WHAT IS CLAIMED IS:

1. A printing apparatus comprising:

a feeding roller configured to feed a sheet;

a conveyance roller configured to convey the sheet fed by said feeding roller;

printing means configured to print the sheet conveyed by said conveyance roller;

conveyance control means configured to form an overlap state in which a leading edge of a succeeding sheet is overlapping with a preceding sheet at an upstream side of said conveyance roller in a conveyance direction of the sheet,

wherein said conveyance control means, after forming the overlap state, performs first conveyance operation in which the succeeding sheet is conveyed to a printing start position at which printing operation is started by the printing means while keeping the overlap state or second conveyance operation in which the succeeding sheet is conveyed to the printing start position while having an interval between a trailing edge of the preceding sheet and the leading edge of the succeeding sheet, based on information relating a position of a trailing edge of the preceding sheet relative to a position of a leading edge of the succeeding sheet.

2. The apparatus according to claim 1, wherein the

information is information of overlap amount of the preceding sheet and the succeeding sheet, said conveyance control means performs the second conveyance operation in a case that the overlap amount is smaller than a threshold value.

3. The apparatus according to claim 1, wherein said conveyance control means performs the second conveyance operation in a case that the leading edge of the succeeding sheet has not reached a predetermined position when the succeeding sheet is conveyed to the printing start position.

4. The apparatus according to claim 1, wherein said conveyance control means performs the second conveyance operation in a case that there is no gap between a last row of an image to be printed on the preceding sheet and a row immediately preceding the last row.

5. The apparatus according to claim 1, wherein said conveyance control means, when performing the second conveyance operation, conveys the succeeding sheet to the printing start position by the conveyance roller after the trailing edge of the preceding sheet passes the conveyance roller.

6. The apparatus according to claim 1, wherein if the overlap state is not formed, the conveyance control means conveys the preceding sheet and the succeeding sheet so as to have the interval between the trailing edge of the preceding sheet and the leading edge of the succeeding sheet by the conveyance roller.

7. The apparatus according to claim 1, wherein the conveyance control means causes the feeding roller to start to feed the succeeding sheet while having the interval between the trailing edge of the preceding sheet and the leading edge of the succeeding sheet.

8. The apparatus according to claim 1, wherein the conveyance control means forms the overlap state between the feeding roller and the conveyance roller.

9. The apparatus according to claim 8, wherein the conveyance control means causes the feeding roller which feeds the succeeding sheet to rotate continuously when the conveyance roller which conveys the preceding sheet rotates intermittently so that the succeeding sheet catches up with the preceding sheet.

10. The apparatus according to claim 8, wherein the conveyance control means causes the feeding roller which feeds the succeeding sheet to rotate at a

rotation speed higher than that of the conveyance roller which conveys the preceding sheet so that the succeeding sheet catches up with the preceding sheet.

11. The apparatus according to claim 1, wherein the conveyance control means determines whether to perform the first conveyance operation or the second conveyance operation before the printing operation of a last row of the preceding sheet by the printing means has completed.

12. A printing apparatus comprising:

a feeding roller configured to feed a sheet;

a conveyance roller configured to convey the sheet fed by said feeding roller;

printing means configured to print the sheet conveyed by said conveyance roller based on printing data;

conveyance control means configured to form an overlap state in which a leading edge of a succeeding sheet is overlapping with a preceding sheet at an upstream side of said conveyance roller in a conveyance direction of the sheet,

wherein said conveyance control means, after forming the overlap state, performs first conveyance operation in which the succeeding sheet is conveyed to a printing start position at which printing operation

is started by the printing means while keeping the overlap state or second conveyance operation in which the succeeding sheet is conveyed to the printing start position while having an interval between a trailing edge of the preceding sheet and the leading edge of the succeeding sheet, based on information relating a position of a leading edge of the succeeding sheet when the succeeding sheet is conveyed to the printing start position.

13. The apparatus according to claim 12, wherein said conveyance control means performs the second conveyance operation in a case that an overlap amount of the preceding sheet and the succeeding sheet is smaller than a threshold value.

14. The apparatus according to claim 12, wherein said conveyance control means performs the second conveyance operation in a case that the leading edge of the succeeding sheet has not reached a predetermined position.

15. The apparatus according to claim 12, wherein said conveyance control means performs the second conveyance operation in a case that there is no gap between a last row of an image to be printed on the preceding sheet and a row immediately preceding the last row based on

the printing data.

16. A method of controlling a printing apparatus including a feeding roller configured to feed a sheet, a conveyance roller configured to convey the sheet fed by the feeding roller, and printing means configured to print the sheet conveyed by the conveyance roller, the method comprising:

a conveyance control step of forming an overlap state in which a leading edge of a succeeding sheet is overlapping with a preceding sheet at an upstream side of the conveyance roller in a conveyance direction of the sheet,

wherein in said conveyance control step, after forming the overlap state, first conveyance operation in which the succeeding sheet is conveyed to a printing start position at which printing operation is started by the printing means while keeping the overlap state or second conveyance operation in which the succeeding sheet is conveyed to the printing start position while having an interval between a trailing edge of the preceding sheet and the leading edge of the succeeding sheet is performed based on information relating a position of a trailing edge of the preceding sheet relative to a position of a leading edge of the succeeding sheet.

17. A method of controlling a printing apparatus including a feeding roller configured to feed a sheet, a conveyance roller configured to convey the sheet fed by the feeding roller, and printing means configured to print the sheet conveyed by the conveyance roller, the method comprising:

a conveyance control step of forming an overlap state in which a leading edge of a succeeding sheet is overlapping with a preceding sheet at an upstream side of the conveyance roller in a conveyance direction of the sheet,

wherein in said conveyance control step, after forming the overlap state, first conveyance operation in which the succeeding sheet is conveyed to a printing start position at which printing operation is started by the printing means while keeping the overlap state or second conveyance operation in which the succeeding sheet is conveyed to the printing start position while having an interval between a trailing edge of the preceding sheet and the leading edge of the succeeding sheet is performed based on information relating a position of a leading edge of the succeeding sheet when the succeeding sheet is conveyed to the printing start position.

18. A program for causing a computer to execute each step of a method defined in claim 16 or 17.

19. A computer-readable storage medium storing a program for causing a computer to execute each step of a method defined in claim 16 or 17.