

Printing is done from type and while very fine stationery may be produced by this process it does not give the effect of either embossing or lithographing.

In choosing between these three processes it is again advisable to consult a competent printer. As to style of type; a plain dignified letter is correct form for the professional man. A plain, clean-cut letter expresses solidity, dignity and good taste.

The design of the letterhead or statement form should be as simple and refined as possible. This matter of designing a letterhead or statement is an art in itself and is one reason why its execution should be left in the hands of a thoroughly experienced and high grade printing establishment. It is well however for the professional

man to know the "effect" he wishes to secure before ordering his stationery. Simplicity is coming more and more to rule in letterhead and statement designs—proper size and quality of sheet and envelope, proper choice and arrangement of type, the correct use of color—all these details are important and should not be neglected.

To neglect any or all of these points leads to a confused effect that is one of the earmarks of the "little fellow". The letterhead or statement form that will "do" will suffice for him but the professional man who considers detail and appreciates the wide influence of his stationery demands a design conspicuously good in which are expressed the dignity of his profession and the prestige and importance of his work.

## BOOK REVIEWS.

### **Transactions of the American Urological Association. 1920—Volume 12.**

We are in receipt of the above work which represents the work of the association during the year just closed. It contains a fund of valuable information and data which will be exceedingly interesting to students of this branch of the profession.

There are twenty-five leading papers each followed by valuable discussions. The work is available through the publishers, Messrs Williams and Wilkins Company, Baltimore, who have produced the volume for the Association.

### **A Primer for Diabetic Patients.**

A brief outline of the principles of Diabetic Treatment, sample Menus, recipes and Food Tables. By, Russell M. Wilder, Ph. D.M. D. Mary A. Foley, Dietitian. Daisy Ellithorpe Dietitian, Published by W. B. Saunders, Company, Canadian agents The J. F. Hartz Company, Ltd., Toronto.

A very brief outline of the principles underlying the dietary treatment of Diabetis. There is a distinct field for handbooks of the efficient high character of this very excellent little volume.