

tracted by a three-penny sample tin, for they have evidently done what some Toronto and Montreal houses similarly bothered have already done—thrown the samples into the waste basket and sent the letter to the Monetary Times. The British firm is not to be blamed for trying to sell varnish to a dry goods house. They knew no better; having been misled by the agent in England of the Montreal paper which professed to furnish them with a list of "Canadian customers." Many humbugged firms in Britain are still awaiting returns from these lists of Canadian houses who, according to this lying emissary of certain weekly Montreal journals, are ready to embrace with thankful good-will the thousands of circulars and samples that are being sent out to tradespeople here, who, nevertheless, have no interest whatever in the reception or disposal of such literature.

Since the above was put in type, there has come to us from Manchester, England, another letter on this subject. The writer is a dealer in metal goods, and admits very frankly that he has been entrapped into advertising which is doing him no good. Here is his communication:

Manchester, Eng., September 15th, 1902.

DEAR SIR,—Your esteemed journal for July to hand. Before anything can be safely done in advertising, such unscrupulous men as you describe in yours on page 18 must be entangled in the meshes of the law. I may add that I have been entrapped by what to me appears to be the same man, and the identical modus operandi. I gave a month's trial of advertising, which has been construed by him and journal represented into twelve months, and he persists in sending his obnoxious publication. I am not the only one they will have a tough fight with. One of the best stories he told here was that of coming all the way from Canada purposely to consult a London doctor, and to keep his wife and family more in mind wore their photographs in his watch, so that he saw their reminders every time he consulted his massive gold appendage. My friends whom he tried to delude into the belief that theirs was the only firm he was calling upon in Manchester saw through his wide philanthropic nature and wisely gave him a blank. Yours truly,

P.S.—These rascally fellows deserve exposing. In Manchester, where this kind of imposture is very rare, they find very easy victims.