

Naturally the taxes have had a bearish affect on the markets, but it is entirely probable that there will be a recovery when the matter is thoroughly studied. The important fact remains that the United Kingdom must have the grain until the people find a substitute, and by that time the reason for continuing the tax may have disappeared. The only important phase of the situation appears to lie, as has been said, in the possibility of discrimination in favor of British dependencies, but it may be expected that the United States Government will strongly oppose such action.—Mail and Empire.

THE CANADIAN WOOLEN INDUSTRY.

A few days ago in the Dominion House of Commons, Mr. Bennett Rosamond, the well-known woolen manufacturer of Almonte, Ont., discussing the effect of the preferential tariff upon the woolen industries, quoted from the returns to show that the importation of woolen goods of the class manufactured in Canada had increased from 3,166,361 yards in 1897, all of which, save 114,450 yards, came from Great Britain, to 4,562,868 yards in 1900, and, after receiving the full benefit of 33½ per cent. preference in 1901, the imports increased to 6,045,534 yards, an increase of 2,897,000 yards, or 91 per cent. That, said Mr. Rosamond, will show why it is the woolen industry has been depressed most seriously.

Mr. James Kendrey, of Peterborough, Ont., also one of the largest woolen manufacturers in Canada, declared that the preferential tariff gave a preference to the workmen of England over our Canadian workmen, and so long as he had a voice in the legislation of this country he would not willingly give a preference to England or any other country over the workmen and people of this country. No part of the country had suffered more from this than Ontario. He denied the statements made that the Canadian woolen manufacturers were using antiquated machinery. To-day hundreds and hundreds of pieces of German woolen goods were coming into Canada under the preferential tariff, with hardly any English work on them, yet the Government did nothing. The industry in this country was paralyzed. Since 1899 there was less machinery running than of any time in the past 20 years. There were now working 40 sets of cards, over 200 looms and 7,000 spindles less than in 1899, that is, counting only mills that have permanently closed. Half a dozen mills had been burned but not one had been rebuilt, and the insurance companies had cancelled insurance on many woolen mills and it was difficult to get any insurance on the smaller mills. Under old conditions near double the amount of machinery would have been running, and they could not meet the present demand. Their hands had left for the United States, because they got higher wages; over 100 had left his mill and had gone to the United States. It was impossible for the Canadians to compete when the United States drew off their labor and this British preference existed. The machinery for Canadian mills cost 40 per cent. more than in England, and the labor conditions were better. He said that hundreds of pieces of continental goods were imported under the preference without having two per cent. of English labor put on them, and that he could prove this owing to the fact that goods had been sent to him in the grey to be finished by a Toronto wholesale house which had recently had a fire.

Secretary Jarvis, of the Toronto Board of Trade, is on a trip through Western Ontario to secure the co-operation of Boards of Trade in connection with the conference to be held in Toronto, when matters which may come up at the Inter-colonial Conference in London this summer will be discussed.

THE PHILOSOPHY OF ADVERTISING.

The purpose of a public journal of any kind is to save time and money for its readers. Without this channel of communication, the public would be thrown back to the modes of primitive times when intelligence was transmitted by word of mouth or by the art of the penman. In this age, says the Manufacturer's Record, those means would not be tolerated. A newspaper is a clearing-house of information of a public character. It gathers from all portions of the habitable globe whatever is likely to interest mankind in any relation in life. To save time to the reading public, journalism is divided into classes, in the same manner that the professions are separated into specialties. The lawyer looks to his law journal for a condensation of all information touching legal principles and practice. The physician watches for the revelations of the medical periodicals with the same care which he exercises in the attendance upon his patients. The clergyman, the artist, the architect, the builder, the musician, the dramatist, the skilled laborer in whatever branch of industry he may be engaged—all look to the class journals devoted to their callings for the practical information necessary for success.

It is for these reasons that trade papers have taken a prominent place in journalism. They furnish specific information in briefest form to all branches of productive industry. The public who want to buy and the manufacturer or middleman who wants to sell, goes to his class newspaper as the banker goes to his clearing-house—to save time and money. Life is not long enough for buyer and seller to go up and down the earth, hunting each other up, and telling each his story by word of mouth. It is in practical application of this policy that the merchant or tradesman of whatever degree places his sign on his place of business. He does not expect every passer-by to call and become a customer. It is his way of letting people know he has goods in a particular line to sell. He does not take down his sign at the end of each day, or week, or month, or year. He lets this advertisement continue to tell its story. But his customer has to come to or near the store to read the advertisement. The trade journal brings the advertisement to the customer. It wins his attention in the same manner that the child learns his mother tongue, viz.: by repetition. If the advertiser is wise, he will no sooner think of discontinuing his notification of his business to the public in a week, or month, or year, than the merchant will think of hauling down his sign unless he wishes to close down his business. Note the continuity of advertisements in magazines of soaps and cosmetics, and the fortunes such unremitting advertising brings to the manufacturers or dealers. In the same way fortunes have been amassed by inventors and manufacturers of and dealers in useful mechanisms. No matter how useful an invention, or mechanical contrivance you may know you have, what will your possession profit you if you do not extend the knowledge through the most direct channels to the public?

EDITORIAL NOTES.

Mr. J. J. Cassidey, editor of THE CANADIAN MANUFACTURER, is ill of pneumonia at his residence, 68 Harvard Avenue, Parkdale.

In the English House of Commons Mr. MacVeagh will call the attention of Mr. Balfour, the Government Leader, to the growth of trusts in England, and, in view of the evil effects he claims they have produced in the United States, he will ask the Government to appoint a commission to inquire into the subject.