

THE ADVERTISING ARENA.

Conducted for PRINTER AND PUBLISHER by the Ad. Scribe.

A COOL PROPOSITION.

MR. J. R. LUMBY, of The Wabigoon Star, writes me: "The letter I enclose to you speaks for itself. I think that, for gall, it beats any offer yet made to me.

"It is possible that the country editors are themselves to blame in the matter, as I suppose some few may be found with so little sense of proportion, or so low an estimate of the value of their work, as to give a column of their papers for a book which retails at \$2.50.

"May I presume to suggest that you should use your influence to brace up the nerves of the country publisher, so that offers of this kind will meet with the reception they merit.

"I imagine that the newspaper business is the only one which people imagine they can victimize to the extent of getting \$25 worth in exchange for an article which should be valued at about \$1.

"If publishers want book reviews let them send their book along and arrange for terms, or else pay cash down for the insertion of their own puffs."

I agree with the publisher of The Star that the offer is a pretty cool affair. Probably most of you have received it. It is from The World Publishing Co., of Guelph, Ont., asking publishers to insert a 16-line ad. and a reading notice of over half a column in length, and in return they will receive a free copy (retail value \$2.50) of a new book on South Africa. The proposition only requires to be stated for anyone to see how unbusinesslike it would be for publishers even to consider. Of course, from The World Publishing Co.'s standpoint it is good business. I wonder if there is anything in Mr. Lumby's suggestion that the newspaper fraternity are more open to receive offers of this nature than other people, being considered more green? No bookman would dream of seeking a canvasser who would take his pay in books! Well, I suppose everyone knows that story of the insolvent who had got credit by sheer impudence. The creditors met. The insolvent proposed to pay 5c. on the dollar. One creditor rose: "Gentlemen," he said, "the rest of you can take the whole estate. The only item I want for my share is the man's gall."

A USEFUL BOOK.

The Central Press Advertising Agency, Toronto, has issued a "Directory of Canadian Newspapers for 1900" (\$2.00). The information is comprehensive—covering the whole Dominion, including Newfoundland—and the list for each Province is prefaced by a brief descriptive paragraph giving the chief geographical, political and economic features. Following this list (which divides the press provincially) are several lists, one a condensed list of titles (25 pp.), a county list, a daily list, a subject list, the religious press, and papers printed in a foreign language. What with comments and advertisements the directory numbers

290 pp., and looks well-gotten up and prepared. There is a good index, the items in the Customs tariff affecting publishers, and the terms of Mr. Mulock's newspaper postage law.

AN ADVERTISEMENT INSERTED FOR THIRTY FOUR YEARS

The Yarmouth, N.S., Herald, records what appears to me a very unique experience—that is in this country. It has enjoyed the experience of having an advertisement appear in its columns for a period of 34 years without change, save that made necessary by the renewal of type, and also the continuous subscription of the advertiser for the same long period, both being paid annually in advance. Having retired from business this advertiser, Benjamin Browning, ship broker of Gloucester, Eng., recently notified the paper to discontinue his card, the space being taken by his successor in the business. By the way, the Yarmouth Herald is a venerable journal, having been founded in 1833.

THE VALUE OF EXPERT AID.

The successful advertising canvasser of the future must possess a knowledge of ad.-construction—that's the opinion that experts across the border have arrived at. The question has been up for discussion in the American advertising press, as well as amongst the different newspaper and advertising associations, and men who are best able to judge are unanimously of the opinion that the hard-talking, pushing agent, who knows little of advertising and relies on his persistency, has had his day. The man who is getting the fat contracts nowadays and who stands a chance for success in the future, not only has a thorough practical knowledge of the style of advertising that is likely to help a new advertiser, but he knows also how to write an ad., the kind of type to use, and a hundred other technical details which only training and experience can teach. The business man who is venturing for the first time unto the somewhat treacherous sea of publicity, must have a trained pilot at the helm if he is to reach the harbor of success, and if he cannot, or will not, avail himself of the services of an advertising writer, he must look for assistance to the agent of the paper in which he is about to advertise. If the latter is not qualified to give him sound practical advice, or to prepare whatever matter may be needed, the advertiser is likely to meet with disasters that will effectually scare him off any more publicity ventures. The men who try newspaper advertising for a time, drop it, and afterwards declare that "advertising don't pay," have generally been left to look after their advertising themselves, and, being absolutely ignorant of the whole question, have, naturally, made a mess of things. One reason why so many advertisers place their business through an agency is because the agencies make a business of helping advertisers over the rough places.

An agency has an ad.-writer, an artist and an engraver either in their employ or in some way connected with