

stuff that politicians talk or write on the eve of an election. The Dominion is doing well and likely to do well. Knowing that, according to former experience, more stringent times are to be looked for in the future, the sensible thing for Canadians to do is to have an eye to windward, and to keep the ship and her rigging trimmed for less propitious weather.



### POULTRY AND FRUIT EXPORTS.

It is no new thing for business visitors to the Old Country to return and tell Canadians of the importance of having our exports to that market of honest quality. Honest goods, carefully prepared, carefully packed, and shipped according to the instructions of Old Country buyers or agents are, we have been many times told, essential if we would either make or keep a market for our wares. Readers of the Monetary Times will recall that correspondents of ours in the United Kingdom have time and again dwelt upon the same thing, while a like doctrine has been preached in our Australian letters for years. It is only a few weeks since the editor of this journal was in conversation with an experienced Canadian merchant whose business has nothing to do with foodstuffs, but who keeps his eyes open for matters which affect trade of any kind. This merchant described his having frequently visited Covent Garden market when on trips to England. The admirable uniformity of cleanliness and symmetry that governed the tens of thousands of dozens of poultry to be seen in that great market, the division and subdivision of sizes of fowls to be seen there impressed him. It was no uncommon thing in his observation for a buyer from a large hotel to visit the market, or send word to it, say on a Monday, asking for "ten dozen fowls, same quality and size as last Friday's order." This meant a greatness of variety and yet an evenness of tenor in certain departments of the market which many Canadian exporters do not understand. And, said this gentleman, the Canadian poultry contributions to the poultry markets of London were not such as to reflect credit upon the country. They were not attractively prepared nor yet well packed.

It is very significant to find a bulletin issued during this present month of October emphasizing the very point just mentioned above. The words issued are: "The Canadian poultry trade with Great Britain is in bad repute"; and the bulletin goes on to say that, while Canada has been marking time, other countries have been advancing both in quantity and quality of shipments. The blame is put on the Canadian shippers. "It is said that exporters kill by cutting the head off instead of dislocating the neck and bleeding from the tongue, and that decayed food is often found in crop and stomach of the birds. Warning is given against shipping too freely around Christmas, when the market is often glutted." Such are the words of a Government bulletin.

Another article of export to which Canada may profitably pay increased attention is fruit. Some notice has been taken by Canadian Government agents in the English Provinces of shipments of fruit

from Canada. Our Manchester correspondent, writing on September 23rd, points out that the fruit bill of the United Kingdom, paid to colonial or foreign growers, is ten millions sterling, or say fifty millions of dollars per annum. "Jam is no longer a mere luxury in our lives, as may be guessed from the fact that our troops in South Africa consumed 28,000,000 pounds of it during the Boer war. In London alone from 500 to 600 tons of jam are made every week, and in the rest of the Kingdom almost as much more must be turned out. It is true that not all of the jam is pure and unsophisticated. In emergencies our makers can all but dispense with the use of fruit. Years ago there was a trade in cargo lots of hard seeds or pips from Egypt which took the place of genuine raspberry seeds in raspberry jam. The modern jam-mill makes its own pips on the premises, as was evidenced very clearly the other day when an employé lost a finger in the interior of the pip-making machine."

It is to be borne in mind that glucose, quite against the law, enters freely into factory jams in the Old Country, but the great stand-by of the manufacturer is the stock-syrup, which he compounds of rhubarb or whatever fruits are earliest and cheapest in the markets. "This syrup, along with other mysterious substances, forms the basis of most cheap jams, whatever their labelled names. There is trade also in pure and high-class confections, and possibly Canada might secure some of that. The way to capture such trade is to use only the best of material, to conserve as fully as can be the flavor of the fruit, and to keep on doing so season by season. Periodically the housewife wails in the Press—and she unremittingly complains in private—that no shop-jams even remotely resemble the excellence of the article when home-made."

The same authorities answerable for the hints on fruit, says our correspondent in Manchester, renew their caution to Canadians that only solid merit can retain the confidence of the English. Sentiment, it is pointed out, plays a small part after all in business anywhere. It would be strange if these axioms were ever forgotten. Nevertheless, the artful trader prefers to avail himself of any favorable feeling in the air. That is not to say that he will be so foolish as to try to palliate a fault by reminding his customers that it is a Canadian, and so a fraternal fault. Such an excuse could only make an English dealer grin unpleasantly. Canadian origin, other things equal, is to-day an advantage over United States origin. It is a slender, initial advantage that must be backed by value to become a realizable asset. A good article gains in the Old Country market by wearing a Canadian brand, but we are assured that an article which is for some reason unsuited to its purpose gains nothing.



### DRY GOODS.

The greater security now felt in the North-West in the satisfactory outcome of the season's crops has resulted in a better demand being forthcoming from that region for dry goods. With that exception, however, it cannot be said that general trade in this