

the general rules of English followed, but the average editor will pay more for an idea poorly dressed than he will for the wordy dressing without the idea. No one should hesitate, when he has a good thing, to pass it on. The editor is a past master at putting fine clothes on bare ideas. Ideas count most and we take it for granted that O. A. C. students and graduates are able to use the English language in such a way as to make good reading when expressing their ideas in print.

• Students and graduates do not write

enough for papers. All should do more of it. Be practical; be brief. Have something to say and say it. Write neatly and on one side of the paper only. Leave plenty of margin all around the page. Number each page carefully. Use short sentences but avoid a jerky style. Avoid the use of personal pronouns. Be accurate. Separate lines well. Try it. The practice is worth while. Remember that the press is the one great medium designed to carry information quickly to the greatest numbers. Use it.

