

(From The Monetary Times, 5th December, 1902).

"HUMBUGGING THE ENGLISHMEN."

An official of a Canadian publishing house, jealous for the reputation of Canada, has recently been worried repeatedly by correspondents in Great Britain of whom he had no previous knowledge, but who asked that their circulars and samples should be received and distributed in Canada by him. The justification for such an extraordinary request from strangers was that a certain canvasser for Montreal trade journals had given the name of this Canadian house to the English firms, who had been assured of a welcome and probably of a generous amount of business. One of the circular letters received from a London firm by the Canadian house read as follows:

"RE PREFERENTIAL TARIFF WITH GREAT BRITAIN.

"The European Editor of the — —, of Montreal, having paid a visit to our works and offices, authorizes us to refer you to his office in Montreal, as reference for us in Canada. We therefore take this opportunity of bringing under your notice our specialties for the printing trade, as set forth in the catalogue mailed you in separate cover. . . Shall be pleased to quote terms, etc."

To this circular the Canadian publishing house referred to, which does business in the Maritime Provinces, sent the following reply:

DEAR SIRS,—We own receipts of your circular of the 7th inst., also a previous one which was consigned to the waste paper basket, because it contained nothing that was useful to us.

If you will excuse us for saying so, and we do it with the most friendly intentions, you are wasting your time in sending out these circular letters, because business cannot be obtained in Canada in this way. You would really be surprised to know how many letters of a similar nature have reached us from various English firms. It seems as though somebody had made a business of "pulling the leg" of the whole British community, and he certainly did it effectively.

The only way you can hope to do business here is to have an agent and let the people see what you sell. In our small establishment we use American and Canadian exclusively,