

CONCERNING THE QUALITY OF MONTREAL TYPE.

THE Type manufactured in the Montreal Type Foundry is composed of an alloy carefully mixed before use and in its combination no expense is spared. Printers should understand that a great deal of trashy talk is used to gull them into the purchase of type. We hear of Admantine Metal, Diamond Metal, Patent Hard Metal, and every other name that can be invented; all this means, if the Founder is honest, that his metal is carefully made. The first quality required in a type alloy is that it shall expand in cooling, for, being made in a steel mould of fixed proportions, it could not be truly equal in all the found if other than an expanding alloy. Chemistry has exhausted itself in searching for an alloy of this nature, and the result is one series of metal—Lead, Antimony and Tin. In the combination of these metals in due proportion we find the hardest type metal that can be made, and this combination requires a care and attention, which it receives in the Montreal Type Foundry in a higher degree than in any other Foundry. Type, to be properly made, should also be clean and smooth, and in this particular *our Foundry is not behind those of other countries; as soon after the war as the revival of business offered encouragement, a complete series of new moulds was, at a great expense, introduced, and now the Montreal type will equal, in smoothness and perfection of make, any in the world.* In variety of faces the older foundries of England are ahead of others, but the letters of this foundry are chosen from the productions of the most famous Scotch punch-cutters, and offer to the Canadian printer a series capable of bearing the severest test for durability and beauty of proportion. Specimens of extraordinary beauty can be produced from very inferior type by the simple process of good press-work, on fine paper, followed by hot pressing. This, no doubt, has its effect sometimes on the printer who looks at an English or American specimen book. In spite of this, however, we can offer the Specimen Book of the Montreal Type Foundry, printed on home-made paper, from home-made type, and by home-taught printers, free from the deceitful gloss of hot pressing, as a creditable sample of home manufacture. The Montreal Witness, with an edition in every week of fully 100,000, is about the cleanest looking paper in the Province, and after nearly two years' wear on this enormous circulation of five million impressions per year, looks better than newspapers printed on foreign type for a much shorter period. The largest printing establishments in the Dominion—those of Mr. G. E. Desbarats, in Ottawa, and Mr. J. Lovell, in Montreal, (in both of which is done a large amount of figure-work, requiring well justified type), use entirely for their work the type of the Montreal Type Foundry.

BREVIER No. 4. (SCOTCH FACE.)