

tells of the difficulty of a Costa Rica merchant in London. He could not get the goods he wanted in London, because there were no samples, and he had to go, or send, to provincial towns to see the goods. When, however, he went to Hamburg, he discovered a very different state of affairs. There the buyer was taken to large showrooms, where not only German but English manufactures were displayed, and prices quoted, f.o.b., London, Manchester and Liverpool.

A later issue tells the experience of the editorial writer himself, who visited Hamburg later and wished to assure himself that the Costa Rican's tale was true. He visited three showrooms in that German city, kept by three different firms, whose names are given. At one were eatables, beverages and condiments. At another, leather wares, electroplate, fancy goods and tobacconists' sundries. At the third, toys alone. The first were shown on the ground floor of a large building in the centre of the city. At the writer's entry, electric lights were turned on, and a music box began to play, as if in welcome. He goes on:

We commenced our tour of inspection. Almost every kind of merchandise connected with eating and drinking seemed to be represented in this room. A certain amount of space is given to each article, some are in cases, some boldly massed together, all effective, all neatly arranged, and all clean. Nothing dirty, nothing dusty, nothing unsightly. I stopped to admire a show card of a liqueur, immediately a spring in the table was touched, up came glasses and a decanter and an invitation to taste. A lady assistant followed us with cigars, matches and scissors with an invitation to smoke. Prettily decorated arbor-like snuggeries are dotted about the rooms, for those who wish to chat, with comfortable arm chairs and the inevitable cigar. Goods of a perishable character, such as cheese and butter, were represented by dummies which faithfully represented size, color and shape.

There were catalogues in abundance—serious catalogues, humorous catalogues, pictorial catalogues. If any Canadian is disposed to laugh at this, or at the notion of music and cigars, and even liqueurs, as inducements to buy, he must remember that continental people are used to these "delights of life," and that the merchants find it pays to provide them. At the next showroom, the London writer found £12,000 sterling worth of samples, all clean, all well arranged; albums in silk and leather; musical instruments; stationers' articles; terra cotta goods; electro-plated ware and "a most intelligent salesman, who spoke English well, was ready to chat on trade requirements, to offer suggestions—and to sell you goods." As to the toy ware-room, we need not stop to describe it, further than to say that toys from all Germany were shown, but must note that the proprietor, as well as one of his staff, spoke English. The writer in the *Guardian* explains his object in thus referring with some minuteness to three establishments which he names:

In selecting these gentlemen and their exhibits, I have not been moved by any desire to puff them or their wares. Rather have I been anxious to point out to British traders what is being done in Germany, and ask whether the methods are not worthy of at least consideration. It must be understood that these firms cater for export trade. In the home trade, we can, of course, show warehouses infinitely larger and with far greater variety of goods, but these firms are manufacturers' agents, who sell only from samples, and not factors who keep stock. If there are any manufacturers' agents in London who can furnish anything like such an exhibition, as I have described, I should be glad to hear from them, as it is my desire to give them bold advertisement.

From what we hear of successful canvassing by European and American merchants in various countries of the world, and from what we know of latter-day customs, it becomes apparent that unusual methods are being taken to attract trade. Further evidence is at hand, as shown in the foregoing extracts, that Germany is giving lessons to England in the art of making the purchase of her goods as easy as possible. There is a lesson here for Canada, as well as for England. If we wish to extend our trade, we must adopt commercial methods of to-day. And commercial methods of to-day do not consist of private correspondence without samples, or of High Commissioners' offices out of the business quarter. They are rather represented, among other things, by the direct call of a well-informed salesman, or at least by the wareroom in the heart of a city, with samples of product and an explanation on the spot of terms and conditions.

#### HOW WE TALK.

An interesting discussion, which began, if we mistake not, in the *Toronto World*, but has extended to other papers, and other cities, has for its subject the pronunciation of English, as exemplified in Canada. Some of the points made in discussing the subject are worth emphasizing. First, and worst, there is too much truth in the charge that good intonation and proper pronunciation are not always taught in our schools. Many of our school teachers do not understand, at least do not exemplify good old William Lennie's definition of English grammar. Said that worthy man: "English grammar is the art of reading and writing the English language with propriety." Instead of which we find it taught with the most uncouth and exasperating impropriety. Teachers should know how to use their own vocal organs properly, and not set their pupils the example of a too high-pitched voice, an erroneous inflection, or slurring, often mispronouncing words. The rising generation in this country suffers from hearing almost all around them, and even in school, the nasal, strident voice proceeding from half-filled lungs, and a wrong use of throat and nose, instead of the deep, rich, chest tones, that a delighted listener hears in England or Virginia.

The pulpit, to which we look for accurate pronunciation and careful use of the voice, often disappoints us. While in grammatical form its discourses may be faultless, the tone and accent seem affected. This may in part arise, however, from the habit of intoning a liturgy, which is apt to give the delivery of even a good and sensible sermon an unnatural effect. What seems to have given most interest to the discussion, however, is the blow given by the voice and speech of our future King to the pretences of the people among us who speak what is popularly called law-de-daw English, and who pride themselves upon its being "the proper thing, don't you know." To the discomfiture of such snobbish people Prince George used none of the ultra Oxford-English frills in his speaking. He did not "awsk for a glawss of wotah," for instance. He spoke English, as an educated American or Canadian speaks it. May his royal example have some influence in freeing us from the tiresome aping of fashionable English pronunciation that we so often hear. Professor Church, in his letter to the "*World*," calls the people who in-