

Dominion Type-Founding Company, (Limited.)

Incorporated under the Joint Stock Companies' Letters Patent Act, 1869.

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Managing Director.

Friendly Criticism.

In a former number we had occasion to notice the systematic misrepresentation practised towards us by the members of a certain type-dealing concern in Toronto. We had hoped that this sort of thing would in time die out, but we are repeatedly told by printers that the young person who does the out-door work of the concern still makes it a speciality in his peregrinations to introduce the name of our Company, coupled with injurious mis-statements not only regarding our type, but our business position. Active and honorable competition is good, and business men must always be prepared for it; but the limit of fairness appears to have been long lost sight of by our assailants.

This door to door slander has now been succeeded by an attack in print, which to us is a good full-page advertisement. A kind of patent inside publication, got up in Philadelphia, but headed "Toronto, April 1st, 1875," devotes nearly a page to our notice.

It is gratifying that native industry should attract attention so soon. We have only been in business some two years and a half, but our success has been such as to make our critic adopt a very trenchant style. He tries to hit hard. Such phrases as "impudent pretenders," "bogus," "worthless wares," and "tricksters," abound; but the printers of Ontario, who are most likely to be acquainted with the representatives of M. & R., the courtesy of the senior and the veracity of both senior and junior, will agree that we are more honored than hurt by such attacks. One thing, however, appears certain—the success of native Type Manufacture is being felt.

A word now about "Scotch Faces." What our friends say on this subject in the hermaphrodite *brochure* just mentioned, shows the extent of their knowledge of the business. Firstly, we say that our faces are not "feeble and worthless imitations" of those vended by Palmer & Co. Excellent faces of Scotch cut were cast in the old Montreal Type Foundry before our friends had a habitation and a name in Toronto, and may possibly so continue after Toronto is no longer honored with their presence. After speaking of us as "impudent tricksters," &c., (for care has been taken to show that these epithets are directed against us), they go on to say that "just as the coiner impresses upon his base metal the image and superscription borne by the genuine gold," we have "dubbed our worthless wares" Scotch Faces. The merest beginner in a printing office would tell our friends that the term "Scotch Face" refers not

* Mr. D. Bentley, of Montreal, the printer of our present number, wishes publicly to deny that he has in any way circulated or used to our disadvantage the injurious insinuations made to him by Mr. Palmer, the younger, in reference to our business.

to any local circumstance of manufacture, but to the particular style or cut of the letter. We are willing to admit, and are proud of it, that our type is British American in its make, and this it is which has roused the indignation of Messrs. Palmer & Co.; but as regards cut and design, our numerous series of Scotch faces in News and Book letter are fully equal to theirs in any respect, and hitherto have not needed the ill-judged abuse of other makers to find a sale.

The Johnson Type-Foundry.

We beg to inform our customers and printers generally that the statement contained in the "Trade Circular" to the effect that the Job and Fancy Fonts issued by the Johnson Foundry can only be obtained from the agents of Miller & Richard is false. We repeat the notice that we can and have supplied constantly, since the commencement of our business, the type of Mackellar, Smiths & Jordan, and that we can do so just as promptly as any dealer in Canada. We can afford to smile at the wretched insinuations about diminishing the size of fonts, &c., and to those who best know our Toronto friends, a simple denial of such a fraud will be sufficient. Hundreds of printers in the Dominion can testify that we are in the habit of supplying them with the Johnson type, perfect in every respect as it leaves their foundry, and at the list price.

The trick referred to could suggest itself only to such minds as those of "Her Majesty's Type-Pecklers for Canada."

"Emolli Mores."

The only article not directed against us in the "Trade Circular" already referred to, is extracted from an essay by Sir John Herschel. It contains some remarks upon "good breeding," and the way in which "men have conducted themselves in their intercourse with one another," ending prettily with a Latin verse. We take the liberty of commending the extract to the study of Palmer & Son.

Government Printing.

As some guide to the magnitude and importance of the Parliamentary Printing for the last Session, it may be interesting to know that we supplied during the Winter and Spring no less than 33,200 pounds, or over 10½ tons, of new type to the Government Printers—Messrs. MacLean, Roger & Co., Ottawa. The whole of the type was cast and finished in our own establishment.* As regards its quality, the *Ottawa Times* said:—"The contractors for the Government Printing and the Printing of Parliament, before determining to deal with the Dominion Founding Company, had the quality of their type submitted to test by experts, with the most satisfactory result; and they have found, in the promptness of delivery, the elegance of face, and the facility with which extra sorts can be obtained, substantial reasons for their belief that the Dominion Type-Founding Company can give more complete satisfaction to the Trade than can possibly be given by any other founders or dealers in type, whether British or American."

New Faces.

Several series of new faces appear in the present number. The new *Four Line Pica Heading Script* will commend itself to Job Printers of taste, as being particularly useful for Bill-Heads, &c. The sheet

* We shall be happy to give opportunity to any one sufficiently interested in the matter to verify the above figures.

containing the Script is not stitched, but left loose, in order that it may be stuck up in the Printing Office, or folded and placed within the Specimen Book.

The third Supplement of our Specimen Book is herewith enclosed; it will be found to contain some elegant and useful faces.

The "Reliance" Wharfedale.

We are sole agents in Canada for this celebrated Printing Machine—without exception the best Wharfedale made. Several very important improvements have been introduced,—amongst others, a new Flying Apparatus, *dispensing with tapes round the cylinder*. We have one of these latest improved machines in Montreal, ready for immediate delivery; size, Double Royal. Will print matter 42 x 29.

New Dresses.

We have recently had the pleasure of supplying new dresses for the *Gazette* and for the *Evening Star* of this city, and the *Daily News*, St. John, N.B. The proprietors of these journals wisely took into consideration the quality and durability of our type, and finding it to be equal to any made, gave us their complete orders. During the past twelve months a large quantity of type has been shipped from this Foundry to the city of Winnipeg, Manitoba, and a very large order is in hand for the Queen's Printer there, Mr. Jas. Kenny. We have also put in new outfits for a number of country weekly newspapers during the last few months, and have more to supply. We cannot but feel gratified at the success hitherto attending our enterprise, and grateful for the friendly encouragement received from the large mass of printers throughout the Dominion.

Mather's Standard Inks.

We have now on our shelves a large stock of these celebrated Inks. In no respect has the grade of these Inks ever been allowed to become inferior to the old standard, but on the contrary, the experience of years and a love for the business have been the means of introducing a higher perfection than ever before attained. The printer need never fear when buying Mather's Inks that he will have an inferior article foisted upon him.

We have also in stock a quantity of English Inks of superior quality; besides a good supply of W. D. Wilson's News Inks, in packages from 25 to 500 pounds.

Sample Letters.

We cannot too frequently remind printers at a distance of the necessity of sending specimen types when ordering *sorts* for fonts they already have. The cap. H and the lower case m should be selected, as they give the best guide for *lining*. The delay caused by our having to write for samples is often a serious one to the printer.

Old Type.

In forwarding old type, mark your name distinctly on every box or package sent, and forward by post a shipping receipt or bill of lading as soon as the type is despatched.

Ten cents per pound will be allowed for old type in exchange, delivered to us free of expense.

Music Type.

We have for sale an excellent font of *Diamond Music Type*, in three cases; price \$50. Has been very little used.