

But the business expected has not followed. In very few instances has any attention been paid to such letters or circulars for the simple reason that the catalogues and samples have fallen into the hands of persons who have no knowledge of or interest in the English firms who have written, and are consequently wasted.

Most of us in Canada know perfectly well that many lines of English goods have no longer any sale in this country. Bicycles, for instance, are exported now instead of being imported. Moreover, a harness manufacturer in Peterboro cannot be expected to handle English silverware; a wholesale grocer in Hamilton would not likely deal in electric lamps; a dry goods house in Toronto in gas engines; nor could a private banker in a small Western Ontario town be expected to make collections from Montreal houses. And yet all these persons have been worried, without their consent, by circulars, letters and samples, asking them to sell unlikely English goods.

We consider, and we think we will be borne out by reputable commercial journals and the business community generally, that increased trade with the British will not be brought about by such misleading representations. The London or Sheffield or Birmingham exporter must be made to understand that Canada can only buy certain lines of manufactured goods and that only certain classes of business men can handle them. It is a hindrance, not a help, to the trade of the United Kingdom with this country, to place the makers of such heavy and expensive goods in communication with retail dealers. Electric motors, steam engines, steam boilers, gas engines, lathes, tools, bridges, girders, are made in Canada and imported to better advantage from the States. And to pretend, as the journals referred to have done, that there is an enormous trade ready to hand in Canada for those exporters of machinery and other wares who will send out catalogues is to impose upon credulity and to create, in the long run, an unwarranted prejudice against the Canadian market.