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PROTECTION IN ENGLAND.

At the autumnal meeting of the British Association of Chambers of Commerce, held at Nottingham, there was a discussion on the trade question.

Mr. Stiebel (Nottingham), moved: "That this meeting of the Associated Chambers of Commerce of the United Kingdom is of opinion that the time has arrived when the fiscal policy of this country ought to be based on motives of expediency and no longer only on a rigid adherence to the so-called principles of free trade, and that copies of this resolution be sent to the Prime Minister, the Chancellor of the Exchequer, and the president of the Board of Trade." He said when free trade was first initiated in earnest by this country, the United Kingdom had many advantages over other manufacturing countries, but since then circumstances had very much altered. We had allowed other countries to charge our goods heavy, sometimes, prohibitive, duties, without retaliating; we had let all their goods come into this kingdom free; we had allowed them to make our market the dumping-ground of their surplus production, sometimes under cost price, whilst they had the monopoly of their home markets, where they got enormous profits by reason of their protective duties. We threw all our colonies open to foreign goods, with the sole exception of a small differential duty in Canada. In South Africa we were pouring out English blood and treasure amid the ill-disguised enmity of most foreign countries, and yet they knew that we were fighting their battle of trade, and that English rule in South Africa would mean an open door and prosperous trade to them, whilst the colonies of foreign countries are walled round with protective tariffs against our goods. Was it not time that we should say we would not be bound to any principles of so-called free trade or any theories of any kind, but that we should do what we thought most expedient in the circumstances of the time? The people of this country were too sensible to wish to levy import duties, as long as it could be avoided, but it was time to resume our fiscal liberty and independence.

Mr. Kyle Knox (Belfast), seconded the motion.

Mr. Harold Cox (London), moved an amendment strenuously resisting any attempt to change our present policy, which, he said, was adopted from considerations of policy alone. If we did change our policy a war of tariffs would result. Our great interest as a manufacturing nation lay in our exports, which had made us a wealthy nation. Was it common sense to risk the millions represented by our enormous export trade in order to secure a limited home market?

Mr. Thomson, president of the Manchester Chamber, seconded the amendment, which was supported by Mr. Hamilton (Southampton), on the ground that any interference with our present system would mean the dislocation of trade. Mr. Tonks (Birmingham), supported the resolution, as it would do good in causing the Government to look into the matter. Mr. Carver (Nottingham), and other delegates protested against the discussion of free trade versus protection.

After some further discussion, Mr. Brittain (Sheffield), said we were on the eve of important negotiations with Germany and other countries, and that made the present discussion very unfortunate, especially as many of the delegates did not know what the resolution meant. He hoped the motion would be withdrawn, so that there should be no division taken upon it. (Cheers).

The resolution and amendment were then withdrawn amid cheers.

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Many times the best paper in town costs the advertiser no more than the poorest. The American Newspaper Directory tells which is which.

The paper that was the leader in its town five years ago may lag behind today. Even one year may witness astonishing changes. If you are spending money for publicity, it is vastly important that you should know where to get the most of it for the price. The American Newspaper Directory gives not only the present circulation rating of every paper in America, but shows their history by quoting past ratings.

The book costs five dollars a copy, and a single reference to it may readily save or make many times its cost.

All newspaper directories but one are erroneously optimistic about circulations. The American Newspaper Directory may occasionally err on the other side, but that makes it all the safer for the advertiser.

CHARLES AUSTIN BATES.

New York, June 24, 1901.

SAPOLIO.

A growing need created it—the advertising agency system. One of the earliest and most successful workers, George P. Rowell, is still in the field. He originated methods. Others followed. A first early step in advance was his publication of a list of all the papers—the American Newspaper Directory. He has never ceased to love it, and labor for it. Soon, out of the gross stupidity of imitation, it became a rule that every agency down to those of Oshkosh or Oklahoma, must issue its own directory. An awful waste, for not more than one out of ten was worth shelf room. If the National Association of Advertising Agents could agree long enough to buy Mr. Rowell's Directory, publish it officially, and drop all the others, it would accomplish something.

ARTEMAS WARD,

Advertising Manager for Sapolio.

In Fame, March, 1901.

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