

the interest of mutual trade." And one of our staff, visiting Ottawa not long ago, discovered that a certain export manufacturing house there had been for months deluged with mail matter, sent to them from England at the instance of a man who professed to be the agent of a Montreal weekly said to be "subsidized by the Government of Canada." Now this last was a prodigious lie, for the paper was not subsidized by anybody. But the credulity of Old Country folk was played upon by this disreputable agent, whose lies in England are condoned by the journals to which he sends advertisements.

An extract or two from letters received by the Monetary Times from houses in the United Kingdom will give an idea of the *modus operandi* of the "very slick" sort of individuals who send to papers in this country scores upon scores of advertisements of English firms, whose efforts thus to cultivate Canadian trade are, to their great surprise, meeting with no success. These letters refer to an article of ours some months ago, entitled "Harmful Advertising." The first is from a manufacturing house in the North.

DEAR SIR,—We have received a copy of your journal for 5th inst., and note the article on page 17, headed "Harmful Advertising Representations." We conclude that the copy to hand has been sent us in reference to our advertisement in the ————. We may inform you that we were induced to place our advertisement largely because the representative who came to this country informed us that the ———— was subsidized by the Canadian Government, and existed for the purpose of promoting business with the Mother Country. We were also promised (which seemed to us the most valuable equivalent for our advertisement) lists of the leading ———— and ———— in Canada. We received in due course what purported to be such lists, and we did what your article mentions, namely, we sent to every name given us expensive catalogues and illustrated price lists, with the magnificent result of neither enquiries nor orders. . . . We confess that the representative of that journal, a greasy faced, overdressed man, showing a profusion of diamonds, did not impress us favorably. . . . We agree with you