



Our packages are larger and more attractive in style than any others.

The quality of our goods is superior to anything else on the market.

MORSE BROS., Proprietors, Canton, Mass.

For sale by all Wholesale Grocers; also the McClary Mfg. Co., London, Montreal, Winnipeg, Vancouver and Toronto.

nearly all adulterated; in fact, some bear the label compound, so it is after all best to encourage the sale of your own coffees; and if they want it compound let them do it themselves—let them buy the compound ingredients. Buy a little chicory (English). It is well to have in stock. There are quite a number of brands of cereal coffee in the market. They may be healthful; but when I wish my customers to drink grain coffee, it is not right to charge them 15 cents a pound when grain is worth only one to two cents per pound. In conclusion re coffee in packages, tins, etc., never buy it unless you have a thorough knowledge of their contents; also, if people want to drink health coffee tell them to use a little less good coffee; this is my idea, of course. P.S.—When buying coffee procure a sample—then compare with your consignment.

HANDLING COFFEE.

Handling coffee is the most simple of the three given points in this essay. Although it is important to handle coffee carefully, cleanliness is the essential point in handling coffee. Coffee may be bought right, but if not kept and handled right, it will be a great injury to the stock of the best buyer. Roasted coffee should be kept in strictly clean tins or coffee canisters, airtight if possible, as roasted coffee exposed to the air will lose strength and flavor. It is also very important to carry your coffee stock away from fish, tobacco, onions, or anything else which may taint it, which it will if too close to those things mentioned. Your coffee scoops should be thoroughly clean. It is better to have scoops for coffee only; thereby you are sure not to mix anything else in your coffee. Handle pure coffee. Keep it in a dry place, as if kept in a damp place it is liable to get tough, lose its strength and get musty, especially roasted coffee. Coffee costs money, so in dishing out coffee, don't spill it.

There are probably more things to mention, which, if observed, save and make money for the proprietor, who has it to sell. Handle it with cleanliness; clean paper or bags to wrap it in; also, it is advisable when wrapping up ground coffee, put two papers around it, and tell your customer to put it in an airtight jar or coffee tin to preserve its strength and flavor.

SELLING COFFEE

is easier of the two former. Buying and handling are adhered to, but if coffee is well bought, well handled, and no one to sell it, the coffee business will not be a success. Without the proper system for selling it is very clear if "Smyth's" coffees are good. There is no great difficulty in selling them when once introduced. This, however, must be done; all your lines of coffee must be introduced, and by selling constantly good coffee you will create a demand for all your coffees and make them a standard line in your stores. Coffee displays on your counters are nice, if well placed, and the display of a line on your counter will assist in selling them. Sell pure coffee. Encourage your customers to buy bulk coffee. They are

sure of getting it pure and good. I contend when you sell package coffee, either you or your customer pays for the package directly or indirectly. You either get less profit or the customer gets less value, and in nine cases out of ten package coffees are compound. So unless they insist on having package coffee, sell your bulk coffee. Don't sell coffee for the fun of it. Sell it at a profit, and a substantial profit, too. A good plan to increase your coffee sales is to

GIVE YOUR CLERKS A COMMISSION,

say, 1-2c. per lb. on cheap coffee, 1c. per lb. on medium coffee, and 2c. per lb. on the best coffee. This will introduce your coffee, increase your salesmen's salary, and encourage your salesmen to sell the best coffee, which will, of course, increase your profits. This should be done only on certain days when you think advisable. Never misrepresent the coffee. If it is compound, sell it as such; also, when selling fresh ground coffee don't urge a customer to take a large quantity, as it evaporates if too long ground; then both flavor and strength are reduced. Use your coffee mill for coffee only, so as not to taint your coffee with some other spices. I say again, sell good coffee.

THE TWO BUSINESS MEN.

Once upon a time two business men were each confronted with what seemed to be a fine chance to make money.

One man, being of a cautious and prudent nature, said: "I will not take hold of this matter until I have carefully examined it in all its aspects and inquired into all its details."

While he was thus occupied in a thorough investigation he lost his chance of becoming a partner in the project, and as it proved to be a booming success he was much chagrined.

The other man, when he saw a golden opportunity looming up before him, embraced it at once, without preliminary question or doubt.

But alas! after he had invested all his fortune in it, the scheme proved to be worthless, and he lost all his money.

MORALS:

This fable teaches that you should strike while the iron is hot, and look before you leap.—Century Magazine.

GRAPE AND RAISIN TRADE.

United States Consul Covert reports from Lyons, August 30, 1901: A recent publication asserts that raisins and grapes were imported in 1900 into the countries hereunder mentioned as follows:

Country.	Grapes.	Raisins.
Spain	\$26,517.03	\$103,281.72
Great Britain.....	18,126.69
Denmark.....	4,008.76	163,172.65
Germany	12,238.95
France.....	2,106.12