

(From The Monetary Times, 5th July, 1901).

## HARMFUL ADVERTISING REPRESENTATIONS.

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Hardly anything gives Canadians greater satisfaction than the increasing trade of the Dominion with the Motherland. It is but right, however, that they should understand that Great Britain will buy from us and sell to us only so long as our transactions are carried out honestly and satisfactorily.

Every business man in the country knows that it is at first hard to open up connections with English houses, but that it is easy to continue business relations with them when once a connection has been formed and confidence established. Some of our Canadian shippers of apples, dairy and hog products, have had to change their methods of doing business in order to hold their export trade to the United Kingdom. And now it looks as if some commercial journals published in Canada will require to make very radical changes in their present policy or serious harm will result to business interests in the Dominion. These papers have found it easier, apparently, to secure advertising 3,000 miles away than in their own country, if we may judge of the preponderance in their pages for some reason or other, of foreign over domestic advertising.

It appears that in order to secure all this outside patronage certain of these journals, under the pretext of showing kindly interest in their advertisers, have furnished lists of names of Canadian dealers who, so they say, have expressed willingness to act as agents for English firms desirous of doing a Canadian trade. Now in various cases of which we have knowledge, such firms, relying on these representations, have sent out to Canada by successive mails large quantities of expensive catalogues, samples of all kinds, and letters asking the recipients to act for them in Canada.