

THE ADVERTISING ARENA.

Conducted for PRINTER AND PUBLISHER by the Ad. Scribe.

ADVERTISEMENTS IN COLORS.

WHEN Mr. Atkinson took hold of The Toronto Star the Eaton advertisement was not appearing in it. The new management, however, succeeded in securing Eaton, and one inducement, besides the growing circulation of The Star, is the heading over the advertisement appearing in red, or blue, or some other color. This is a new feature in Canadian advertising and may have important future results. Thinking that an account of the mechanical process by which this new feature is brought out would interest readers of this column, I called on Mr. Atkinson, who answered my questions as follows:

"There is very little to explain with regard to the process by which our pressmen are able to print two colors on the front and back pages of The Star, but I willingly accede to your request. Our press is a straightline Goss press. A straightline press, as you know, is composed of three or more decks or presses one above the other. The top deck of our press is used as a color deck. Thus, to print an eight-page paper, two rolls of paper are running into the press at one time. Into the top deck one sheet runs and receives the colored impression on pages one and eight. Then, the sheet, instead of being carried immediately out into the folder, at the end of the press, is carried down to the middle deck where the same pages receive the required black ink impression. The sheet is then carried into the folder where it meets the sheet which, meanwhile, has been running through the bottom deck and been receiving its regular black ink impression. These two sheets coming together in the folder make up the eight pages of the paper. One of the sheets is simply carried through two decks of the press. The color is thus put on at the same time that the other parts of the paper are being printed, and put on too at the rate of, say, 20,000 eight-page papers an hour. There are, I believe, less than half a dozen papers in America which can print an extra color on their regular editions, and only one or two, besides The Toronto Star, that I know of, which are now habitually doing it."

ADVERTISING NEWSPAPERS.

Newspaper publishers have tried many different methods of placing their publications before possible subscribers, but up to the present time no scheme has been evolved that is quite so effective, and, at the same time, so durable, as metal signs. One publisher recently said that he had found metal signs a particularly profitable investment. He classed them ahead of posters, because of their more attractive coloring and their more durable qualities.

Of course, a great deal depends upon the sort of signs used. It is just as easy to do poor advertising by means of metal signs as by any other method, and it is, therefore, necessary to have the best article of this kind on the

market. A poor sign will always cost more than it's worth. A good sign is worth every cent it costs, and more.

The advertiser makes use of newspapers, bill-boards, street cars, etc., to inform the public what he can do for them; and so large has the army of advertising people grown that they should be particularly appealed to in the paper's notice. In every newspaper can be found a puff for its own advertising columns, but it does not go much further than this. Rarely do we see a paper advertised as a good advertising medium in magazines and in every conceivable place outdoors, like somebody's soap or some other person's pills. The man who wishes to advertise his goods will generally do so in the paper he reads, whether it be a good or useless medium, because he sees in it a notice for its advertising columns. There may be a paper which, though he never buys it, will suit his purpose better than the other, but he does not know it, for it does not advertise to advertisers in the same way that they do to their prospective customers.

DEATH OF POWELL MARTIN.

Powell Martin, formerly a well-known advertising agent, died in Toronto, July 16, from heart failure. Deceased was 52 years of age, and was born in Cardwell County. Twenty years ago he removed to Toronto and secured a position with The Globe newspaper as advertising agent. About 10 years ago he went to Montreal, and later to St. John, N.B., where he continued in the advertising business. He afterwards returned to Toronto, and during the past five years had lived a retired life. Deceased, in his earlier days, won distinction as an athlete, and was the possessor of several medals.

ADVERTISING IN A COUNTRY WEEKLY.

The publisher of the country weekly does not always get what he deserves from large advertisers. A great deal of advertising is done in the city dailies that would bear more fruit if it were inserted in a country newspaper. What country people need is not, by any means, always advertised in country papers. The farmers and all dwellers in the country and small villages are much more influenced by the ads. in the local paper than by those in the city daily. When the names of those they know personally are printed in the advertisement, they have more faith in it, and it appeals more directly to them. Then, too, there is the feeling that what is advertised locally is sold locally. A farmer may read an ad. in a city paper, but he is apt to think at the time that the city is the only place he can get the article advertised; but, if he sees it in the local paper, he knows he can get it at his usual place of trading. At least, he is induced to ask for it there. The value of the country weekly, whose ad. columns are scanned by its subscribers more closely than they do those of a strange city, is not appreciated by even the publishers themselves,