

THE COMMERCIAL

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

Seventeenth Year of Publication

ISSUED EVERY SATURDAY

SUBSCRIPTIONS, CANADA AND UNITED STATES; \$2.00 PER ANNUM IN ADVANCE OR \$2.25 WHEN NOT SO PAID; OTHER COUNTRIES, \$2.50 PER ANNUM IN ADVANCE.

Changes for advertisements should be in not later than Thursday Morning.

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

Office: 151 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, SEPTEMBER 3, 1898.

ADVANTAGE OF SUMMER FALLOW.

Dr. Saunders, director of the Dominion experimental farms, was in Winnipeg on Saturday last, on his way east after a visit to the western branch farms. Dr. Saunders, in conversation with a representative of The Commercial, spoke very highly of the crops in the Indian Head district, where the Territorial branch farm is located. The wheat crop in that district, he believes, will reach about 30 bushels per acre. This applies to summer fallowed land. This fine showing, he says, is largely owing to the custom of sowing wheat on summer fallow, and to careful methods of farming. There were other sections in the territory where no doubt equally as good results would have been secured if the same care and thought were given to the work. Dr. Saunders describes summer fallowing as a process of storing moisture for the benefit of the crop, and this is the great secret of the success attained where this work is properly and systematically done. It also keeps the land comparatively free from weeds, which, if allowed to grow, rob the crops of the moisture and sustenance which nature has provided.

Speaking of British Columbia, Dr. Saunders believes that there is a good future in store for the fruit growing industry there. Progress has been made in the mode of packing and

handling the fruit, but greater care must still be exercised. While in Winnipeg he examined the British Columbia fruit in the wholesale warehouses here, and expressed his opinion that the lack of keeping quality shown with much of the fruit was owing to careless handling in the orchards, whereby the fruit had been bruised.

COLORED CHEESE.

One of the peculiarities of the western cheese trade is the exclusive demand for colored cheese. White cheese cannot be sold in the west. In eastern Canada the make of white cheese is increasing all the time, as compared with colored goods, and both there and in Great Britain the demand for white goods seems to be on the increase. This is not surprising when it is understood that the color is simply a matter of appearance. Many consumers have evidently not been aware of the fact that white is the natural color, while the other is artificial. The circulation of this knowledge is probably the cause of the growing demand for white cheese. In fact some experts declare that they prefer the natural white cheese, as they can detect the flavor of the coloring in the colored goods. Custom, however, is often a hard thing to overcome, and in the west at least the trade still demands colored cheese only. Possibly the popular error still prevails here that the colored cheese is a richer and superior article, compared with the white goods.

DAIRY BUTTER

The Commercial referred last week to the injury which was likely to be done to the creamery industry in Manitoba owing to the high prices paid for dairy butter. At many points in Manitoba this season the price paid by country merchants for dairy butter has been so high that farmers have been induced in some cases to forsake the factories and make home dairy butter instead. This is not owing, we believe, to any opposition which the merchants have against the butter factories. In one or two districts there appeared to be some hostility shown against the factories, but this is not the rule. The cause of the unreasonably high prices paid for dairy butter is owing to competition among the merchants themselves. One merchant, in order to draw custom, will advance the price paid for butter. The others will follow suit, and so on it goes. The butter factory is not considered in the matter. At the same time, it is a matter for regret that the creameries have been and are being injured by prices being paid for dairy butter in excess of the comparative value of the commodity. If we are to make progress as a dairy country, it can

only be through the encouragement of the creamery industry. We can never build up a butter trade on home dairy goods. That is a certainty. The demand for dairy butter is limited, and with every encouragement to the creameries, there will still be plenty of the dairy grades made to supply the demand.

It would also seem to be to the advantage of the merchants to have the farmer sell his milk or cream to the factories, and pay the proceeds in cash for goods, rather than make home dairy butter to trade for goods. When the price paid for this dairy butter is higher than the market will warrant, it seems a positive loss to the merchant to handle the stuff. The loss on the butter is like selling the goods at a discount from the regular price, besides the bother of handling the butter.

THE FLOUR TRADE.

The Commercial referred recently to the low prices at which Ontario millers were offering flour to be made from the new wheat crop. It was predicted that these low prices would seriously interfere with the sale of Manitoba flour in the East, as the prices of wheat here were so much higher, comparatively speaking, than was being offered in Ontario. It appears, however, that the Ontario farmers refuse to sell their wheat at the low prices offered. The Eastern millers made sales of flour on a basis of 60s to 62c per bushel for wheat, but in order to get sufficient wheat for grinding to fill their sales, they have been obliged to advance prices for wheat about 5 cents per bushel. Those who made sales of flour at the lowest quotations will therefore, find little profit in the business.

The grain trade in Ontario is handled in a very different manner from the custom prevailing in Manitoba. At the country markets in Ontario there is practically no elevator accommodation for storing grain, and there is much less competition in buying from the farmer there than there is in the west. The lack of elevator accommodation, however, is made up for by the home granaries which the farmers possess. The farmers there have good buildings and as they are mostly well-to-do people, they can afford to hold their grain when the prices are not to their liking. The grain business in Ontario is practically a car lot business. The small country dealers sell their grain as they buy it in one or more car lots, to the exporters or millers. Here is where the Ontario millers have the pinch on the situation. The millers have an association, with what they call a central buyer, stationed at Toronto. When a miller wants to buy a car of wheat as a supplement to