

# RECIPROCAL ADVERTISING

By AUGUSTUS BRIDLE

RECIPROCITY in advertising has assumed international proportions. The latest and most significant phase of this kind of reciprocity is the fact that Ottawa, which is known by some as the Washington of the North, has been advertising very heavily in Munsey's Magazine. A recent issue of that paper contained a four-page advertisement of the Capital of all Canada. The Mayor of Ottawa and the Board of Trade and the citizens generally are highly delighted. They did not advertise the Parliament of Canada; said nothing about either Grits or Tories; nothing about the Red Chamber; nothing about Rideau Hall or the smart set; in fact, what the advertisement mainly did point out was the Ottawa of the Chaudiere with its hundreds of thousands of horse-power, the sublime scenery, the Laurentian Hills, the wonderful climate, the picturesque life, the civic interest and the great future for factories.

This is good business. Of course nobody would ever expect the Washington Board of Trade to put a four-page advertisement in a Canadian periodical setting forth how Canadians might invest their money in factories and town sites and business propositions in the Capital of the United States. But Washington is less modern than Ottawa. The Capital of Canada has convinced itself that a great industrial future awaits the city of Parliament Hill. It is time the American people who do not happen to visit Ottawa or read the Ottawa papers knew what Ottawa really is. This of course is usually set forth most convincingly in an advertisement.

It is to be hoped that the paper containing the ad. circulates largely in Washington. We should like the inhabitants of the most finished city in America to be well aware that the Washington of the North, not content with being more beautiful than the Capital of the United States, not satisfied with a more splendidly interesting history, or far more picturesque peoples, or as much diversity and human interest in politics—has something modern worth talking about. Ottawa has long enough been remembered as the city of parliaments and the once haunt of the river driver. She is to be known henceforth as the city of the high voltage and the kilowatt; the place to invest money. We do not believe that Washington has any such features to advertise. But complete reciprocity in advertising would suggest that the Capital of the United States insert at least a two-page ad. in some reputable Canadian periodical setting forth what use Washington is to Canada besides being a place to send newspaper correspondents and Reciprocity delegates unto.

In fact, Washington need not look even so far as Ottawa to get an example of reciprocal advertising that works the other way. A few days ago a large and flaring advertisement ap-

peared in the Toronto Globe headed—"FIVE BIG BUFFALO FACTS; for Canadian manufacturers who wish to take advantage of the American market."

This publicity article in display type went on to say that Buffalo, with five great cities of the world; that there are so many manufacturers in Buffalo sending out so many hundred thousand dollars worth of good every day; that Buffalo is the best location in America for assembling raw materials from both Canada and the United States and sending out manufactured goods to markets of easy access and enormous population.

This and more: from the Chamber of Commerce and the Manufacturers' Club. Now when will the Toronto Board of Trade and the Canadian Manufacturers' Association run a half page ad. in one of the Buffalo papers setting forth that Toronto has a potential population of half a million; that she is therefore among the thirty-five great cities of the world; that she has more manufacturing capital than Leipzig, more tonnage than Bristol, and more paved streets than Manchester; that she has the best location in America for assembling raw materials from both the United States and Canada; that she has the best possible facility for reaching the greatest possible market in the shortest possible time both at home and abroad; and wind up as did the Buffalo publicity article by saying:

"If you are not getting your share of the Canadian market why not put a branch in Toronto and profit by its big business?"

The fact of the matter is that reciprocal advertising works both ways; that until the present talk about restricted reciprocity neither Ottawa would have dreamed of advertising in Munsey's nor Buffalo in the Toronto Globe. In fact, until lately under a high tariff American manufacturers were exceedingly glad to put up factories in Canada without Canadian newspapers getting a cent out of publicity articles from Canadian boards of trade. Now we shall be asked to watch the branch factories of Canadian business shooting up in the United States to compete with American capital and enterprise. It is a compliment to Canada that we are expected to do this. We have always been suspected of being afraid to go outside of the tariff fortifications to do business that cost money for investment. Times are changing. Soon we may expect Chicago to run page ads. in the Winnipeg papers; Seattle and Frisco to circulate publicity articles in Vancouver as freely as Canadian land corporations and Western Canadian cities have advertised in the newspapers of the Middle West; and perhaps New York will patronize the columns of Montreal papers while Boston pays advertising accounts to the publishers of Halifax and St. John.

## THE STRANGER

(Continued from page 21.)

long dead emotions began to crawl from the darkness and the mists of self-deception to fade and expose him in the hard light of truth.

God! had he ever taken the high road? Even when the world was with him hadn't he instinctively chosen the other way? Would he have conquered his weakness if this had been different? They had been different at one time and he had failed utterly to keep them so—with patience, encouragement, love even fighting desperately on his side. He had tossed them aside for this—for the sunless depths that were leading him down to murder. For the first time he began to doubt if Hugh was altogether to blame for his ruin. Hugh had always been a loyal comrade—clean and generous and strong. He at least had held to the high road. But he had stolen the love that was his, and right or wrong he

must pay the price. Why was he listening to this music that weakened his nerve and tortured him beyond endurance!

"But I and my true love will never meet again  
On the bonny, bonny banks of Loch Lomond."

No, they would never meet again—and for a little space she had been his true love. Thank God for that! He could see her white face, drawn with misery. So she had suffered, too. Why hadn't he thought of that before? He had hurt her brutally, like the coward he was, and now would hurt her again. Hadn't he brought enough sorrow into her dear life? Wasn't there any limit to his evil? . . . He saw her dark eyes flooded with tears; he heard her love crying out to him as it had in the past, and with

## WEAR JAEGER PURE WOOL Underwear When You Travel



One day hot, another day cold—warm days, cool nights—dry weather and wet weather—these are the changes the traveller meets.

Jaeger Pure Wool Underwear meets all these changing conditions without discomfort or risk.

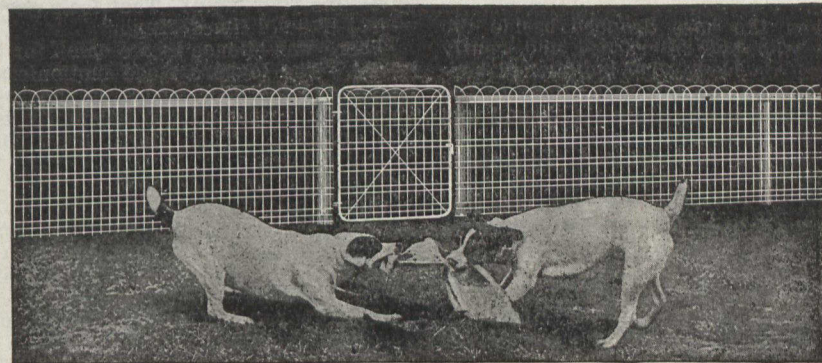
Non-wool underwear, no matter what material or how well made is not a safe and sufficient protection against weather possibilities in the summer time.

Light weights for summer wear—  
In all sizes for men and women—  
Guaranteed against shrinkage—

**Dr. Jaeger's Sanitary Woollen System Co., Limited**  
231 Yonge Street, TORONTO

Steele Block, Portage Ave.  
WINNIPEG

316 St. Catherine St. W.  
MONTREAL



A fence of this kind only 16 to 23c. per running foot. Shipped in rolls. Anyone can put it on the posts without special tools. We were the originators of this fence. Have sold hundreds of miles for enclosing parks, lawns, gardens, cemeteries, churches, station grounds, etc., etc. Supplied in any lengths desired, and painted either white or green. Also, Farm Fences and Gates, Netting, Baskets, Mats, Fence Tools, etc., etc. Ask for our 1911 catalog, the most complete fence catalog ever published.

**THE PAGE WIRE FENCE CO., LTD., Walkerville, Ont.**

Branches—Toronto, Cor. King and Atlantic Ave. Montreal, 505-517 Notre Dame St. W. St. John, 37 Dock St. The largest fence and gate manufacturers in Canada. 507

The most tempting breakfast is spoiled if the Coffee be of poor quality. But—every meal is a Banquet when you use

### Seal Brand Coffee

Packed in 1 and 2 pound cans only. 12c  
CHASE & SANBORN - MONTREAL



## NORWICH UNION FIRE

**Insurance Society Limited**

Founded 1797

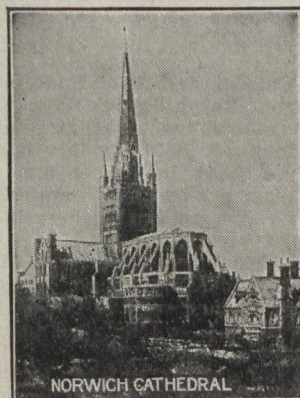
\$125,000,000 PAID FOR LOSSES

\$496,900 DEPOSITED AT OTTAWA

Head Office for Canada, TORONTO

JOHN B. LAIDLAW, Manager

A. H. RODGERS, Branch Secretary



NORWICH CATHEDRAL