

this tariff disability, and the more I dived into the abyss of despair and disappointments, and the oftener I was turned down, the more I realized the importance of this point in tariff lore to Canadian publishers. By extensive correspondence, circularizing, personal interviews and a good deal of observation, I have arrived at what I consider a pretty correct estimate of the specific amounts the United States advertisers who now stay out of your paper would spend if they could place their goods in your markets with the same facility with which they reach the home market, and I now give you the list and the information for use as you may see fit. In some cases the figures may be slightly greater than may be realized, but, on the whole, I will stand by my estimate as being so close to the mark as to make it worthy of your earnest consideration. Remember I have been studying this question on the ground for nearly two years, have talked at length with almost every general advertiser of note on the list, and being at least able to jot down facts as told me, have a pretty good basis for my figures outside my personal opinions.

Even if my figures are cut down one-half I submit there is evidence enough in hand to make it worth while for every newspaper man in Canada to assist in securing the rich revenue that the removal of the duties on the goods mentioned at least in the first list would bring the press of this country. Every other industry conceivable has had consideration from your Government and it is about time for you all to remember that the Lord helps the publisher who gets up on his hind legs and hustles for himself.

But you care not for words, so here are the figures:—United States list of advertisers of Proprietary Medicines, Canned Foods, Milk Foods, Baking Powders, Cleansing Preparations who would advertise or increase present business in Canadian newspapers to the probable amounts set opposite their names if Canadian duties were removed, showing an aggregate present loss of business to Canadian newspapers on these balances of eight hundred thousand dollars per annum: Royal Baking Powder Company, \$25,000; Price Baking Powder Company, \$20,000; Cleveland Baking Powder Company, \$15,000; Crittendon Drug Company, \$10,000; Orator F. Woodward, \$5,000; F. E. Dougherty, \$5,000; Moxie Company, \$7,000; Tarrant Company, \$10,000; Hotlick's Food Company, \$3,000; Dr. Pierce's Remedies, \$5,000; James Pyle & Son, \$10,000; Golden Specific Company, \$10,000; Piso's Cure, \$3,000; Harter Medicine Company, \$10,000; Helvetia Milk Conds. Company, \$5,000; J. M. Grosvenor Company, \$5,000; N. Y. Conds. Milk Company, \$5,000; Ridges Food, \$5,000; H. H. Warner & Company, \$15,000; H. E. Bucklen & Com-

pany, \$25,000; Dr. Greene's Nervura, \$50,000; Sozodont, \$5,000; John H. Woodbury, 5,000; Reed & Carnick, \$5,000; "H. O." Elsworth & Co., \$5,000; I. S. Johnson & Co., \$6,000; Hall's Sicilian Hair Renewer, \$5,000; Dr. Bull's Cough Syrup, \$10,000; Michigan Conds. Milk Co., \$5,000; Frazer Lubricator Co., \$1,000; Koenig Med. Co., \$10,000; Lydia Pinkham, \$12,000; Tutt's Pills, \$20,000; Kickapoo Indian Med. Company, \$10,000; Athliphorous Co., \$5,000; Cali. Fig Syrup Co., \$20,000; Comfort Powder, \$2,000; F. C. Fowler, \$2,000; Imperial Granum, \$5,000; Armour & Co., \$10,000; N. K. Fairbank & Co., Gold Dust, \$15,000; Cottoline, \$10,000; Sylvan Remedy Co., \$5,000; Dr. Miles Med. Co., \$10,000; Dana Sarsaparilla, \$15,000; Winkleman & Brown, Drug Co., \$5,000; F-hrney & Co., Drug Co., \$3,000; Brown's Bronchial Troches, \$2,000; Burnett & Co., Extracts, \$6,000; Cowdrey Canned Goods, \$5,000; Mellins Food, \$5,000; Seth W. Fowle & Sons, \$5,000; Huckins Soups, \$5,000; Donald Kennedy, \$6,000; Cuticura Company, \$10,000; Rising Sun Stove Polish, \$5,000; Magee Emulsion, \$10,000; Cotton Flavoring Extract, \$5,000; W. Baker & Co., \$6,000; Seely Extracts, \$5,000; Dr. Schiffman, \$5,000; Armour Packing Co., \$6,000; Pozzoni Co., \$3,000; Londonderry Lithia, \$5,000; E. S. Wells, \$3,000; G. G. Green, \$10,000; Dr. Kilmer Co., \$5,000; Young & Smylie, \$5,000; Forestville Canning Co., \$5,000; Ale & Beef, \$6,000; Harriet Hubbard Ayer, \$6,500; Tricocephorons, \$5,000; Bovinine, \$6,000; Brandreth Alcock's Pl.: B. Pills, \$15,000; Castoria, \$10,000; Durkee, \$3,000; Eisner & Mendelsohn, \$10,000; Electro Silicon, \$3,000; Ely Bros, Cream Balm, \$5,000; Fougera & Co., \$5,000; Franco Amer. Food. Mel. Cocoa, \$10,000; W. Hooker & Co., \$10,000; Humphrey's Homeopathies, \$5,000; Johnson & Johnson, \$5,000; Sapolio, \$15,000; Pond's Extracts, \$15,000; Mme. Ruppert, \$10,000; Sanden Electric Co., \$5,000; W. H. Schieflien & Co., \$3,000; Curtice Brothers, \$5,000; Duffy Malt Whiskey, \$10,000; Dr. David Kennedy, \$6,000; Merrell & Soule, \$5,000; Dr. Bury Med. Co., \$3,000; Evans' Chem; Co., (Big. G.), \$5,000; Beeman Chem. Co., \$3,000; Hall's Catarrh Cure, \$10,000; Heret Root Beer, \$10,000; Dr. Jayne & Son, \$10,000; Dr. J. H. Schenck, \$10,000; Dr. Swayne & Son, \$3,000; Wolff's Acme Blacking, \$10,000; Hostetter Co., \$15,000; Kennedy & Co., \$10,000; Horsford's Acid Phosphates, \$4,000; Buffalo Lithia, \$5,000; Lesing & Co., \$10,000; other advertisers not named, fully, \$33,000.

In addition the duties on many other lines largely advertised in the United States are an absolute bar to any such business being placed in Canadian newspapers. Prominent among these lines are the following, the probable advertising business lost on each case being set down opposite each line, showing an aggregate loss in possible business per annum of \$500,000