

of publication, all of which was concluded by a little incidental reference to Jacob's oil, Blank's new style of hats, or Butcher's high-class mince-meat. The public had to be tricked into reading an advertisement. It is not so long since an advertisement was looked upon as a thing delusive and to be abhorred. Even yet there are those holding opinions of by-gone days who believe the paper with the least number of advertisements to be the best paper to subscribe for, as it has more space left for news. Advertisements were once supposed to contain no news, but rather to advertise fakes and to lead people into buying that which they did not need. Consumers did not read advertisements chiefly because the advertisements did not furnish profitable reading.

A great change has come over the reading public. If a person wants to find out where to buy an article, he now consults his newspaper, trade journal, or even his magazine. Advertisements are now read regularly with the idea that they may be of financial benefit to the reader. They are the channel through which the news of goods and of the production of goods is carried to the buying world. The press has come to exercise a wonderful power in business as well as political circles, until now it is recognized that, if a man wishes to build up a large and sure business or wishes to maintain any supremacy he has gained, he must acquaint the public, through the press, with the merits of his goods. Examples of success through advertising are by no means rare, and we need not point out the growth of the enormous business of Dr. Williams' Pink Pills Medicine Company as an outstanding Canadian instance.

The change in the public opinion of advertisements has been brought about largely by a change in the policy of advertisers and publishers alike. They have come to recognize the fact that advertisements should contain news—and good news—in order that the public should be encouraged to read them: that they should be valuable to the reader, as well as to the writer or to the printer. The departmental stores have set a good example in Canada, for they change their advertisements every day, and many a housewife reads the advertisements before she looks at the foreign or domestic news—even before she peruses the page of fashions. They say what they have to say, short, concise and to the point; every word is interesting, no space is thrown away on useless entertainment, they appeal to a public that wants to buy goods, they ask it outright to patronize them and state their reasons for advising it to do so. All advertising is read now, and the most convincing advertisement is the one that pays best. Copy is now made to convince, not to trick the reader. Magazine advertising has also done much to popularize advertisements by artistic and striking pages at the end of the periodical.

Advertising has always been founded on a firm basis, but it was not always properly understood by the reading public. The public has been educated, but there yet remains much educative work for the press to do. This can only be done by furnishing good advertisements. If the advertiser cannot write good copy of the right sort, the publisher should see that it is improved in his office. It

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should be the aim of the publisher not only to get an advertisement, but also to make it valuable. That is the only way to secure higher rates. Moreover, a staleness in advertisements shouldn't be encouraged. Does it pay in the long run to charge that advertiser extra who changes his copy every issue? How can it? Is the regular reader going to read the same advertisement with interest every time he picks up the paper? Certainly not. Change of copy should be encouraged, rather than discouraged. The publisher of a newspaper should exercise as much care in making his advertisements readable, as he does in making his news columns interesting. Such policy will strengthen the backbone of the paper.

F. J. Scott, advertising manager of The Winnipeg Telegram, has gone to Honolulu.

The Canada Paper Company are making a present to their customers of a handsome type measure, with markings on four sides and brass rules inserted in the edges to prevent wearing. The measure, besides containing inch measurements up to a foot, is marked on its four sides on the point system, from 5 1/2 up to 12 points. It is a very handy, as well as handsomely gotten-up measure, and will be appreciated by all who are fortunate enough to receive one.

Buntin, Gillies & Co., Hamilton, have recently made arrangements whereby they secure control for Canada of the high-grade writing paper known as the Agowam Bond, in white and tints. This paper is very highly thought of by lithographers and printers, as it gives perfect satisfaction to customers. The Hamilton firm intend carrying a complete stock, and, as the price is reasonable, a large trade should be done.