

NORTH OF ENGLAND LETTER.

The many Canadians who seek protection for inventions in this country will be interested in the forthcoming change in the English Patent Law. After the end of this year the Patent Office of the United Kingdom will relieve inventors of some anxiety by making an exhaustive search of the records for fifty years back. This, ordinarily, has been a highly expensive proceeding, but the official fee will not in any event exceed five dollars. Should it appear that claims have been forestalled, wholly or in part, the Comptroller reserves the right to interpolate into the Letters Patent any references to earlier specifications. It must be understood that the scrutiny conveys no guarantee of originality, and that no recourse is available against any individual in the case of error. Machinery is provided for an appeal against the decision of the Comptroller, which may be heard by the law officers of the department.

Radical papers continue to devote space to all evidences that can be found of Canadian hostility to the Chamberlain propositions. The attitude of the colonies, and in especial that of the Dominion, is vital to the fiscal schemes. Realizing this, the hostile press is strenuously anxious to make the most of Canada's industrial ambitions. So the public here is growing familiar with the utterances of Conservative legislators and newspapers in so far as those pronouncements tell against the policy of inter-Preference. The Toronto "News," Mr. Kendry, Mr. Yonge, Mr. Forbes, of Hespeler, Mr. Randall, of Waterloo, and Mr. Rosamond, of Almonte, are amongst the authorities cited. On top of all this come comments on Canada's increasing trade with the States and your steel and lead bounties. The sober view of matters is that the air wants clearing, and men look to Mr. Chamberlain to further expose his intentions in the autumn campaign of speech-making.

Doubtless the daily press of the Dominion will have furnished biographies of the new Governor-General in abundance. If it has been made plain that Earl Grey is a business man of large capacity, so much the better. He is also a devotee of natural beauty. The Garden City scheme, which is to found factories and raise cottages amid park-like surroundings, found one of its earliest advocates in Lord Grey. Those who oppose the uglification of Canada, the pollution of water-courses, and the bad management of towns will find a statesman on their side who possesses an amount of tact that has been denied to some high officers from Britain.

At the Confectionery Trades Exhibition in London the Canadian High Commissioner has been making somewhat of a display. A hundred-foot stall burdened with forty tons of produce daintily arranged has been impressing the London crowd. Favorable opinions were formed of what the trade calls the "dressing" of the canned and bottled wares. Too much stress can scarcely be laid on the imperative necessity of a handsome exterior for such goods. Chemists and grocers here appreciate good-looking stuff, and give it a good show-place in their shops. Some of the United States food products that sell here owe as much probably to their wrapping as to the contents. Mr. W. H. Hay, who supervised the arrangements at the Exhibition, declares his more substantial goods were superior to any coming from across your frontier. Whether such be the case or not, his efforts have been rewarded by such encomiums as one now quoted: "The trade of the Dominion is bound to be benefited."

On the subject of advertising Canada, might one ask why we here see nothing of Canadian pictorial post-cards. These pass in millions through the post, and are menacing our post-office profits, but one has not seen many depicting life in your country. That such would sell if adequately produced is out of all doubt. A colonial series of views would handsomely repay some English publisher. Conceivably, their export might be remunerative. If not, the Government or some great corporation might take a lesson from our own L. and N.W. Railway Company. To advertise itself this line is now selling packets of beautiful cards at twopence. Each packet contains six cards, and as the net cost is supposed to be about three halfpence, the transaction should be satisfactory from all points of view. It

may be added that the normal price retail of the picture card is one penny.

Still another of those quaint "insurance" companies that provide workpeople with homes called "free" has ignominiously failed. The Artisans' Free Homes, Land, Investment and General Insurance Co., Limited, of Birmingham, despite its imposing title, has not lived four years. Creditors lose £2,518 and shareholders £25,741. Hundreds of poor people are now faced with a demand for £8,207 of capital hitherto uncalled, which will be a charge on their humble incomes for years to come. Of course, these occurrences are nothing short of calamitous to the cause of thrift, and the harm done to genuine concerns is immeasurable.

An advertisement in the Manchester papers for managers for Canada struck one as potentially interesting; the more so since appointment entailed investment, and presumably in an insurance company, real or alleged. The matter is, however, one rather for Canadian photographers to ponder. The Midland Counties Photo Co., Limited, of Birmingham—which may be financially as estimable as the Bank of England—asks eight people to pay £250 each for shares, and thus to qualify for managerships in Halifax, Montreal, Ottawa, Quebec, Toronto, Vancouver, Victoria and Winnipeg. The selected need have no experience, and will be provided with free houses, coals and light. The salary will be £150, with commissions added which range from 2½ to 33-1-3 per cent. The business is obtained by canvassing among customers, who pay by instalments for the photographs, frames, colored enlargements, etc., that such companies traffic in. Subject to the approval of the company, managers are allowed to hold agencies for insurance. No comment is necessary on the curious fact that men of no colonial experience are invited to become shareholders and managers abroad, or on the other fact that the managing director is in no haste to furnish particulars of the stability of the enterprise. On this side, the class of business is held in no great veneration, and it is credible that £250 can be put to even better service than this particular one.

NORTH COUNTRY.

Manchester, Sept. 9, 1904.

ADDRESS YOUR LETTERS CAREFULLY.

Sir,—In the course of one of the Australian letters regularly published in your paper is found the following incident: "A Melbourne man, who had been getting his documents regularly, found them unaccountably ceasing to reach him. After long delays and enquiries he discovered that, instead of being addressed in full, the Canadian youth who addressed them in Toronto concluded he could economize his labor by marking them: 'John Ferguson, Melbourne, Australia.'" I would like to confirm the complaint made above with regard to much of the Canadian correspondence to Great Britain. English towns have large populations, and it is totally against either business custom or social etiquette to clip the full names of streets or to omit the prefix of "Mr.," or else the courtesy title of "Esq." (Esquire), when addressing one's correspondents. This is an American custom which is not tolerated in any section of the United Kingdom—including Ireland, particularly. The higher-class merchants are careful to note this peculiarity—to do successful business it is wiser for Canadians to note also.

Yours faithfully,

"INTERCOLONIAL TRADE."

London, Sept. 3, 1904.

CONGRESS OF PUBLIC ACCOUNTANTS, ST. LOUIS EXPOSITION.

We learn from our London correspondent that the invitations sent to the public accountants' organizations in Europe by the committee of the Congress of Public Accountants to be held at the St. Louis Exposition on September 26th, 27th and 28th are likely to be accepted freely; so it is to be hoped that the American accountants from the