

that after January 1, 1899, he will not pay commission to any advertising agency. This, he believes, is the only consistent course for a publisher to follow who desires to be honest and above board with his advertisers. He thinks that the advertiser, and not the publisher, should pay the agent for his services. In this way only can he hope to get honest treatment and satisfactory results. The following opinions from J. F. McKay, secretary-treasurer of The Montreal Herald, Mr. Taylor and Mr. Dyas, of Toronto, are worth reading, as they express the views of Canadian publishers who have given serious thought and study to the great question of advertising agents and their commissions.

Canadian publishers who have not received a copy of Mr. Munsey's remarkable address may obtain one by writing to the Montreal office of PRINTER AND PUBLISHER.

OPINIONS OF CANADIAN ADVERTISING MANAGERS.

J. F. Mackay, Montreal Herald.

The problem of how to treat the advertising agent is one of the most difficult the publisher has to deal with. When Mr. Munsey says the advertising agent is the employe of the advertiser, he states what is generally true, not always. The non-advertising business man frequently becomes an advertiser through the good work of the agent, the initiative having been taken by the agent as the representative of one or more publishers. In such a case how can the commission paid by the publisher to the agent be a "bribe"? It is as legitimate a payment as is the salary of any member of the advertising staff of the paper. Mr. Munsey compares the advertising agent to the broker, but he must not forget that concerns needing capital frequently need a broker's service as much as do capitalists needing investment.

Personally, I would go half way with Mr. Munsey, and say that no publication issued in a metropolitan city should pay commission to an advertising agent. Their machinery for collecting business should be large enough to cover the whole ground. In nine cases out of ten it is large enough, and in the majority of cases the business offered by the agent has been canvassed for—often for months and years—by members of the paper's own staff. Then, when the advertiser has been educated to recognize the merits of this paper, he engages the agent to get up his advertisements, secure his electros, check his accounts, etc., and the publisher is asked to foot the bill. No paper in Montreal or Toronto is justified in paying commission on Canadian business, for the reason that the number of general or prospective advertisers in this country is not so large that they cannot be seen personally at least once during the year, and circularized several times. To come closer home, I would say that it is almost presumption for an agent to ask commission on business secured in the very city where the paper is published. Then, who should pay the commission? Every publisher must be a rule to himself. If the country publisher accepts foreign advertising at all—but rare, indeed, are the publishers who make any money out of it—he must, for some time to come, be prepared to pay the commission. As for the city press, except in isolated cases, such, for instance, as a new advertiser who has not been canvassed by the paper's representatives, no commission should be allowed.

C. W. Taylor, Manager The Globe.

The newspapers evidently find that advertising agencies are useful, since they are glad to accept business from them. In

the United States some newspapers in the large cities, like New York and Chicago, declare themselves independent of advertising agencies, but in Canada you will find that, as a general rule, the large newspapers and the agencies do business together, and are on good terms. I have, personally, the friendliest relations with the agencies, and allow commissions on all but Toronto business. The Toronto dailies do not pay commission on local contracts. But, notwithstanding the utility of advertising agencies, and the fact that newspapers willingly accept a good deal of business from them, there is something to be said for the argument that the agencies should take their whole commission from the advertiser, not from both advertiser and newspaper. By so doing, they would avoid certain difficulties. The newspaper does not object to paying a commission to the agent, but there is always the feeling that part of it might go to the advertiser. That no newspaper wants, since it is simply cutting rates. For this reason, if the commission came wholly from the advertiser, as it ought to do, it would be better.

T. W. Dyas, Advertising Manager Mail and Empire, Toronto.

There are advertising agencies and advertising agencies. The two chief complaints made against the good advertising agency is that it tends to break down rates, and that it looks after business which would come to the paper in the ordinary course without a charge for bringing it over.

Now, I am inclined to think that, on the whole, the advertising agency, in its place, is a good thing. They increase business, to a certain extent, and the advice they give to advertisers, and the expert knowledge they possess is often of great value. It seems to me that the policy of newspapers ought to be to encourage the good agencies and to cut off the bad ones. The man who carries on his business under his hat, as a curbstone broker, is of no use to anyone and should be ruled out, but, as I have said, the good advertising agency, in its proper place, is a good thing.

The tendency, at the present, amongst the large newspapers, is to reduce the commissions paid to agencies. Some cut their commission and thus give rise to a misapprehension among advertisers as to the rates which a paper charges different people. The agencies have been charged with aiding the small newspapers at the expense of the large ones, since the country weekly gives them 25 per cent. commission, and city daily from 5 to 15 per cent. On the whole, for these and other reasons, I would prefer to deal with agencies for business outside of Canada, and to cover the Canadian field with our own men.

MR. PATTU JO'S SUCCESS.

The Woodstock Sentinel-Review is making extensive improvements to maintain its supremacy in its own field. A new Cox duplex press, costing \$7,500, has been purchased. Three other offices have this press, The London Free Press, Kingston Whig and Winnipeg Tribune, all thriving dailies in large cities and up-to-date in every way. The press will print six, seven or eight pages at the rate of between 5,000 and 6,000 copies an hour. An addition to the building, making room for the boiler and engine, which is to provide heat and steam for the whole establishment, has been put up, and the job-room is being completely overhauled. A small stereotyping plant for job work is being provided, and the entire office will thus be a most complete one, setting a pace which The Sentinel-Review's competitors will find it hard to keep. Woodstock has had for many years the services of one of the best newspaper and printing establishments in Canada.