

of publicity. For instance, it is well known that some half-dozen small fry in the medicine business have profited largely by the liberal advertising of Dr. Williams' Pink Pills. A great many druggists put up a sarsaparilla mixture on their own account and sell it without trouble or expense to people who have been educated into buying by Hood's and Ayer's advertising. If any reader of this department can suggest a method of preventing these trade vampires from profiting by the progressiveness of others, we should like to hear from him.

#### THE REGULAR ADVERTISER.

One of the great advantages the regular and extensive advertiser has over the concern that does not advertise, or whose expenditures in that direction are limited, is the great amount of free publicity obtained—often of a quality much more effective than money can buy, says Geyer's Stationer. It is said that all the world loves a lover, and most certainly all that part of the world that bustles about and talks loves an advertiser. Papers and periodicals that carry space for this sort of a merchant are ever ready and anxious to do a good turn and those on the outside are chirping to get in. And then the man who does a lot of advertising is forever watching for opportunities to do something that may be worthy of notice. His mind is alert, and all his faculties are sharpened by the constant effort to keep his advertisement alive and up-to-date. The reflex good a business gets from clever, wide-awake and fearless advertising is almost equal to the objective effect—it is a credit that should not be overlooked when the books of the advertising department are balanced.

#### TORONTO ADVERTISING CONTRACTS.

At present there are a number of contracts being placed, which indicate that advertisers are disposed to take advantage of the good times. The Central Press Agency, of which Mr. Diver is manager, is placing in Eastern Canada papers some contracts for R. S. Williams & Co., piano manufacturers. One piano firm's activity is apt to excite others, and the same agency are placing some contracts with Ontario dailies for Gourlay, Winter & Leeming. The Canadian Order of Foresters are going into the daily and weekly press, and some contracts are being placed. W. & D. Dincen, furriers, are also doing some advertising. The Central Press likewise report that The Sanden Electric Co., of New York, are going to push business in Western Canada, and contracts are being placed with Manitoba and British Columbia papers.

#### ADVERTISING AGENCIES.

The editor of The Kamloops Sentinel writes me complaining of advertising agencies, which he is disposed to think are inimical to the publishing interest. This is no new complaint. The subject has often been discussed at conferences of publishers. I was present at one of these, and found that the current of opinion divided itself into two streams: one unfavorable to agencies, the other very favorable. I listened with great attention to the debate and finally found myself more in sympathy with the agencies than against them. For these reasons: The critics of agencies denounced them in general terms; that they offered

ridiculous rates, that they ignored well-founded claims of circulation, and that they were generally the enemies of publishers desiring to stick to card rates. At the same time (to my surprise) a number of successful publishers declared flatly that they had no complaint to make of any agency they did business with; that they stuck to the rates and forced the agencies to give them business by simply holding out stiffly, and that they found the prompt settlements made by trustworthy agencies a source of satisfaction. It seems to me that publishers should adopt this policy, returning civilly, but firmly, all ridiculous offers until the agencies begin to realize that they have to reckon with people who, having an assured circulation and standing, are not to be bluffed. On the other hand, there are, doubtless, agencies that give trouble, and the whole subject should be discussed freely at the next meetings of press associations.

Messrs. C. Mitchell & Co., advertising contractors and publishers of "The Newspaper Press Directory," for the past 62 years at 12 and 13 Red Lion Court, London, England, have removed to the commodious premises—Mitchell House, 1 and 2 Snow Hill, Holborn Viaduct, which have been handsomely fitted up for the requirements of their expanding business. The fifty-fifth annual edition of "The Newspaper Press Directory" will be issued from the new address.

#### THE CABLE SERVICE AT THE COAST.

COMPLAINTS are again made of colored press reports supplied to the British Columbia journals. The Vancouver Province says: "There is good cause to find fault with the tone of the Associated Press despatches, on which Canadian papers are at present obliged to depend for news of British and foreign events. The London service is animated by a distinctly anti-British sentiment, or by a wish to cater to the anti-British section of the American press and people." The Victoria Colonist makes the following suggestion: "The accounts of the South African War that are being sent to Canadian papers and the absurdities that have been telegraphed in regard to the Alaskan boundary strongly emphasize the need of some agreement among the Canadian papers for the maintenance of a news bureau in London. The subject has often been discussed in a desultory way without anything coming of it. Whether any better result could be reached now we do not know, but we suggest to our contemporaries that it might be worth while exchanging views about it."

I have been hammering away at this subject for some years without getting more than criticisms for my pains, and, while it is gratifying to find that editors of experience are beginning to take up the matter, I doubt very much if anything will be done until the reputation of the Canadian press suffers in the eyes of its readers from the publication of biased reports.

A. H. U. C.

W. I. Edmonds, editor of The Canadian Grocer and Hardware and Metal, Toronto, has been spending a fortnight in New York. The references to him and his papers made in the New York trade journals are very complimentary.