any one foundry, as no two have the same bodies. The advantages of the Point System to the printer are incalculable, as it places him in a position to stock his office with uniform type. There is not one face of type of any practical or artistic value, made upon the old bodies, that cannot be supplied upon the Point System. On the other hand the most beautiful and artistic type, ornaments, and borders are made only upon this system and cannot be matched or duplicated upon the old bodies. Common sense teaches the progressive printer to get all the type in his office upon this system as rapidly as possible and save the expense and annoyance of having several systems when one only is necessary.