Newspaper Publishers' Committee which told the Government:—

"The newspapers of Canada are doing a most important work in connection with public opinion in the prosecution of the war.... Apart from the fact of the war, there is to be considered the **principle of protection of a home industry** and the relations between home industries as applied to this question....To-day it is the newspaper industry that **requires protection**—in this case from the **buying power rather than the selling power of other countries."**

The signatories also include the *Winnipeg Tribune*, whose publisher hinted that unless the Government forced the paper manufacturers to give the publishers cheap paper the "Union Government" might have to look elsewhere for newspaper support.

Again, in *Printer's Ink* for September 5, 1918, American manufacturers are invited by Canadian newspaper publishers to "blanket Canada," from coast to coast.

"If you want to sell your goods to Canadians, these papers should carry your advertising," is the advice offered. "You can 'blanket' Canada by this group of 'National' newspapers for 1.23\frac{1}{4}$ per line. This will give you space in which to advertise your goods **this Fall** before a highly prosperous and intelligent audience, capable of buying your goods in great quantities."

Included in the list of newspapers signing this appeal are those representing Halifax, St. John, Montreal, Quebec, London, Ottawa, Toronto, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver and Victoria.

Still another of these advertisements, appearing as late as August 3, 1918, in the American trade papers, is headed **" 69% INCREASE,"** and reads as follows:—

"From 1916 to 1918 the imports of Canada from the United States increased 69%.

"This increase was not due to imports of war materials. If any considerable portion of the 1916 business had been in war materials there would have been a decrease instead of an increase, as Canada is now an exporter, not an importer, of munitions and other war materials.

"The increase is chiefly in **manufactured goods** that are used in Canada. In women's shoes alone there was an increase of from $886,000 to $1,426,000.

"There are now some products, the importation of which is temporarily prohibited, as a war measure and to stabilize exchange. These, however, are largely confined to unadvertised staples and do not affect the advertising exporter.

"The Canadian market absorbs 15% of the total exports of the United States, and is well worth the premier attention of Americans **looking for an export business."**