

## POINTERS FOR THE JOB PRINTER.

By TIM FERRIS.



BEFORE a job printer starts to do any given piece of work he should have certain elementary or fundamental ideas in his mind. Suppose, for example, he starts to set up a billhead, of which three samples are to be found on the opposite page. He must decide, in the first place, on the form, of which there are two distinct varieties in these samples. The main difference between the two forms is the position of the space for the written name. The name in the newest billheads is brought down close to the base of the heading, so as to have all the writing close together, which facilitates the bookkeeper's time, and also makes it more suitable for copying. But the form must be decided upon in a general way by the customer. The new form will often prove pleasing, merely because it is a change.

The next point to be settled is what shall be the leading kind of type. Some men like a fancy type, others a script, and others a plain black face of ordinary dimensions. These three are illustrated here. The customer must be shown three samples, or as many more as may seem necessary, and asked to decide on a particular kind of leading type. This done the rest remains with the printer.

There is one fundamental rule, however, which must be borne in mind, and that is that too much matter spoils the appearance of the most artistic type and the most carefully arranged head. If a customer brings in a peck measure of stuff to be put in type in a billhead space, he should be gently counselled to strike part of it out. Most printers say, "Oh, well, it is none of my funeral." This is wrong. Every job printer is interested in having every piece of work that goes out from his establishment look neat. The customer does not know any better perhaps, and when the goods are delivered to him he is not satisfied. A day or two afterwards he gets from some of the persons with whom he has business dealings a most charming account head, and he becomes jealous and loses his faith in his printer. True, the printer only did what he was told to do. But then blind obedience is not always a virtue. In many cases it is a disastrous vice.

The three samples shown here are not the prettiest that Apted Bros. have set, but were chosen because every job printing office in Canada, no matter how small, should have all the type, or equivalent type, shown here. The designs are not intricate, the type plain, and the whole effect is simple. In most job offices the striving after very complicated effects leads to botch work. Simplicity is nature's charm, and with it in view the job printer will never attempt to produce something which is palpably beyond his powers.

After having set up and properly adjusted the heading, the next thing is to show revise proofs. For heaven's sake, do not run your proofs off on the worst paper you can buy. Do not use wrapping paper or straw paper. Use good paper and take your proofs carefully. A light tissue does very well, as it absorbs the ink even if it is put on in a very light coat. If this is not used, use a good quality of book. It costs money, certainly, but with care the expense will be covered by the results. The customer should always have a proof, and that proof a dainty one. Thus no doubts will arise in his mind as to the appearance of the job when finished, and he will be bothered by no troublesome dreams during the finishing of the job. He will have no preconceived prejudices about the finished appearances.

Lastly, do careful press work and use decent ink. Do not attempt to save ten cents on these two items, and make the work look a dollar cheaper. That is a pickaninny business into which too many of the craft fall.

Next month we hope to present our readers with some samples of statement heads, and in view of this offer a year's subscription to the job printer sending us the best sample of a statement that he has printed for one of his customers in the usual way. That is, it must be a sample of the work he has done, not of the work he could do if he tried samples to reach this office not later than September 25th. The two best will be reproduced in the October issue of this journal, and the printers given full credit for the same. In the following month, a similar competition will be held for business cards.

A hearty co operation on the part of the craft would make this feature a great means of education for the readers of this journal. Criticisms and suggestions will be heartily welcomed.



## THE NEWSPAPER FEMALE.

A TORONTO Telegram writer gets bang a-agry with the newspaper female and says:

"Woman, lovely woman, is needed in the newspaper business to gently turn the edge of editorial bitterness and breathe her own kindly spirit into all the utterances of every well-conducted journal.

"Heads form theories that the feet kick holes in. Profession is formed by hope, and practice by the force of our fallen nature. The professions of woman in journalism are in keeping with her high and holy mission, but her practices coincide with instincts that may be lofty or may be low.

"A woman who writes for a morning paper has just given an example of the thoughtful tenderness, the sweet gentility, the

lady-like kindness which are said to be characteristic of the newspaper woman.

"She visited a summer resort not far from Toronto. Not on mere pleasure bent was she. Ah, no! Her business was Professional with a capital P. The waiter girl displeased her. The girl may have been tired or overworked, or perhaps she neglected the August visitor to attend to guests who were less obviously superior.

"A newspaper man would have probably had tact enough to get good service from the waiter. At all events he would not have avenged his wrongs in print, but not so the newspaper woman. That unfortunate waiter girl was pilloried in the woman's column. Her personal appearance was referred to in