

less worry in both the publishing and advertising business.

Confidence is the first essential to a successful business enterprise; and confidence does not come by chance or fall unmerited on the predestined few.—John J. Dillon in *The Kings' Yester*.

STYLES OF PRINTING

IN a recent issue of the *American Art Printer*, F. W. Thomas describes the customer's idea of style from the standpoint of a foreman of the composing room. In connection with his article he presents two forms, being the fronts of a four-page circular, the first showing how the copy was set by a journeyman printer, and the second indicating the style demanded by the customer. We have reproduced these two forms and lay them before our readers in slightly reduced size. The theory of Mr. Thomas' articles in our contemporary is to show how the work of many compositors is practically useless to the proprietor-printer; because being carelessly done or thoughtlessly executed it is rejected by the customer and has to be done over. This is very well to say, but according to our observation, in a great many cases the customer is the one that is finally made to pay for such useless work and general waste in the establish-

Capacity of our
Shawnee and Hocking Mines
700 Ton Daily

Capacity of our
Jackson Hill Mines
500 Ton Daily

GOSLINE & BARBOUR,
Miners and Shippers of Coal.

MAIN OFFICE, TOLEDO, OHIO

As the Printer Thought.

ment. We therefore present an abstract of the remarks of the author named, with this other theory in mind.

Before criticising the forms, Mr. Thomas says: "Let us consider that the firm who are issuing this circular desire to impress upon its recipient first of

all that it is about 'coal.' As could be readily seen at a glance in the inner contents, it was strictly a business circular, and a business circular to be sent to men who are interested financially in the subject treated upon, and if 'coal' were the first word to



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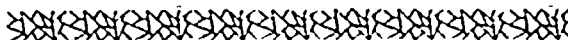
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As the Customer Insisted upon Having

catch their eye, the result would be the perusal of the entire circular. The next idea to be impressed upon the reader was the name of the firm. Next it was desired to show that they were not merely dealers in coal, but miners and shippers of it as well. Incidentally, also, the firm took the opportunity of calling attention to the capacity of their mines."

Criticising the form as set up by the journeyman printer, the writer says: "The border is too profuse. 'Miners and shippers' is made equally prominent with 'coal,' and the 'capacity of the mines' is set in a style of type not in keeping with the balance, and so small as to be very indistinct. It is also made less effective because of the ornamentation surrounding it. The ornamentation at the bottom, just above the border, could hardly be styled artistic. The border in the upper portion is open to three objections. It was a waste of time to make such a thing. When done it was not tasteful, and the curled ends would have been sure to cause the pressman trouble in making ready. The relative spacing of the lines up and down was also in poor proportion, and the light-