

THE COMMERCIAL

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

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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 Canada, daily or weekly. The Commercial also reaches the leading wholesale, commission, manufacturing and financial houses of Eastern Canada.

WINNIPEG, MAY 11, 1901.

ADVERTISE.

Now is the time for the country merchants to spend a little money in printer's ink making known the fact

prise enough to get up a good readable advertisement is sure to command attention and will get returns. It is best not to talk through the medium of an ad. In general terms, but to take specific lines and specific articles and describe their features and merits in brief and interesting terms. This sort of talk attracts. We believe that if country merchants were to do this more generally they would soon put an end to most of the mall order business with eastern cities which has robbed them of so much legitimate business in the past.

SOME EARLY CLOSING QUESTIONS.

The retail grocery men of Winnipeg have a grievance against the early closing by-law which will have to be remedied very soon if the guardians and exponents of that law would avoid trouble. By the provisions of the by-law fruit and confectionery stores which combine a restaurant business with their other lines are permitted to keep open during the evenings while grocery stores are obliged to be closed. Consequently, these stores are taking advantage of the opportunity and putting in lines of goods which they have not heretofore sold, and are doing in some cases a very nice little business in these lines, while their neighbors, who are

The Hat Making Industry.

"The business of manufacturing men's and boys' hats is one of the most thriving industries in the United States," says the Washington Star. "Some idea of the enormity of the trade may be formed when it is known that there are at present in this country over 500 manufacturing plants producing hats and caps for men and boys. The hat factories give employment to 25,000 persons, who turn out a finished product valued at \$25,000,000 annually. Of this gigantic business New York has the lion's share, there being about \$6,000,000 invested in the manufacture of hats and caps, and value of the trade in New York was last year between \$3,500,000 and \$10,000,000. New York leads in the manufacture of fine silk hats, while most of the derby hats are made in Danbury, South Norwalk, Bethel and other Connecticut towns. The cheap soft hats are manufactured at Orange, N. J., while the wool hat is the product of factories at Peekskill and Newburgh in New York state. There are 100 suitable shapes in the soft-hat line, while the silk and derby hat styles are, as a usual thing, limited to a half a dozen different grades. The most popular and largely sold hat throughout the United States is the derby. This hat is worn commonly in northern, eastern and western cities. In the south the prevailing head covering is the soft hat, perhaps to the extent of 80 per cent. There is practically very little importation of men's and boys' hats. We not only supply our home market, but we have some left over for export. Many thousands of American hats are now sold in Canada and also in Mexico and the neighboring countries, and there are numbers sold in South America, largely in the

they have adopted a systematic schemes of specious advertising for the purpose of destroying the confidence of the public in baking powders of which alum is a constituent. They have circulated through the mails anonymous literature of a pernicious character and have caused articles to be published in nearly all the newspapers of Canada as reading matter condemning the use of alum baking powders, such articles being produced by themselves and paid for at high advertising rates.

They have been instrumental in placing upon the statute books of Canada an act prohibiting the sale of alum baking powders; this being done without giving the parties interested an opportunity of being heard, and apparently on the assumption that the statement made to the effect that alum baking powder is more injurious than cream of tartar powder, was incontrovertible.

When the deputation met you in Ottawa recently they abundantly demonstrated that in all the controversy no proof had been furnished that any injury to health had ever been traced or charged to the use of alum baking powder, and the burden of the testimony showed that cream of tartar powder should be more injurious than that made from alum. The efforts of the trust to obtain legislation promoting their monopoly in the United States have, with the one exception of the state of Missouri, proved abortive, and it seems to be admitted that at the next session of that legislature, this state will also repeal this act prohibiting the sale of alum baking powder.

The state of Indiana at its last session went so far as to make it illegal to sell cream of tartar powder in that state.

United States Senator Mason, of



Manitoba Farm Home—Buildings of A. & J. Morrison, Carman

that they have a fresh stock of goods on hand from which their customers may select all that is latest and best in the way of wearing apparel, etc. It is always a matter of surprise to city folk why the country storekeeper does not spend more money with his local purveyor for the privilege of calling every week what he has in stock to interest the people who live within reach of his store. This is the first thing every wide-awake city merchant does when he gets in a stock of new goods is to advertise the fact far and wide, expatiating fully upon the special merits of the goods, and if his brother merchant in the country would adopt the same plan there would be less of this whining about the competition of the city stores. There is nothing like publicity for creating trade. As a matter of fact there is no reason in the world why country merchants should not be able to fully hold their own against city competition. They have access to the same wholesale stocks, can buy just as cheaply and have far better chances for arresting the attention of buyers with newspaper ads. than the city merchant.

The country papers are as a rule pretty closely read by the people in the district in which they are published and any merchant who has enter-

unfortunate enough to be classed as grocers are closed up tight. This is the way the grocers explain the matter, and if they are right, there is certainly a grievance. If one set of traders are permitted to sell certain goods after six o'clock, and others are not, the by-law is doing these an injustice. The grocers are also complaining because they are not permitted to sell fruit after six, which is one of their regular lines, while fruit and confectionery stores are permitted to do so. They also find, and this is the experience of dry goods people too, that the drug stores are doing a great deal of the smallware trade which used to fall to them owing to the fact that druggists do not come under the provisions of the by-law. In times past a very satisfactory business has been done by grocers and dry goods men in these goods which added quite a little to the yearly profits without any extra expense to speak of. Now the druggists are getting most of this business.

Nobody wants to see the early closing by-law repealed or modified to any extent, but it will have to be made to cover such points as these before it will be a thoroughly fair regulation, particularly as regards this matter of the selling of groceries by fruit and candy stores.

Argentine Republic. Considerable numbers are sold in South Africa, including the soft hats which Americans, herders and miners. The number exported to Europe is not great, but it is enough to count. It has doubled within a year, and is still increasing."

The Baking Powder Question Again.

Canadian manufacturers of baking powder are putting up a good fight against the actions and insinuations of the United States baking powder trust which has apparently been exercising an entirely unwarranted influence over the department of inland revenue in the way of dictating legislation aimed at its competitors on this side of the line. The following copy of a letter which has been addressed to the minister at Ottawa by the Canadian manufacturers gives their view of the case:

The undersigned on behalf of the Canadian Baking Powder Manufacturers' Association begs to submit for your consideration the following: Some years ago, after a most bitter fight between themselves, a combination or trust was entered into by the largest cream of tartar baking powder manufacturers of the United States, who formed a syndicate representing some \$50,000,000 of capital. This trust now controls all the cream of tartar refining plants in the United States, and have so arranged that competition against them by independent manufacturers of the same goods is almost impossible.

Since the inauguration of the trust

Illinois, was for years one of the warmest advocates of the trust; at the last session of the senate in Washington he is declared he had been deceived, and is now one of their strongest opponents.

Evidence to no end can be furnished on similar lines, but these will serve to illustrate the situation. The principle of the present Dominion Act implies that the Canadian manufacturers of baking powder, are deriving profits from an article injurious to the public health, a most unfair assumption, when it is taken into account, that a majority of such manufacturers are men of the very highest standing in the commercial community.

It operates to the direct advantage of a foreign monopoly, and compels the consumption of their product at an article equally as valuable, and quite as healthful can be had for, and this bears particularly hard upon the large foreign immigration to Canada, to whom baking powder is an article of prime necessity.

We claim that no matter how strongly the evidence submitted by the trust to the department appears, no condemnatory legislation should have been enacted, until the case on its merits had been tested in our courts. The legislation referred to contemplates the closing of every Canadian baking powder manufactory, and this requires the people of Canada to consume the product of a gigantic foreign monopoly at a cost many times in excess of its real value.

Under all the circumstances we claim that simple justice requires the removal without delay of the legislation relating to alum baking powder from the statute books of Canada.