

**Paper Cutters  
Wire Stitchers  
Paging Machines  
Perforators  
Folding Machines  
Ruling Machines  
Embossing and  
Gilding Presses**



## The J. L. MORRISON CO.

Makers and Importers of

### BOOKBINDERS' MACHINERY

Sole Agents

Seybold Machine Co.



28 Front Street West, TORONTO

#### ADS. IN THE WEEKLY PRESS.

SOME POINTED CRITICISMS ON PRESENT NEGLECT, AND ADVICE  
ON HOW TO IMPROVE.

THE average country paper presents a sorry appearance in its advertising columns, says Frederick Vail Owen, in The Ad. Book. It is one of the anomalies of the business that the principal thought bestowed on the advertising columns is getting the ads. Once a man's ad. is secured, no further is he or his ad. thought of except to collect the bill. Resting secure on the idea that "advertising pays," no effort is made to make the advertising attractive or readable, and, as the best positions are secured by the patent medicine ads., it makes no difference where the local space-user is located. These same monopolizers of position, the patent medicine ads., also have the only decent, though disparaging, display, and the local advertiser, unless he has better ideas than the average, and demands his rights, might as well keep his money in his pocket for all the good it will do him.

There are generally one or two local advertisers who buy a large space (frequently two or three columns wide) and secure good positions, but the rest of them are not in it at all. But I believe that the local advertiser should get value for his money, and if publishers would consult the interests of their local advertisers more than they do, that it would prove profitable.

How to give equal prominence to the advertisements is no easy matter, but there are methods that will accomplish much. The great trouble is that generally the composition of an advertisement is considered of little consequence further than to get in as many big, black lines as possible, with "astonishers" at the end of them. As all the ads. are set on the same plan, nothing is gained by the big lines. Frequently the ads. come in late, and it is necessary to jump them up in a hurry. The foreman is annoyed at the never-ending delays incident to closing up the last form, and the exasperating requirements of the patent medicine ads., so he dumps the local ad. in the most convenient corner.

On assuming the business management of a local weekly newspaper, several years ago, the unattractive and dull appearance of the local ads. was an eyesore to me, and I felt, when collecting monthly, that the advertisers gave the money begrudgingly and unwillingly. It was a folio sheet of seven columns, miscellany on the first and fourth pages, local news on the third page, editorial on second. The first move was to get all the foreign and legal ads. on the outside of the paper, reserving the third page entirely for local news, and from two to two and a half columns of editorial on the second page, which left four and one-half to five columns on that page for local advertisers, with some local display ads. on the outside pages. The paper issued on Saturday, the outside going to press on Wednesday and the inside on

Friday night, when the force worked late, so Saturday was a half-holiday. Monday and Tuesday the type was distributed, the foreman occupying himself in the job department. Thus it was that I hit upon Monday as a good, quiet day in each week to improve the advertising. Our second largest merchandise dealer had a column in which was enumerated nearly everything in the store, headed by:

JOHN SMITH

Has Just Received His  
NEW FALL STOCK

—of—

and winding up with the stereotyped injunction to "Call and see us." The word "Fall" was changed to "Winter," "Spring," and "Summer," as the season changed, but otherwise the ad. might have been electrotyped, to the advantage of the office, saving the wear on the type year in and year out. The first thing was to throw it out entirely, and set it up anew. The storekeeper was glad to give points on seasonable goods for frequent changes in his ad., and gladder yet to have the changes made. With the smaller ads. the copy was changed, and designed so as to bring some one point into prominence. Instead of filling the space with heavy lines that accomplished nothing, but one or two lines were displayed, contrasting them by using small type for the body. Another thing was to contrast ads. with each other. Thus when an ad. with plenty of white space was set adjoining several others with but little white space, the contrast seemed to help all of them. And this is a point to be emphasized; even one or two good ads. on a page, if not of the overpowering, obtrusive style, lighten and improve the whole page. The use of cuts in ads. is good if appropriate to the business and to the ad. Nearly all newspapers use plates, and among their illustrated features are cuts that can be made use of. From other sources the wide-awake printer will secure material he can use. All the old electro ads. were saved and sooner or later use was found for them, either for some part of their printing surface or as base material to mount other cuts on. There are syndicate illustrations of low price and good quality the printer can use to advantage.

An addition of a few sizes of De Vinne and a font of modern border to the office helped wonderfully, and the paper had a new, fresh appearance that could be imparted to it in no other way. The ads. were changed frequently, some weekly, some every other week, some monthly, and so on. The compositors quickly caught the idea, and new ads. that came in, however late, showed the effect in an improved display each week. The advertisers appreciated the change and were glad that some interest was taken in their behalf.

The average local advertiser knows nothing of such things, generally saying: "Oh, you fix it up; you know how to do it." Prove to him that his confidence is well placed by putting his