



TO THE TRADE.

WE desire to call the attention of Printers to the series of *Antique No. 5, Light Face Celtic, Title No. 2, and Clarendon*, which we are now manufacturing, and for which we have already a great many orders. By referring to the specimens shown in the present number, it will be seen that they equal in finish and style the best English or American types, whilst as regards price, they are lower than anything of the kind ever offered in British America. In this we are adhering to the promises made at the commencement of our business eighteen months ago, and in so doing feel sure that we shall command the sympathy and support of all those who desire to see an increased development of the manufacturing industry of this country.

We have also in different stages of advancement some new *faces* of Gothic, Clarendon and Antique, specimen sheets of which will appear in the *PRINTER*. They will all be offered at the same reasonable prices, and will thus come within the reach of Printers of the most moderate means. Even the gentleman who wrote us—"I am the smallest and poorest printer in——," will now be able to replenish his *bureau*, and give that variety to his work which he said it so much needed.

We have now seven casting machines in operation, two of which are worked day and night by a change of hands; but these are insufficient for the constantly increasing demands upon our stock, and we have been obliged lately to order a large quantity of additional machinery. Two new casting machines with all the latest improvements have just been received, one of them casting up to Four-line Pica.

We have still on hand a number of those fonts of Fancy Type which we advertise elsewhere, at *greatly reduced prices*. Specimen catalogues are in preparation, in which are marked those fonts which still remain in stock. They are chiefly of the "Johnson" styles, and are in no way defective; but we are clearing them out to make way for our own make, and the many new faces exhibited in our Specimen Book just issued. This is a capital opportunity for acquiring some excellent job fonts at less than prime cost. Catalogues on application.

THE demand for Fieldhouse, Elliott & Co.'s "Reliance" Wharfedale machines continues unabated. We have no less than six under order from the makers, for the Canadian market, and the continued enquiries respecting them show the growing favor in which they are held. They are substantially, honestly and well built presses, and cost less than half the price of American machines of the same size and weight.

We are expecting to receive before the close of navigation a *News size*, 46 x 36, complete with self-delivery and steam gear,—price \$1,500, laid down in Montreal.

DETRACTION.

A good deal has been said lately by parties who hope to advance the sale of their own type by the disparagement of ours, about the alleged inferiority of the metal used in this Foundry; but we would ask Printers to pause before they accept such representations as true. The amalgam known as Type Metal is, as most people are aware, an admixture of lead, antimony and tin; with a small proportion of copper. These, when melted together at a proper heat, and in the right proportions, have the peculiar property of *expansion at the instant of cooling*; and this expansion, together with the great force with which the liquid metal is delivered into the mould, tends to give great additional hardness and solidity, and to produce that fineness and sharpness which is indispensable to the face of good type. It is necessary, therefore, to so proportion the ingredients that the maximum of expansion should be attained. This is arrived at by a comparison of the specific gravity of different combinations before and after casting, and is simply a matter of careful experiment. It is the object of the type-founder to produce the hardest metal compatible with the safety of the hair-lines and the projecting parts of kerned letters, which, if the metal were too brittle, would be fractured and spoil when placed under pressure. The greatest toughness is obtained by the presence of tin and copper, so that, when properly blended, the alloy is as hard and dense as unhammered copper, and with unlimited wearing qualities. This desideratum having been attained,—and we claim to have attained it,—it only remains to see whether we have the best metals, lead, antimony, tin, &c., at our command. The well-known firm of Cookson & Sons, Newcastle-on-Tyne, supply our regulus of antimony; an agent in London selects for us the finest Banca tin, imported direct from Malacca; and all lead is rejected by us which exhibits the least trace of the presence of zinc or other deleterious metal.

Further, we have the services of men of large experience in the best Foundries, and whose knowledge of the quality of type-metal and its preparation is far more to be trusted than the assertions of itinerant type-vendors, who possibly were never in a type-foundry in their lives.

However, we thank our friends for so kindly reporting to us the incessant disparagement* above alluded to, but they need not have taken the trouble. We are content to leave our type and type-metal to speak for themselves, believing that our largely increasing business is a safe guide to the verdict that the printing community are giving upon the subject.

* One little type-man was good enough to take great interest in our prospects of getting paid for a newspaper outfit which we had recently supplied—and he hadn't—in Ontario, and even expressed his warm anxiety on the subject to many of our friends in Montreal and elsewhere. We got our pay, however, and still live. The proprietor of that paper wants to see him.

NEW SPECIMEN BOOK.

OUR new Specimen Book is now ready for delivery to printers, and will be forwarded on application.

No pains or expense have been spared to make it thoroughly complete, and if its issue was later than we anticipated, the delay mainly arose from our anxiety to incorporate in it everything that a first-class Printer would be likely to require. It contains all the standard-Roman and job-faces made by us, as well as a fine collection of the latest Fancy Type, Scripts, &c., obtainable from American foundries.

The Book also exhibits new Combination and Ribbon Borders, Initial Letters, some handsome Corners for Brass Rule, together with a complete Price List of Type and Printing Material generally. Attention is invited to the list of Printing Presses,—comprising the Wharfedale, Universal, Gordon, Fairhaven, &c., for which we are Agents in Canada.

In commending our Book to the favorable attention of Printers, it only remains for us to request them *not to cut out* Specimens when ordering, but to carefully copy *in full* the name and number (when one is given) of the Type required.

OUTFITS FOR PRINTING OFFICES.

THE best experience in connection with the printing business is at the service of intending purchasers. Judicious care in the selection for an office will prevent the accumulation of surplus material.

Write us what is required and we will mail estimates, &c., of the cost of a well-appointed office, as well as give useful information in regard to the purchase of second hand machinery and material when it is desired.

WE beg to draw attention to the advertisement on our last page of the "Fairhaven" Country Press, for which we are Sole Agents in Canada. We have already sold several, and they are giving the most perfect satisfaction. The machines are strong, durable, and easily worked, and have the advantage of not readily getting out of order. As regards cheapness, the prices speak for themselves.

MANY a first-rate Printer has come to grief, on first starting in business, by not having had sufficient experience in making estimates. Such need no longer be the case, however; De Vinne's "Printers' Price List" giving all necessary information to new-beginners, as well as being an excellent refresher of the memory to the more experienced. We have it for sale at \$4 per copy; by mail, \$4.24.

OUR friends will please bear in mind that, in sending old type to us, the packages should bear the name of the sender. In this way no mistakes can arise by crediting to wrong parties on receipt of several invoices at one time, as is frequently the case.

WE beg to inform our customers that a sheet containing a variety of Specimens of Calendars for the year 1875 will be mailed to them in a few weeks.