

❁ ❁ THE ADVERTISING ARENA. ❁ ❁

A NEW ADVERTISING COMPANY.

A UNIQUE proposition is shortly to be placed before the best Canadian newspaper publishers. It is unique in that a new company has been formed in Montreal in which the principle of success from advertising is recognized to the extent of admitting the publisher to a partnership in the profits of the enterprise, as well as paying him for his space.

The promoters of the company are well-known business men of the metropolis. Among them are: Mr. H. A. Beatty, manager of the Montreal branch of The Corticelli Silk Co.; Mr. T. L. Brodie, a shrewd young capitalist of Quebec; Mr. J. P. McConnell, advertising expert; Mr. G. A. Forbes, stock-broker; Mr. T. W. McCrae, pulp-wood dealer; Mr. Seth P. Leet, advocate, and Mr. Chauncey Ashley, of Belleville, Ont. Among the subscribers to the cash stock of the company are men whose names are familiar in mercantile circles all over Canada.

The Albionite Company, as it is known, will manufacture and wholesale three advertised specialties—"Dentofoss" tooth powder, "Radia" polish and a soap which has not yet been named. Incorporation has been applied for under a capitalization of \$200,000. Of this, \$100,000 worth of stock has been paid for the deposit of carbonate of lime from which the company's specialties are to be manufactured. \$50,000 worth is to be sold to newspapers, printers and lithographers for advertising space, printing, etc. (a large proportion of this has already been sold): \$10,000 worth is set apart for cash capital: the remaining \$40,000 worth will be held in the treasury.

Manufacturing has already been begun on the toothpowder. In this article, the company have a very reasonable prospect of securing control of the Canadian market. Not only is "Dentofoss" a first-rate article, but it can be sold to the druggist at a price that will enable him to secure a larger profit than he now makes on any similar goods he handles. The jobber will also secure larger discounts on it than he enjoys on other goods. Thus, the dealer is interested in pushing them. Add to this the popularity it will attain from its advertising, and it is easy to see that The Albionite Company will have a "cinch." In the case of the soap and polish, the conditions are much the same.

The work of organization has largely been in the hands of Mr. Beatty, assisted by Mr. McConnell in placing the advertising. Mr. McConnell has a record as a successful advertising man in connection with "Slater" shoes and "Semi-ready" clothing. He will handle the advertising of The Albionite Company, so that the publicity department is in strong hands.

The newspapers have been carefully selected and only the best mediums are to be approached.

The management of the company will be in first-class hands and negotiations are now in progress for the services of one of Montreal's most progressive business men in this connection.

With an advertising appropriation of \$20,000 a year for two years, the company will have a strong foundation upon which to build up future business as well as for immediate results. The

company will issue stock to the newspapers on a guaranteed dividend basis of 7 per cent. per annum with a redemption clause for three, five or ten years at par.

For once the publishers have a proposition that works both ways. Here is a business that depends for its success mostly on its advertising. The publisher is invited to help make it a success and to participate in the profits of the enterprise on the same basis that he would expect to invest his cash in any other legitimate undertaking.

AN AMERICAN VIEW.

The American advertiser, who is appealing to purchasers all over the world, says Fame, cannot afford to ignore the Dominion of Canada; but he has always found that field a puzzling one to cover economically, because of its scattered population. The Canadian Newspaper Directory (1899 edition), issued by The A. McKim Newspaper Advertising Agency, of Montreal, is, therefore, deserving of a place among the books of every large advertiser, as well as of every advertising agency of the United States.

In the preparation of this volume the methods of Mr. Rowell have been generally followed, probably because they were the best methods available for the editor of such a publication. The number of periodicals covered in each Province of Canada is very large. An examination of the lists will convince anyone that the general advertiser who should try to cover the Dominion without using weekly papers would not accomplish his purpose. In Canada, in spite of a few dailies of considerable circulation, like *The Toronto Globe*, *The Montreal Star*, and *La Presse* (French language), the weekly is preeminently the medium through which the common people can be reached.

This is the first attempt at the publication of a Canadian newspaper directory in Canada, so far as Fame knows, except the venture of The McKim Company, in 1892, which was concededly not a financial success. It is claimed that this second attempt has been liberally supported by the newspapers, as well as the advertisers, in the Canadian field, and is likely to prove profitable.

The McKim people explain in their introduction that certain mechanical difficulties encountered in 1892 had a great deal to do with the surrender, the temporary surrender, of their project to get out an annual directory. There was not a printing office in all Canada which was willing to hold their lists in type for an indefinite period. They have solved the difficulty by securing for themselves the necessary type.

The volume is neatly bound and well printed. It is as conscientious in its efforts to tell all that is to be told about its field as any directory printed in the United States.

THE RIGHTS OF ADVERTISERS.

Editor PRINTER AND PUBLISHER: Sir,—In reply to the criticism of "Advertiser" of my article in your June issue, I need scarcely do more than quote this sentence from my article to put him right: "If they (the objectionable ads.) had been