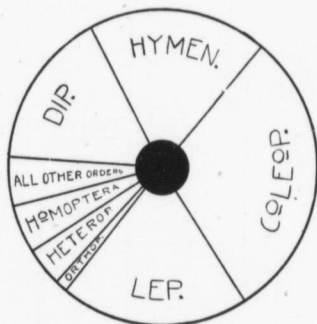


at the end of their paper, and worse still is the practice of having the explanations scattered throughout the text. In many instances there is no real reason why the explanation and the figure



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Fig. 30.

should not appear on the same page. An author fails to realize that all readers do not share his burning interest in the question treated, and unless he can command their attention, sometimes in spite of themselves, he is likely to lose their interest.

Figure 31 is a bar method of comparing percentages. An illustration of this sort is easily read, and the reader can grasp readily the fact that 48 per cent. of the species of insects in New Jersey feed on vegetation and that 16 per cent. are predatory, and so on. The words "on vertebrates" should have been replaced by "injurious to vertebrates," as the former phrase is somewhat misleading. The shading of the large sections of the bar might also have been made more dense, to bring them out better. A chart of this kind is much more effective than a mere printed statement of the facts. Many readers do not grasp printed figures easily, and if you desire to reach this class you must visualize the facts for them.

Figure 32 needs practically no explanation. It is simply a graphic method of placing figures or amounts before a reader and