

the greatest good to the greatest number. Everything always is. Only we would like to know who comprises the greatest number. Is it the people of Canada, the party in power, or the subsidized press? The average man who looks into the matter will be of the opinion that an advertisement for supplies which reaches every possible tenderer is of more value than one which reaches a number, possibly a large number of tenderers, and ten thousand other people who take no interest in the matter. If the two advertising mediums were of equal price, it would not take the average man long to decide in favor of the one which reached the largest number of interested readers. When, however, the prices are such that every one of the useless subscribers must be paid for, and the cost of advertising in the more widely circulated and less valuable medium stands easily at twenty times that of the other medium, the average man is quite at a discount, for an enlightened and paternal government always chooses the more expensive. Indeed so much greater is their sagacity and keener their insight, that they perceive dangers in cheap and effective advertising which are unthought of by the average intelligence, and our legislators in the Dominion Government, at least, have decreed that at no time, and under no circumstances, is the cheap and effective medium to be employed. In a word, the Dominion Government, by an Order-in-Council, forbids the inserting of supply advertisements in any publication which appears more seldom than once a week. On this account, such advertisements as that for military clothing, for example, appear in, perhaps, one hundred different papers at a cost of not less than \$1,000, and do not reach as many of those in the trades interested as a \$50 space in a trade's paper would do.

The Imperial Zollverein. The voice of the tariff-mender is loud in the land, and though he does not go about from door to door ringing a cracked brass bell to call attention to his stock in trade, we none of us can escape him. Whether it is morning prayers, or morning papers, protection is still the theme. We are growing, however, and as growth always implies laying aside old material and taking up and employing new, old ideas must be cast aside. The English Colonial Secretary, who is an ardent believer in the future of the Imperial idea, moving towards the formation of an Imperial zollverein, into whose strong box the wealth of the nations of the earth would be gathered, and whose armies and navies would control the politics of the world. This mighty structure is to rest upon a foundation of tariff bricks, and so the brands and qualities of various such tariff bricks are now under discussion. A suggestion for intercolonial tariff comes from the East Indies. In view of the fact that the Indian cotton duties (essential though they are to the Indian revenue) are a serious handicap to the English manufacturers, it is suggested that a duty be levied upon all goods imported into England, when such goods are partially produced in India; these duties to be returned to the Indian Treasury to the amount levied upon the Indian pro-

duce, and retained in the English Treasury where the goods are produced by a foreign country. The extension of this principle to the entire commerce of the British Empire would be an operation so colossal as to be perhaps beyond the range of possibility, but the probable results of its introduction are worthy of some discussion before the idea is laid aside as a brick not worthy of place in the foundation of Chamberlain's Greater Britain.

Woolens from Japan. We have seen what Japan can do in cotton and silk manufacture, and the talk recently gotten up in the United States over \$12 bicycles from the land of cheap labor and paper window panes, shows what may be done by the imitative Jap. Now manufacturers of woolens will join in the excitement, for the Japanese Government has decided on free wool as an encouragement to the native manufacturers, and we may expect to see oriental tweeds and worsteds all over the world before the next five years are past.

FOR THE CANADIAN JOURNAL OF FABRICS.

PRESENT CONDITIONS IN THE WOOLEN INDUSTRY.

BY "WOOLEN MANUFACTURER."

It is asserted by the opponents of the National Policy that this measure of protection has degenerated and debilitated our industries. As to the wisdom or otherwise of protection, we do not intend to enter into any argument, but rather to notice causes which naturally arise in the course of years of prosperity and bring about severe economic changes, whether it is under protection or free trade principles.

Particularly in newly-established countries, surrounding circumstances and customs oftener bring about changes that affect trade and commerce materially. Better technical education thirty years ago of the people in France and Germany affected all industries in England, though England then was in full swing of her free trade principles. The Education Act of the Gladstone Government was the outcome of this apparent defeat of the English artizan, and the necessity for more than elementary education for the masses. During the past twenty-eight years every city and town which are the centres of the various branches of industries throughout England, have established schools and colleges for the technical education of the artizans.

The extraordinary success of the free trade policy of Cobden and Bright, adopted fifty years ago, made England the centre of the commerce of the world. Every European country felt its influence and partially adopted free trade. Twenty-five years ago these European nationalities began to adopt the protective policy, and also further developed their educational institutions and gave a higher technical knowledge to the masses, and so brought about the defeat of the British workman in a great many branches of industry.

The same economic conditions exist to-day in Canada and the United States. The want of higher technical education for our working men is very evident.