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THE NEWSPAPERS AND THE TARIFF

THE newspapers of Canada are losing a large amount of money each year on account of very high tariff rates which shut out from Canada, American manufactures, such as proprietary medicines and remedies, soaps, perfumes and baking powders, which generally require a great deal of advertising. Our position is that this loss should be lessened as much as possible by reasonable tariff rates. We recognize that the tariff is bringing in a revenue to the Government and aiding Canadian manufacturers of those lines of goods which are thus protected from foreign competition. But while printers like to see Canadian manufacturers of patent medicines and baking powders grow at the expense of the American manufacturer of these articles, surely they are not expected to be so utterly unselfish as to be willing to lose a huge amount of money every year in order that two or three of his fellow-citizens should amass fortunes. That is asking too much of them altogether.

Baking powder duties are practically eight cents per lb. and these duties close the market to American baking powders, except the most worthless classes, which still manage to struggle in, on account of the enormous profit the manufacturer is making. This is a case where reduction of duties say three to four cents per lb. would put a large amount of money into the pockets of newspaper publishers each year. Men familiar with this kind of advertising say that this would put \$65,000 into newspaper pockets inside of a year. And why should newspaper publishers not get tariff legislation to benefit them, as well as

manufacturers? Must the newspaper men pay a tax to enrich the few Canadian baking powder manufacturers? Must newspaper men, who are willing to bear a fair burden, be compelled to bear the whole burden? Reduce the tariff, as we have stated, and the Canadian manufacturer would still be protected four to five cents per pound. His raw materials are duty free, his labor is cheaper, and this protection would be ample. We are protesting against exorbitant protection only, as newspaper men cannot live on husks.

But what of the Government's revenue? On proprietary medicines alone, we find that the amount of duty collected last fiscal year was only \$57,000, whereas there is kept out of Canadian newspapers at least five times that amount of advertising by the imposition of these duties. One of the oldest and shrewdest advertising agents of the day estimates the loss to the newspapers, from absence of patent medicine advertisements, at fully three-quarters of a million, while others place it at twice that figure. But we maintain that the Government would not lose by a reduction of this exorbitant duty of 50 per cent. On liquid proprietary medicinal articles, but rather the revenue would increase with a reduction of the rate. History and common sense tell us that reduced tariff means increased importation. And this brings us back to our first contention that exorbitant rates such as our tariff places on proprietary medicines and baking powders, is laying too heavy a burden on one class of the community for the benefit of a class much less numerous and important. We believe in general prosperity, but prosperity is not general when the great printing trade is oppressed. The printing trade is not waging a war of extermination on any Canadian industry, but it does maintain unwaveringly that no Canadian industry has a right to live on wines and sweetbreads, while in order to supply this extravagant living, another industry must live content with unbuttered bread.

In considering the question it may be said by critics that we are taking an unpatriotic stand; that we are trying to injure the Canadian manufacturers of baking powders and patent medicines. It would not hurt us to be called unpatriotic. The dog that barks loudest is often the one least able to bite. The men who cry out that such a move is unpatriotic are not able to prove it by argument. Our evidence is circumstantial and the man who thinks over the matter carefully cannot fail to see, that, to-day, the printing and publishing trade is being taxed too heavily to pay too great a bounty to the manufacturer of these classes of articles. The heaps should be evened up. If the manufacturer gets a loaf for nothing once in a while, he need not expect to get all his bread free.