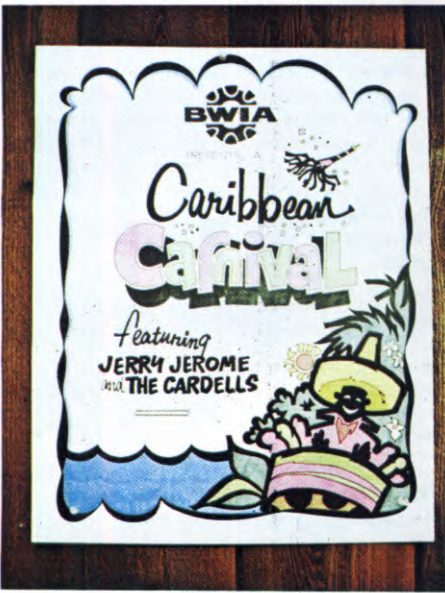


Tom Hutchinson is . . . Art Graphics

How often do you do a showcard? Cards are the mainstay of this Toronto shop.



Tom Hutchinson has operated Art Graphics in downtown Toronto, Canada for ten years. Strictly a one-man operation, Tom specializes in showcards and paper signs, although he does an occasional small enamel job, too.

"I average ten hours in the shop each day, and prefer working on my own. I try to use cartoons and illustrations as much as possible. It makes the work more stimulating for me, and my customers find the product and price both quite satisfactory."

Tom's work covers the full spectrum of a "card shop" from calligraphy lettering (200-300 certificates per month for the Toronto Board of Trade) to large convention banners. His most common work is showcards for the restaurants and small retail shops of downtown Toronto.

"Much of my work is for customers



who are steady users of cards. I try to gear my work to established businesses that make good accounts."

Tom's pricing is based on a \$30 per hour shop rate, which is about average for shops in the Toronto area. A card that will see only short term use has to be inexpensive and therefore quick.

"The average 22" by 28" card starts around \$25. Adding a little extra, like a cartoon, usually brings it to \$40 or so. A larger, fancier card may run \$90."

To photograph his work, Tom uses a 35mm camera with ASA 400 film. Since no flash is required, there is little glare or 'bounce back'. It's a great way to photograph work inside for your files.

Tom enjoys all types of art and has recently tried his hand at cake decorating, which might be compared to card writing on a cake.

"My wife, Yoka, bakes the cake and mixes the icing and I do the fancy work. The kids love it!"

•SC



Brown and orange on 32" by 44" white masonite panel.



Masonite sign with red and white lettering and a full color "sub".



The shop window is black copy on white with yellow, medium, and dark orange border.

Northern Wisconsin Neon Workshop

6 week courses:

- September 14 to October 23
 - November 2 to December 11
- 1982 Classes:
- January 4 to February 12
 - March 1 to April 9

Maximum 5 students per class

Northern Advertising Co.

c/o Dean Blazek
Box 92, Antigo, WI 54409
715-623-3000