

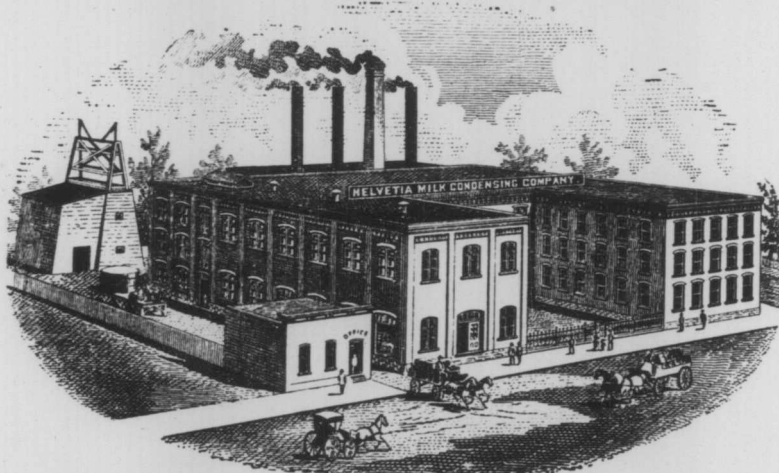
## EVAPORATED CREAM.

Below is shown a good photo of The Helvetia Milk Condensing Co's. works at Highland, Ill., together with an exact cut (reduced size) of the cans in which they put up their "Highland Brand" Evaporated Cream. Our travelling representative had the pleasure of being shown through this establishment by the Manager and Secretary-treasurer, J. Wildi. The explanation of their process brought out the difference between the



ordinary condensed milk and the Evaporated Cream. Sugar condensed milk is evaporated after being sweetened, but theirs is what is known as the sterilizing process, by which all germs of any disease that might be in the fresh milk are destroyed. The milk is put up unsweetened and can be used in any way that milk before it is condensed can be used.

The firm started in a small way in 1885, and now employ some 75 to 100 hands. In and around Highland, is one of the best sections of stock raising land in the United



States, with an abundance of spring water, which is the principal requisite for the production of good milk. The company manufacture their own cans, which are tested before being filled. They have an immense trade in the Western States, and also do a large export trade. In Manitoba, N. W. T., and British Columbia, their goods are found on nearly all first-class grocers' shelves, as well as on the western part of Ontario. A number of travelling men are kept constantly on the road, and are under the personal management of Mr. Wildi, who has worked faithfully, and has realized that there's always room at the top.

## MINCING LANE.

In the year 1810, soon after the trade in foreign produce passed practically out of the hands of the Old East India Company, the merchants and brokers in the colonial trade formed what is now known as the London Commercial Sale Rooms, Limited, whereby they might facilitate the gathering of commercial news and dispose of their cargoes of produce by public and private sale. The foundation stone was laid in the year 1811 by the then Lord Mayor, on June 1st, in presence of members of the corporation and the commercial world, accompanied by the band of the East India Company, with all the usual city grandeur. In the words of the official report: "The Lord Mayor having received a bottle of rum as a British Colonial production, broke the same on the stone, and afterwards a bottle of wine, the produce of Portugal, the brave and faithful ally of Great Britain, and pronounced the name of the institution to be the 'London Commercial Sale Rooms.'" As may be supposed, the party, requiring some refreshments after such great exertions, proceeded to an "elegant cold collation," where the Lord Mayor, in an eloquent and loyal speech, said "the tyrant of Europe cast unceasingly an envious eye upon this happy island and longed but would long in vain for her ships, her colonies, and her commerce."

It was not for many years that the advantages of the institution thus formed were

quate, and there are in course of erection more commodious and commanding premises, which are to be worthy of their name, to meet the demands of the 1,500 subscribers.

It hardly seems credible that, in place of the auctions now held, by which goods are catalogued and sold by public bidding, buying used to be done in the following queer way: Merchants having goods to sell would take them or rather samples to the sale rooms. These would be placed upon benches, which can yet be pointed out, and by the side of each sample would be placed a candle, which was lighted when the first bidder arrived. He had to record the amount he offered for the goods to be sold on a slate, also by the side of the sample. The next bidder who came would then, if he would give a higher price, record his bid in a like manner, and so on until the candle had burned away, by which time the man who had recorded the highest bid was declared the buyer. Another queer custom which to-day would be looked upon with amazement was the way in which samples of New Porto Rica sugars were tested, which came to hand about the usual time that green gooseberries were to be had. Buyers would attend the sale rooms with their pockets full of these sour berries, schoolboy fashion, and, having cut one in half, would proceed alternately to eat the sugar and the gooseberry, until they had made up their minds as to the value of the sugar, and so on round the whole row of samples.

Mincing Lane as a market, comprising not only the "warrens" which front upon it, but also many of the neighboring streets, lanes, courts, etc., is undoubtedly one of the most important centres of commerce in the world. One comes in contact here with the great tea merchants, brokers, and dealers and the great sugar merchants, manufacturers and brokers, who are perhaps hardly less important than what is known as the Tea Trade, and again a vast number of equally influential members and branches of all trades allied to that of the grocers, who are consequently also influentially established, not to mention the hundred and one other trades, such as coffee, cocoa, wines and spirits, spices, shellac, hides and skins—in fact all the innumerable articles of daily use, which are without exception all sold, if not wholly at least to a very great extent, through the London commercial sale rooms. —Manchester Grocers' Review.

THE CANADIAN GROCER is one of our most valuable and interesting exchange and is so ably and carefully edited that its articles are widely copied by trade papers throughout the United States, and should be read with interest and profit by all grocers on this side of the line as well as Canadians. It is published weekly, at Toronto, contains 32 pages, and is only ten dollars per year, and often a single number would be worth the price of a year's subscription to any enterprising tradesman who desires to keep posted in commercial affairs. —Detroit Herald of Commerce.

recognised, and it was to all appearance a failure; in fact, so much so that for many years the sale rooms were designated "Martin's Folly," after the name of their chief promoter, and the shares were to be obtained at the price of £17 per cent. But like many other great ventures, the Sale Rooms, with the development of the produce trades in the hands of private enterprise, gradually obtained their proper recognition, and are now an essential in the tea and produce market of the world; indeed the requirements of the trade have become so great that the present buildings are quite inad-