

Got a comment you think we can print?

E-mail mail@gxo.com or fax 416-961-0941 or snail mail to:
c/o The Publisher, Graphic Exchange, 25 Elm Ave, Toronto ON M4W 1M9



IS JOBS A MISOGYNIST?

In his keynote address at Mac-World NY, Steve Jobs was bang on, as usual, with his vision for Mac future but don't you think he, and the Apple speechwriters, would figure out that not every Mac user has a penis? Am I missing something here besides a penis? As a top-end Mac user and purchasing decision maker who happens to be female, I feel ignored, forgotten and discriminated against.

I can understand that, yes, the representatives on stage from Adobe, Microsoft and Bungie just happen to all be men, but why would a good guy evangelist like Jobs totally ignore female representation in, at least, product testimonials? Would it demean his product to include a woman art director, web designer or network specialist as an authority figure?

Or how about the advertising? Fair enough that Apple has produced a series of hip, retro iMac commercials featuring Elvis, Cream and other male rockers but don't you think that Peggy Lee's "You Give Me Fever" is one of the sexiest most persuasive songs of the 20th century? Just perfect for the new Ruby iMac DV.

Stepping out of the workplace and into the home, let's

remember that 80 percent of household spending decisions are made by women. Steve Jobs and the marketing folks at Apple would be well advised to discontinue their practice of alienating women and build a new model of representing women Mac users in a positive light.

LORI SHYBA
PRESIDENT, SUNDIAL MEDIA
CALGARY, AB

CALLIGRAPHER AND FONTS

Just a few minutes ago I returned from my printer's offices to find your recent issue of Graphic Exchange. He graciously lent it to me, as I was taken in by your article on Fonts: Law of the Letter.

Being a calligrapher for the past fifteen years, the front image more than caught my eye. I am also a member of Cyberscribes; we are over 400 calligraphers around the world, who exchange daily on an Internet mailing list. I have referred them to your website so that they may read this article and also find the listing of all the Online Font Resources. Although we work with the pen, we are fascinated with fonts, so I am sure that many of them will enjoy this article.

Calligraphy has taken me one step ahead, as for the past six months I have been study-

ing graphic design, and working with QuarkXPress, Illustrator and Photoshop.

I am happy to find such a wonderful magazine with Canadian content.

LORRAINE DEMERS
UPPER CAPS,
LONGUEUIL, QC

HOOKED ON PDF PRIMER

Just thought you'd like to know how you landed this fish — I'm at my desk discussing PDF problems encountered last night during deadline for our publication, and an associate triumphantly presents me her Graphic Exchange's May/June 2000 issue ("A PDF Prepress Production Primer" by Lerrick Starr). Manna from heaven.

And, faster than you can say EPS With Preview PICT, I was hooked, shaking the mag upside down in search of a subscription form.

Plus, how about that Glossary of Digital Font Terminology? Thanks for the succinct refresher course. Also appreciated the Type and Background Effects, Part Two.

All this praise, and I haven't even reached the last page, yet. This is one magazine I won't feel 'guilty' cruising through on work time — it's like a reference manual. The boss may even snag it from me, it's that valuable and informative. I also echo the request for an index from past issues for archiving purposes.

Keep on publishing — you do it well.

LORIANNE KOCH, GRAPHIC DESIGNER
THE NORTH SHORE OUTLOOK
NORTH VANCOUVER, BC

FLACK OVER FLAX

I was greatly enjoying your article on "tree-free" paper in the May-June issue until I encountered the editor's description of flax as "wheat leftovers from which straw is produced." Unfortunately, I was then less confident in the other "facts" in an otherwise fascinating article about encouraging developments in the paper industry. When you come to the prairies in mid-summer you will see green fields of wheat and blue fields of flax. One is not a leftover of the other.

TERRY WHITE
SASKATCHEWAN

[Would you believe us if we told you our fauna and flora editor was on vacation? Okay, Terry, you got us. A line in Domtar's literature was misinterpreted and, geeks that we are, we let it slip through unchecked. Next time we run a story on flax, we'll get it right.]

PERFECT GIFT FOR MOM

I'm writing you on behalf of my mother, who lives in Venezuela. She asked me to get her an article from the current issue, called "Law of the Letter". I managed to download it but I liked it so much that I would like to give my mother this whole issue as a present.

I would really appreciate your help in this matter.

MARIA I. NINO-SOTO
GUELPH, ON

[Always a pleasure to help our readers to the south, Maria. We hope your mother enjoys the entire issue.]