

THE ADVERTISING ARENA.

Conducted for PRINTER AND PUBLISHER by the Ad. Scribe.

NEW BUSINESS.

THE advertising manager shows that he has hewn out a proper place for himself in modern business life by his being able to enjoy a Summer holiday. The advertising business, like other businesses, is at a standstill this Summer, so far as new contracts are concerned. There are, however, signs which portend a good run of advertising in the Fall. Manufacturers and mercantile houses of all sorts are not going to be so busy that they cannot fill orders, as was the case last year, nor are they going to be so poor that they will not be able to advertise, as they were some years ago. The happy medium suits the advertising agent and the publisher better than either extreme. There must be the need of hustling for business, there must be the financial ability to do so, and there must be the business to get. These conditions seem likely to be satisfied this Fall, and we may be able to announce a grist of contracts next month. The Paris Medicine Company have given another contract to the E. Desbarat's Advertising Agency to place advertisements in a large list of dailies and weeklies. The Victorine firm has been formed into a joint stock company, and will be doing a good deal of advertising in the East. Their space will be placed through the E. Desbarat's Advertising Agency.

A McKim & Co. are making a number of new contracts for John Labatt, brewer, London, and for Wm. Mack's "Wheat Marrow" in Province of Quebec papers. They are renewing the Empire Medicine Co.'s orders, which have been running for some time, and are sending out new orders for the Eureka Mfg. Co., of Napanee; The School of Mines, Kingston; L. F. Page, proprietary medicines, and Rowland & Sons, London, Eng. They are also handling a line of advertising for the Royal Victoria College, Montreal.

THE OUTLOOK FOR RATES.

To printers and publishers, this month is the beginning of a new year, and some New Year's resolutions should mark the occasion. The year starts with increased circulation and increased expenses, two conditions that ought to warrant increased advertising rates. McKim's Revised Newspaper Directory of Canada, just being published, shows a remarkable increase of circulation among most Canadian papers, particularly the dailies. The South-African War has certainly stimulated reading and the public has been willing to buy the news. When news is bought so is the advertisement, which thereby becomes more valuable. It rests with the advertising manager to claim his own, and to decide to do so might fittingly be formed into a New Year's resolution. These conditions constitute a rise in the market price of a commodity, and the increased price ought to be maintained by all in the business.

It might also be a good time for some papers to adopt an advertising price list. We hear that the want of price

lists has been lamentable in some cases. Asked for price on a certain space, the quotation in answer would be \$40, where, when business was talked of, \$10 would be accepted. The first price is too high and the second too low. Such dealing and dickering is unsatisfactory to all concerned. The only solution of the difficulty is the adoption of a fixed list, such as most publishers use. The paper that has no price list, or the one that does not use the one it has, belittles the advertising business upon which it thrives. Nowadays it is only fake concerns that are not possessed of the common sense to set a fair price, and the resolution to stick to that price through thick and thin. To that class, newspaper publishing houses have no liberty to belong.

ADS. ON A NON-CASH BASIS.

There is a tendency showing some life that deserves none; probably New Year's resolutions could crush out its existence. This is the tendency to give the publisher substitutes for cash. It is surprising to see the number of newspapers that have bitten at a bait set by a certain pill firm lately. The bait is in the form of a cleverly-written letter, which goes on to say that a certain gentleman has discovered the make-up of a valuable pill which in time he will advertise extensively, but which, on account of lack of capital, he cannot push at the moment. The newspapermen are requested to publish "ads." and in payment accept pills. Yes, contracts have been made on this basis. The publisher will find some difficulty in getting ink in exchange for pills, and he has himself to blame for his foolishness to accept pills for his own printer's ink. Neither is it reasonable that the office of the advertising manager should make a good dispensary. Others have been persuaded to accept unlisted stock in payment. If it is seen by other advertisers that one firm can play this game, they are likely to make the same overtures, so, if the printer has not established a general store, he will find he has dug a deep grave for himself, or, failing that extremity, he has cultivated an ugly ulcer.

A MONTREAL CHANGE.

Mr. Arthur Lamalice, formerly advertising manager of La Presse, has recently been appointed to a similar position with Le Journal. Mr. Lamalice is an experienced and successful advertising man, having had a thorough training in both Canada and the United States, and Le Journal is to be congratulated upon securing the services of so able a man. He is a clever writer of advertising as well as a good canvasser.

A SPECIAL COLUMN.

The Port Hope Guide thinks of starting a "special" column in its advertising pages. The Guide thus announces the new departure: "The space devoted to each firm will be uniform in size and changed as desired,