

From Ocean to Ocean

We extend Holiday Greetings
to all our
Customers and Friends

WINNIPEG
CALGARY
NELSON
VANCOUVER

J. Y. GRIFFIN & CO.

Pork Packers and Commission Merchants

To-Day's Jobbing Prices

New Laid Eggs	- - - - -	30c
Creamery Butter, 1 lb. Prints	- - - - -	25c
Held Creamery, Boxes	- - - - -	23c
Selected Dairy	- - - - -	18c
Good Med. Dairy	- - - - -	16c
Finest Ontario Cheese	- - - - -	11½c

If you are a shipper of any of above lines let us have your consignments.

R. A. ROGERS & COMPANY Ltd.

WINNIPEG

P. D. ROE, President

R. ABERNETHY, Vice-President

T. F. PATERSON, Sec.-Treas.

The Canadian Pacific Lumber Company Limited



MANAGER

PORT MOODY, B.C.

CAPACITY: LUMBER—60,000 feet per Day; LATH—20,000; SHINGLES—120,000.

We have the largest dry kiln capacity of any mill in B.C.; also the largest amount of sheds, and these are well stocked with Manitoba lumber. We have seven planers and are prepared to ship promptly. We understand the requirements of Manitoba dealers. Send to us for your next car. BYRNES & CAMPBELL, Selling Agents, Winnipeg.

Manufacturers of and Wholesale Dealers in all Classes of British Columbia

**LUMBER, LATH,
SHINGLES,
MOULDINGS, Etc.**

THE COMMERCIAL

The recognized authority on all matters pertaining to trade and progress in Western Canada, including that part of the territory west of Lake Superior, the province of Manitoba and British Columbia and the Territories.

Twentieth Year of Publication.

ISSUED EVERY SATURDAY.

Subscriptions—Canada and the United States, \$2.00 per annum in advance, or \$2.25 when not so paid; other countries, \$2.50 in advance.

Changes for advertisements in this paper should be in not later than Thursday morning.

Office 219 McDermot St., Telephone 221.
D. W. BUCHANAN, Publisher.

WINNIPEG, DECEMBER 21, 1906.

XMAS.

The Commercial wishes its readers one and all a

MERRY CHRISTMAS.

CANADIAN NORTHERN RAILWAY

Mr. Mann, of the Canadian Northern Railway, was in Winnipeg this week discussing with Superintendent plans connected with the opening of the company's new line through to Lake Superior. Mr. Mann said they would be operating the line through to Port Arthur by the first week in January. Grading, he said, was completed, and less than 20 miles of the remained to be ironed, between Rainy river and Bear Pass. By the middle of January he expected the service would be thoroughly established and running smoothly.

FAKE ADVERTISING.

At this season of the year the manipulator of fake advertising methods usually gets in some of his finest work. Inherent advertising fairs are, like the poor, always with us. The number of catch-penny schemes which are continually being presented by glib-tongued solicitors to catch the unwary, are legion. Some of these are baits that are readily taken by a certain class of business people because they are cheap, though they are usually pretty dear investments on the basis of actual value for the expenditure. Purveyors of special advertising fakes and features seize on every occasion for pushing their schemes. Public demonstrations, conventions, fairs, receptions, etc. all offer an opportunity for working something in this line, but it is at the Xmas holiday season perhaps that the greatest efforts are put forth by the advertising fakirs. Even respectable journals sometimes break away from their legitimate efforts at this season to enter the fake advertising field. The plan followed by the regular publication is usually the "special number" fad. Now a large or extra fine number of a regular publication may be all right enough in its place. If the publishers of a journal wish to produce a special number, it is quite legitimate for them to do so. This, however, is not the object in view with most so-called special numbers. Most of these special efforts are simply advertising schemes, and they are undertaken mainly for that purpose.

To those who have made a study of advertising and who have arrived at carefully worked out conclusions upon the question, it is a surprise to see how many people are taken in by almost worthless advertising schemes. As a rule the poorest advertising usually falls the most ready victims to the methods of the fakir. Just as

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