

	Tariff of 1874-78.	Tariff 1896.
Animals	10 per cent.	10 per cent.
Eggs	free.	5c. per doz.
Apples	10 per cent.	40c. per bbl.
Beans	free.	15c. per bush.
Buckwheat	free.	10c. per bush.
Peas	free.	10c. per bush.
Vegetables	10 per cent.	25 per. cent.
Barley	free.	30 per cent.
Wheat	free.	15c. per bush.
Wheat flour	free.	75c. per bbl.

This table shows at a glance the difference between a revenue tariff and a Protective tariff on the products of the farm. Then Protection, by building up home industries, creates a home market, in which the farmer can sell his goods, thus benefiting him with both hands at once. It makes a market for him, and then keeps the Americans out of it.—Montreal Star.

Our advice to the bicycle is this: You have succeeded in hurting the livery stable and horse business, but don't tackle the trolley car. It was first in the field as the emancipator of the horse.—Electrical Review.

It is said that the new postmaster-general is obtaining information regarding the privilege extended to newspaper publishers of free transmission of their goods through the mail. It is claimed that extensive reports are being obtained from all cities and large towns, and upon the information thus obtained will be based the decision whether or not the privilege will be abolished. The new postmaster-general is on the right track. The free carrying of newspapers in the mails is something that never should be allowed. The privilege, originally intended for bona fide newspapers only, has been gradually extended to all manner of publications, until the mails are burdened with thousands of tons of matter of so little importance that it would never have been printed had it been subject to postage. But even bona fide newspapers should not be carried for nothing. The newspaper is the product of a factory, and the government has no more right to carry it free and deliver it free than it has to carry and deliver, free, stoves, tobacco, cotton goods, carriages, pig iron, or any other product of a factory. It will be a hard matter to get the small publishers throughout the country to agree to the restoration of postage upon newspapers. They will talk all manner of rot about "a tax on knowledge," and will plead for their "privilege" and their "right." But the carrying of hundreds of tons of paper daily, by the government, without cost to the owners of the paper, cannot be defended. Aside from the fact that it is right and just that newspaper publishers should pay for the delivery of their goods to their customers, it may be mentioned that the imposition of postage upon newspapers would add a not inconsiderable sum to the revenue of the country, and it might be that the additional revenue thus obtained might be sufficient to induce the government to drop the letter rate to two cents, a change which would please the public very much. We hope the postmaster-general will make us pay postage.—Hamilton Spectator.

THE CANADIAN MANUFACTURER most heartily endorses the proposition of the Spectator that all newspapers distributed through the mail should pay postage. It is but simple justice to all concerned that they should do so.

Success in advertising results from a close observation of a few well-established principles. The first is to know what parties are to be reached. A steam engine is used by comparatively few people; patent medicines by nearly everybody, and each dealer must know who will probably be his patron,

and where they are to be found. The second is that the medium employed be adapted to his wants. A family paper is excellent for the patent medicine man, but worthless for the machine. The paper that is often referred to by its readers is to be preferred to the one that is simply read and thrown aside. This accounts for the wonderful success of the trade journals, and their development within the last ten years has been astonishing. Of course, different men and different enterprises will advertise by different means. They will paint rocks and barns, but those who advertise the most extensively claim that their returns come from periodicals and trade papers. It is remarkable how closely these pages are scanned by all classes. But whatever means one adopts, the fact remains undisputed that advertising is the one factor of business life to-day.—The Manufacturer.

The city of Eddy in New Mexico is to be the scene of the second experiment in beet sugar manufacture from beets grown on irrigated lands. The sugar factory now constructing there is progressing quite rapidly; for the building is about roofed in and the machinery is being rapidly placed in position. It is expected that the new factory will be open for operations in November, beginning with a capacity of 225 tons daily, and as a large number of the farmers in the vicinity have already undertaken the cultivation of sugar beets, it is thought that in its second season the factory will have more beets offered to it than it can possibly consume without further enlargement. The Roswell Register reports that one farmer in that locality has 700 acres of beets under cultivation for this factory.

In a recent speech at Dallas, Texas, Judge Adridge said:—Last May a little bug settled down on the wheat fields of the Northwest, and in one or two weeks ate up one-half of the sixteen to one argument on prices and sent the prices back into the neighborhood of those of 1873. The old hayseeds, who knew the habits of the chinch bug and the kind of a multiplication table he used in regulating the increase in his family, took the train for Chicago, commenced buying wheat, and broke all the 'smart Alecks' in the city. They may have talked gold standard depression at home, but they put their money on the chinch bug in the city and won. The caterpillar and boll worm can do the same thing for cotton. I only know the chinch bug by reputation, but I am personally acquainted with these worms. They are composed of appetite and skin. They do not care a tinker's blessing for anybody's standard, and when they invade the cotton fields of the South they send the price of cotton up in every mart of the world, gold standard or no gold standard. They have been doing business with us this summer, and have moved the price of cotton up sixty per cent. This bug and these worms haven't many friends, but as sluggers in an argument with a sixteen to one crank they are entitled to the belt.

Now that Canada is to have its tariff reformed on a revenue basis we may look out for fearful suffering from political chinch bugs, caterpillars and boll worms.

The London Labor Gazette, in an article on the industrial census in Prussia shows that in 1882 the proportion of the population living by agriculture and fisheries was 43.6 per cent.; in 1895 it had decreased to 36.1 per cent. This is an illustration of the vast increase in the proportion of the population now living by manufactures.