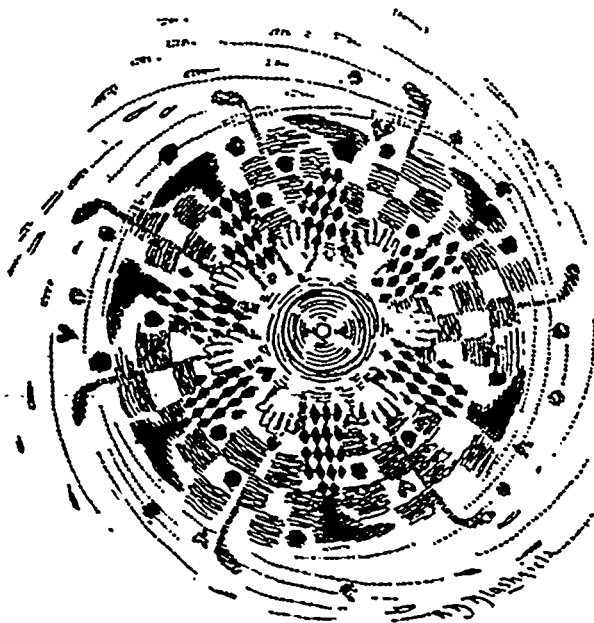


petition, not want of protection, is the cause. As to meltons, I believe that whether 18 inch or 54 inch, they should be subject to one duty, not over 25 per cent.

"There are few linen and jute goods made in Canada at present. Linen bags are made up here, and Hessian comes in free to the manufacturer. It would be wise to cancel all such, and give the maker no privileges over the ordinary purchaser, as it leads to a species of fraud. This applies to all goods entered free for manufacturers only. If free, the goods should be free to all. The same duties should apply to linen and jutes, as they are hard to distinguish.

"The duty on silks need not be over 30 per cent. As to trimmings, millinery men complain that the classification is unsatisfactory. The duties should be uniform. They are not made here, and the duty may be 30 or 35 per cent. as the revenue may require. The specific duty might come off hosiery and a uniform rate of 30 per cent. put on. If this were reduced to 20 per cent. a large quantity of low-class goods now excluded would come in and form a revenue basis. The present specific duty is severe on all low-grade goods. The present duty on collars, cuffs and shirts should be 30 per cent. Owing to intense competition shirts of all kinds are sold at a low point. The duty on umbrellas and parasols is excessive, and 25 per cent. would admit some now excluded and add to the revenue.

"The Tariff Commissioners should aim to have a clear division of all classes of goods made, one so plain that collectors at small ports who are deficient in experience would know how to pass entries intelligently. I regard the number of ports of entry as excessively large and unnecessary. This leads to immense expenditure of money altogether inadequate to the returns. The present Government should close the small ports, especially those not paying the running expenses. The importer favors a revenue tariff



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rather than protection, and I believe it would, in their judgment, be to the interest of both importer and consumer."

The above, coming from an advanced free-trader, may be con-

sidered the extreme view of that school of thought. The Ministers will hardly deem it expedient to take extreme free-trade ground, any more than extreme protection. If wise, they will take a middle course, giving invested capital its proper appreciation. No policy that will shut down the mills will be acceptable. And when we find free-trade importers who are willing to stand duties varying from 20 to 35 per cent., according to the class of goods, it may fairly be inferred that adequate protection to established industries, which ought naturally to exist in Canada, will not be resented.

FULL-PAGE ADVERTISEMENTS.

By NATH'L C. FOWLER, JR.

The good of all good is in the good way of handling it. A good thing, badly presented, may be as poor as a bad thing well presented.

Too little office room is extravagant economy.

Too much office room is wasteful extravagance.

Enough is plenty.

A large business, and a large office, generally go together.

A hundred-dollar man does not often wear a ten-dollar overcoat.

In the equilibrium of the parts of the business is the success of the whole of it.

The successful house has enough room, enough clerks, and enough of everything.

By your surroundings so will you be commercially judged.

Extravagance and economy, like the extremes of heat and cold, act the same.

There are several reasons in favor of full-page advertisements in trade papers.

To logically and practically present them, allow me to give them, number by number:

First—The full-page advertisement stands for progress.

Second—The full-page advertisement represents success.

Third—The full-page advertisement must be seen.

Fourth—The full-page advertisement is exclusive—nobody else occupies the page with you.

Fifth—The full-page advertisement gives you individual identity; you stand by yourself on your own ground.

Sixth—The full-page advertisement may not be a guarantee of respectability, but few, except the most reliable of houses, use full pages.

Seventh—The full-page advertisement admits of the boldest typographical display.

Eighth—The full-page advertisement allows ample room for comprehensive illustration.

Ninth—More than four times as many people see and read the full-page advertisement than see and read the quarter-page advertisement, and the full page does not generally cost quite as much as four times the cost of the quarter page.

The traveling salesman should never be obliged to initiate the buyer, for the first time, with the name of the house he represents.

The full-page advertiser knows that the name, and the business he does, are familiar to every possible buyer.

The advertiser of smaller space generally finds that his advertisement pays him, and if he finds it to be so, there is no reason why his reason should not furnish reason to make the good thing that paid him well, pay him better.

There are exceptions, for no invariable rule ever existed, but no man of sense dares risk his dollars in following the law of exception, when the rule of average leads on to success.

So long as 99 per cent. of the most progressive and successful houses use full pages, have used full pages, and always expect to use full pages, the argument in favor of full pages lifts itself from out of the sea of doubt, on to the rock of successful safety.