

THE ADVERTISING ARENA.

Conducted for PRINTER AND PUBLISHER by the AD. STAFF.

KEEP AN EYE ON THE OUTSIDER.

WE are told that the medicine men who existed in days of yore were possessed of great cunning, and verily it would seem as if some of those of the "patent" variety, who are so much in evidence nowadays, had inherited the serpentlike wisdom of their predecessors. At least, they know how to work the papers for the best positions and lowest rates. In some cases they seem able to get all the advertising they want without paying for it. The following instance is a case in point:

Some few years ago, a Canadian who had heard of the benevolence shown by country publishers to patent medicine men, decided to enter that business. He located in a Western Ontario city and sent out orders for big spaces to a list of papers. Nine out of every ten papers accepted the business without inquiry and gave it first-class position. The advertising ran for several months without its being paid for. When the papers finally dropped it the medicine man moved to Chicago. Two offices in one building were used, one as an advertising agency and the other as the office of a medicine company. The advertising agency sent out good contracts for the medicine company, at easy prices, to all the publications that were likely to accept them and received acceptances in almost every case. When the advertising had appeared for several months, and the papers were clamoring for payment, the advertising agency assigned with no assets. The medicine company promptly wrote to the papers, regretting the incident, and stating that they had paid the agency each month. However, they were going to place their own advertising in future and the papers might continue to run it at old prices. Again the publishers bit, and the man got another six months' advertising for nothing.

It seems odd that publishers who are close and particular in their dealing with home merchants should be such easy prey for persons from outside. It would seem to be good policy for newspapermen in the smaller towns and cities to accept foreign business only from firms they know to be solvent or from reliable advertising agencies.

A QUIET SEASON.

Advertising men say that business is abnormally quiet. The very excellence of trade seems to militate against advertising, because it is hard to convince a man whose works are running overtime that he should spend money in whipping up trade. The holiday advertising boom will begin very soon, but the bulk of it generally consists of increased space, rather than new business. At this season, men are loath to give out fresh advertising, and they stand the persistent solicitor off with promises to do something "after the New Year."

The general quietness seems to have extended to the agencies and general advertisers. A. McKim & Co. have sent out large orders to papers everywhere in Canada for

Shiloh's Consumption Cure, which will be extensively advertised in this country. Large spaces are being used, and, as the matter is unusually good, Shiloh's should be one of the best known remedies in the Dominion. This agency is also sending out orders for the Chase Bros Co., nurserymen, of Colborne, Ont.

R. J. Shannon, advertising manager of The Munyon Remedy Co., Philadelphia, has resigned, and his chair is being filled by Dr. Crippen, who formerly managed the Canadian office.

A NEW POINT RAISED.

Editor PRINTER AND PUBLISHER: I was very much interested in reading an item in your October number referring to the success of W. H. Scroggie, of Montreal, a large retail dealer, in spite of the fact that he persistently refused to advertise his business in any manner. Now, sir, I am of opinion that this man's success was, in a measure, indirectly due to advertising, not on his part, but by his neighbors in a similar line of business. I know nothing of the neighborhood in which he has been located, but I should judge from the nature of his business that he was surrounded by live business men, who adopted all the modern methods of advertising to draw buyers to the neighborhood, and this man merely took advantage of the situation by allowing his neighbors to draw people to the locality, and a large percentage would naturally drift into his store from various causes. I know country merchants who persistently refuse to advertise, as this man did, and yet they apparently do a fair business, because they rely on the more progressive merchant to draw people to the town. Of course, they do not do as big a business as the man who advertises, but, then, they do not require to, as their expenses are so much lighter, they argue, losing sight of the fact that there is everything in favor of drawing more people to their town or locality if they intelligently advertise. A man in business who so deliberately takes advantage of his neighbors in the manner indicated does not deserve the trade of honest people. Can any of your readers provide a remedy?

THOS. W. WHALLEY.

Arthur, Ont., Oct. 28, 1899.

The question Mr. Whalley raises is an important one and should interest every publisher. There is no doubt that merchants who do not advertise are more or less benefited by newspaper publicity which their more progressive confreres purchase, but is there any way to prevent this? It is doubtful if retail merchants derive as much good from other people's advertising as men in some branches of trade. When the manufacturer of a patent medicine, a toilet preparation, a food or any similar article advertises, he not only urges the public to buy his product, but he educates people to use that class of preparation. Makers of rival compounds are bound to get a share of this advertising-created trade, without spending one dollar in any form