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CANADIAN PRODUCTS IN BRITAIN.

In matters of farm products, the great competitor of Canada in Great Britain is nearly always little Denmark. This rivalry, or rather the present unrivalled position of Denmark in the race for favor in the highly important markets of the United Kingdom is due not to superiority of climate, nor probably to superiority in ability of producers, but simply to the greater care taken by the Danes in raising, grading, and shipping *the best*. This is a matter to which the Monetary Times, as well as many people connected with the trade, representing both Canadian interests and the British commission business, have repeatedly referred; but still the old methods of shipping and the old carelessness as to the details which count so largely in the Old Country consumers' eyes, go on. And Canada loses millions of dollars annually as a consequence. It is not only that Denmark exports into Great Britain a larger quantity of several lines of produce each year than Canada, but that the prices realized for the former are so much better. Last year the Mother Country imported from abroad, roughly speaking, £20,000,000 worth of butter; of this £8,760,000 worth came from Denmark, and £1,200,000 worth from Canada. The importation of ham was £12,500,000, of this Denmark sent £4,500,000, and Canada only £1,166,000.

In the matter of butter, Denmark, of course, has the advantage of nearness to the market and consequent quickness of transportation, while the Canadian article has to be put into cold storage, a factor which does not conduce to the best flavor. But these disadvantages can probably be rectified in time with care. In fact, it is only some thirty years since the Danish makers were confronted by more or less analogous difficulties, which by hard thinking and careful attention to detail they have succeeded in

overcoming. They studied the taste of the English consumer, than whom, perhaps, there is no one more fastidious in such matters, and finally they hit upon the style and flavor which exactly hit John Bull's taste and eye. One thing—this we learn from Mr. MacNamara, the Canadian trade agent at Manchester—is that the Danish butter is almost entirely devoid of salt. To a Canadian taste, perhaps, it would prove insipid, but then, as Canadian producers need not be reminded, it is, in respect to export, to the Englishman's taste he should cater and not to the Canadian. Good fresh "saltless" butter should be the aim of Canadian dealers to send to Great Britain, and they should ship it in casks weighing one hundred-weight, not in 56-pound boxes. Another drawback to the Canadian article is its unevenness in quality, a drawback which was referred to as late as our issue of 28th April. This irregularity of quality is such that the purchaser never knows what he is getting in the way of butter from Canada, until he has tasted it, which in the case of Danish is seldom thought of. Complaint is also made that Canadian speculators buy quantities of June-made butter and keep it in store until prices have gone up, say in October or November, the result being that when the butter eventually reaches the retailer's counter it quickly goes bad on the outside. The opinion of Mr. W. A. Mackinnon, Canadian Trade Agent at Bristol, is interesting, inasmuch as he sizes up the discrepancies in value between Canadian and Danish butter in a practical manner, and argues that this difference would disappear:

- (a) If all Canadian were brought to the level of best Canadian.
- (b) If every creamery catered carefully for the requirements of a particular market in the matters of color and salting.
- (c) If uniformity were secured in the matters of quality and weights.