

PRACTICAL MATTERS.

BY JUL. L. WRIGHT.

Small-cap Head-line Case.

In most large book offices in which the prevailing style calls for small-cap running titles, a special case (usually an ordinary lower case) is improvised to facilitate the work. Owing

to irregularity in the size of the boxes (though a vast improvement on the common upper case), they have been found inadequate and inconvenient. To meet these objections and to provide something, the desire for which has been often expressed, I submit the accompanying plan to the consideration of the craft:

i	v	x	l	c															
&	æ	œ	j	k	1	2	3	4	5	6	7	8	9	o					
z	b	c	d	e	i	s	f	g				:	:	Hair sp.					
x	l	m	n	h	o	y	p	w				Em Qds.	En Qds.						
q	v	u	t	,	.	a	r	3-em spaces.	4-em sp.	5-em sp.				Quads.					

It will be observed that the apostrophe is discarded. It should *never* be used in a small-cap head-line—change the wording and thus obviate its use.

Shaping Rule for Diagrams.

Secure the copy to a level surface, and instead of bending in *reverse order* with the face up, turn *down* the face of the rule, resting it on the diagram, and bend to the exact variability required by the job.

Newspaper Advertisements.

“Why is the first line of an advertisement sunk only a single lead from the rule separating it from the preceding advertisement?” is the substance of a question put to me a few days since. At first I was at loss for a reasonable reply other than such matters were governed by *style*. Reflection enables me to give another reason: Advertisers contract for a specified space, and the average business man would insist on taking the measurement from the *first* line—any white space above that point he would dispute and claim that it should have been thrown in the body of the advertisement.

While a *display* advertisement of a few lines, covering a large space, would offend the critical eye of a job-hand, if the first and last lines were jammed so near the rules, yet the average

newspaper hand has been educated to that particular style, and a departure therefrom would appear to him unworkmanlike and careless.

A noticeable defect in newspaper advertisements is the disregard of the effect of balancing the lines, both as regards the bearing of widths and the adjustment of white spaces between the lines. These irregularities cannot be said to be the off-springs of *style*, but rather its entire suppression.

Gown and Sword.

The privilege of wearing the above articles in “ye olden timme” was a distinguishing honor conferred upon the compositor, ranking him as a *gentleman* and creating a station unattainable by the followers of any other handicraft or the votaries of trade. In polite circles it was equal to the old English *Esq.*, while in the settlement of questions of honor it carried the right of crossing swords with titled wearers of similar weapons of defence.

During the “dog days” of the past summer, when the less clothing a man wore the better he considered himself dressed, through a hint dropped by a fellow-workman I conceived the idea of reviving the *gown*, not as a distinguishing mark, but as a means of *comfort*. The garment was made of 4-cent calico, and answered the purpose admirably. I could well afford to