

(From The Monetary Times, 1st August, 1902).

"HUMBUGGING THE ENGLISHMEN."

To misrepresent the conditions of trade in Canada; to furnish deceptive lists of proposed customers; and to assert, untruly, that a journal is subsidized by the Government of the Dominion, may succeed for a time in securing advertisements from English firms for a Montreal weekly. But that sort of thing brazenly dishonest as it is, cannot last. Commenting on our recent article headed, "Humbugging the Englishmen," the Canadian Manufacturer says, in its issue of 18th July: "The Monetary Times deserves credit for the spirited manner in which it is exposing the methods of certain Canadian trade journals in obtaining advertising business by doubtful methods from unsuspecting manufacturers and others, notably in Great Britain, who desire to sell their products in Canada. While the subject our contemporary discusses may be new to most of its readers, it is an old and exceedingly disagreeable song to the publishers of trade journals, who hold themselves above practising the wiles of the charlatan and deceiver. . . . The conditions of which the correspondents of the Monetary Times complain have prevailed for a long time, but we hear in mind the adage that a lie can travel many leagues while truth is pulling on its boots. The game has been worked upon the unsuspecting in Canada and the United States repeatedly until the chief perpetrator of it finds other climates decidedly more healthy; and now the easy-going Britisher finds it easier to gracefully succumb to the hypnotic influences of an unprincipled advertising solicitor than to entrap him in his false representations and place him behind prison bars." This particular scalawag, after narrowly escaping jail in Montreal, went to British Columbia, where he served a term in the penitentiary. Since that time he has apparently avoided Canada, and gone abroad.