My Dear Mr Bergeman!

I have just been over your first sch of Proofs. On the main, your compositors have done exceedingly well I wish to call attention to a few things, that may cause trouble in the future.

1— The tendency to space out unnecessarily. It is this which gives the ordinary country newspaper, its loose and scattered appearance, as if the words had been shot upon the page with a smooth bore gun. This makes a bad looking page, especially when the type is small as ours is

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and would give the Bonus a countrified appearance which we should especially avoid as it has been hitherto especially well done.

2 – I have tried to regulate capitalization on principle; as for instance, making "Republicans" and "Democrats" caps and "Republican party and "Democratic party," not caps — as it ought to be. But I will give it up as too troublesome a system to be enforced and make this rule. "Republican" "Democrat", President, &c all

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ways known case. If it becomes necessary to change to your permission, I will do it, ~~in~~ in proof; but it is not likely. So with presidents' notices &c.

3 — All extracts must be each solid ~~and~~ if more than ~~five~~ three or five lines. They should also be quoted.

4 — Names of newspapers must be in ~~the~~ Italics. The Daily in small caps.

5. – Follow the punctuation I make no matter how many rules it runs over.

These things would better be understood at the start as we can save much bother by full understanding.

I will break the long editorials by putting in now and then a plain rule – I guess O.M.

The main heading letter I would like to have a =

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Put this title in the middle — that is, over both col= umns.

Perhaps you would better set the quotation from Lincoln, ~~either~~ either in small caps across the whole page ~~and~~ or in some light line caps — running the name and date in so as to make a somewhat striking little thing.

~~Don't do so you~~

Follow this with one= column article heading at top of right hand page, "A New Hetero= doxy." — And this in

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bout the same as in the last Number.

The first page you may use be as follows.

The Basis

A Monthly Magazine of Citizenship.

Feb. 1st February 1896.

Public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed. Consequently, he who moulds public sentiment, goes deeper than he who enacts statutes or pronounces decisions. He makes statutes and decisions possible or impossible to be executed.

Abraham Lincoln, born February 12th 1809.

"Credit and Currency"

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same way by "The Presidential Ticket."

Fill in whatever space there may be with smaller matter with black-face side titles.

W. W. ?