

face character of the type was in singular contrast to the product advertised."

In commenting upon the second form the writer says: "In the second form the proportions of the different phrases are carried out as indicated above, and the defects of the first design avoided. This page may still be open to some slight technical criticisms, but it pleased the customer, with a single alteration. It was set in less time than the other, and the general style of it is in much better keeping with the business it represents."

In giving directions to the journeyman printer this author puts on record certain rules which are of interest to all who prepare copy for business announcements. He says: "Let the printer forget mechanical distinction for the moment, and arrange his display according to the meaning and relative importance of the items. Let him break away from all conventionalities, one line does not have to be longer than another, and one style adhered to for both. The printed sheet is no longer a marvel to be examined from top to bottom with the curiosity shown at the time of its invention. It is a common everyday sight, thrust in our faces at every turn. Only the best of it is read. If to attract notice it must be done right. Let the compositor bear these things in mind, never losing sight of the fact that every man knows his own business best. In business printing the customer's idea of style is the right one."

ADVICE TO REPORTERS

AT the suggestion of a subscriber, the following rules issued by the late J. H. Maclean to his reporters on *The World* are republished. They should appear on every reporter's desk.

Don't waste word on your own opinions. The editor will furnish the opinion of the paper on current topics. Give the *facts* and *notes* of a case in simple form, but keep out of the rut. Never mind regretting that Rev. John Smith is dead, married or moving away. Give the facts of his removal or death and say a nice word in some other than stating that "*The World* regrets to announce."

Be careful about initials, spelling of names and addresses. In conventions and all public gatherings this case is doubly necessary.

Don't say John Jones was locked up at Police Headquarters last night for robbing John Smith in Yonge street, but rather John Jones was locked up *charged* with robbing. Remember it is merely a *charge* until it is proven.

A reporter has no "privileges," no matter where he may be sent, and therefore it is his business to always remember that he is on sufferance. A reporter who knows his calling will never presume on his "connec-

tion with the press," will brook much, but will ultimately get all the facts. To threaten "to write you up" is fool-work.

Don't get windy and go into reiterations. Use simple and effective phraseology, and only state the same thing once. A reporter should know, after the City Editor has revised his copy, how he ought to write in the future.

Never start a fresh paragraph at the bottom of a page, but rather on the top of the next. Always "number" your pages.

Write your "copy" with ink or a soft pencil. Ink is preferable. Write *legibly*, more especially proper names. Copy that is not so written will be handed back to be done over again by the reporter.

Be sparing in the use of adjectives.

Reporters, except in cases of emergency or pressure for time, *must* read their copy over before putting it into the City Editor's basket.

Be sure and get the news, all the news, in every case, and state it succinctly. When you are told to write a stick don't write two sticks. Space in *The World* is valuable. A reporter's work will in every case be judged by his accuracy, by his knack of stating a fact without verbiage, and by his expedition.

Get your copy in early. This rule is imperative.

TYPE-CASTING vs. TYPE-SETTING MACHINES.

AS type-casting machines are now in operation in several cities in Canada, and some doubts exist as to the merits of those machines, as well as the position they hold in comparison with type-setting machines, the following extracts from an article in the November *Inland Printer*, by Mr. E. L. Marsters, will be read with interest:—

"The rapidly increasing output of type-casting machines is further evidence of the view held by the writer several years back that the practicable 'coming machine' would be a type-casting one as against the type-setting machine. I am not prejudiced against type-setting machines, for I admire their work, and I know that the even and clear face of type is far superior in looks to the product of the rapid type-casting machine.

Several type-setting machines are in existence, either in theory or as models, while the Thorne principally and the McMillan are now being used very acceptably in various newspaper and book offices. In the latter establishments I think the results are more satisfactory. In newspaper offices they are not so practical, and are not the 'economical ingenuities' that some people would try to make one believe. This idea is not based on superficial knowledge, but rather on practical observation and information in reference to the operating expenses.