

THE ADVERTISING ARENA

OBNOXIOUS STREET CAR ADVERTISING.

THE NEW YORK PRESS ASSOCIATION has for some time been waging a war against street car advertising, and, at the recent convention at Niagara Falls, the following resolution was unanimously adopted:

Resolved, that the New York Press Association enters its earnest protest against the use of surface and elevated cars for advertising purposes, and that we appeal to the Governor and Attorney-General of the State to take prompt action to prevent the continuance of this illegal and unfair competition with the legitimate advertising business of the daily and weekly newspapers, magazines and other periodicals.

Resolved, that the committee appointed at our last annual meeting to consider this subject and present it to the authorities be continued for the ensuing year.

The mover of the resolution was Mr. John A. Sleicher, who, in speaking to his motion, said: "There is nothing to do but go on and make our fight; and I move that this association enter their protest to the present State officers against the continuance of an abuse which involves what we believe to be our rights, and that we continue for another year the committee appointed last year to take up this question. John A. Sleicher, Thomas P. Peters and W. J. Kline were appointed as such committee, to act with the president and secretary of the association."

Another speaker, Mr. L. McKinstry, said: "There is no sort of question but it is a violation of the charter of any company to sell advertising space. Two street car railroads at home wished to sell their surplus heat and draw steam. They dare not do it. They also wished to sell some power. They did not dare do it. They had no right to do it at all. Their power was restricted to what their charter stated. There is no sort of question as to the illegality of their going beyond the powers given them in their charters."

Some light may be thrown upon the matter by reproducing the resolution passed at the 1898 convention in regard to the obnoxious advertising in question. It was as follows:

Resolved, that the president of this association appoint a committee of five, of which the president and secretary shall be members, to confer at their earliest convenience with the Governor and with any other constituted authorities that may be deemed necessary regarding the action that can and should be taken to prevent the illegal and unwarranted use of street and other cars for advertising purposes.

PUBLISHERS AND AD. CHANGING.

The better the results to the advertiser, the better it is for the publisher. With his various and onerous duties, the publisher of a country newspaper has obviously not a great deal of time at his disposal for looking after careless advertisers—advertisers who take no interest in changing their advertisements, much more the manner in which they are set up. But it will pay him to find time. Every advertiser should, every week, be induced to send in fresh copy for his advertisement. And not only that, but an effort should be made to educate him, both in the art of ad. writing and in the selection of articles to advertise. It will cost the publisher time and money, but it will be cheaper in the long run than the following of a contrary course,

for all the onus for a Christmas advertisement appearing in a Lady Day issue does not rest upon the advertiser. The more effective the advertising, the more effective the journal, and the brighter the advertisement, the brighter the paper.

THE ADVERTISING OUTLOOK.

Summer quietness has settled over the advertising field and comparatively little new business is stirring. It is a season when business men are loath to make new contracts, but it offers favorable opportunities for missionary work which will bring its result later on. Advertisers are thinking over their Fall plans, and, if a solicitor wants to get his paper on the list, he must get in his work now. "Hutch" is about the biggest advertiser the month has produced. This is a new dyspepsia cure which is being vigorously pushed by The Woodward Medicine Co. Large spaces are used in dailies and the matter is original and well illustrated. The company are making contracts direct with newspapers.

Alma College, of St. Thomas, is breaking away from the usual stereotyped style of college advertising, and is sending out, through A. McKim & Co.'s Advertising Agency, well-written ads., varying in size from one inch to half a page. It will be interesting to watch the result of this departure from the hard and fast laws with which custom seems to surround educational advertising.

A good deal of interest is being taken in The National Corset Co.'s competition for a name which will adequately describe their new patent-catch corset. Women all over Canada are invited to send in their suggestions, and a prize of \$20 is offered for the best one. When a satisfactory name has been secured, the corset will be extensively advertised all over the Dominion. Their business is in the hands of A. McKim & Co. This agency is also sending out orders for The Dominion Tobacco Co., of Montreal, to a list of dailies; for The Parisian Corset Co. to Maritime Province papers, and for The Tower Tea Co., of London, England, to dailies.

The Desbarats Advertising Agency are placing the advertising for "Parina," a new soap manufactured by The Albert Soap Co., Montreal, whose "Baby's Own" soap advertising is now appearing in a number of papers.

SEEKING PUBLICITY.

The "Ozo" Tea Co., of Montreal, are beginning to seek publicity through the daily newspapers. The company have confined themselves to the Montreal papers so far, but no doubt they will extend their operations to other cities.

PATENT MEDICINE ADVERTISING.

Patent medicine advertising does not appear to be on the wane. Two medicine companies have started advertising campaigns during the present month and PRINTER AND PUBLISHER hears rumors of other preparations that may be placed on the market shortly. Of course, advertising of this sort is all