

THE COMMERCIAL

A Journal of Commerce, Industry, Finance and Insurance, devoted to the interests of Western Canada, including that portion of Ontario west of Lake Superior, the Provinces of Manitoba and British Columbia and the Territories.

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Advertisements purporting to be news matter, or which profess to express the opinions of this Journal, will not be inserted.

Office: 181 McDermot Street.

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, MARCH 19, 1898.

AGRICULTURE IN YUKON.

A bulletin has been prepared by Dr. Saunders, director of the experimental farms, upon the subject of agriculture in the Yukon district. After analyzing the temperature as recorded by Mr. Ogilvie and others, Dr. Saunders concludes that the summer temperature is too low and the season too short to admit of much being done in the way of agriculture. Frost is experienced early in June and again late in August. He thinks, however, that some garden products, such as radishes, lettuce and early varieties of cabbage and turnips could be grown fairly well, and also green peas and early beets, carrots, spinach, and possibly some sorts of onions for use green. Rhubarb, he also thinks, should be tried. If it could be wintered it would make a good growth in the season. Potatoes can only be grown large enough for use by special shelter, or in some specially favored spot. Grains can be grown for cutting green for fodder, but not to ripen.

In the vast region north of the North Saskatchewan river, grain crops have been grown to perfection in latitudes from 400 to about 1,000 miles further north than Winnipeg, at various trading posts and mission stations along the fur trade routes. There is no doubt a vast area in the valley of the Peace river and even further north, suited to agriculture and stock-raising. If the great crowd of people going to the Klondike could have been conducted through this vast in-

terior region, with its possibilities for agricultural development, it would have been a great move for the opening up and settlement of the far northwest.

LOTTERY SWINDLES.

The Commercial was sent this week an advertisement for a "grand lottery" scheme. The advertisement, however, does not appear in our column, notwithstanding the offer of one half cash in advance. The Commercial is not available for advertising lottery swindles, for such we believe all these things to be. At least, if they are not swindles, they are demoralizing in their influence upon humanity.

ADVERTISING SCHEMES.

The Winnipeg city council has voted \$500 to aid an outside advertising scheme, of the class known among newspaper men as "fake advertising." The council would not likely consider at all any advertising proposition coming from a local publication, though there are several papers published here which are doing more every week to advertise the city than would likely be accomplished by the investment in this scheme. Every issue of The Commercial, for instance, is calculated to draw trade to the city; and undoubtedly this journal has been a great factor in assisting in building up the trade of the city. It is not mere advertising that the city needs, but practical work such as is being done by this journal, to draw trade to this commercial centre. We do not, however, contemplate asking for any public appropriation to assist in the work.

New Wholesale Firm.

The wholesale stock of furnishings of the estate of Cornell, Spera & Co., Winnipeg, has been sold by Bertrand, Newton & Davidson to Mr. Myron McBride, and the business will be continued under the name of Myron McBride & Co. Mr. W. S. Cornell will continue with the new firm. Mr. McBride is well known in the city, and has for years held a responsible position with the wholesale house of G. F. & J. Galt. He will give his attention particularly to the financial business of the firm. The business will be carried on in the same premises as heretofore and a large, new stock is being put in. The old firm of Cornell, Spera & Co. had their spring stock ordered, and these goods, which are now arriving, will be taken over by the new firm, so that there will be no delay in having a complete stock to start business at once. This fortunate feature enables the firm of Myron McBride & Co. to open at once and carry on business with every facility to meet the requirements of the trade of the season. The Commercial understands that the new firm starts with ample capital to enable them to carry on the business energetically and to the best advantage.

Mr. A. E. Spera, of the late firm of Cornell, Spera & Co.,

will continue in the bicycle business, which department he has had special charge of for some years. Mr. Spera has arranged to handle the Crescent wheel this season, which gave such good satisfaction last year.

The Retail Association

The adjourned annual meeting of the Winnipeg Retailers' association was held Tuesday evening. The election of officers for the ensuing term resulted as follows: President, Wm. Hunter; vice president, Wm. Grundy; secretary, S. A. Hoover; treasurer, Geo. Ryan. Executive council—J. Carole, M. Campbell, A. R. Christie, C. H. Wilson, Thos. Cowan, T. D. Deegan, T. Jobin, W. Wellband, J. A. McKercher, Jas. Porter.

Regarding amalgamation with the Caterers' union, a delegate from that body reported that it had been decided to continue as a union for social purposes only, as a number of the caterers were not retailers and therefore could not join their association. A deputation was appointed to interview the C. P. R. officials and ask that stop-over privileges be given Yukon passengers who may desire to outfit in Winnipeg.

The proposed by-law taking away the privilege of two feet space in front of Main street stores for the display of goods was discussed, the majority of the members expressing themselves as being in favor of the law remaining as at present.

Winnipeg's First Millinery Opening.

The development of Winnipeg's wholesale trade goes steadily along, keeping full time with the growth and development of the west in general. A further and late development in the trade of this city is the millinery opening held here this year by the D. McCull Co. A Commercial representative called at the show rooms and was informed by Mr. McCull, the manager, that their opening had been a success, a large number of visitors having come in to inspect the goods. A very full display of hats, flowers, etc., was certainly made. The new season hats show a great wealth of flowers, and bright colors predominate. In fact, brilliancy of color may be described as the feature of millinery this year. Flowers are used very freely, especially bright colors. Burnt orange and deep yellows are the favorite shades, while greens and heliotropes are also shown to a considerable extent. Chiffon, laces and ribbons are also largely used, also in bright colors, and in ribbons bright plaids are the favorite. Panama sailor hats are also favorite with tire rim in imitation of the bicycle tire. Feathers are not in it this year, though wings are used to some extent. The D. McCull Company will carry a stock of staples in the millinery line at their show rooms in Winnipeg, including ribbons, flowers, tips, laces, veerings, trimmings, shapes, etc.

Tasse, Wood & Co., cigar manufacturers, Montreal, have made a private assignment. The ordinary liabilities are said to be in the neighborhood of \$40,000.

In parliament at Ottawa this week, in reply to Mr. McMillan, Hon. A. G. Blair said the government have the appointment of a railway commission in contemplation for next session.