

that increased trade between the two countries "will not be brought about by such misleading representations."

The other letter, which follows, is from a company manufacturing machinery; and is addressed to the Editor of the Monetary Times:

DEAR SIR,—We are very much obliged to you for the copy of your journal in which appears your very clear and true article on "Harmful Advertising." Our case is just as you therein describe. A certain person in a Regal Equipment called at our office, and from his wonderful story of trade waiting for us, and what he could do for us, we were at first under the impression that he was a special envoy from the Canadian Government sent over to foster the trade between England and Canada. Subsequently, however, it transpired that he represented a certain journal, the ————, and under promise of doing a trade that would "startle us" we gave them our advertisement. We, moreover, undertook to send out over a hundred costly catalogues, together with a circular letter dictated by the gentleman in question, copy of which we enclose for your information. Needless to say, we have not had a single enquiry from anybody. . . . We wrote several other firms who had been caught in the same manner around our locality, and were not surprised to find they had the same experience. Needless to say we have cancelled our advertisement and refused payment altogether. We again thank you for your clear article—you have done English manufacturers a great service."

Persons and firms in various lines of business in Canada continue to receive letters from Old Country houses who have been hoodwinked by such erroneous statements about Canadian trade as are made by the English canvassers for the journals referred to. As lately as 30th May the Montreal Shareholder had an article entitled "New Form of Deception," which shows that similar tactics are still being employed, to the disgrace of Canadian journalism.
