

that the small loss in public revenue involved was more than recompensed by the educative influence of cheap newspapers among the people. This liberal view obtained in Canada as far back as 1851, an Act having been passed in that year and remaining in force till 1855, by which papers and periodicals devoted to education, science, agriculture, temperance and other special subjects, were carried free if published within the then Province of Canada. From 1859 to 1882 the charges on newspapers from publication offices varied from a small fraction of a cent. per copy (the papers being graded according to frequency of issue) up to one cent. a pound, but in the latter year all newspapers and periodicals from offices of publication became free, and remained so till 1898, except that free delivery was not accorded within the city or town where a paper was published. In 1898, to make up for the loss of postal revenue immediately incident to the introduction of the Imperial penny postage scheme (in which it will be remembered Canada led the way), newspaper publishers were assessed in postage at the rate of a quarter of a cent a pound, the rate being increased on July 1, 1900, to half a cent (one farthing) a pound. Even then free postage was not altogether done away with, as papers were allowed free to points within a zone of forty miles from the office of publication—though this is, it must be confessed, a rather illogical and certainly inequitable proviso, borrowed from United States legislation, by which it was intended that the rural newspapers should be “helped along” with a form of Government charity. . . . In such a large field for literary enterprise, and under such generous treatment, United States newspapers and the trade and technical publications are not only crowding British publications out of Canada, but have been for years rapidly gaining ground in South Africa, Australia, and, in fact, wherever the English language is the medium of printed thought; and everywhere they are heralding the introduction of American machinery and manufactures. With such a large home market for profitable subscriptions, the United States publisher can well afford to lose something on foreign subscriptions, if need be; though even here the loss is more than made up by the increased prestige he gets by bringing in foreign trade to his enterprising advertisers. The large circulation which United States technical and trade publications have obtained in recent years in Great Britain and her Colonies, is, in fact, one explanation of the great foothold American manufacturers are obtaining in the markets of British Dominions. This was exemplified strikingly in South Africa in such centres as Johannesburg, where skilful advertising, joined to the efforts of active agents, developed such a large trade in electrical, mining, and other machinery and manufactures up to the outbreak of the war, and again since the war closed . . .

Now, the effect of these cheap postage rates between Canada and the States is this: that a single mail train will sometimes bring into the Union Station at Toronto one hundred sacks of United States papers, or more than the total sacks of British mail matter (books, papers, and letters) passing through the same distributing centre in a whole week. Old post office employees can remember when the amount of British mail matter was at least equal to that coming in from the States . . . As a rule, the religious, educational, and technical papers and the higher class of literary papers of the United States are admirably conducted; but unfortunately, the United States papers having the largest circulation in this country are the “yellow” journals and equally “yellow” cheap magazines, that are most harmful to Canadian youth, and if Canadian

public men do not see the baneful effects of this turbid tide in the present generation, they assuredly will in the one now growing into manhood and womanhood. Here and there, it is true, a British periodical still maintains a hold, but, as a rule, their Canadian circulations have declined almost in proportion as United States publications have increased. How could it be otherwise, with free trade in literature between Canada and the United States and on the other hand the enormous tax of eight cents (4d.) per pound on papers, etc., between this country and Great Britain?

Then, as to the commercial aspect of the question—not only have we this great circulation of the United States literature, but United States manufacturers also advertise largely in Canadian papers, and the result is seen in the remarkable circumstance that to-day, in spite of the fact that since 1898 British goods have entered Canada at a rate of duty 25 per cent. less than those from the United States, and 33½ per cent. less since 1900, United States trade with Canada is still gaining. That trade follows the press and not the flag, between countries with a common language, is clear from the postal history of these three countries, for not even the geographical contiguity of Canada and the United States can explain away the fact that, against tariff conditions adverse to the extent of one-third, the United States has increased her exports—chiefly manufactured goods—to Canada from \$53,685,657 in 1891 to \$110,485,008 in 1901, while Great Britain's exports here, which were \$42,047,526 in 1891, stood at only \$43,018,164 in 1901. Moreover, since the preferential tariff has been increased to 33½ per cent. in favor of Great Britain, her exports to Canada have fallen by over one and three-quarter million dollars, while those of the United States to Canada have increased by \$640,000. . . . In their heart of hearts the people of the United States believe their manifest destiny in this twentieth century is to hold the primacy in the Anglo-Saxon world, in social and moral influence as well as in trade, and if they gain such a proud position it will be by the moral influence of their press. The ambition is not unworthy, but it is only sportsmanlike to arrange that the conditions for the friendly contest should be at least fair and equal. Will the British Government and people meet the demand of the times, or will they continue to fish on the plan of throwing the mackerel to catch the sprat?

COLOR PHOTOGRAPHY.

J. S. Plaskett, a graduate of Toronto University, who has recently been appointed to a position in the new meteorological observatory at Ottawa, seems to have solved the problem of photography in natural colors, on which so many scientists have been experimenting for a long time, with more or less success. Mr. Plaskett first photographs through red, green and blue glass separately, and then takes the prints, which are of course in the complementary colors, super-imposes them and photographs through the three, the result producing the natural colors of the original. The register must of course be perfect or the colors will overlap and make a bad jumble. Ordinarily speaking the mixture of red, green and blue should produce black, but through some property of aniline dyes a dark red is produced. Mr. Plaskett has also succeeded by the use of ortho-chromatic plates and a yellow screen in eliminating the misty effects so often seen in photographs.