

SPECIMENS OF DIFFERENT FOUNTS OF TYPE
(ROMAN.)

GREAT PRIMER.—There are nine newspaper proprietors in the English House of Commons.

ENGLISH.—Caxton Anniversary Exhibition, Montreal, June 26th, 1877.

PICA.—Peter the Great was the founder and editor of the first newspaper ever known in Russia.

SMALL PICA.—Authors of books and pamphlets should have their work SEEN THROUGH THE PRESS by J. N. EMRA, 35 Bonaventure St., Montreal; thus saving time, labor and typographical errors, and ensuring low charges by having the various processes facilitated by professional supervision.

LONG PRIMER.—Charles Dickens, Jr., is now the chief partner in a London printing establishment.

BOURGEOIS.—The Caxton Committee have brought to a successful issue a difficult undertaking.

BREVIER.—New York city has 401 papers and periodicals, Philadelphia 134, and Boston 122.

MINION.—It is a singular fact that a man who don't believe in advertising, does believe most profoundly in getting himself and business mentioned in the local paper every time he gets a chance without costing him anything.—*Bridgeport Standard*.

NONPAREIL.—In good times advertising makes business better and in bad ones, less bad. That business which is not capable of extension deserves to die out, like the snuff of an old-fashioned candle, and the men who are "doing enough," and won't have help to increase their profits, should make way altogether for others.

AGATE.—A prominent journal asserts that "nine out of ten newspapers are now running on their expectations of better times, and that not more than one in ten pay expenses."

PEARL.—Mr. J. N. EMRA, 35 Bonaventure St., gives estimates for every variety of printing, from an octavo volume to a business card: and by preparing the copy, reading and revising the proofs, and bringing the work satisfactorily to completion, saves time, labor and expense.