The Colonist.

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27 Broad Street, Victoria, B.C.

A. G. SARGISON, Managing Director.

THE DAILY COLONIST

Delivered by carrier at 20 cents per week, or mailed, postpaid, to any part of Canada (except the city) United Kingdom and the United States, at the following rates:

One year	$5 00
Six months	2 50
Three months	1 25

SEMI-WEEKLY COLONIST

One year	$1 00
Six months	50
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Sent postpaid to Canada, United Kingdom and United States.

A DEFINITE POLICY OF IMPERIALISM.

The visit of Mr. Richard Jebb to Victoria, following so soon after that of Sir Frederick Pollock, with whom he has been more or less associated in the private commission of enquiry in which they have been engaged, is one of special interest, and it is to be regretted that a meeting could not have been called so that those interested in the subject might have had an opportunity to have listened to his views, as well as to assist him in forming more definite opinions on sentiment here by the expression of their own. He came unheralded, however, and there was little time in which to arrange a meeting had it been considered advisable. Mr. Jebb is on a tour of the British Empire for the express purpose of arriving at a comprehensive estimate of how the questions of Imperialism are being looked upon throughout the vast circle of British possessions. His impressions are being conveyed from time to time to the British public through the columns of the leading papers, and from his close study of the question and his intimate contact with the living representatives of the imperialistic faith he will be in a position to speak authoritatively when the next colonial conference is convened.

Mr. Jebb occupies an unique position in relation to the question, inasmuch as he can devote himself to the study of colonial sentiment without involving his personality as one phase of it. He does not travel as a prophet of Imperialism as did Dr. Parkin, nor as a distinguished doctrinaire within prescribed circles like Sir Frederick Pollock. He is not as imaginative as Parkin nor as academic as Pollock, but he is more practical than either. He performs more in the role of a journalistic specialist, absorbing, condensing and reflecting the views of a wide range of the communities through which he passes and mingles as he passes. His impressions are illustrative of a variety of conditions and sentiments, and to the British mind to which his conclusions are especially directed, because, after all, the composite British mind is the most difficult to educate and is still the strongest factor in the solution of the problem of Imperial unity, they will be largely illuminative.

Judging by published contributions from his pen, Mr. Jebb, to use a homely metaphor, has the "right sow by the ear." His conclusions are those of many who have studied the question from the more practical points of view. Imperial federation as a theory of government for the Empire has passed through many phases since it first began to be advocated by those who wished to see the relations of the various parts of the Empire take more definite and organic form. The two internal forces at work have been those of segregation and consolidation, the two forces that affect all living entities. One tended to complete and absolute independence of a number of groups of people allied in geography and interest, and the other to the drawing together under a common and universal form of government. The one meant the dissolution of the Empire, the other permanent consolidation for mutual co-operation in commercial and political effort and for defence. The one meant weakness as an Anglo-Saxon people, and the other unity and strength.

The first impulse of the Imperialist was to formulate a constitution under which the latter would be made possible. Hence Imperial Federation was promulgated with a certain degree of definiteness of outline. To place a constitution upon paper is a comparatively easy matter, even for so vast an aggregation of elements as the British Empire. It simply meant the expansion of the federal system, which had its best practical exemplification in Canada, and apply it to the groups of colonies as we apply it to a group of provinces—a vast political organism representing confederations within a confederation, a system of wheels within wheels. Naturally, the greatest impulse in this direction came from Canada, where the federal system was best understood. It was a grand conception, which appealed to the imagination, and even swept a good many good men off their feet.

Gradually it dawned upon the enthusiast, as it immediately impressed itself upon the practical statesman, that, however beautiful it was in theory there were so many questions of detail to work out in order to make it harmonious and successful, the problem of adapting the conditions of an Empire to a ready-made constitution was so great as to be impossible. It was reversing the order of political evolution, the process by which we arrived at that wonderful, though anomalous, system of representative government under which we live. Imperial Federation, except as an ideal towards which to strive, was by almost unanimous consent voted as outside the pale of practical politics for the present. So the workaday statesman began to specialize upon various phases of the subject. One advocated a system of Imperial defence as the nearest approach to the ideal, another advocated Imperial conferences, another a system of Imperial communication, another Imperial preferential trade, and so on. Each one formed his section of followers and each pressed his views upon the public, and with varying degrees of success. Since the agitation in a vague form began, wonderful progress has been made. We have had the theory of colonial co-operation in defence recognized and in a measure acted upon; we have a trans-Pacific cable realized; we have subsidized steamship lines connecting various parts of the Empire, making it possible to travel almost continuously around the world under the egis of the Union Jack, and to move troops by our own steamship lines; we have Imperial penny postage; we have conferences of colonial premiers. These are great facts which have been accomplished in a comparatively short space of time. We have others indirectly contributing to the common end, such as the establishment of a commonwealth in Australia, and the dominancy of British rule in South Africa.

There are three other definite schemes in view, all of tremendous importance, if they can be worked out successfully. One is the extension of the Pacific cable into an all-around-the-world Imperial cable, as an artery for the dissemination of intelligence daily throughout a vast Imperial system; another is the adoption of a tariff of Imperial preferences, to encourage and promote trade within the Empire; and we have in another regarding the possibilities of which Sir Frederick Pollock came to Canada to enquire, the expansion of the Privy Council into an Imperial Council, and with it the embodiment of the conferences of colonial premiers. This does not express exactly, perhaps, the matured proposals, but in a general way it is explanatory. There are many notions as to how each of these proposals should take form, and these are being freely ventilated at the present and are likely to have the serious consideration of the next colonial conference held in London.

The stumbling block that may fall in the way of the immediate adoption of all or any one of these ideas in concrete form is the almost certain defeat of the Balfour government in the meantime. The Liberals will not give countenance to the preferential trade scheme, and that will be tabled until the Conservatives, or, more strictly speaking, the party of fiscal reformers, can come into power. The Liberal leaders are not as a rule Imperialists. There are men like Rosebery who are, and there are others who will be fused with the Liberals as the result of the Chamberlain programme, who also are; but the rank and file of the party are not in sympathy with the Greater Britain idea. Hence it may be assumed that the Imperial Council proposal will be repressed along with the preferential tariff scheme. There are strong hopes, however, that an all-Imperial telegraph system may find favor. It is not a controversial subject from a party point of view. The Liberal party, as we pointed out the other day, is in practical accord with the foreign policy of the present administration, and it is not likely to depart from the present lines in power. It may, however, be ambitious to do something, to develop a striking line of policy that will give character to the administration. It may seize upon the cable project as affording, as it undoubtedly would, the desired opportunity. It is large, it is fascinating, it is practical, and it will be popular. The Liberals in Canada were opposed to the general policy of the Liberal-Conservative party which preceded them in power. The leaders grasped the situation, however, and made a name and popularity for themselves by adopting and developing the most striking features of the programme of their predecessors. One phase, in particular—that of preferential trade with Great Britain—was turned brilliantly to account, and Sir Wilfrid Laurier made the hit of his life with it. The British Liberals may, and likely will, follow the example of their congeners in Canada, and become more imperialistic than the Imperialists. Responsibility and power make a vast difference in the point of view of a party; and, after all, the touchstone of party politics is what will appeal to the people's imagination.

We think we have in the foregoing indicated the lines of thought along which Mr. Jebb has reached certain conclusions. With the practical politician mere names count but little. He has no fetishes. He follows the line of least resistance. There are, therefore, really no serious obstacles to Imperial Federation. The railway builder does not climb a high grade where he can go around. By steady progress we have been accomplishing many things in the general direction in which we wish to go. Every one of the great enterprises and projects referred to as accomplished has been a link forged in the chain of Imperial unity. We have been tying the Empire together with hawsers of material interest. Soon we shall have gone so far that we could not undo those bonds without disorganizing and disrupting the Empire.

There is, consequently, no need of worrying about the length of the chain, providing we make the individual links strong enough. Some day we shall wake up and find the Empire federated in all but name, and it will only be necessary to weave over it the necessary and simple constitutional habiliments to realize the dream of years ago. The mistake, if we can call it a mistake, at the outset was, in trying to adapt the Empire in an unfashioned form to a constitution modeled from a theoretical pattern. We have first to make the great facts, and the constitution in whatever form practical statesmanship dictates will follow as the logical conclusion of our efforts. But this we must not forget, it was the sentiment at the bottom of the original scheme of Imperial Federation, visionary though it may have been, that has made what has already been accomplished possible, and that will have to be credited with the final and glorious outcome.

THE SASKATCHEWAN ELECTIONS

The News-Advertiser of Vancouver calls attention to the delay that is taking place in bringing on the elections in the province of Saskatchewan and wonders what the old champions of Liberalism would say, if they were alive, respecting the present canons which are embodied in the policy of the Liberals. Can it be imagined, it is asked, that Hon. George Brown or Alexander Mackenzie would be a party to such action by the federal authorities?

The government of Saskatchewan is a creature of the Dominion government. It has no mandate from the people, and is to all intents and purposes personal and irresponsible. Mr. Haultain was passed over, because it was alleged that he was not in sympathy with the constitution under which he would have to administer the affairs of the country, and it was therefore undesirable that he should be in control. It was alleged that the matter was in the hands of the people themselves and that if they wanted him they could elect him and thus satisfy constitutional requirements. The duty of the authorities responsible for the situation so created was undoubtedly, therefore, to permit the people to exercise their right with as little delay as possible. There was no reason why the elections in Saskatchewan should not have been brought on at the same time as in Alberta. There was every reason, in fact, why, if any discrimination were to have been made, they should have been brought on sooner. In Alberta the same reasons in respect to the selection of a premier did not exist. Two months, however, have elapsed and no date for the Saskatchewan election has been fixed. The country is being ruled without reference to its wishes, as much as Russia was under the autocratic rule of the Czar. The delaying of the election there until the result in Alberta, where the result was almost certain to be in favor of the Liberals, was known was a flagrant abuse of the prerogative of the crown, and is without justification. We have had examples of this in British Columbia during the last Dominion general elections. Yale, Kootenay and Comox were held over until the results throughout the Dominion became known and could influence the electors. It worked well for the Liberal candidates and the Liberal party. There was no legitimate excuse for it. It was claimed that these constituencies were so large and some of the polling places so remote that there was not time in which to distribute the ballot boxes so that they would be available on the date fixed for the general elections. It was a flimsy excuse at the best, and was not applicable in at least two of the constituencies; but there did not exist even that kind of excuse in the case of Saskatchewan.

The tactics of the government in that province can be illustrated by those employed in a game best described as "bunco." The province was gerrymandered so as to give certain ridings that could be most easily worked a preponderance. Then, Mr. Haultain, the one man in the Northwest most entitled to consideration, was jockied out of the premiership. And, again, that he might be further handicapped, the election was postponed so that the certain results in Alberta might have their "moral" effect in defeating him. In discussing the matter a gentleman the other day remarked that the Liberals knew how to "play the game." It is not beyond the limits of probability that many Conservatives, under similar circumstances, would have advocated doing the same thing. That, however, cannot be said to constitute a reasonable "motif" for a party founded on the traditions bequeathed by the early Liberal fathers, and that ascended to power by virtue of a profession of high ethics. Orators like Laurier and Ross boast in beautifully rounded periods of the galaxy of great men who laid the Liberal structure. Their party performances of the present day are adding a superstructure so out of harmony with the work of their predecessors that the latter would blush to have their names associated with it. The incongruity of the elements composing the structure must prove its wreck.

SUCCESS IN ADVERTISING

Making Publicity Interesting to the Reader —It Is a Study that is Very Important — Merchants Are Concentrating Much Attention Upon It.

(Written for The Colonist by Allen West.)

Chapter 4.

Manley M. Gillam, creator of the Wanamaker style of advertising and advertising counsel to the New York Herald, considered the greatest advertising man in the world, once told me that to make advertising interesting was the first essential to advertising success.

"It must be interesting in order to induce people to read it," he said.

"If they do not read it, it cannot be the means of inducing them to buy the goods it advertises, or rather, fails to advertise.

"It is not advertising unless it is read, and it will not be read unless it is interesting."

How to Make Advertising of Interest to the Reader

How to make advertising interesting—that is the question.

It is not half so hard a task as most people imagine.

Certain rules apply.

Certain fundamental principles are involved.

Let us analyze.

First—Why do you read anything?

Answer—Either because of what is said, or the way it is said, or both.

Which is the more important, what is said, or the way it is said?

Both Are Equally of Importance

It is hard to say.

Argument will establish either.

For instance: Many of the most important things in the world, such as the laws of health, physical culture, the laws of mind, mental culture, the spiritual laws, are never read at all by tens of thousands of people.

The laws of the land in which we live are not read by more than a small percentage of the people.

The laws governing property and business are not read. That is why so many people get into foolish difficulties, lose money or land or property that they wouldn't lose if they read up on fundamental things.

But they do not, which proves that the importance of any subject is not the first reason why people read it.

But People Do Read Important Things

"But people do read important things?"

Very true—when important things are presented as part of the news of the day.

The eternal human craving is for news.

We want to know what happened yesterday, but not the day before, unless what happened the day before is really news to us.

We do not want to read what has happened so long ago that it is stale.

Our First Love Is For News

We love news even in fiction.

A new book, involving a new idea,

A new method of treatment,

A new style in literature,

Is as popular as a new style in clothing or wearing the hair because it is new.

Frank A. Munsey told me when I asked him how he made a success of Munsey's Magazine,

"By publishing stories that are new in style or method, and deal with new ideas and situations and plots, and then by having action in all my stories."

Wanamaker's advertising manager told me the same thing when I asked him how he made his advertising so interesting—

"By having it so full of news that people can't help reading it.

"A store is the greatest news centre in the world.

Each Department Head Is a City Editor

"Each department head is the city editor of his department.

"He gathers the news of the goods he sells.

"News is prices, new prices that must move the goods; and news is new goods received, and it is styles that we show.

"Store news is anything that is new to the public that the public really wants to know. It is just as interesting to them as any news a newspaper prints, and more so than most news, because it is the news that affects every reader's pocket book, his personal appearance, her comfort and the whole list of things that go to make up the sum total of affairs affected by the daily buying."

The Advertising Manager Is the Managing Editor

And he went on to say that the advertising manager was the managing editor of the store.

Gillam was managing editor of a great newspaper before he was managing editor of the Wanamaker store.

And as managing editor of the store the advertising manager sifts out the most valuable and important and interesting news of each department and gives it the proper space in the newspapers and the proper set-up, and adds to the announcement embellishments of headings and editorial comments and illustrations, all in the effort to make the ad as interesting as possible, so that it will be read in competition with the advertising of other houses and in competition with the rest of the contents of the newspapers.

And right here is an important thing which lots of advertising people overlook—the competition an advertisement has.

Competition an Advertisement an Advertisement Must Meet

The first competition it meets is the force which impels people to read something else—for instance:

A thrilling novel,

A story of murder or disaster or political upheaval,

An illustrated article on fashions in the readers favorite newspaper or magazine,

The magazines themselves which are coming more numerously and seductively into this and every other community, and which employ the best writers in the world to present stories and articles of interest universally, and whose advertising columns teem with advertisements written by the best adwriters in the world.

Things Which Distract the Reader's Attention

Then there are the multitude or things in your personal life to distract your attention:

A note to meet,

A social engagement,

Going to the theatre,

Sewing to do,

A friend who calls,

Golf, driving, sailing,

A sick friend to see,

Housework to do,

And much as you wish to read an advertisement it must overcome these distractions before you will read it.

But the Reading Habit Is Very Strong

On the other side there is much to be said of the reading habit and its strength.

It is the habit we have of looking over the local newspaper carefully every day that gives the wise advertiser his chance—

For there are few of us who do not read the paper every day no matter what is happening to distract our attention.

And that habit increases constantly.

More people read newspapers and people read newspapers more carefully—

Because the habit breeds the habit,

Because the newspapers are very much more readable—installing added news facilities and printing plants, adding fascination to their miscellany through widened opportunities to compete with the best magazines offered by the syndicates, and by the newspaper combinations which are giving progressive papers advantages which no magazine can overcome,

And also because the newspaper in any city is the only means we have of keeping up with the news of the day.

Nevertheless Advertisers Must Make Their Ads. Interesting

But this disposition to read a newspaper must not be exaggerated into the whole thing in advertising.

The people may read a newspaper, but not a given advertisement in it.

Because the advertisement may fail to be interesting.

It's human habit to skip what does not interest us.

On the other hand we seek what's worth reading, and every advertiser who presents an ad that is worth reading may rest assured it will be read, if it is in a newspaper like The Colonist, where the public read all its contents, not skipping things unless they look uninteresting.

It's the respectable, reliable, home newspaper that is read all the way through, and not the yellow journals of Chicago and New York and other cities, where the reader skims lightly over the contents—like a man crossing a muddy street, and for much the same reason.

Next article I will show how easy it is to make advertising interesting. Anyone can.

Daily Review Of the Markets

An Improved Trade Locally as a Result of Christmas Buying.

Turkeys Are Scarce Article on Account of Thanksgiving Demand.

The largest and best assorted stock of cheeses ever received in Victoria is now on display at Dixi H. Ross & Co.'s store. A front window is featured with imported English and foreign cheeses. This firm is also in receipt of a shipment of genuine Spanish onions, imported direct from Denia.

Prevailing prices of the different makes and brands of cheese are as follows: Gorgonzola, 65c. per lb; English stilton, 45c. Both these makes are of exceptionally fine flavor and condition. Edam or Holland cheese balls, weighing about three pounds, are worth $1. Swiss or Grupere retails at 40c. per lb. These are all European importations. In the California list of cream cheeses are German breakfast at 5c. each; Neufchatel at 10c.; Sierra at 15c.; Camembert at 35c., and Limburger at 40c. The Canadian list includes full cream at 20c. per lb.; Stilton at 25c., and McLaren's well known brand, packed in jars, at 15c., 25c. and 65c. Local cream cheese sells at 10c. each.

Genuine Spanish onions are offered at 10c. per lb.

Of interest to the housewife is the knowledge that local dealers may go short on citron peel. The vessel carrying this cooking ingredient necessary for the Christmas plum pudding and other similar commodities, was forced to put into Montevideo harbor in distress, and is not due in this port till after the holidays are over.

On Monday fruiterers will be stocked with a full line of fresh fruits from California ports.

There was no change yesterday in the retail list.

RETAIL MARKETS.

Oats, per ton	$28.00
Wheat, per ton	$35.00
Barley, per ton	$27.00
Hay (Island), per ton	$16.00
Hay (Fraser), per ton	$14.00
Straw, per bale	65
Potatoes (Island), new	$20.00
Corn, whole, per ton	$31.00
Corn, cracked, per ton	$32.00
Corn, feed meal, per ton	$32.00
Oatmeal, per 10-lb. s.	45
Rolled oats, per 7-lb. sack	35
Hungarian, per bbl.	$6.10
Hungarian, per sack	$1.60
Pastry Flour—	
Snow Flake, per sack	$1.40
Snow Flake, per bbl.	$5.25
Three Star, per sack	$1.50
Three Star, per bbl.	$5.80
Drifted Snow, per sack	$1.40
Drifted Snow, per bbl	$5.25
Feed—	
Middlings, per bag of 80 lbs.	$1.10
Bran, per bag of 70 lbs.	90
FRUIT.	
Cooking figs	8 to 10
Figs, Smyrna, per lb.	15 to 25
Valencia raisins, per lb	10
Lemons, California, per doz.	35
Cocoanuts, each	10
New cleaned currants	10
Best Sultanas	15
Best Sultanas, Smyrna	20
California Sultanas	15
Table raisins	25, 35, 50
Bananas, per doz.	35 to 45
Oranges, per dozen	50
Oranges, navel, per doz.	50
Apples (local), per box	$1.25 to $1.75
Pears (local), per box	$1.25 to $1.50
Grapes, per basket	60
VEGETABLES.	
Cabbage, per lb.	3
Cauliflower, per lb.	12½ to 20
Tomatoes, per lb	12½
Onions, 8 lbs. for	25
Carrots, per lb.	1½ to 2
Beetroot, per lb.	3
Potatoes, per 100 lbs.	$1.00 to $1.25
DAIRY PRODUCE.	
Eggs—	
Fresh Island, per doz	60
Manitoba, per doz.	30
Cream—	
Fresh cream, per pint	30
Cheese—	
California cheese, per lb.	25
Canadian cheese, per lb.	20
Butter—	
Manitoba, per lb.	25
Best dairy, per lb.	30
Victoria Creamery, per lb.	35
Cowichan Creamery, per lb.	35
Delta Creamery, per lb.	35
Comox Creamery, per lb.	35
Chilliwack Creamery, per lb.	30
Butter, Eastern, per lb.	32
OIL.	
Coal oil (Pratt's) per can	24 to 25
	$1.50 to $1.60
POULTRY, FISH AND GAME.	
Geese, dressed, per lb.	20 to 25
Ducks, dressed, per lb	20 to 25
Spring chickens, dressed, per lb.	22½ to 25
Pigeons, dressed, per pair	50
Rabbits, dressed, each	50
Hare, dressed, each	75

BRUSHES

We cannot help praising the fine quality of our Hair Brushes. They are pure French bristles, solid back and a variety of woods, including Ebony, Rosewood and Olive Wood. Price, 50c. up.

COMBS

In great variety.....10c to 75c.

NAIL BRUSHES

Of Many Kinds.

COME AND SEE OUR STOCK

Cyrus H. Bowes

CHEMIST

98 Government Street

Near Yates Street

SHOTBOLT'S "ORIGINAL" BALSAM OF ANISEED

First made at Horncastle, England, over one hundred years ago.

NEW SAMPLE SIZE.....25 cents

ONLY AT

SHOTBOLTS' PIONEER DRUG STORE N.B.—See that you get the "HORNCASTLE" BRAND 59 JOHNSON STREE

DO YOU REALISE

CHRISTMAS IS NEAR?

OUR

XMAS FRUITS

ARE THE FINEST EVER IMPORTED INTO VICTORIA

DIXI H. ROSS & CO.

FRUIT AND GROCERY IMPORTERS

111 GOVERNMENT STREET

Fish—	
Salmon, fresh, per lb	10 to 12½
Halibut, fresh, per lb.	10 to 12½
Cod, fresh, per lb	8
Flounders, fresh, per lb.	8
Crabs, each	10 to 12½
Clams, per lb.	3
Oysters, Olympia, pint	50
Oysters, Toke Point, doz.	40
Salmon, salt, each	15
Salmon bellies, salt, per lb.	12½
Mackerel, salt, each	15 to 20
Cod, salt, per lb	12½
Herring (Holland), salt, per keg	$1.50
Smelts, per lb.	10
Shrimps, per lb.	25 to 35
Meats—	
Tongues, per lb	20
Beef, per lb.	8 to 18
Pork, per lb.	8 to 15
Hams, American, per lb.	22
Bacon, American, per lb.	22 to 27
Bacon, rolled	16
Pork, per lb.	10 to15
Veal, per lb.	10 to 18
Lamb, per quarter	$1.25 to $1.75

WHOLESALE MARKETS.

The principal feature of last week's offerings by the commission houses was Cape Cod cranberries. The price, $16 per barrel, did not fluctuate. The coming week should witness the receipt of a fresh consignment by F. R. Stewart & Co. for both Vancouver and Victoria trade. From time to time there has been talk of raising these berries in the province, and it will be remembered that some two years ago samples of home-grown berries, from the West Coast, were shown in town. Both in appearance and taste they were pronounced excellent, but nothing was ever done towards growing them for commercial purposes. Wild marsh cranberries from the Fraser river, picked by the Chinese, find sale here during the season. These are small berries, and their flavor is fully equal to the Cape Cod, while lacking the Eastern berries' pulpiness. There appears to be the possibility of a fine business if these berries were cultivated for commercial purposes.

The week-end found no alteration in prices in the fruit and vegetable list.

Tomorrow the City of Puebla will unload consignments of fruit and nuts, including grapes, lemons, oranges, pomegranites, persimmons, tomatoes, Santa Barbara soft-shelled walnuts and almonds.

The market is cleaned up of Japanese oranges, but a large shipment is due on the arrival of the next Empress.

Local hothouse lettuce is quoted at $1.60 per crate, the demand is active, receipts being only fair.

The Commercial Review of Portland, Ore., has this to say on the past week's wheat market:

"The slump in prices has caused sellers to quit offering, and sales that have been made during the week were only in small lots and widely distributed. Fully 60 per cent. of the crop has been disposed of, and 25 per cent. of the remainder is in very strong hands, who are not inclined to let go at present quotations, and are able to finance their holdings for some time to come. Of course, there will be a great deal of selling between now and the first of the year, and this will probably cause many to let go. Exporters suffer no detention in loading vessels for lack of wheat, and ships chartered are receiving prompt despatch. California shipments are well maintained and a great many vessels, both in Puget Sound and Portland are employed in doing nothing else but carrying wheat to San Francisco and San Pedro, Cal.

"Reports from the country show that farmers are all busily engaged during the present good weather in putting in winter wheat, and from all indications the acreage of winter wheat in the Northwest this fall will be fully 10 per cent. larger than this year. A great many farmers who sowed winter wheat some time ago, report that their wheat is up from two to four inches. This season has been very favorable for planting wheat, and farmers had plenty of time to undertake the same."

American wheat, per ton	$ 33.00
Manitoba feed wheat, per ton	30.00
Oats, Manitoba, per ton	27.00
Oats, Island, per ton	$28.00
Barley, Manitoba, per ton	25.00
Barley, Island, per ton	28.00
Flour, Hungarian, Ogilvie's, Royal Household, per bbl	5.85
Flour, Hungarian Lake of the Woods Five Roses, per bbl.	5.85
Flour, Hungarian, Moffet's Best.	5.85
Flour, pastry flour, Moffet's Drifted Snow, per bbl.	4.40
Bran, per ton	24.00
Shorts, per ton	26.00
Middlings, per ton	30.00
Whole corn, per ton	29.00
Cracked corn, per ton	30.00
Chop feed, best, per ton	25.00
Hay, Fraser River, per ton	$12 to $14
Lay, Island, per ton	$14 to $16
FRUIT.	
Grape fruit, per box	$4.00
Valencia oranges (choice) per box	$4.75
Lemons (fancy), per box	$5.00
Lemons (choice), per box	$4.50
Bananas, per bunch	$3.50
Apples (local), per box	$0.85 to $1.25
Pears (local), per box	$1.00 to $1.50
Grapes (California), per crate	$1.75 to $2.00
Cranberries, per bbl	16.00
VEGETABLES.	
Potatoes, per ton	$16 to $18
Silver Skin onions, per sack	$2.00
Cabbages, per lb.	1½
Turnips, per sack	85c.
Carrots, per sack	$1.00
MEAT AND POULTRY.	
Eggs, Eastern, per doz	26 to 27
Hams, per lb.	17 to 22
Bacon, per lb.	18 to 24
Pork, live weight	7
Pork, dressed	9
Veal, live weight	6½
Veal, dressed	9 to 10
Chickens, spring, per lb. live wgt	14
Chickens, old, per lb.	12½
Turkeys, per lb.	30 to 35
Turkeys, live weight	20

WHOLESALE PRODUCE.

Dealers are offering in round lots for delivery on car or dock, Victoria, as follows:

Oats, per ton (according to quality)	$20 to $24
Wheat, per ton	30.00
Barley, per ton	22.00
Hay (B. C.), per ton	11.00
Hay (Island), per ton	13.00
Potatoes (Island)	16.00
Potatoes (B. C.)	13.00

AUCTION SALE

—OF—

LIVE & DEAD STOCK

DAIRY UTENSILS, FARM PRODUCE AND EFFECTS

Under instructions from Messrs. Mackie Bros., I will sell by public auction, without reserve, on the premises,

SEA ISLAND, EBURNE

TUESDAY, NOV. 28, 1905

AT 10:30 O'CLOCK A. M.

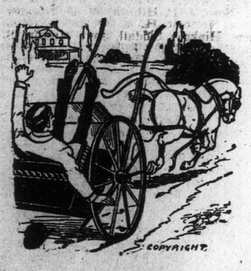
The whole of their choice Herd of Dairy Cattle, Horses, Implements and Produce, including 59 Head Cattle, Grade Holstein and Ayrshire, Pure Bred Holsteins, and a number of Young Heifers, 1 and 2 years old; Team Black Geldings, Implements and Dairy Utensils, 200 tons Mangolds, 50 tons Clover Hay.

This is an opportunity to secure really first class animals.

Terms for sums of $25 and under, cash, over that amount cash or negotiable lien notes with bank interest.

Lunch Will Be Served.

T. J. TRAPP, - Auctioneer



YOU CAN'T GET ALONG WITHOUT good harness. When your harness breaks you will realize this. It is better to realize it before and get good harness when you buy. Then you will avoid accidents and won't risk spoiling your horse. We sell a dependable light harness for little money. Every harness we sell is reliable in material and make.

B. C. Saddlery Co., Ltd.

44 Yates St. Victoria, B. C.

HOTEL ESSINGTON

Port Essington, B.C.

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The Sprott-Shaw BUSINESS University

VANCOUVER, B. C.

Had 26 APPLICATIONS FOR ITS STUDENTS during June and July. Its students CANNOT fail. Competency guaranteed. Bookkeeping, Penmanship, Gregg and Pitman Shorthand, Telegraphy and Typewriting taught by specialists.

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DAVID BLAIR, ESQ., Technical.

MISS ROBERTS, Gregg Shorthand.

J. E. BARNES, Pitman Shorthand.

WANTED—AGENTS.

WANTED—Gentlemen or ladies—$800 per year and expenses; permanent position; experience unnecessary. M. A. O'Keefe, 157 Bay street, Toronto. o23

POULTRY AND LIVESTOCK

FOR SALE—A fresh cow, half Jersey. H. H. Evans, Cadboro Bay. n16

FOR SALE—Good family cow, part Jersey; will make thirteen pounds of butter per week when fresh. Thos. Plimley, opposite Post Office, city. n17

WANTED—An Irish terrier dog, thoroughbred. Apply, stating price, 350 Colonist. n17

FOR SALE—Irish terrier pups, three month old, $5. George Maude, Mayne Island. n12

FOR SALE—Pedigree Yorkshire pigs for sae. Apply E. Hobbs, Cadboro Bay. n15

Use Lever's Dry Soap (a powder) to wash woolens and flannels,—you'll like it. 32