

## THE ADVERTISING DEPARTMENT.

### NEW CONTRACTS BEING PLACED.



FAIR amount of advertising is being placed this month, and the prospects for more general business during the Spring are excellent. A McKim & Co. are spending about \$15,000 in Toronto, Montreal, Ottawa and Winnipeg dailies for the Kennedy Co., manufacturers of "Semi Ready" clothing. These people intend to do some vigorous advertising, and large orders will be placed with the city dailies. The Slater Shoe Co., whose advertising interests are now being guarded by Mr. Harry Martin, continue to use large spaces in dailies all over the country, and are doing some very bright advertising. J. Marshall, of 209 Commissioner street, Montreal, is getting rates from a number of western dailies, and may do some advertising for a brand of Ceylon tea which he controls. The Dunlop and American tire companies are commencing to run their usual Spring announcements, and should be looked after.

By the way, it is well for publishers to remember that the local millinery openings are approaching, and that a good canvass of the dealers is almost certain to bring extra advertising. The same applies to the men's furnishings stores, which are willing to spend some money on advertising about this time.

### WILL CONCENTRATE ON NEWSPAPERS.

An important change has taken place in the advertising department of Bovril, Limited. Mr. Silcox, manager at Montreal, has resigned, and Mr. W. R. Miller, general inspector of branches, has come out from London to take temporary charge.

It is believed that the company's advertising appropriation will be taken out of the hands of The Harvey Advertising Co.

and will be placed either direct or through A. McKim & Co. Latterly, Bovril ads. have been appearing in programmes, books, etc., and large sums of money have been spent without yielding sufficient returns. The new management will confine itself entirely to newspapers—a step in the right direction which will meet with the approval of everyone who understands advertising. Experimenting with schemes is expensive, but it generally shows the advertiser the superiority of the newspaper over all other mediums.

### DON'T ACCEPT TRADE OFFERS.

Speaking of the nerve trade offers made to newspapers by some general advertisers, The Fourth Estate says: "These part cash and part advertising propositions are so arranged that the publishers who accept them usually pay the full value of the goods while the firm seeking publicity gets the advertising for nothing."

"Offers of this character will continue to be made as long as editors can be found who will accept them."

"The proper way to treat such propositions is to ignore them entirely. If an editor desires to purchase the article offered he can usually buy it at a less price of his home advertisers and thus save his space for cash customers."

"The papers that are the most successful, even in a limited field, do not accept trade offers. If the seeker of publicity really wants to use the medium he will do so on a cash basis if he is given to understand that that is the only way it can be secured."

These remarks are well timed. In a few weeks bicycle manufacturers will be sending out letters to local publishers offering wheels for so much cash and so much advertising. The rates allowed for the advertising are ridiculously low, and the price charged for the bicycle is usually more than its fair market

# Envelopes

We are making envelopes to match all our regular lines of paper, which we are offering at close prices.

We can also supply tinted office stationery with envelopes to match. Printers will find it good business to get customers using special tints—it brings repeat orders.

Yours truly,

CANADA PAPER CO., Limited.

*J. Campbell*  
Manager.

Prompt shipment and careful attention to  
LETTER ORDERS.