

The Commercial

A Journal of Commerce, Industry and Finance, specially 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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The Commercial certainly enjoys a very much larger circulation among the business community of the country between Lake Superior and the Pacific Coast, than any other paper in Canada, daily or weekly. By a thorough system of personal solicitation, carried out annually, this journal has been placed upon the desks of the great majority of business men in the vast district designated above, and including northwest Ontario, the provinces of Manitoba and British Columbia, and the territories of Assiniboia, Alberta and Saskatchewan. The Commercial also reaches the leading wholesale, commission, manufacturing and financial houses of Eastern Canada.

WINNIPEG, MAY 16, 1893.

Show up Your Stock.

Everybody eats groceries.

Most everybody you sell to would eat the best grade of goods, if they understood that it is true economy to do so.

Do you display your stock in such a way as to attract the eye, make the mouth water, make the tongue order, and make the hand proffer the cash?

Good goods temptingly displayed often need no salesman.

Dry goods and notion stores have discovered this fact and are profiting by it.

Human nature is the same—at least the feminine side of it with which you have most to do—whether it is buying dry goods or groceries.

There is no excuse for not taking advantage of the fact. Attractive packages are abundant and varied in the grocery trade. You can visit and look around the stores that cater only to fine trade and learn the art of displaying both package and bulk goods.

Don't rely on fancy labels though. A flashy label may cover a multitude of unsalable trash. Have high-grade goods.

Show them up well.

Keep your assortments full.

Give good service.

Share profits with those who help you make them.

See your trade grow.—*Commercial Enquirer.*

Dominion Revenue.

The revenue of the Dominion for the month of April amounts to \$3,120,995, compared with \$3,163,233 for the same month last year. For ten months of the current fiscal year the revenue was \$30,955,623, an increase of \$1,054,447 compared with the corresponding period of 1891-92, while the consolidated fund expenditure for ten months has been \$25,010,929, or \$687,929 less; so that compared with the first ten months of the last fiscal year the finances of the country show a betterment of \$1,742,306, with two months of the year yet to run. Then

financial return to date indicates a surplus for the fiscal year of 1892-93 which closes 30th of June. The surplus on consolidated fund to date is \$5,944,690, and even if from that be deducted the sum of \$2,762,711 expended for railway subsidies, public works and the like and charged to capital account, there is still left a net surplus of \$3,181,933 which is likely to be increased somewhat during the current and coming months.

Maple Sugar Very Short.

Consumers of maple sugar in Montreal complain bitterly that the amount of adulteration this spring in the article is very much greater than during any previous spring. The main reasons for this have been the backwardness of the season owing to unfavorable weather, and the strong temptation that exists to turn over ordinary refined cane sugar, which costs only 4½ to 5c, mixed up with maple stock, which commands a rate of 7 to 8c. This fact, from the frequent number of complaints that are made, is too strong a temptation for some of the more unscrupulous makers to resist. The result of all this is that really choice high grade new maple sugar is a very scarce article this spring. The maple sugar crop in the province of Quebec has thus far proved an extremely short one, and now that the season is so far advanced, there is no likelihood of a shortage being made up. A good many farmers who tapped their sugar oves during the few warm days of March had their labor for nothing, as freezing weather followed. From many points in the Eastern Townships, where the industry is practised in its perfection, it is said that the output will hardly be half of some former years. Advices from Swanton, one of the chief sugar centres in Vermont, cite the same conditions, so that our makers are not the only sufferers.—*Grocer.*

The Origin of Life Insurance.

It is a curious fact that the "doctrine of probabilities," or the scientific basis upon which all insurance rests, had its origin in a game of cards. That is to say, the foundation upon which this great economy depends, and upon which it owes its claims to the confidence and patronage of the community, originated from investigations regarding games of chance. It happened in this way: About the year 1650 the Chevalier de Mere, a French nobleman, who was both a respectable mathematician and an ardent gambler, attempted to solve the problem of dividing equitably the stakes when a game of chance was interrupted. The problem was too difficult for him, and he sought the aid of the famous Abbe Blaise Pascal, a Jesuit priest, author of "Night Thoughts," and one of the most accomplished mathematicians of any age. Pascal solved the problem, and in doing so enunciated the "doctrine of probabilities," or laws governing so-called chances. Upon this depends not only the laws governing insurance of all kinds, but also the laws governing the motions of planets in space, and, in fact, all astronomical science. This doctrine or theory Pascal illustrated by the throwing of dice. When a single die is thrown the chance of turning up an ace is precisely one out of six, or one out of the total number of sides or faces. But if a large number of throws are made, it will be found that each face will be turned up an equal number of times. From this Pascal laid down the proposition that results which have happened in any given number of observed cases will again happen under similar circumstances, provided the numbers be sufficient for the proper working of the law of average. Thus the duration of the life of a single individual is one of the greatest uncertainties, but the duration or rate of mortality of a large number of individuals may be predicted with great accuracy by comparison with the observed results among a sufficiently large number of persons of similar ages, occupations and climatic influences.—*North American Review* for March.

The Elevator Companies are Happy.

The late opening of navigation is a good thing for elevator stockholders at Duluth, whether it is for vesselmen or not. The owners of the wheat stored in Duluth elevators do not relish it, however. There are sixteen millions and more bushels of wheat stored in the elevators there now. Winter storage on all this wheat expires May 15. Ordinarily a large amount of wheat is shipped out before that date, and no more storage charges accumulate for the holder to pay. This year not a bushel will get out of the elevators before that date, and after the 15th a half cent will be added to the elevator charges on the 16,000,000 bushels. The extra charges will amount to \$80,000. Of course, with the early opening of navigation the larger proportion of the wheat would still remain on the 15th, but it is safe to say that at least \$20,000 will find its way into the hands of the elevator companies because winter stayed with us so long.—*Market Record.*

Canned Monkey.

A Bangor family recently engaged a cook who was quite an artist with the kitchen utensils and the raw material at her disposal, although she was not on good terms with the cook books, being unable to read. She identified canned goods, for instance, by the pictures on the can labels; but once, at least, this did not work, and the result was amusing. A can of desiccated cocoanut was brought to the house by the groceryman, and it bore the well-known trade mark cut of the monkey daillying with a cocoanut. When her gaze fell upon that can she was astounded.

"Oh, lor!" she ejaculated, "I have seen canned corn, canned peaches, and most everything canned, but bless me if this ain't the first time I ever saw canned monkey."

Irrigation in California.

Large irrigation works in central California are proposed by the Sunset Irrigation District, according to the San Francisco *Chronicle*. The district was organized, it is said, under the Wright law to irrigate about 300,000 acres of land in Tulare and Fresno counties, along the western side of the San Joaquin valley. The water will be taken from the Zaida canal and stored in a long, narrow reservoir about 7 miles in length and 800 feet in width. Two gravity canals, one 23 and the other 45 miles long, are 45 miles long, are to run to the south and north respectively, and pumps driven by turbines will elevate water for two high-level canals, which could not be supplied otherwise.

The Canadian Magazine.

The *Canadian Magazine* for May is bright, varied, well illustrated and in every way a credit to Canadian literary taste. The contents are:—"Education vs. Cram," by A. H. Morrieon; "British hopes and British Dangers," by A. H. F. Lefroy; "Let us Smeit our own Steel," by William Hamilton Merritt; "The Canadian Girl" (illustrated), by H. W. Charlesworth; "Is Cholera Coming?" by Dr. Bryce, Secretary of the Ontario Board of Health; "The Canals of Mars," accompanied by Schiaparelli's map; "A Trip after Bark in Northern Ontario," by T. C. Birnie; "Fort Nelson and Hudson's Bay," by D. B. Read, Q.C.; "Books and Points," by Helen A. Hicks; "Tales of Wayside Inns," by Henry Lye, a romance; "To History Unknown," by Stella E. Ailing; besides several excellent poems. The *Canadian Magazine*, few Canadians, who want to be informed on the best thought and literature of their country, can afford to be without. Published by the Ontario Publishing Co., Ltd., Manning Arcade, Toronto, at \$2.50 per annum.