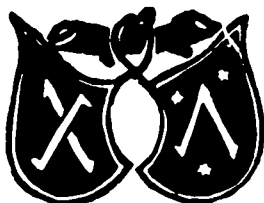


### BUSINESS DESIGNS AND TRADE MARKS

THE use of some distinctive design or trade mark by printers is as old as the art of printing itself, says the Engraver and Printer. One of the accompanying illustrations is of the device used by Fust and Schoeffer, partners of Gutenberg. Hence this must be the first printer's trade mark. Gutenberg was first associated with Fust, the well-known Mazarin Bible being then joint publication. The celebrated Psalter published by Fust and Schoeffer in August, 1457, within eighteen months after their separation from Gutenberg, shows the first use made of this imprint.



FUST AND SCHOEFFER  
MAY 1457, 1466

Peter Schoeffer and other early printers gave distinction to their colophons by the use of red ink, and it was in connection with the colophon that the printer's devices or trade marks came into use. Long after the introduction of the title page the printer's device maintained its position as an appropriate ornament at the end of the work. In the *Marques Typographiques* of the late Mr. Silvestre, not less than one thousand three hundred and ten devices are shown belonging to seven or eight hundred French printers, or printers in the French language. The tree of knowledge is the most popular symbol employed in these devices, and it appears in every degree of luxuriance between bewildering supporters, such as angels, wild men, negroes, unicorns, lions and leopards. In 1507, Jodocus Badius Ascensius, a printer-editor of Paris, adopted as his trade mark the representation of his own press at work. Other French printers soon followed this idea, and a fair conception of their workshops may be obtained from these various designs.

During the reign of Queen Elizabeth, when the art of book illustration was in a better condition than ever before, but in a state of decadence in continental Europe, there flourished a printer and engraver by the name of John Day. The best illus-



JOHN DAY

trated books of that period were produced by him, and they are otherwise noteworthy from the circum-

stance that they were adorned with an emblematic device, which he adopted as his trade mark, portraying the day-spring of the reformed religion, with the motto, "Arise for it is day." This curious device, which is reproduced here, is also of interest because of the crudeness of the engraving.

Devices or marks were used first as inscriptions, giving the printer's name, place of printing and date, formerly printed at the end of books, and known as colophons. The same practice of using a distinctive device continued after the colophon fell into disuse. To this early custom is due the present use of business designs and trade marks.

With the high standards established in the art of printing in this continent, certain distinctions have been accorded to some printers for the merit of their productions. As in all branches of business, a well-known printing house, with a well-established standard of work, has a certain advantage in this distinction. In this identification of the name and the business, rests the value of the trade mark or any distinguishing device.

A trade mark may consist of a name, symbol, form, or device used by a manufacturer or merchant to distinguish the merchandise which he produces or sells from that of others, in order that such merchandise may be known as his, and that he may secure the profits arising from its reputation for superiority. In general business it is customary to protect a trade-mark by copyright. By the very nature of a printer's device this step is hardly necessary, as the principal force of the printer's trade-mark is to distinguish the particular printer's work from that of others.

The adoption of a motto, as in the instance of the Riverside Press, "Tout bien ou rien," serves as a close identification of the firm name and the standard established. Many symbols are used, as the wise old owl, used by Henry

Holt & Co., and Rockwell & Churchill.



In souvenir and programme publications imprints are sometimes given prominent places, either on the back of the title-page, or on the back page of the cover. Artistic designs embody-

ing the words "Engraved and Printed by," are very generally used in this class of printing.

The largest use which is made of engraved devices is in stationery and in advertisements. Since printers are not large advertisers, the latter use is limited with them. Nearly all the large printing houses, however, use an engraving on letter-heads, bills and statements,