

CANADIAN COURIER

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Reader Interest and Printer's Art

PEOPLE too often forget that printing is one of the arts; even the editor sometimes forgets this. The art of the printer is principally to make people read as easily as possible what other people write. In the attempt to make newspaper space valuable, the editor sometimes puts too much printed matter into it. When you look at the large number of people writing in a newspaper office, and another large number of people in the composing room transferring the written articles into type, you often wonder who are the people in the world that are supposed to read all those things prepared with so much labor and human interest. In all economic surveys ever made, nobody has yet attempted to discover what percentage of printed matter on the average is dead waste of printers' ink and white paper. The paper which succeeds in interesting its readers most is, on the whole, the paper that combines interest in what is printed with as much ease as possible for the people who are to read it.

In this issue of the Canadian Courier we have made a radical change in the printing art involved. Because we believe that there is no page in this issue that is not interesting to the average reader, we have printed most of it in larger type, to make easy reading. These are strenuous times. People everywhere are trying to avoid waste in every department of living. So far as can be observed, the printer and the publisher are about the last people in the world to practise what they are preaching to other people. If economy is necessary in food, clothing and luxuries, it is just as necessary in printing.

IN the second week of the twelfth year of this paper there are more than three times as many people reading it as there were a year ago. Because of the increased number of the readers and the extension of the interest in the paper as a consequence, it is very much more important now than it was a year ago for us to make our space valuable to you by reason of genuine reader interest. Two things only are necessary in this reader interest: the first thing is the interest itself; second is the certainty that people will discover this interest. We know that this paper is interesting, and we also know that at present a number of people have been prevented from finding this interest to the fullest extent by a certain difficulty in reading newspaper type. By the use of a larger type we expect increased interest in this paper. In times like these, when every custom and habit or practice in the world that does not help in giving strength to the work we are engaged in, is being discarded, we cannot afford to waste any of our efficiency by an unwise misuse of the printer's art.

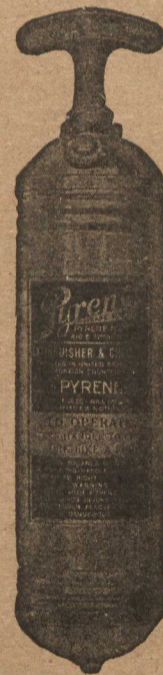
With the appearance of this issue we expect to increase the readability of this paper by a very large percentage. In doing so, we are reminded of the irate subscriber to a country paper who went into the editor's sanctum one day and complained that the paper was too hard for him to read; and asked as a special favor that his copy of the paper be printed in larger type. Spectacles may be all right for some people, but we do not want to be responsible for the buying of more spectacles than people ought to have, just because they feel that they must read this paper.




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