

# The Commercial

WINNIPEG, DECEMBER 9, 1895.

## THE COMMERCIAL.

Readers of The Commercial will notice that this journal appears in enlarged form. This is a permanent enlargement, at least so far as can be foreseen at the present. When next The Commercial changes its form, we hope it will be to again enlarge the journal. Four pages are added this week, and it is hoped that it will be found possible to add four pages more before another year goes around. How soon this hope will be realized, of course depends upon the patronage extended The Commercial by the business community in whose interest it is published.

It is the intention to enlarge the paper again just as soon as the business received will allow of a further enlargement. The Commercial, like any other business enterprise, cannot be enlarged and improved beyond the point where its income would be insufficient to meet expenses. If the paper is not fully up to the expectations of some of our patrons, they will know how to assist in improving it. It takes considerable expenditure to keep up a paper like The Commercial, and the only way it can be permanently improved is through an increased income. The more liberally the paper is supported the more rapid, therefore, will improvements and enlargements be made in the journal.

The Commercial has felt the depression the past two years to much the same extent as general lines of business. This made a curtailment of expenditure necessary, in order to reduce expenses in some proportion to income. It was with much regret that the paper was reduced in size some time ago, and it is now a pleasure to state that business with The Commercial has improved to such an extent as to make it possible to increase the size of the paper by adding four pages. The Commercial is still four pages less than it was two years ago, and we hope to be able to add four pages more early in the coming year, so as to recover the full former size.

Though The Commercial has suffered a considerable curtailment of income during the past two years, there has been no reduction in the circulation of the paper. On the contrary, there has been a moderate increase in the circulation all the time. We can say without the least doubt, that no paper in Canada covers its particular field in the matter of circulation so closely as does The Commercial. All through this great western country, the number of people in business who do not take this paper is very trifling indeed. Wherever there is a store or a place of business, located in the most out of the way places, there The Commercial will be found as often as the mail arrives, if it does not come more than once a week. Throughout north-western Ontario, Manitoba and the Territories The Commercial goes its weekly rounds, reaching the establishments of almost every one in business, and even in the far western province of British Columbia The Commercial is now being sought for almost as eagerly as nearer home. Wholesale merchants,

manufacturers and others who place their advertisements in The Commercial, therefore, know that they reach very closely the business men of the country from Lake Superior to the tide waters of the Pacific.

There is no question but that The Commercial has been a vast benefit to the trade of Winnipeg. There are a few—a very few—to whom we would naturally look for support, who have refused to recognize this fact; but whether they recognize it or not, this paper has benefitted them individually as well as the trade of the city collectively. In the past dozen years since this paper was started it has undoubtedly brought in the aggregate an enormous amount of business to Winnipeg. The influence of a trade paper, going out every week to almost every business man throughout the territory in any sense tributary to Winnipeg, must certainly be productive of much good in bringing business to this centre. Every person who receives a copy of the paper, and every time he receives one, is reminded that Winnipeg is a trade center where he might do business to advantage. The Commercial does not look for advertising patronage from retail dealers, but it does look for business from jobbers, manufacturers and those who do a trade in a general way throughout the country. Parties who have never recognized the value of The Commercial, have, no doubt, had their business increased by hundreds and thousands of dollars annually through the influence of this paper in drawing trade to the city. Though not advertising in the paper, they have shared to some extent in the expansion of trade generally in this city, which The Commercial has so materially assisted in building up. Those who have advertised liberally in this paper have assisted in building up the trade of the city in two ways. They have helped The Commercial financially to carry on its work in the interest of this commercial centre, and secondly they have drawn business here directly by their representations to the trade of the country.

The Commercial does not complain of any lack of support. On the contrary, in proportion to the size of the field, the patronage received has been liberal. Neither do we complain of the few who have not tried to extend their business through the columns of this paper. That is their own business, with which no one has any right to interfere. Any advantage they have received (and this has been very great in the case of firms which have been long established here) in a general way from the trade drawn to the city through the influence of The Commercial, they are welcome to.

## EDITORIAL NOTES.

DURING the past official year, says an Ottawa dispatch, the analysts of the Dominion have analysed 928 samples of foods, drugs and fertilizers. Of the number 680 were genuine; 161 adulterated; and the remainder, 85, doubtful, or unclassified. The most noticeable adulterations are in respect of butter, which consist of excess of water or salt, sometimes of both, indicative of carelessness rather than fraud. Infant foods and meat extracts are generally genuine, wholesome and nutritious. This shows a smaller num-

ber of adulterated samples than might have been expected and many of those classed as adulterated, are not adulterated in the sense that any foreign substance has been intentionally substituted in place of a portion of the genuine commodity. In the case of butter, for instance, a little excess of salt or water is classed as an adulteration of the sample, while this is really not an adulteration at all in the sense that any foreign substance had been introduced into the butter.

MR. W. B. SCARTH, late of Winnipeg, is now located at Ottawa, as deputy minister of agriculture. In this capacity he will be able to use his influence to good advantage in the interest of Manitoba and the West, something which The Commercial feels he will do whenever occasion offers. His large acquaintance with the requirements of this country will enable him to turn many things to our advantage, in his new position at Ottawa.

IN a line with what The Commercial said last week on the wheat situation, is the following from the Liverpool Corn Trade News, since to hand: "In the Argentine crop most interest now centres, recent reports being distinctly favorable, and even those who a few weeks ago were telegraphing alarming news now admit that weather is favorable in every respect for the wheat crop, and that the export surplus may probably exceed last season's by 1,000,000 quarters (8,000,000 bushels). The size of the Argentine surplus will have a good deal to do with shaping prices in the second half of this crop year. The crop is generally described as promising an average yield on an acreage about 15 per cent. bigger than was harvested in 1893. An average yield per acre in Argentina, based on the experience of the past, they may be reckoned at slightly over 14 bushels. Applying this to the estimated acreage of 5,300,000 acres, we have a total yield of 74,200,000 bushels, leaving 50,000,000 bushels for export."

IT seems a matter of regret that Manitoba should not be self sustaining in the matter of poultry. Manitoba should be able to supply not only all her own wants, but also the requirements of British Columbia and other western districts, in poultry, eggs, etc. Such is not the case however. The Parsons Produce Co., a Winnipeg firm, report that they have brought in 30,000 dozen of eggs from Eastern Canada, within a few weeks, and they have also brought in or have now on the way over 100,000 pounds of Eastern poultry. The eggs will not be required for local trade to any extent, and they have mostly been shipped through to far western points. Most of the poultry is also for British Columbia points, but quite a quantity of the latter will find a market right here in Winnipeg. Poultry has always been considered a very profitable department of the farm, and our producers should be able to supply the entire local and western trade. The shortage is mainly in Turkeys and Geese, there being, as a rule, a plentiful local supply of chickens and ducks.

The postal rate on parcels, for New South Wales, has been increased to a uniform charge of 24 cents per pound.