

THE ADVERTISING DEPARTMENT.

WHAT'S IN IT FOR YOU?

NEW business is beginning to appear in many Canadian papers, and, apart from the increase which the holiday season always brings, publishers may look to the agencies for some new business. McKim & Co. are placing a number of contracts with daily and weekly papers for Whitham's "never-slip" rubber sole shoe, a reasonable novelty which is to be extensively pushed throughout the Dominion. The advertising of Sir John Power's Irish whiskey is being placed by McKim & Co. also. Dailies only are being used. The "Irving" cigar is being advertised in the British Columbia dailies through McKim's agency, which is placing a number of contracts in weeklies throughout Canada for "Dick's Blood Purifier."

It is reported that the manufacturers of "Monkey Brand" soap, who rank among the largest of English advertisers, intend to exploit the Canadian market early next year. They will, it is said, place an advertising appropriation of \$5,000 at the disposal of their agents. Other English business may be looked for in the near future.

AN ABSURD PROPOSITION.

The publishers of The Inland Sentinel, Kamloops, B.C., write PRINTER AND PUBLISHER as follows:

"We enclose you a copy of a contract from Pettingill & Co., New York, which has just been received at this office. As you will see, this would occupy in the 34 weeks, counting the cap-heads as two lines each, somewhere in the neighborhood of 550 lines of solid reading matter, for which they offer us \$3. What we should like to know is this: Is there not some way to put a stop to people sending out such absurd propositions as the above? That any paper would accept rates like the foregoing is surely beyond probability. When one reckons the compositor's time, space occupied, the opening up of an account in the books, the sending of paper to advertiser, and the rendering of account, I think you will agree that the margin of profit would be exceedingly small; in fact, in our case, we would be considerably out of pocket.

"We should be glad to know whether there is not some way to prevent such ridiculous propositions being sent out. No doubt, if you were to call attention to the above in your columns, it would have a good effect. We should also like to know whether there are any papers that would accept such a rate, and what class of papers they are."

It is hard to see how to teach such people that proposals of this kind are insults to a publisher's intelligence. By keeping a stiff backbone on rates, home and foreign, the publisher can do something. Cannot our British Columbia friends form a joint committee for common action in affairs of this kind?

FREE COPIES AS BAIT.

Considering the trifling amount involved, it is strange that publishers do not—in fact, will not—send free copies of their papers to outside advertisers, whose business is received through advertising agencies. An advertiser should be put on the free

list as soon as the ad. appears. He appreciates the effort to retain his patronage, and, naturally, is more likely to consider favorably a medium he knows in preference to a paper he never sees. The wisdom of it is so palpable that it seems almost incredible that the majority of publishers should neglect it, even when the contract so stipulates. Some publishers contend that their rate is too low to allow of free copies being included. This is surely a foolish argument, for, if the business is not profitable, why does the newspaper accept it, and if it is, the cost of a copy is well spent in retaining the goodwill of the advertiser. Then, again, the publisher claims that if he places the foreign advertiser on the free list, he must do the same for the local advertisers. But the circumstances are entirely different. The local merchant is interested in his home paper, and reads it regularly for the news it contains. The general advertiser, who is using mediums all over the Dominion, is interested only in seeing his ad. and in acquainting himself with the quality of the publication. Circulations are an uncertain quantity, and so hard to determine that advertisers often decide the value of a medium from its appearance and contents—by which they judge the probable buying capacity of its readers—in preference to accepting the statements of agent or publisher.

It is sometimes claimed that if a copy is sent to the advertising agency it is not necessary to supply the advertiser. It should be remembered, however, that the agency has to check a dozen or more ads. running in the same paper, so that it cannot supply its clients with even an occasional copy. Many Canadian papers send free copies, unsolicited, to advertising agencies in Great Britain and the United States from whom they never receive a dollar's worth of business. Why not cut off these, and distribute your paper among general advertisers who spend their money with you?

THE AGENCY QUESTION.

The remarks made by Mr. Frank Munsey, in his address at the meeting of the Sphinx Club, in New York, last month, have created a widespread sensation. Mr. Munsey denounced the advertising agency system, of to-day, as bribery. The agent, he points out, is supposed to safeguard the advertiser's interest; to spend his money wisely; to select the mediums which experience has taught him are the best. Yet, it is the publisher and not the advertiser who pays the agent. The latter is in business for money, and it is not to be wondered at that he is more favorable to the "fake" that pays him 30 per cent. than to a paper of proven circulation which hands out a paltry 10 per cent. Journals which cannot hope to secure business on their merits go to an agency and offer special rates, rake-offs, etc., to obtain advertising to which they are not entitled. Of these, Mr. Munsey says: "The publisher who secretly arranges with this agent and that and the other for special rebates, rake-offs and round-ups, is, in every sense, morally and actually, a bribe-giver, and the agent who accepts these bribes is a dishonest man—a man in whose hands the advertiser cannot hope for fair treatment." Mr. Munsey has since made the announcement