

to tobacco affairs that the *Iron Age* does to iron, the *Canadian Lumberman* to lumber, or *The Monetary Times* to matters of finance. Looking over its columns for the past three years I find that when the tariff commissions were touring the country, and when the subject of encouraging the Canadian tobacco industry by a revision of the tariff and excise regulations was first mooted, this tobacco journal was most vehement in its denunciation of such a measure. It stated Canada could never grow tobacco suitable for general consumption, and to attempt such an experiment was utterly ridiculous, so firm was it in its conviction on this point that it culminated in its issue of May, 1897, immediately after the budget came down, with the statement that the new tobacco tariff was 'a monument of absurdity.'

We will turn to subsequent issues and see how the wonderful improvement in the quality of leaf now grown and its success with the public has brought about an evolution in the opinions of this undoubted authority. In January, 1899, in a leading editorial, they say:

"Few of our readers have more than a vague understanding of the rapid advancement of Canadian tobacco as an article of consumption. Within the past year Canadian plug and cut is now selling on its intrinsic merits and increasing in demand to such an extent that it is quite within the probabilities that the close of the current year will see it constitute fully one-fourth of the total consumption of Canada."

Now, let me for a moment diverge to show why this paper should be taken as an authority. Recognizing the changes that have taken place, recognizing the capabilities of Canada in the production of tobacco, realizing that former utterances had been wrong, and yet wanting to be well within the mark, when it stated it would constitute 25 per cent., in point of fact it constituted 26 per cent. and a fraction. It says further:

"Canadian tobacco, once under the ban of public prejudice, is now selling on its own merits, and what is more important, is giving excellent satisfaction to the consumers. The result has brought about the development of a hitherto languishing industry, and to such an extent that it now bids fair to eventually change the whole complexion of our trade."

In January, 1900, after another year of experience with both the grower and the consumer, it comes out with an editorial article, saying:

"The stability of the industry, so far as the pipe and chewing tobacco branches are concerned, has now been established beyond all doubt, and with the constantly improving methods of culture and manufacture, there is no doubt that this tobacco is destined to eventually absorb at least 75 per cent. of the total consumption of what is the largest tobacco-consuming and revenue-producing branches of the trade."

Turn now to almost its last issue, March, 1900, less than two months ago, and we find an editorial under the heading of 'The Tobacco Tariff':

"A rather uncalled for attack on the tobacco tariff was made in the House a few days ago by Mr. Gillies, member for Richmond, N. S., but as his arguments as to the results of the present tariff and his abuse of Canadian Tobacco were plainly founded on a misunderstanding of the results attained, it will hardly have any effect on the situation. Notwithstanding the abuse which this journal, and with it nine-tenths of the trade, heaped on the tobacco tariff when revised by the present administration, in 1897, and the statements then made that it was absurd to presume that Canadian tobacco could ever become a factor in the trade, the situation to-day is such

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