

THE COMMERCIAL

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or which profess to express the opinions of this
journal, will not be inserted.

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D. W. BUCHANAN,
Publisher.

The Commercial certainly enjoys a very much
larger circulation among the business community
of the vast region lying between Lake Superior
and the Pacific Coast, than any other paper in Can-
ada, daily or weekly. The Commercial also
reaches the leading wholesale, commission, manu-
facturing and financial houses of Eastern Canada.

WINNIPEG, AUGUST 6, 1898.

Another New Wholesale Warehouse.

The first new warehouse to be completed and occupied in Winnipeg this year is the premises of the Macpherson Fruit company. Early in the spring the company moved to temporary quarters on Princess street, and as soon as their old premises were vacated, the building was torn down, the debris removed and work was begun on the new brick structure which now occupies the site of their old premises. The work was pushed forward as rapidly as possible and the new warehouse has now been occupied for a short time by the company, affording excellent facilities for carrying on their large wholesale trade in fruits, etc.

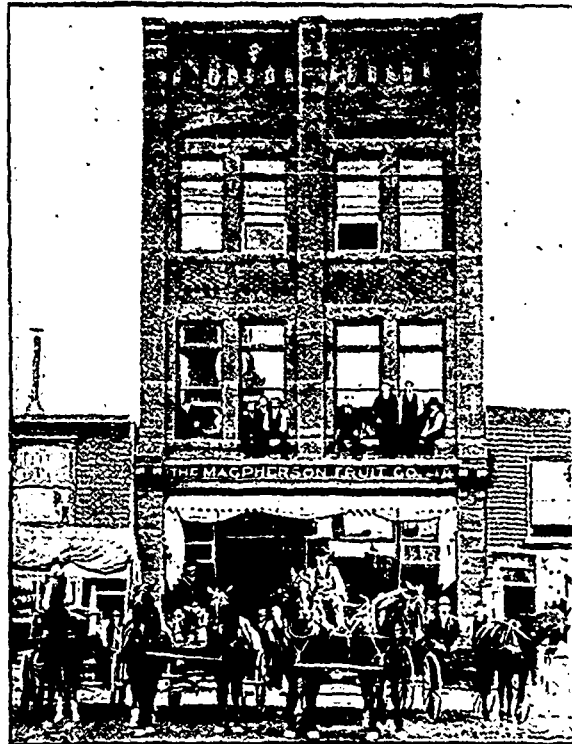
The new warehouse is a solid brick and stone structure, size 25 by about 100 feet, three stories and basement. The location is on Main street, and right in the heart of the city, being opposite the city hall. So far as location is concerned, it is the most conspicuous wholesale warehouse in the city. A handsome office has been fitted up in the front of the building on the ground floor, where Mr. Scott, manager of the company, has his private desk, and where cash business is transacted. The shipping room is in the rear on this floor, convenient to the elevator. The entrance to the vault is also on this floor, as is also the furnace, for heating purposes. The basement is said to be the deepest in the city, thus ensuring a cool basement. The furnace has been placed on the ground floor so as to obviate the drying and heating tendency which it would exercise in the basement, which apartment it is desired to keep cool. The basement

ceiling is ten feet clear. A hot weather banana room has been fitted up in the basement. On the second floor two apartments have been fitted up for banana rooms, where they can be ripened up and handled to advantage in cool weather, in the spring of the year. When not required for the banana trade, they will be used for storage of nuts, etc. The front part of the second floor is taken up with the general business offices, and the rear portion is used for the packing room. An eight horse power electric motor for running the elevator is located in the packing room. The elevator is a large one, and it has all the latest appliances for passenger elevators, so that while it serves for a freight elevator, it is perfectly safe and convenient of use as a passenger elevator. The third floor will be used mostly for dried fruits and for the storage of grapes in the fall. With the increased facilities now at their disposal the company

send cold chills over anyone stepping inside of it. Better shipping facilities it would be practically impossible to get than the Macpherson Fruit company have at their new warehouse. The land acquired in the rear also gives them room to enlarge any time their business may require it.

Cheaper Telegraphy.

The new copper wire along the line of the Canadian Pacific railway, which has been in course of construction during the past three months, will very shortly be completed to the Pacific coast. This will afford increased telegraph facilities, and in view also of the early completion of the wires along the Crow's Nest railway into the Kootenay district which will give the C. P. R. another route and greatly facilitate the handling of messages the Canadian Pacific Railway Company's Telegraph an-



NEW WAREHOUSE OF THE MACPHERSON FRUIT CO., WINNIPEG

will give greater attention to the dried fruit line.

One of the special features of the warehouse is the excellent shipping facilities enjoyed. A location on Main street might be considered a disadvantage so far as shipping facilities are concerned. At this particular spot, however, it is not. A spur track from the transfer railway runs between Bannatyne and Markot streets east, and has its terminus right at the back of the warehouse of the Macpherson Fruit Co. The company has purchased a piece of land, 140 by 90 feet, in the rear of their premises, and on a part of this has been built a platform for loading and unloading cars, right at the door of their shipping room. A refrigerator car of California fruit was at the door at the time a representative of The Commercial visited the premises, and though the day was a very warm one, a few seconds in the car was all that was necessary to

announce a reduction of rates to take effect August 1st.

From Winnipeg and other Manitoba offices, and from Territorial offices as far west as Moose Jaw, to Roseland, Nelson, Robson, and all offices in the Kootenay district, the rate which has been for ten words, \$1.15 day and \$1 night, is reduced to \$1 day and 75c night.

From Medicine Hat, Edmonton, Macleod, etc., the reduction is from \$1.10 day or night.

From Calgary, Banff, etc., the rate which has been 90c day and 60c night is reduced to 60c day and 40c night.

Another reduction which will also be greatly appreciated by patrons of the C. P. R. Co's Telegraph, will be a single rate of 25c for ten words, from Manitoba offices to points on the Dauphin railway. At present the rate is 25c over each line, but as soon as a wire can be strung from