

THE COMMERCIAL

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

Twentieth Year of Publication.
ISSUED EVERY SATURDAY.

Subscriptions—Canada and the United States, \$2.00 per annum in advance; or, if not paid, \$2.50; other countries, \$2.50 in advance.

Change for advertisement or stops should be in not later than Thursday morning.

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

Office 219 McDermott St. Telephone 224.

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 Rocky Mountains than any other paper in Canada, daily or weekly. The Commercial also reaches the leading wholesale companies, manufacturing and financial houses of Eastern Canada.

WINDNIP, SEPTEMBER 21, 1901.

PUBLIC HOLIDAY.

Thursday of next week being the day upon which the Duke and Duchess of Cornwall and York are expected to be in Winnipeg it has been declared a public holiday. Advertisers in the Commercial are reminded of this fact in order that they may send in desired changes in their advertisements at least one day earlier than usual. Wednesday noon is the latest hour at which we can undertake to ensure changes next week, as owing to the amount of printing to be done on each issue of this journal now, we are obliged to commence the work at least two days ahead of the publishing date.

FORESTRY IN CANADA.

The annual report of the Canadian Forestry Association has been published in pamphlet form. At the late annual meeting of the association held at Ottawa, a number of interesting papers were read, dealing with forest preservation, tree planting and kindred subjects. These, with the discussion that took place thereon, are given in the annual report. This new organ has started out under auspicious circumstances, and already it is doing good work in arousing public interest in forestry and all that the word implies. Canada has suffered an incalculable loss in the destruction of forests in the past, and we are not starting a moment too soon to devise means for the restoration of this vast source of natural wealth. The loss by forest fires in a single season has sometimes exceeded the value of timber cut and marketed in a long series of years. Though in a vague sort of way Canadians understand that our forests are of little value, yet not more than thousands of our population have any idea of the real nature of this wealth, the need of forest preservation, or the loss annually occasioned to the nation by destruction of the forests. There are large areas of land which are of little value for agriculture, but which have produced great forest wealth.

One of the greatest mistakes of the past has been to allow settlers to go in and clear up these lands. Once denuded of their timber, these lands are practically valueless. By judicious management they could have been maintained as timber lands for all time, and made to yield a large annual

revenue. When cleared up they are not only valueless, but the beneficial effect of the forest upon surrounding agricultural areas is lost for all time. In the past it would have been impracticable to have prevented the destruction of some of these forest areas, but much might have been done had earnest efforts been made to preserve them. Even yet our governments do not seem to have fully grappled with the situation, as witness the enormous destruction of timber on Ontario government lands this very year, much of which, no doubt, might have been prevented.

Dr. C. A. Schenck, of Baltimore, N. C., principal of the school of forestry, at that place, says that Canada may supply the entire world with timber at the end of another century. This, of course, if the forests are developed carefully. Continuing, the same gentleman says:—

"In Canada, if the population continues to increase, if the facilities of transportation continues to be developed, the price of pine stumpage, 80 years hence, might be \$20 per 1,000 feet 8 in. diameter, the price now prevailing in Germany and France. If such are the prospects, Canada will be the richest country on earth before the dawn of

An Unheeded Warning.

The fisheries inspector for Manitoba reports that the warning given to summer fishermen on Lake Winnipegosis to refrain from carrying on fishing operations at the south end of the lake, has been unheeded, and a few days ago four fishermen were detected operating with a tug on the forbidden area. The tug was seized, but released again owing to it being the first offense, but the nets and gear and a considerable quantity of the captured fish were confiscated. This action, of course, is in the interests of the Indians, half-breeds and settlers who carry on fishing in winter. The fishing in summer is carried on by firms under the control directly or indirectly of American fishermen.

The Hat and Cap Trade.

Mr. Merchant, this is the season of the year to go after your fall hat and cap trade, and you want to get customers coming your way immediately. Of course you have purchased your line of hats for fall, and your line of caps is on the way and will arrive in five days. Have you purchased them right, and in such a manner that you can build up this branch of your business during the next six months? Have you bought them as you did ten years ago, the same old styles and shapes, and the most heterogeneous collection of misfits? If you have fol-

lowed them in smaller type, and less extensively, but let people know that you have them, nevertheless, and if a person who has visited your store has an idea that he wants to invest in a three dollar or a three-dollar and a half hat, give him what you want. Emphasis should be laid upon the two dollar and a half hat, as the real reason for this is the fact that the fact that this price is a popular one with the average man, and the customer who he visits the store that he can invest about this sum of money in a hat. The advertisement will come to the conclusion that yours is the place to trade, and your customers will not attempt to force a five dollar hat on him when he only wants to invest \$2.00. The hat business is becoming specialized, the same as the shoe business, and the merchant who observes and realizes this fact will see the trading his way.

It is none too early, Mr. Merchant, to commence your cap talks. To the trade what the styles will be, and if you have several small cuts of the latest styles, and the most popular advertisements; then, the first cold day, when caps become the vogue, you will be ready to meet the trade. The advertisers who will flock to your store and look over your stock, and if your prices are right, and you have a good advertising, prices should be frequently quoted, but make the strong point on the quality, durability and comfort. Argue in favor of your goods on these lines until late in the winter when you are closing out your stock. Then make prices count. The best assortment of saleable caps should include a cheap line that will retail at 50 cents; another line at \$1, and a third line at a dollar and a half, unless you handle fur caps, in which event you will be obliged to name still higher prices. The secret of making a range of prices like this is that you can satisfy everyone. One of your dollar and a half caps would look good on the village banker or mayor, while the man who is working out in the cold and does not care for looking good, but who cares for comfort, might be able to extract the latter from a fifty cent or a dollar cap. The same rule applies to the popular prices, and it should be made the leader. Give the impression to your customers that your specialty is the \$2.50 hat and the \$1 cap and you will win many friends.—Commercial Bulletin, Minneapolis.

Canadian Shipbuilding.

Steam ship building at Collingwood was inaugurated last week by the successful launching by the Collingwood Shipbuilding Company of the steamer Huronic, the largest fresh water vessel ever built in Canada. The great ship touched the water Thursday afternoon under the gaze of a great throng of people, and the launch was a splendid success in every detail. The vessel was launched sideways into the Collingwood dry dock, the width of which is a little more than the ship's beam. Hon. J. I. Tarte was among the many visitors, having come up on the train from Toronto, which brought a large party. A pleasant luncheon followed the launch, at which Mr. Tarte was the chief speaker.

The following description of the vessel has been published by the company: The new steel steamer Huronic, to run from Windsor or Sarnia to Duluth, was built by the Collingwood Shipbuilding Co., Limited. The vessel was launched sideways into the Collingwood dry dock, the width of which is a little more than the ship's beam. Hon. J. I. Tarte was among the many visitors, having come up on the train from Toronto, which brought a large party. A pleasant luncheon followed the launch, at which Mr. Tarte was the chief speaker.

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The vessel will have cabin accommodations of the best design for the season, and has a capacity for 100 passengers. The vessel will have a large provision for the carrying of stowage passengers, as there is a double tier of seats, and the cabin is spacious and well lighted. It will be finished in hardwood. Furniture and general equipment will be the best that can be procured.



Typical Camping Scene on Lake of the Woods

From Amateur Photo by J. J. Jewett

the next century, provided that she continues to conservatively manage her forest reserves; again, if such are the possibilities, we should at once proceed to reforest every acre of the ground unfit for the plough, and to timber reforestation. If such are the chances, every sapling in the forest should be as carefully protected from fire as if it were a diamond.

It is a great mistake to expect private owners of forests to maintain them as they should be maintained. Forest reserves should remain government property. Only in this way can we hope for the future. Here in the West, where a large area of the country is treeless, we should be especially anxious for the preservation of such forest belts as we have. The federal government has made some wise moves within the last year or two in setting aside several areas as forest reserves. There are other sections which effort should be made to maintain these reserves intact, keeping out settlement, and preventing forest fires.

Credit Man—Sorry sir, but we cannot open an account with you because of your financial standing.
Rubbon—What's the matter with it?
Credit Man—Why, you've always paid cash.

lowed the same old plan, in all probability your hat trade will not amount to much in the next few years, but if you decided on a new policy, and have bought only the latest shapes and the most stylish appearing hats, you will be in a position to increase your business in this department to a marked extent.

The policy with most retailers in hats is smirmering down to a matter of face basis, and is a very simple one. Many retail dealers now make it a point to handle three or four grades only, with a few soft cheap hats to fill in with. They start the ball rolling with a grade of hat that will sell for \$2.00, then have another grade which can be sold at \$2.50, and for this sum a really good hat can be purchased. The third grade will retail for \$3.00, and for those who want something better, fine there is a hat that will sell for \$3.50. In addition to these we have a limited supply of soft crush hats that will retail in the neighborhood of a dollar. Now you have got a stock that ought to meet every requirement of your community. The two dollar hat should sell readily to the man who must economize, and who desires to maintain a certain standard of dress at the same time. But in your advertising, Mr. Merchant lay particular stress upon the fact that you retail \$2.50. Make this your leader at all times; give hat talks in your newspaper ads, telling about the fall styles and shapes, calling attention to the colors in which you have this hat, and push it as really a bargain at the price named. Do not forget your other grades in your ads.