

plause). When, Sir, I take up this printing contract—and I have it now in my hands—and I find how the contract was drawn, I think I see that shrewd business man, Mr. John Eaton, seeing the Government coming and willing to run out and fall upon their backs and to congratulate himself and his large business enterprise that he received the contract at any price. (Applause). I find, Sir, in this contract that the printers—that is, Timothy Eaton & Co.—are to sell the books at the place of publication at 20 per cent. off the prescribed retail price. What does this mean? I go up, for example, with the honor member for South Wellington, and I find a retail book-store; I go out ten miles into the Township, and I find a farmer who desires to purchase some of these readers. Under this contract the farmer can order them and get them for exactly the same price as the bookseller gets them. What does this mean, Sir? It means naturally that in the working out of this agreement the bookseller, in so far as the Readers are concerned, has to go out of business. But it means a great deal more than this. It means that you have placed in the hands of one huge departmental store an order list that includes every citizen of this Province and that reaches every hearth-stone in the land. Why, Sir, John Smith, living in one of the townships, wants one of these 4-cent primers, and he writes down to the Timothy Eaton Company for it, and the Timothy Eaton Company wrap it up and wrap around it one of their bargain-day sale advertisements, and this goes up to John Smith. (Applause).

Now, Sir, let me state my position clearly. I want it distinctly and emphatically understood that in my opinion the Province of Ontario has no right to spend the people's money in paying a great deal of the cost of those books and then turn them over to a departmental store and practically advertise to the public that the whole cost is but 49c, when in truth and in fact these Readers cost the Province a great deal more. (Applause). In addition to giving this departmental store the advantage of this false statement as to the cost of the Readers, the Province booms the whole trade of the departmental store at the expense of the retail trade of the whole Province. (Applause). Sir, you cannot build up this or any other Province by building up one particular class at the expense of another. I believe in the principle of "Live and let live." We want, Sir, progressive farmers; we want progressive merchants; we want progressive retail dealers, and we want fair play to the Province of Ontario outside of the City of Toronto. (Applause).

Now, Sir, it has been pointed out over and over again, as an answer to the fact that the Timothy Eaton & Company's firm name is placed across the cover of these Readers, that the same is true of the Gage and Morang series. Honorable gentlemen know that the cases are not parallel at all. It was but fair for the Morangs, being printers by trade, and printers only, to be allowed to stamp their name on the cover; but, Sir, it is an absolutely different thing, it is an entirely different thing, when you consider the case of that huge departmental store running opposition to retail merchants of 200 or 300 different varieties—in opposition, I say, to scores of retail merchants in Coderich, Lindsay, Peterborough, Owen Sound, and all the other towns and cities in the Province. Sir, I say it is an entirely different thing when a contract is made that places every man in the Province of Ontario on their mailing list, and makes every hearth-stone tributary to one departmental store in the City of Toronto. (Applause). I make the statement deliberately, and I make it advisedly, that it would probably pay Timothy Eaton & Co. to lose \$20,000 or \$30,000 a year for the cheap advertising they get in sending out these Readers under the peculiar way this contract with the Government has been drawn up. I am in the judgment of the business men of the Province when I say that the departmental store could not get up any catalogue under the sun that would have laid the whole Province of Ontario as tributary to them and that would have placed every house on their order list as effectively as the present contract has done. (Applause). Why, Sir, that beautiful mail order list, that already is working overtime, will now become doubly, nay trebly, busy. (Applause). Well, Sir, may the shrewd and clever John Eaton, who is now at the head of the concern, sit back and say: "This to me is a magnificent advertising scheme, and if any objection comes to it I will back every Conservative in the Province defending it, because they will stay by the Government, and thus I will have one-half of the whole Province of Ontario shouting for Eaton & Company's cheap readers and advertising our business all over the Province." (Applause). And, Sir, have we not during this debate had the first installment of such defence of such advertising? (Applause). Now, Mr. Speaker, my own opinion is that the Manitoba Government were well advised in not giving a similar contract to a similar house under somewhat similar conditions. I refuse