

hundred years ago, when guilds and trade corporations rested like night-mares upon every branch of commerce and industry, and the publicity of any matter of trade importance had to reach the public ear through the rusty throat and inharmonious ring of the town bell-man.

The press of a country is one huge advertising organization, and as the prosperity of a country, and particularly of a new one, depends to a great extent upon the enterprise and brilliancy of its press, it may safely be inferred that the success of a country depends in the same ratio upon the extent to which it is advertised.

Western communities, above all others, can comprehend the value of advertisement, and in no country are its advantages better known and taken advantage of than in Manitoba. The Province and the North-west Territory furnishes the best example in the world. For nearly three-quarters of a century the Hudson's Bay Company used every effort to keep the advantages of the country from the outside world, and as a natural consequence no progress was made in the North-west. During the past three years strenuous efforts have been made to undo the evils thus done, and the consequence has been that the Province of Manitoba has progressed with a rapidity seldom heard of even in Western countries. The press has been the great medium through which this has been accomplished, and the whole of the prosperity attained is simply the result of a gigantic system of advertisement.

It is unnecessary to state that the same principle applies to success in individual cases. It does not require instances such as Barnum the showman, or the vendors of world-puffed patent medicines, to prove this theory. The merchant now searches in his trade journal for the best market in which to purchase his goods, and the sensible consumer is now an adept in searching out from his daily or weekly paper where he can best get his wants supplied. There certainly is a class remaining who are not guided by advertisement in their purchases, but their number is becoming smaller every day, and now comprises few outside of that circle whom snobbishness causes to ape aristocracy. Advertising, therefore, possesses a great power in trade of every description, and is adding to its potency.

Winnipeg Wholesale Trade

AGRICULTURAL MACHINERY.

The sudden advent of winter has put an end to all demands in this line except in bob-sleighs, cutters, and other winter vehicles, and in these there has been unusual activity during the week. Wholesale houses have received nearly all their consignments, and heavy shipments have been made to country dealers. The rush in these goods will probably cease with the present month, and already some leading houses begin to talk about their arrangements for getting in goods for next spring's demands. No actual movement in this way will be made probably for a few weeks to come.

ROOTS AND SHOES.

The rush of the winter's trade may be said to be nearly over in this branch, although quite a volume of business is still being done. Nearly all the season's goods have been received, and the bulk of the present orders filled. Repeating orders are coming in freely from the country and promise to continue for a few weeks to hence. The utmost satisfaction is expressed with the winter's trade so far.

CLOTHING.

Travellers are out at present in this branch of business, and liberal orders of a repeating nature are being received. One leading house has received some heavy consignments during the past week, but the consignments of this season's goods may be said to have all arrived. Quite a heavy winter trade is yet expected, and the present outlook warrants the expectation.

DRUGS AND CHEMICALS.

There has been no particular change in this branch since our last issue, and business is reported generally good. Country demands are steady, and the trade altogether is reported in a very healthy state. Collections in the country are said to be moderately good.

DRY GOODS.

A steady good demand in this line comes from both city and country, and second orders of season's goods are numerous. Several new retail concerns are being opened up at different points, and these add to the already good volume of business. The bustle of early October is gone, but two or three weeks of steady trade are looked for before the winter's demands cease, and more than one house anticipate a continuation of the present state of affairs during the balance of November.

FANCY GOODS AND SMALLWARES.

The season's trade in this branch may be said to be in full blast now. The departments connected with holiday goods are beginning to show some life, and in these a brisk business is expected for some time to come. Houses are very hopeful, and the outlook warrants their being so.

FISH AND POULTRY.

The only noticeable change in this line is the reappearance of fresh whitefish now that the close season is over. These are reaching town in large quantities, and are selling considerably cheaper than before the closed season. During the past week they have sold at 9c, and a further decline is not unlikely. Lake trout are plentiful at 11c, and fincod haddocks are still on the market at the prices of the previous week—

namely, \$1.75 a kilt. Smoked salmon and eels are still to be had and are unchanged in price. Oysters in bulk are quoted \$4 a gallon for counts, \$3.50 for selects, and \$2.50 for standards. There is a slight decline in canned oysters owing to competition, and selects are now quoted at 60c, and standards at 50c. Dressed turkeys from Ontario have made their appearance on the market, but are not yet very plentiful. They are quoted at 33c a pound, and are as yet considered a rarity. Dressed duck are also to be had, but are not yet very plentiful. A decline in prices of these and turkeys will probably take place should the present cold weather continue.

FRUIT.

Last issue we reported the first consignment of oranges for the season. Those are yet scarce, and at \$15 a barrel are not much in demand, now that the novelty has worn off somewhat. Small fruits are still plentiful and \$9 to \$9.50. California pears are quoted at \$7 a case. Lemons are very slow sale, and are quoted at \$7. The demand for apples keeps increasing, and prices are likely to advance. Good winter apples are quoted at \$6 and prime at \$7. Dried fruit is getting scarce, and prices in the East and South having advanced materially, higher prices may be expected here. Dried apples are now quoted at 12½c, and there are very few in the city.

FURS AND HIDES.

The supply of dressed furs in the city at present is not more than will fill the local demand for manufacturing purposes, and shipments for the season may be said to be over. In manufactured furs trade is steadily on the increase. Hides have sprung into good demand during the past week, and prices have stiffened somewhat. Quotations are 6½c to 7c, and a few lots have changed hands at a slight advance on the latter figure. The demand for pelts is steadily on the increase; 40c has been the general price, but in some instances an advance upon that figure has been paid.

FURNITURE.

There is some improvement to report in this branch for the past week, and wholesale dealers are feeling much more hopeful. Several heavy orders have been received from different points, and a belief is expressed that the trade is about to enter upon a busy period.

FUEL.

During the early portion of the past week cordwood was scarcely to be found in the city, the supply being limited to the loads sold on the street market. The scarcity did not affect the wholesale market much, as heavy purchasers had as a rule their arrangements made for the winter. Although famine prices were paid for lots for household use no advance was made in wholesale prices. Dry poplar is still being contracted at \$7.50 to \$8 and tamarac at \$9 to \$9.50. Arrangements are made for a plentiful supply of wood during winter, and the short famine of the past week will doubtless add to the energy of the dealers. There has been no change in the price of coal, notwithstanding the advance of \$2 reported in a local daily. The competition is as keen as ever, and anthracite still sells at \$13.20 in car lots on track. Bituminous for grate purposes is quoted at \$14, and for steam use at \$13. Dealers give some