

obtrudes itself on the eye, forcing attention to itself instead of rivetting in the mind of the reader the facts contained in the copy.

It would be easy to pick out at least two Canadian campaigns being carried on at present where the ad writer has been compelled to fill in arbitrary designs. This is disastrous. It is not our intention to belittle the work of the artist. That it must be relegated to its proper sphere is evident.

The campaign, wherein art predominates, may be effective. It may create the buying impulse—does sometimes actually sell goods. But it is at least reasonable to assert that a strong selling argument logically arranged and illustrated would sell more goods.

A POINTER FOR CANADIAN ADVERTISERS.

The biggest and most successful American advertisers, manufacturers whose appropriations are handled by big American agencies in the States, place their Canadian business through Canadian agencies. Why? For the simple and conclusive reason that these experienced advertisers know very well that the practiced Canadian agent knows more about conditions in this Dominion than any American agent is likely to know. The practice of notable American agents is to place the Canadian business of their clients through Canadian agencies. This is merely an evidence of the business sagacity of the American advertising agent. The problems of the United States field are big enough and broad enough to tax the ingenuity and resourcefulness of the ablest men in the business. They haven't the time to master conditions governing foreign markets in their entirety. And therefore they place the Canadian business of their clients through Canadian agents. The inference is plain.

ADVERTISING—A NATURAL LAW.

When Lord Rosebery said "Advertising has become