



ABSTRACT OF THE DISCLOSURE

A printing head has a plurality of heater boards,
each of which includes a shift register to which
5 printing data and selection data for selecting
preheating pulse signals are applied as inputs, a latch
circuit for latching the printing data, a selection-data
latch circuit for latching the selection data, a
selection circuit for selecting any one of a plurality
10 of preheating pulse signals inputted in accordance with
the latched selection data, and a plurality of heating
resistors driven by the printing data or preheating
pulse signals. Correction data, obtained by a head
correcting apparatus, for performing printing at an
15 average density by correcting the characteristics of
each heater board is stored in a memory of the printing
head. A printing apparatus decides the selection data
in accordance with the correction data and sets the
selection data in the selection-data latch circuit.

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REPLACED