

## CAMPAIGN AGAINST FALSE ADVERTISING

The Retail Merchants' Association of Canada have recently inaugurated a vigorous campaign against false advertising and have appointed committees to censor advertisements appearing in the press, and to follow up any suspicious or doubtful claims made by the advertiser. Already there have been several convictions secured in both Toronto and some of the outside towns. The practice of misrepresentation, false claims, and generally deceptive matter in advertising, has become a real menace to the legitimate dealer, and if allowed to continue in the bold and defiant way it has been doing of late, is bound to demoralize legitimate and honest methods of selling. Wholesalers and manufacturers are as pronounced against this evil as the retailer, and readily recognize its demoralizing influence. Therefore, they are in hearty accord with the movement set going by this association to clear up things, and are co-operating as much as possible with that object in view. One of the chief reasons why the Retail Merchants' Association of Canada are pressing the issue, is the fact that this practice of false advertising and other illegitimate methods of securing business invariably hits the honest merchant who is striving to pay his debts and conduct his business in a straightforward way. The men chosen on the various committees who will investigate suspicious claims in advertising will be active business men who are familiar with the prices and values of the commodity advertised. This is a strong factor and gives the Association a decided advantage in securing the judgment of men thoroughly familiar with the goods.

"We have made only a start," said Mr. R. M. Trowern, secretary of the association, in a statement to *The Monetary Times*, "but intend to press the matter vigorously until we succeed in stamping out the practice. At the general meeting of the Dominion board, to be held in Winnipeg this month, the subject will be still further discussed, and plans adopted to cover the whole Dominion."

## TOY FAIR AT NATIONAL EXHIBITION

The directors of the Canadian National Exhibition were so favorably impressed with the first Canadian toy fair that they asked the minister of trade and commerce to arrange for a repetition of it at the Canadian National Exhibition, opening in Toronto on August 26th, 1916. The Toy Association responded heartily to an invitation from Sir George Foster, thus ensuring the success of the second Canadian toy fair. In addition to those who exhibited at the first toy fair a number of other Canadian toy manufacturers will be represented at the Canadian National Exhibition.

An interesting supplement to the weekly bulletin of the department of trade and commerce, Ottawa, entitled "Toy Making in Canada," has just been issued. It is pointed out therein that in considering the question of the manufacture of toys in Canada the value of the home market is an important factor. In the fiscal year 1914, which ended four months before the outbreak of war, the total value of toys imported into Canada was \$1,037,000, of which about \$580,000 worth came from Germany and \$5,600 worth from Austria. In that year we imported from the United States toys to the value of over \$293,000, while toys from the United Kingdom were valued at over \$91,000, imports of French toys at over \$33,000, and imports of Japanese toys at over \$26,000, very small quantities coming from Holland, Belgium, Switzerland, Italy and China. For the fiscal year ending March 31, 1916, Canada imported only \$642,190 worth of toys, as compared with \$1,037,000 for the fiscal year before the war began. The toys imported from the United States for the fiscal year 1916 were valued at \$476,581, a very large proportion of the whole. From the United Kingdom Canada imported toys to the value of \$76,772, while toys from France were valued at \$27,339 and toys from Japan at \$66,965. In a normal year it requires considerably over a million dollars worth of toys at manufacturers' prices to satisfy the demands of the Canadian market. The cost to the consumers is much greater.

At a meeting of the executive council of the Canadian Bankers' Association, it was decided to suggest to the larger teaching institutions of the country the advisability of giving special attention to tuition in the Spanish language in view of the prospects of closer trade relations with the South American republics after the war. In this connection it may be noted that a correspondence course in commercial and banking Spanish will be instituted in connection with the banking courses this autumn.

## The London Mutual Fire Insurance Company

ESTABLISHED 1859

Assets . . . . . \$784,426.31  
Surplus to Policyholders . . . . . \$404,046.07



## DIRECTORS

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## LONDON FORGING AHEAD

That London, Ontario, has had a wonderful record of continued prosperity during the past few years, which has been maintained since the war started, is the information contained in a statement to *The Monetary Times* by Mr. Gordon Philip, secretary of the local board of trade. The population has increased from 56,358 in 1915 to 58,055 in 1916. In 1891, the population was 31,240. The post office revenue a year ago was \$221,911. The annual receipts at the customs port of London during the past few years show a substantial growth and now amount to over \$1,100,000. The bank clearings of the city last year were \$89,774,787.

London is an important manufacturing centre. As Mr. Philip says: "The logical location for a Canadian branch factory would be some point at which the following requirements are combined: First, a city of sufficient size so that an adequate labor supply is available at all times; second, superior railway facilities, so that the manufactured product may be shipped readily throughout the Dominion; third, the place at which raw material and fuel can be most economically assembled. These three essentials of profitable manufacturing are combined at London—the commercial centre of the western Ontario peninsula."

One of the latest industrial newcomers to London is the H. S. Hall Company of Jersey City. This firm, which has six factories in the United States, has leased temporary premises at London and will build a \$25,000 factory next spring. They are manufacturers of lisle and chamoisette gloves and will weave the fabric at their new factory there. At first the company will employ from 50 to 75 persons, but expect to reach 125 in a year when the new factory will be built. The Toronto representative of the H. S. Hall firm, Mr. Charles Phillips, states that London was chosen chiefly because of its ability to supply sufficient labor.

The Dominion Copper Products Company, Limited, with Dominion charter, has increased its capital stock from \$400,000 to \$1,000,000.