

## THE PRINTING DEPARTMENT

### THE PRINTER SHOULD ADVERTISE.

"I get out something every once in a while, just to let people know I'm alive," wrote a printer the other day, and I replied: "You get out something once in a while just to let people know that you were asleep, you mean." Mr. De Vinne struck a keynote recently when he said. "In common with the majority of printers, we do not advertise." "In common with the majority of printers"—that is the point. The De Vinne Press is successful—not because of its popularity with the rank and file of New York business, but because it is equipped to do a certain kind of work better than the majority of New York printers. I venture to say that there are a score of printers in New York who do a larger job printing trade than The De Vinne Press: I might venture even a larger proportion.

The job printer is the printer who must advertise. He must do it either by printed advertising matter or by employing solicitors to cry his work about among the users of printer's ink.

Just as a man does not commence to build a house without first knowing the probable cost of it, so a printer should not say "I will advertise," and then depend on chance to give him an inspiration for something "striking." What he wants to do is to sit down, count what he can afford to invest in advertising, then plan to spend it in monthly installments, for one year. Do not skip the Summer months. It is the very acme of folly to think because times are dull that you must do no advertising. The man who advertises in good times and not in dull times is like a man who draws water only when he is not thirsty. Watch the most successful advertisers in the country; you never hear of them stopping when trade is dull. John Wanamaker told me on one occasion: "Advertise all the year round, most when you find people are hardest to interest."

Select a list of names from among the business houses with whom you wish to do business. And see that they get something every month. Never skip one of them at any time. Never fail to do your own advertising as promptly and as well as you would do an order for the hardest to please of your customers.

Try to understand the vital necessity of all profitable advertising, that it must be done right, all the time, and that is a duty you owe your business. There is no luck in successful advertising. It is simply cold, hard-pan sense and stickativeness that brings success in advertising.

Have a plan—have it a good one—carry it out as religiously as you expect your wife to have your meals ready for you when you want them, and don't expect your advertising to do everything—work just as hard as you would if you weren't advertising. —Musgrove, in *Printer and Bookmaker*.

### NEW ENGLISH MENU CARDS.

An English correspondent says that the London printers are bestowing some ingenuity on menu cards just now, this being the season for dinners. "One new design," he says, "is decidedly original. At the top of the card is a small metal bracket

with a pin, which passes through the centre of one of the implements used on the dinner table—the knife, fork, spoon, or knife-rest—and at either end of this implement is a figure of a lady or gentleman, in fancy or evening dress. The figures and the spoon, fork, or whatever it may be, are cut out of thin card-board, and the pin is placed exactly at the balancing point, so that it forms a kind of miniature see-saw, and a touch with the finger will cause the figures to oscillate.

"Another, very pretty, is a card of sage-green, surrounded with a white and gold moulding—a close imitation, even down to the fluting, of the white mouldings used for picture frames. A very curious fashion is to have a small metal and glass locket with a bit of four-leaved clover in it fastened to the menu; so the guest takes away a practical memento of the banquet—one that he can wear on his watch chain if he feel 'so disposed.'

"Many other designs have made their appearance, but it would take too much space to describe them all here. I may mention, however, that Mucha, the artist, whose posters are so much sought after, both in London and Paris, has executed two or three series—the four seasons, and other similar subjects—and his very decorative designs, though hardly so effective when greatly reduced, still bear the imprint of his talent."

### THE LATEST PROCESS OF COLOR PRINTING

The International Color Photo Company, of New Jersey, have taken out a patent for a new process of color photography, adapted either for photographic printing or letterpress printing from half-tone blocks. From the description of the process in the specification, it would seem that the inventor takes paper, opaque white celluloid, or other similar material suitable for the purpose, and upon its face rules separate, fine alternate lines of such dyes or colors as to correspond substantially with the fundamental colors of the spectrum, says, reddish orange, yellowish green, and violet blue, in the order of the spectrum, instead of lines, small alternate dots, squares, or figures in any manner sufficiently close to present to the eye a neutral surface. The color of each dye is preferably of such depth as to absorb the kind of light transmitted by the others. More than three colors in the dots, or lines, or figures, may be used, such as the complementary colors, red and green, blue and yellow, or the whole series of the spectrum. Such a mixture of colors placed side by side follows the laws of the mixture of lights and not of pigments. To make the block for printing, a screen is prepared by ruling on it alternate lines of each of the three colors, 100 to the inch of each color, or 300 to the inch in all. The negative made through this screen will be in monochrome lines, and from this a half tone plate is made. A print taken from this half-tone plate upon white paper will show, with black ink, a lined black and white picture, or where dots and figures are used it will show a black and white picture corresponding to the pattern. In order to print a colored picture from this block the lined or dotted paper prepared as above described is taken, and impressions made upon it by means of a black or dark ink, making it register so that the black ink will cover to its proper