

# Printer and Publisher.

Vol. VIII—No. 5

TORONTO, MAY, 1899.

\$2.00 PER YEAR.

## The MacLean Publishing Co., Limited

President, JOHN BAYNE MACLEAN, Montreal.  
Treasurer, HUGH C. MACLEAN, Toronto.

PUBLISHERS OF TRADE NEWSPAPERS THAT CIRCULATE IN THE PROVINCES OF BRITISH COLUMBIA, NORTH-WEST TERRITORIES, MANITOBA, ONTARIO, QUEBEC, NOVA SCOTIA, NEW BRUNSWICK, P. E. ISLAND AND NEWFOUNDLAND.

### OFFICES:

MONTREAL, (Telephone 1255) Board of Trade Building  
TORONTO, (Telephone 2148) - 26 Front St. West  
LONDON, ENG. (J. Meredith McKim) 109 Fleet Street, E.C.  
MANCHESTER, ENG. (H. S. Ashburner) 18 St. Ann Street  
NEW YORK, (M. J. Henry) - 14 Irving Place  
WINNIPEG (J. J. Roberts) - Western Canada Block.

Cable Address: "Adscript," London; "Adscript," Toronto.

## THE WEEKLY PRESS.

### EDUCATING ADVERTISERS.

In the opinion of the writer, The Listowel Banner, in its issue of May 11, made a hit when it reproduced a short article on advertising, by E. D. Gibbs. The article was a most effective one for the purpose, but it was the manner of displaying it that made it the success it was. It was set up single column measure in the regular reading matter type, with a neat heading, the whole thing taking up four inches. It was placed in the centre of a space two columns wide and three-quarters of a column long. A neat pica border enclosed this space, showing off to advantage the large amount of white shown, an unusual feature in country newspaper advertising. The effect of this simple display was to draw the attention of the writer to the advertisement on opening the page and to cause him to read the extract through—which is the aim and end of all advertising.

### DEFACING THE READING COLUMNS

Though they are decreasing, there are still a number of newspapers which allow advertising matter to deface the reading columns. Some admit among their general reading matter a short local or patent medicine reader in heavy black type, others refuse to print the heavy black, but admit light-faced long primer or even pica readers in a column of brevier matter. This is injuring the typographical

appearance of the paper and the attractiveness of the reading matter without benefiting either the publisher or the advertiser. It may be claimed that as the letters are bolder or bigger than the surrounding matter, they will be the more surely read. But it must be remembered that the country paper is read, and read thoroughly, and an attractively worded reader, put in an ordinary position, stands very small chance of being overlooked. On the other hand, as healthy people, as a rule, have not time to read patent medicine notices, it is a mistake to advertise a concert or a day of amusement in type or in any way that resembles a patent medicine ad. But, even if it did pay the advertiser, it is more important to the publisher to keep his reading columns from being defaced by black or big type in occasional readers.

### VALUING INSIDES.

The fact that a publisher has his "insides" printed for him does not relieve him of the responsibility of seeing that the typographical appearance of this part of his paper is what it should be. There has been, all must admit, an improvement in both the matter and appearance of "ready-prints" in the last few years. One cause of complaint, however, is not as rare as it should be. Frequently, a double-column heading is placed sidewise in the column instead of being placed across the top of two columns. The effect on the appearance is such that the publisher would be justified in asking that this should not be repeated. It is likely a result of carelessness rather than of a desire to save time on the part of the printers, and a mild protest will probably result in the discontinuance of the practice. If the mild one does not, a stronger demand should, of course, be made.

### LOCAL MATERIAL.

The Napanee Beaver believes in writing up local history, not merely for a special number, but making it a feature of the ordinary issue as well. In the paper for May 12, there is a department with a suitable heading, "Old Time Records, Relating to the Early Days of this Province, conducted by Thos. W. Casey," and the two-column signed article which follows is an interesting account of the Addington county council, from its creation in 1863. A local worthy has lent copies of the early documents in his possession, and the municipal separation of Addington from Frontenac is described, the names of the first councillors are given, particulars of early tenders for the erection of municipal buildings are recorded, and even the salaries paid the county's first officials are printed. All this is very interesting. Every old resident of the district