

# Mechanical Department

## Some Suggestions About Advertising a Printery.

Under the above title, A. C. Stirling contributes to the Advertising World an article well worth reproducing, because of its practical hints for country printers. Here it is:—

"The job department, as an adjunct to the publication of a paper, is an important part of the business; more so in the case of country weeklies and small-city dailies. The proprietor usually figures that all the profit from job work is 'clear velvet,' since no extra help is required, excepting, perhaps, a 'cub,' and the fixed charges are the same whether he gets any job work or not. The foreman of such an office must be an all-round man, capable of taking care of whatever jobs may come in, in addition to his other duties.

"At the prices usually prevailing in small cities and towns, there is a good percentage of profit in job printing, and this branch of the business is deserving of, and will repay, careful cultivation.

"The usual method pursued by such a paper in advertising its job department is to run a lot of one or two line readers, like 'Bring your job work to the News office,' or 'Plain and fancy job printing at the News office.' These readers are used for fillers, to fill out a short column or any other incidental 'hole' in the sheet. Then a display ad. is kept in type, and used to fill up space when the pay stuff runs shorter than usual. It is seldom changed, and it is seldom original or particularly good.

"This ad. ought to be made to pay. It should be kept seasonable. There are seasons for country job work—very distinct seasons. For instance, the season for public sales. While there are occasional sales all through the year, they are more frequent at certain periods. When that period approaches, run an ad. like this:—

### PUBLIC SALE

Bills are printed at The News office in two hours' time, and when we print the bills we give the sale a free notice in The Weekly News Cuts of

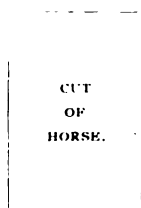
#### Horses, Cattle, Sheep, Hogs

to use on them, good paper to print them on, and reasonable prices. We'll help you write them out if you desire.

THE CLARENDON NEWS.

"Then there is the season for horse bills. Horse cuts are so cheap nowadays that a small outlay will fit the office for almost any possible demand. Then the ad. might be like this:—

### A FINE HORSE



should be properly advertised. The News office makes a specialty of printing Horse Cards, and has a fine lot of cuts of horses of different breeds, and strong, tough cardboard to print them. Before you order your horse cards, come in and see proofs of these cuts.

"In nearly every locality there will be found other phases of work that run in streaks, and it pays to follow up these

streaks. For general commercial work, the buyers of which are the business men of the community, the advertisement should be run continuously, and changed frequently. It should tell of the receipt of a new lot of letter, bill, note and statement head stock, or envelopes; it should tell of the new type just put in for some particular class of work; it should invite the business man to look at samples of business printing; it should dwell on promptness and accuracy.

"And no piece of printing or advertising for the office should be allowed to go out, unless it is absolutely correct in spelling, punctuation, grammar and construction. There is always somebody bright enough to pick out errors of that kind, and the individual invariably takes immense pride in pointing them out, and telling everybody about them, and roasting the office that is responsible. Don't give him a chance at you."

## The Latest Type-Perfecting Press.

Recent inventions of the Duplex Printing Press company, of Battle Creek, Mich., enable them to turn out from the Duplex press a product decidedly improved, that will be sure to make the machine even more serviceable than before.

While the regular press prints but eight pages, the new devices make it possible to deliver from the same machine, papers of ten, twelve, fourteen or sixteen pages, the supplementary pages being run in advance. These pages are printed on a web, and then carried in, pasted, and folded together with the eight pages, so that the whole is turned out folded together as a complete paper. One decided advantage of this equipment is that the total cost is much less than in the case of a press for simultaneously printing the whole, while it is simple and very easily operated. The Duplex people guarantee with this press and newly patented device a speed of 5,500 per hour, direct from flat type forms.

## Paid Notices to be Marked.

Newspaperdom stands for the making of a clear distinction as between advertising and reading matter. Newspaper readers do not like to be tricked into reading something that purports to be, or has the appearance of being, news or matter of interest, to find, towards the end, that it is an advertisement. The publisher who insists that such notices shall be clearly designated is the one who will merit and receive most cordial support from the reading public he caters to. People do read advertisements, but they want to feel that they read them of their own volition. It is a question, too, if "trick" advertising pays, but that is another story. The point we are striving for is that the publisher who serves his readers honestly serves them best, other things being equal.

## Type in Advertisement Display.

Pacific Coast Advertising comments in these words on the subject of effective display in newspaper advertising columns: "There is a radical difference in the appearance of eastern daily papers, which is caused by their regulations as to the sizes and styles of type to be used in display advertisements. On the Pacific Coast, a happy medium has been struck. While avoiding the even gray color of the New York Herald, the Portland Oregonian has succeeded in restricting the use of

# SIMPLEX

## One-Man Type Setter

December, 1898:

Simplex in use in one state, on a weekly.

December, 1899:

Simplex in use in twenty-one states, on dailies, semi-weeklies, weeklies, class publications, etc.

In this day and age a new machine cannot succeed unless it satisfactorily meets a want, and thereby deserves success.

The rapid strides of the Simplex in one short year speak eloquently of its merits.

Publishers who want to increase their profits, handle news more fully at less expense, take the lead in their field, meet successfully the growing competition, and do so in the cheapest, easiest, most effective and most profitable way, should invest in the SIMPLEX at once.

THE UNITYPE COMPANY, 150 NASSAU ST., NEW YORK  
188 MONROE ST., CHICAGO

boldface or solid black type to an extent which makes the paper a pleasing thing to look at, and still throws into prominence the announcements of its advertisers. The Los Angeles Times is now making a studied effort in the same direction. In this day, when so many new and attractive type faces and borders are at hand, extremely effective work can be done under the regulations laid down by these papers."

## Experience with Electric Power.

A Niagara Falls printery is demonstrating the successful application of electrically driven machinery in a job office. The current is supplied by the local power company to a direct-current motor of 500 volts, with 1,500 revolutions per minute. This motor is mounted on a projecting bracket, far enough above the floor to be out of the way, incidentally saving floor space.

The motor is belted to a jack shaft, suspended from the ceiling, running the length of the room. Belts from this shaft drive the printing presses, the speed being regulated by cone pulleys. The shop is also supplied with incandescent lamps. Electric power is especially adapted for printing operations, for a motor requires no expert attendance, runs almost automatically, and is very economical.

The proprietor of this plant says: "I belt to the main shaft about twelve feet away, and from that to countershafts running each machine, using three-step cone pulleys, steel, and two-inch belting. I am operating three job presses, one half-medium Universal, one cylinder and one stitching machine. All can be run at the same time, and at varying speeds. The use of electrical power commends itself for its cleanliness, efficiency and economy, the power being constantly ready for use, requiring but to throw a switch, there being no loss of time or attention necessary. Those who have not used electric power cannot realize its value and numerous benefits; its simplicity of application and its freedom from care are most gratifying."

## What Worries Press Builders.

Mr. Brower, of the Gibbs-Brower company, New York city, who are selling agents for the Kidder Press company, Boston, told a representative of Newspaperdom a few days ago that his firm has but one worry, and that is the inability to get Kidder machines fast enough to fill orders. It is likely that the Kidder company, who make the Meisel press, among other machines, will be compelled to enlarge their factory.

## Trade Notes in and Around Boston.

At the Golding & Co. salesrooms everything indicated a continuation of the usual Golding prosperity. Mr. Golding himself was exceedingly busy, but found time to greet the Newspaperdom man cordially.

Some important changes are likely to be made by the Dummer Paper Feeder company, and that when these are accomplished that wonderful folding machine will be aggressively pushed. S. W. Burgess has the matter in hand.

Morrill & Co. have decided that the ink trust does not tempt them, and, as indicated in another column, they are perfecting arrangements to manufacture their own lampblack, thus becoming absolutely independent of any combination.

The Burbank Engraving Company is building up a most desirable line of business, and Newspaperdom's representative found everybody very busy at the plant. Mr. Burbank says his concern is making a special bid for magazine, book, commercial and general fine work.

The Boston Printing Press Company offices have been moved from 100 High street to a handsome suite on the fifth floor of the office building at 7 Water street. Mr. Merchant, the manager, told Newspaperdom this week that the company was seventy-eight presses behind on orders, but expects to be in a position to make ninety-day deliveries.

The F. H. Stevens Company, F. H. Stevens, president, is reaching out after more business, and will probably get it. The concern carries new and second-hand printing machinery supplies and sundries, and makes wonderfully attractive prices to buyers. Special attention is called to the Stevens advertisement in this issue of Newspaperdom.

## An Oracle of the Party Faith.

The first number of the Democratic National Bulletin, the weekly publication of the party's national committee, has made its appearance. The publication office is at Chicago, with Sam B. Cook in editorial control. Mr. Cook succeeds P. J. Devlin, who was in charge of the old press bureau. The feature of Mr. Cook's management will be signed articles by prominent democrats like W. J. Bryan, Chairman Jones, ex-Governor Stone, George Fred Williams and O. H. P. Belmont. It is said that "Buck" Hinrichsen, who was a candidate to succeed Mr. Devlin, will be made chief of staff to Editor Cook.

Remember Newspaperdom with marked copies when occasion suggests it.