

## THE ADVERTISING DEPARTMENT.

### THE CANVASSER'S MANNER.

W. N. Gibson, Cowansville, Que., writes to **PRINTER AND PUBLISHER**: "I was interested in your article, 'The Canvasser's Appearance.' I can relate a case where the canvasser's appearance was all right, but his conduct was not always of a nature to help his business. He was soliciting subscriptions for a high-class monthly magazine. He called on a doctor whose plea for refusing to subscribe was that he was already taking several good magazines, McClure's, Munsey's, Review of Reviews, etc. With lofty scorn the solicitor stated that 'We don't sell our magazine to people who take that class of literature.' Another professional man politely but firmly refused to subscribe. 'Are you willing to remain illiterate?' was the insulting question. The fact that the professional man had a client present prevented the canvasser being sent down stairs with undignified rapidity."

### NEW CONTRACTS GOING.

Abbey's Salt are using larger spaces, and their advertising is unusually vigorous.

As foreshadowed in March **PRINTER AND PUBLISHER**, a fair amount of business is being placed by general advertisers.

Fit-Reform Clothing Co. (E. A. Small & Co.), of Montreal,

have commenced to run good-sized advertisements in leading dailies. This business is being placed by agents in each city, instead of through advertising agencies as formerly.

A. McKim & Co. are sending out orders for The Metallic Roofing Co., of Toronto, to a large general list of papers all over Canada.

W. Crawford Goden, St. Paul street, Montreal, is spending some money with the papers in the interests of "Victorine," a new washing powder.

J. O. Dupuis, of 6 St. Sacrement street, Montreal, is making contracts with the big dailies for "Lemoyne granules," a new proprietary medicine which he controls.

Munyon is on the move again, and his agent, Capt. Roulon, who is at present at the Avenue House, Montreal, is placing a little new business. Otherwise, both English and American advertising is quiet.

The Dr. Hall Medical Co., of Kingston, are sending out advertising to Ontario dailies and weeklies through A. McKim & Co. D. H. Hogg is advertising the "Korona" camera in dailies through A. McKim & Co. The Sunlight Gas Co., of Montreal, have been placing condensed advertisements in the dailies through the same agency.

# THE TORONTO ENGRAVING CO.

92 BAY ST. Phone 2893.

F BRIGDEN. PROP

GEO. BRIGDEN. MGR

F.H BRIGDEN.  
ART SUPT

THE ART OF MAKING CUTS HAS ATTAINED THE HIGHEST POINT OF PERFECTION IN OUR ESTABLISHMENT AND WE ARE NOW PRODUCING PLATES EQUAL TO ANY MADE BY THE BEST AMERICAN HOUSES WE INVITE CORRESPONDENCE FROM ALL UP-TO-DATE PRINTERS AND PUBLISHERS