

A DISSERTATION ON RULES.

NO office can be regarded as fitted up upon modern ideas which is not provided with a good supply of the new "labor-saving" rule. The name given to it conveys but an inadequate idea of the time saved in the execution of jobs by using it. Work which formerly took hours of labor is now being done by it in a far superior style in a few minutes.

This kind of rule should be bought cut to the standard generally prevailing in the office, or that which it is intended to adopt. English as well as foreign foundries now supply it. There is a large variety of rule with mitered end pieces, and cut in lengths of ems and ens for building up any size. The German "labor-saving" rule is cut as small as 2-point and even 1-point removes.

The practice in most offices of allowing brass rule to be cut with shears and cutters, as required, at the will of the compositor, cannot be too strongly condemned. The quantity of rule wasted in this way in the course of a single year is enormous, and its value often runs to a large figure. All rule should be kept in proper cases, made especially for the purpose. The rule itself should be cut to the standard pica of the office, and in sizes varying from 1 up to 24 or 30 ems by removes of ens, from 30 to 60 by ems, and above that by 2 or 4 em removes. These should never be allowed to be cut on any pretext whatever. These remarks also apply to dotted and other rules, such as waved ones. If compositors cannot work up to rules thus cut, and thus avoid cutting odd sizes, they are not worthy to hold a frame. The regular-size plan also saves time in justifying waved rule, when used as dashes, thus requiring proper lengths of leads to justify them in the middle. This also saves the cutting of leads.

For table work cases should also be made up with rules cut to ems of the body used. If this plan is adopted the use of shears may be forbidden. This rule will also conduce to quickness in production of work.

Fancy rules are now often made of zinc, this metal being much cheaper than brass. Zinc rules have not, nevertheless, made much headway in the trade, as they are open to the objection that water causes it quickly to oxidize, and thus to spoil it. Large fancy patterns are often made in zinc rule, and cut to lengths. They are used as combination rules. The lengths being cut to ems, they are useful for building up borders of posters. They are preferable to wood, as they last longer, give a better impression, are easier to make ready, and join better.—London Stationer.

CATCHING THE ADVERTISER.

The Woodstock Sentinel-Review makes a good point in an appeal to advertisers. It points to the fact that its daily circulation last week was 2,139 each day, or 12,835 for the week, compared with 9,385 for the corresponding week of 1895. This gain in circulation is of much value to the advertiser, but the advertising rates were struck in 1891 and have not been advanced since. This is a sound argument. Some papers, where the constituency will warrant it, advance their rates as the circulation goes up. As The Sentinel-Review has always held out for a good rate it has not felt the necessity of doing so. There are doubtless other papers similarly situated, and in these cases it is well to let advertisers know the increased value of the medium.

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JOHN LOVELL & SON,

Montreal, May 15, 1896.

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