

## THE ADVERTISING DEPARTMENT

### NEW ADVERTISING.

A CONSIDERABLE amount of new business is being placed by the agencies this month. A. McKim & Co. are placing four inch advertisements in leading dailies for The "D. & A." Corset Co., of Quebec. The Thos. Davidson Manufacturing Co., of Montreal, are spending about \$1,300 through this agency in advertising "Crescent" brand enamelware in Quebec, Maritime Provinces, Manitoba and British Columbia dailies. Ontario has not been included in the present appropriation. Will's English tobacco, for which E. A. Gerth, 2235 St. Catherine street, Montreal, is Canadian agent, is being advertised in dailies and class papers by The E. Desbarats Advertising Agency. This agency is now renewing The Paris Medicine Co. contracts.

A. P. Tippet, of Place Royal, Montreal, agent for "Maypole" soap, is at present in Great Britain. It is believed that on his return a large sum will be spent in advertising this soap in Canadian papers.

A. McKim & Co. are placing contracts in live stock papers and local weeklies for English embrocation—a remedy for sprains, bruises and other injuries to live stock.

### CEYLON TEA BUSINESS.

The Ceylon Tea Planters' Association are firm believers in advertising. They spend nearly \$200,000 annually among American and Canadian newspapers in keeping the merits of Ceylon tea everlastingly before the public. At a recent meeting of the Thirty Committee, who control the affairs of the association, it was suggested that the tea cess should be increased from 20c. 100 lb. to 25c. If this is agreed to, the increase will be spent in prosecuting foreign advertising campaigns. This business will be placed by Mr. William Mackenzie, representing the Ceylon Government, and Mr. R. Bleehynden, representing the Indian Government. Their office is 138 Front street, New York. Canadian papers should keep their eyes on this business, and not allow publishers across the line to gobble up the whole appropriation.

### AN ADVERTISING EXPERIENCE.

P. D. Ross, Ottawa, writes: "An experience of The Journal here may be useful to publishers of other papers.

"Two parties, Hume & McGibbon, a couple of weeks ago, made a contract for a page of The Journal to be used by them in the ordinary issue of Saturday, December 17. The price was \$50. They explained that they intended to canvass city business men for a page of cards. The proposition did not strike us as funny at the time.

"The page of cards was secured, and published as a "Business chart and professional index of Ottawa." It contained the cards of 93 city institutions or firms, most of whom do regular business with The Journal.

"This week, Hume & McGibbon began to come in with cheques to be cashed, made payable to The Journal. Also a

letter of complaint came in from one city firm to say that they had supposed they were giving to The Journal a card to be published in a special Christmas edition, and they didn't think the regular Saturday Journal filled the bill.

"Inquiries of others of the advertisers showed that some, at least, of them—all we saw—were under the impression that they had been giving advertising for a special edition of the paper. Hume & McGibbon had not, so far as we are informed (except in the first case mentioned), said so directly, but they had said that there would be an extra circulation. This they made good by ordering a few hundred extra copies of The Journal themselves.

"Thus, the \$50 which Hume & McGibbon paid for a page of The Journal secured them, not merely the advertising space, but The Journal name and goodwill with local merchants, who were allowed to fall into the belief that there was to be a special issue of some kind, although we could not get good proof that there were positive misrepresentations. The price Hume & McGibbon charged for cards was usually \$4 each, and they got between \$350 and \$400 in all, for a few day's work.

"As for The Journal, it got \$50 and experience."

### ADVERTISING ADVICE.

The December number of Profitable Advertising contains an admirable paper on "Canada as a Field for United States Advertisers," by Mr. Hugh Graham, proprietor of The Montreal Star. Mr. Graham presents a careful statement of the commercial position of Canada, her consuming capacity as a customer of the United States, and goes into figures in detail to show the class of advertising which may profitably be laid out in the Dominion. He concludes a convincing paper by saying: "To sum up, then, Canada offers a large and easily-reached market for a wide class of goods exported by the United States. With the rapid growth of the country in every respect, the market will be wonderfully enlarged in the near future. Rivals are making vigorous and systematic efforts to gain a strong footing therein. The United States possesses the advantage of nearness and a preference for such classes of her products as have become known. But, in order to push their sales here, the United States merchants must use every opportunity to keep their goods before the public."

### A QUESTION OF LIABILITY.

Mr. Scaling, manager of Bond's Soap Co., Manchester, Eng., paid a flying visit to Montreal last month. The object of his trip was to appoint T. C. Dougherty Canadian agent, in place of H. B. Muir & Co. Mr. Dougherty was a salesman for Muir. The office is now at 9 St. Peter street, Montreal. It is understood that H. B. Muir & Co. are offering to compromise with their creditors at 10c. on the dollar. The bulk of their liabilities is for advertising, and there are a good many papers, from Halifax to Vancouver, to whom they are indebted. Mr. Scaling made an official declaration that the firm were in no way liable