

# Printer AND Publisher.

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## EDITORIAL NOTES

THE newspaper talk about amalgamations, absorptions, etc., of morning dailies in this city, is the wildest species of romancing.

"I WANT a suit of clothes for about \$25. What can you give me for that figure?" This is a common question asked tailors. When they want printing done do they proceed on the same line? No; they hem and haw and higgie, and split on the last cent.

Do not job printers make a mistake in using the "contour" series in hand-bills? The type is not striking enough for such a purpose unless judiciously used. A hand-bill is intended to catch the eye at a glance, and not to be taken home as if it were an evening paper.

JUDGING from present appearances, the day is not far distant when an "art" compositor will be employed in setting advertisements for the large dailies. The time was when plainness and simplicity ruled in the advertising display, but now borders, rules, eccentric characters, etc., are used freely.

MINIKIN is to be the name of a small type to be introduced at no distant day by an American foundry. While Minikin will be the smallest type on this continent, yet the Germans will even then be ahead of us. They have a type cast on a two point body, thirty-three and three-quarter lines equalling an inch, while Minikin is twenty-four to the inch.

"WHEN a customer tells me the kind of type I must use in his job, picks out the paper, and specifies the price of ink, I invariably ask him how much he will give for the work when finished," said a job printer, the other day. "As he knows definitely what he wants he should further know the value of it." The printer was right, but when competition is keen it is a serious thing to allow even a nuisance of a customer to go elsewhere.

JUDGING by appearances, many country publishers pay little or no attention to their rollers. Good rollers are as necessary as good paper or good type. With rollers in fair condition old type may be brought out clearly, but use bad rollers on new type and the result is far from pleasing, as the printed sheet suggests the thought that the ink was spread on the forms with a broom.

A FEW days ago a boy stood on the corner of King and Yonge Streets distributing dodgers. A chum approached the distributor and said:—"Say, cully, what'll you get fur slingin' 'em around?" "No dough in this job," said the other; "jest gaze at 'em; crummiest looking flyers I ever tossed, and all for soc. a thousand." Even the street arabs have a keener appreciation for good printing than some of our merchants.

THE New York *Herald* has given up the use of the hyphen in compound words. The N.Y. *Sun* recently printed in a head-line the following, referring to a vessel in a storm: "Stove her forward turtle back, and brought down the crow's nest." Instead of the forward turtle being stove back and the nest of the crow brought down, the forward turtleback was stove in and the crow's-nest brought down. The presence of a space and the absence of a hyphen put a wrong construction on the line. Compound words cannot readily be wiped out by even the large New York dailies if they wish to speak intelligently to the community.

WIDE-AWAKE job printers are sometimes as fickle as a maiden, and not unfrequently captivated by a new face, albeit it is not as pleasing as those of older friends. The *American Bookmaker* says one of our type founders was lately explaining how he had changed the appearance of a grotesquely ugly face of type and made it presentable. It was one of the ornamental style, tendrils being thrown out and little pendants being found here and there. These tendrils were shortened one-half, the pendants were cut away, new letters were substituted when nothing could be