

HOG PRODUCTS.

The market is approaching its usual summer bareness in hog products. Heavy mess pork is all but done, whether of Canadian or United States packing. Long clear bacon is getting low, and stocks will soon have to be replenished by importation, that being an annual necessity at this time of year. Smoked meats are in limited compass, a shortage being foreshadowed in hams especially. Pure lard is becoming a scarce article, being in slender stock and divided among only two or three holders. The situation of the market for all hog products is, so far as internal circumstances determine it, unusually strong. Outside influences are at one with inside conditions, and if this market were strictly in sympathy with that of Chicago, there would be a considerable advance in most lines, in long clear perhaps more than in anything else. The price at which the various products can be imported now are much higher than those at which provision houses here are selling.

The consumption of long clear bacon in summer is very large. It shares with smoked meats the position of equivalent for fresh meats where the supply cannot be laid in daily. The cheapness makes it a substitute for these even where they are easily available, and as well gets it a part of the summer consumption, many people using it because it is cheaper than smoked meats. The laboring classes and the farmers maintain the demand for it.

New supplies will begin to be put in cure to replenish the stocks of smoked meats in about a month. They will, however, not be converted into smoked meats for about 60 days after they are cut up. Already the market for dressed hogs is beginning to assume its preliminary features. Outsiders are offering rail lots but at high prices, their attitude so far being firm for \$7.50. But before new smoked stock can be got ready for trade there will be great scarcity here.

THE BUTTER MARKET.

The lethargy which now holds the butter market as in a spell, is not unlikely to be a ruling feature for some time. The low prices going have been current for many weeks. One of two effects low prices in summer always have. They either lead to accumulation at central points like Toronto, or they cause a falling off of supplies from the country stores where butter is collected—in other words, they cause accumulation among the retailers. The latter is the effect this year, and indeed is the one most commonly consequent upon low prices. If it were not so, it would mean that buyers had to do the holding and prices would drop farther on that account. It is usually, however, a better course to sell June and July butter at such prices as can be got now than

to hold for higher ones. The fallacy upon which every dealer counts is, that the market is dull now because the offers are excessive, and that the carrying off of this excess will be followed by better prices when there will be less butter to sell. The prices obtained on a late autumn or a winter market are always far below those to be had at this time of year, so that it is best to sell butter when it is fresh and new.

The present dulness is not owing to any appreciable over-supply of butter. There is no lack of butter; all can be had that is wanted for local consumption at the easy prices that prevail. But the supply would be much greater if there were no reserve on the part of country holders. They will not take the prices that the export market offers, and they consequently hold on to the stock. Canadian butter is not making the pressure upon the market that keeps prices for export at their present low level. The quantity of it upon the market is not great enough for that, while the quality is not below the average of former years. As a matter of fact, the quality is better, the moderately dry weather of spring and early summer having produced a less luxuriant herbage than the cows fed upon a year ago. The rank growth of the grass crop of '90 was one cause of a good deal of the butter of that year going off flavor. The easy prices of dairy butter makes business dull in creamery stock. There has been remarkably little creamery butter handled here this year.

The cause of the dulness must be looked for outside. Exporters can get the very best creamery for their customers abroad, laid down here from the United States at 17c. That price is not inclusive of duty, because there is no duty on butter brought in for export. The butter is shipped and may be kept stored in bond, and as it costs only about $\frac{3}{8}$ c. per lb. to store it from now till January, it can be kept if need be for a better market and yet undersell Canadian creamery. Fancy Elgin is said to be the equal to our best, and it is offered from Chicago at 17c., while other fancy goods are quoted at 16 $\frac{1}{2}$ c., with 16c. for storage grades and occasional lots at 15 $\frac{1}{2}$ c. This is enough to make our creamery as well as our dairy butter dull. Fancy ladles are offered from the same source in car lots, half No. 1 and half No. 2, at 12 $\frac{1}{4}$ to 12 $\frac{1}{2}$ c. for the No. 1 and at a cent lower for the No. 2. Our dairy butter cannot sell for 14c. on foreign account while these prices hold. Canadian shippers are buying and storing at Montreal from United States houses, that course enabling them to supply butter to the English market, while to depend on the Canadian supply would make business impossible.

The manufacturers of French matches are now agreed upon prices. Their list is now out, quoting French matches at \$3.50 in small lots.

DECEIT IN SELLING GOODS.

Misrepresentation in the sale of goods as well as in the affairs of life do not add to the profit of those who use this means to secure trade. The truth can as well be spoken, and it will aid in the establishing of reputation to those who practice the same. One reason why many of the most successful of our retail grocery firms have obtained and held the trade they serve, is because of the truthfulness of statements made concerning goods sold by them. They have secured the confidence of their patrons, and this is the keynote of success. We allude to this matter because we had occasion to call upon a grocer lately, who during our visit had quite a wrangle with a lady who had purchased two pounds of best butter, quoted on a placard at the price of twenty-three cents a pound. When she paid for same the grocer charged at the rate of twenty-five cents a pound. To this she objected, and rightly so. The grocer claimed that while he offered his best butter at twenty-three cents he did not mean his Elgin creamery butter. This was certainly a most foolish argument. The lady contended that there was gross deception on the part of the grocer and that "best" did not mean second quality. She did not take the butter, and left the store in a frame of mind that may prove an injury to the grocer.

Is there any doubt about such business methods being detrimental? A grocer who pursues such a course injures not alone his own reputation, but gives opportunity for many unpleasant and unjust criticisms by those who delight to slur and ridicule efforts made to elevate the trade. There is no surer way to drive away trade than to make misrepresentation. It is bound to leak out. The grocer who thinks he can fool his patrons will find out when too late that he has been fooling himself. Better follow the golden rule, treat your patrons as you want to be treated, and you will secure their confidence, respect and support.—Retail Grocers' Advocate.

TOO IMPORTANT.

A certain dry goods clerk was in the habit of saying to his associates that the concern would find it pretty hard to get along without him. These remarks came to the ears of the senior partner, and he called the clerk into the inner office.

"Mr. Jenkins," he began, "you have been very efficient, and we highly appreciate your services, but we have heard it said that if you were to die, the business could not possibly survive the loss. This has worried us a good deal, for you, like all the rest of us, are liable to drop off suddenly.

"We have concluded, therefore, for our peace of mind, to experiment while we are both in good health, and see if the concern can bear up under your loss. You will accordingly consider yourself dead for one year, and we will try to get on without you for that length of time."