

lost a few votes on account of his national school measure, but this simply detracted from the large majority who declared for tariff reform. The fact is eastern people appear to be much more visibly affected over the Manitoba school question than are the people of this province. If an election were to take place in every constituency in Manitoba at once, the school question would not be a factor in deciding the result. Manitoba regards the school question as settled. It is only in the East that it is regarded as a living issue, or a matter to be quarreled over. Both the candidates in the Winnipeg contest professed the same policy regarding the school question, which shows the folly of connecting the question in any way with the result of the contest here. If eastern people want further proof of the fact that the tariff was the only issue in the Winnipeg contest, we refer them to Mr Hugh J. Macdonald. This gentleman stated publicly that "the tide of tariff reform had proved too much for them." Other influential Conservatives here admitted freely that a tariff reform wave had swept over them. No other reason can honestly be given to explain the situation.

### FINAL CROP ESTIMATES.

The final crop bulletin for 1893, was published on Monday by the Manitoba department of agriculture. It is compiled from returns received up to the first of the present month. The report shows that the Red river valley has this year been the most productive part of the province, all crops showing a larger yield in the Red river districts than in any other sections of Manitoba. The yield of cereal crops, all around, falls below the estimate made in the August bulletin, the final estimate being 15 56 bushels per acre for wheat, making a total crop of 15,615,923 bushels, or over 3,000,000 bushels less than the August estimate. Deducting the quantity of wheat already marketed, from the total crop, after allowing for local requirements for seed and bread, and there would remain only about 3,500,000 bushels in farmers' hands for marketing during the balance of the season. These final figures are probably not far astray.

The oat crop, like wheat, falls short of the August estimate, and the total crop is now placed at a little short of 10,000,000 bushels. This is not so very much less than the total crop of last year as is generally supposed. The average yield of oats last year was placed at 35 bushels per acre, while this year the December bulletin makes the average yield only 25.28 bushels per acre. But the acreage is considerably greater this year than last, so that even with this large reduction in the average yield, the total crop, according to the official report, is only a million and a half or so less than last year. If this estimate is approximately correct, there should be abundance of oats for home consumption, as a considerable quantity were exported from last year's crop, while there has been no exporting of oats this year, owing to prices being held far above an export basis.

The barley crop, while placed at an average yield of 22 11 bushels per acre, as compared with 29 bushels per acre last year, is about as large in the aggregate as the crop of 1892,

owing to the larger acreage this year, the total crop being placed at 2,547,000 bushels, as compared with 2,831,000 bushels last year. If the official estimate of the oats and barley crop is near the mark, there would appear to be no reason for the comparatively high prices of oats this year.

Other paragraphs in the bulletin state that a large area of fall plowing is done; that there is an abundance of hay in stack; and that farm building improvements in the province this year aggregated \$1,050,000.

### FAKIR ADVERTISING SCHEMES.

Many innovations are resorted to in these days, by retail merchants particularly, to gain custom. Many of the plans adopted do not seem legitimate, from a strict business point of view, nor in keeping with the dignity of a large mercantile establishment. The object, however, is to do business, and few business men would stand strictly upon their dignity when the object is to gain trade. A great many people like novelty, innovation and humbug. Some people will be attracted by features which are not strictly legitimate modes of advertising more quickly than they would be by any plan the merchant could adopt to draw custom in a plain businesslike way. Hence novel and what may even be classed as fakir schemes are resorted to, even by reputable houses, in order to draw trade, without regard to the dignity or business taste of the thing. Perhaps it is not well to stand too firmly upon the dignity of trade, but there is still ethics in business which it would be well to observe. From the strictly business point of view, these various innovations for drawing custom are unequally, undignified, and not in keeping with the straightforward, sterling way in which business should be done. A concert accompaniment to a retail store trade, may be a great stroke of business for drawing custom, but in every other respect it is thoroughly unbusinesslike, and smacks too much of the saloon style of "booming" trade. It is to be regretted that the tendency of the times is to resort to fakir schemes to draw trade, to the detriment of that dignity and good business taste which should be a feature of a great mercantile establishment. Notwithstanding the apparent success of some of these novel ways of endeavoring to gain custom, we cannot but believe that a plain, commonsense, businesslike and reasonably dignified way of conducting a large retail establishment, will in the end produce the best results. To believe otherwise would show a very poor opinion of the intelligence of the people.

### WHEAT MAKES GOOD PORK.

Some people in Manitoba profess to believe that wheat is not a suitable grain for feeding live stock. Occasionally in the past statements have been made to this effect. One year in particular, there was considerable mortality among hogs in some sections of Manitoba, and it was at once attributed to feeding wheat. THE COMMERCIAL always advocated the feeding of low grade wheat at home, in preference to selling it at the low price usually obtainable. In a year of low prices like the present, even

choice wheat could be fed to live stock, more profitably than to sell it at current market values. This is what is being done in some sections in the United States. By our exchanges we see that large quantities of even high grade wheat are being fed to hogs and other live stock, and that right in the corn sections too. It is claimed that there is more money in feeding it than in selling the grain. If this is true in sections of the United States, where the price of wheat is higher than here, and where there is abundance of corn feed, how much more profitable it would be in Manitoba, to feed the grain instead of selling it. At present prices, our choice No. 1 hard wheat would almost double its value, if marketed in the form of fat hogs.

As regards the belief which has existed to some extent, that wheat is not a suitable food for live stock, this impression is being corrected by experience. Of course the grain should not be fed recklessly, and common sense, combined with some knowledge of feeding stock, is necessary to obtain the best results. In the year above mentioned, during which a number of hogs died in Manitoba, there is no doubt but that wheat killed some of these hogs, but it was not the fault of the wheat so much as the foolish way in which the grain was fed. One case, in which a farmer had lost a number of hogs, was investigated by a representative of THE COMMERCIAL, and it was discovered that the hogs had been fed upon a straight diet of raw wheat, and they had been constantly given all they could stuff of the grain. This was unreasonable feeding. Another farmer, a neighbor of the one first mentioned, noticed that his hogs were taken with similar symptoms. He had also been over feeding, but he curtailed the rations for awhile and fed roots freely, with the result that his animals soon came around all right. There is no doubt but that care should be used in feeding wheat, but this is also true of any other grain, where it is fed heavily, or almost exclusively.

### Toronto Dry Goods Trade.

New cotton fabrics manufactured by Canadian mills are now being passed into stock, and imported cottons will be arriving in the course of a week. New spring woollens, such as tweeds and serges, have also been delivered to local houses. Knitted goods will be delivered later on. Canadian woollen mills are now receiving repeat orders from wholesale houses. One local house placed a repeat order this week running into several thousand dollars. They are also booking orders from the clothing trade for goods to be delivered in autumn, 1894. Orders placed indicate that the ready-made clothing business is increasing. This is attributed to the better class of garments now turned out by the clothiers, and also to the increasing excellence of the materials.—*Empire*.

S. C. Matthews, of Matthews, Towers & Co., wholesale men's furnishing, Montreal, arrived in Winnipeg this week, and after a few days spent in the city, started on his usual journey through the country westward, with spring and summer samples. Mr. Matthews states that the trade of his firm has grown rapidly, and they now have travellers in every province of Canada, from the Atlantic to the Pacific. The principle upon which the house does business is "one price and strict observance of terms," and on these principles, combined with suitable goods, they have worked up their trade.