The programme advertiser is abroad in the land with his neatly ruled "dummy," wherein you may take space from $5 to $25. Did you ever buy anything because it was advertised on a programme? Did you ever hear of anyone who did? Don't encourage it, but patronize legitimate lines that will give you good returns for your money.

American manufacturers returning from European trips are full of enthusiasm over export possibilities. They find that the cost of producing iron and steel in Europe, especially in Great Britain, is so far above the cost in this country that unless some radical change takes place in conditions here or abroad our people are permanently in the lead at the very foundation of the trade. —The Iron Age.

How many times has this journal pointed out that protection perfects an industry from an economic standpoint? Here is another proof of it.

A 125-ton furance is considered quite a good plant in England, while here a furnace producing no more than that in a day is out of date and has been for years among makers of Bessemer metal. British steel works appear to have made no progress in ten years. The machinery and methods now used are the same as were then in vogue.—The Iron Age

The artisan must be educated, and when he makes a study of his work from a scientific standpoint, progress shows itself Great Britain cannot afford to be behind the United States.

Mr. J. G. Larke, Canada's commercial agent in Australia, says.

I have heard of samples of Canadian boots and shoes having come here from England, but I have never been able to find them. During the last two years I have initiated correspondence between manufacturers' agents here and manufacturers in Canada, and one or two of these agents have gone to Canada with the view of securing a business connection, but their efforts have been without avail so far. Recently I have had inquiries from Canadian firms that may lead to some result. The demand for United States made boots and shoes has fallen off. In part, this has been through the poor material used, and consequent failure to wear well, and also to the shapes being unsuitable to the market. The Australian requires an easy-fitting boot, and the English proportions are demanded. The United States' makes are too narrow. There is room here for a boot that will combine the strength and shape of the English manufacture with the better finish of those from the United States.

The Canadian factories must be working to the limit of their capacity, otherwise, there would be a rush for this market.

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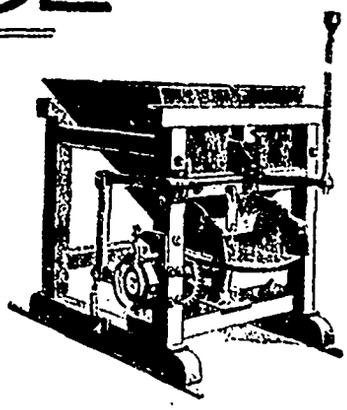

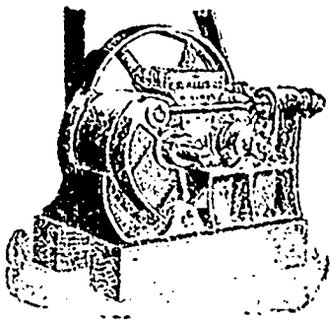

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