

THE ADVERTISING ARENA.

Conducted for PRINTER AND PUBLISHER by the Ad. Scribe.

HELP FROM THE WRITERS.

WITHOUT wishing to advocate any interference from the editorial or reportorial staff with the advertising department, it may not be out of place to suggest that reporters could do much to assist the advertising man. The general public do not understand how wide apart the work of the two departments is, and not infrequently a merchant will ask a reporter something about rates, etc. Instead of replying courteously and seeing that an agent is sent over immediately, the reporter will probably say: "I don't know anything on earth about it," and dismiss the matter from his mind without further thought. If the inquirer is a touchy individual he feels annoyed at this "don't care" attitude and decides not to trouble the paper further. Again, if a reporter offends a man from whom he is seeking information, either through carelessness or want of tact, he is, unthinkingly, making an enemy for the paper, who will take it out of the ad-man when he calls to discuss a contract.

Here is a case in point where brusqueness and inattention from a reporter lost a good contract for a paper. The editorial and business offices of one newspaper were in separate buildings. A young man was sent over by a large wholesale house to get the paper's rates, and by mistake went to the editorial rooms. He tackled a busy reporter, who said, "I have nothing to do with it," and went on with his work. Approaching another member of the staff he received much the same reply and was finally told to "go to the advertising manager, we don't know anything about it." He went back to the firm with so bitter a complaint of rudeness and want of attention that the advertisement was sent to another paper.

This may be an isolated occurrence, but it actually happened, and shows how easily business may be driven away by inattention. An advertising man who knows his business is always striving to cultivate a friendly feeling for his paper by unfailing courtesy, sometimes putting up with much incivility, and by constant attention to the wants of advertisers and others who may some day be placing advertising. But all his forbearance and care count for little if other representatives of the paper are reckless of whom they offend.

This is not intended as a criticism of the manners of reporters, who, as a rule, are gentlemen, but rather as a hint to those who, through their careless attitude toward men who may have advertising in their control, can do their paper serious harm.

CURRENT BUSINESS.

Advertising continues to come in briskly and the papers are apparently well satisfied with present conditions. The new bicycle combines are advertising very extensively, while the patent medicine men continue to spend their money with the newspapers in lavish style. Abbey's Salt

has been using full page ads. with numerous medical testimonials. Large advertisements of the stock of the Victoria-Montreal Insurance Co. are appearing in a number of papers, placed by A. McKim & Co., who are also sending out orders for H. Shorey & Co., ready-made clothing; A. Ramsay & Son, paints; Karl's Clover Root Tea, etc. The Dominion Corset Co., of Quebec, are placing some large orders with dailies and E. D. Marceau, St. Paul street, Montreal, is advertising a new package tea through The E. Desbarat agency.

MR. BEST IN ENGLAND.

T. H. Best, manager of The Canadian Magazine, left for England last month to work up the British end of the business. The magazine already carries a very fine line of advertising, and Mr. Best's efforts during the past few years have been crowned with success. Since landing in England he has already sent back some contracts, but reports that the war seems to absorb everyone's attention and that it is not encouraging to seek new business at this time.

MR. SCROGGIE'S DEPARTURE.

The appointment of George E. Scroggie, for four years and a half advertising manager of The Toronto News, to the same position in connection with The Dodds Medicine Co., removes a good man from Canada. His headquarters will be in Buffalo. On his departure from The News, he was presented with a gold watch. His paper at the last meeting of The Canadian Press Association on various aspects of advertising, and republished (in part) in the annual report, was an excellent one and drew forth a valuable private discussion. Mr. Scroggie's position on The News has been taken by Mr. E. J. McArthur, late of The Toronto Mail and Empire, and more recently of La Presse, Montreal, where he had control of its English advertising. He was very successful there and no doubt he will be equally so in his new position.

A NEW AGENCY.

J. P. McConnell, who has become known to most newspapermen as the man who has prepared bright and original advertising matter for Slater Shoes, Semi-Ready Clothing, and "Dentofoss," leaves Montreal for Toronto, where he will carry on a general advertising writing and promotion business. His specialty will be illustrated advertisements of the strong black and white variety, which are used so successfully by general advertisers in the United States. Mr. McConnell has been fortunate enough to secure the services of three first-class artists, among them Mr. C. J. Patterson, whose advertising designs and sketches are well-known in Montreal, so that his illustrating department will be a strong one. He is now arranging with a