

sistence of the "commercials" — wholesale dealers might with as much cause make similar complaints, as scarcely a day passes during certain seasons of the year in which they do not receive visits from emissaries from manufacturers both at home and abroad. But this does not compel them to buy, and the retailer has the same option. There are, however, circumstances which operate against any regulation of the time to buy and sell seasonable goods. Many of the leading wholesale houses employ only about four travellers, and it is quite impossible that these can be in all parts of the Dominion just at the time the goods are wanted. They are, therefore, obliged to call on some customers earlier than were otherwise necessary, but he who thus has the advantage in an early "pick" of the goods, has less reason to complain than the dealer whom the travellers cannot reach till late in the season. As a rule, a traveller is not able to serve more than one customer a day, and the end of a six weeks trip occasionally finds him making sales too late to satisfy his customers. Then again our climate of late years is so changeable that an early spring or a few spring-like days earlier in the season will create a demand for suitable goods. Country dealers who choose their goods early have the option of allowing them to remain in the warehouse of the wholesale merchant till they wish them sent forward. The suggestion made by "retailers" that goods should be dated from the first of the month following that in which they are sold, is open to objection—an objection which is apparent to wholesalers and retailers from long experience. The falling due on the "first-fourth" of the month of all bills, as is also the prevailing custom in England, often presses heavily on the merchant, and is not unfrequently a source of worry to him as to how he may provide for them. Were they distributed over the month (according as goods have been bought) they would be more easily met. We are glad to learn that many staunch wholesale houses have individually initiated a short credit policy, and are determined that for the benefit of their good customers as well as for themselves the "dating forward" system will receive little encouragement at their hands. The man who buys goods at long date need not flatter himself that so much capital has been lent him for nothing; on the other hand, the merchant who does not ask for such favors has no interest, direct or indirect, to pay on such loans. We shall be glad to hear further from our subscribers on this subject.

BUTTER.

The word butter is derived from two Greek words signifying cow and cheese, or coagulum. But because the word butter is derived from the word cow it does not always follow that the article butter has also a bovine descent. On the contrary, it is quite safe to say that much of the butter used in hotels, restaurants and boarding-houses is entirely guiltless of any connection whatever with milky antecedents. During the past season, however, the class of butter held in city cellars has partaken so largely of unmarketable summer make, which, from its beginning, was not of extra quality, and not likely to improve with old age, that the oleomargarine machines have been consuming with rust. We wonder if makers whose butter sells at from 12 cts. to 15 cts. ever stop to think that the article which brings from 20 cts. to 25 cts. is made from the same original. It is all made from cream, in the qualities of which there is but comparatively little difference. Genuine butter is of most ancient and honorable origin; it is mentioned several times in the Old Testament; and Herodotus, a gentleman who wrote history some years before the commercial editor of a certain contemporary learned to write butter articles, esteemed sweet, solid butter as a consolation. It has at times been mildly intimated that portions, possibly, of the same churnings alluded to in sacred writings, and some of the same rolls mentioned by Herodotus, had slid down through the troughs of centuries, and found sale in modern markets, and consumption in cheap boarding-houses, where quotations are possibly manufactured. But such intimations come undoubtedly from dyspeptics whose minds have been temporarily deranged from living during a greater portion of the twenty-four hours in the upper floors of buildings, which had too much oleobutterine in their basements. It is a melancholy fact that fresh butter, fragrant of the fields, and suggestive of clear brooks and waving meadows, is becoming such a rarity that it commands almost any price. A certain class of Danish butter brings at retail 4s. sterling per lb. in London, England. Canadian butter has been sold in New York at retail as high as 50 cts. to 80 cts. a lb., and a fair or good article could not be had at first-class groceries in Montreal during the fall months, for less than 32 cts. to 35 cts. Some retailers will show a fine looking roll, which they offer at 25 cts., but the proof of the butter is in the eating. Stamping the pictures of impossible

cows and absurd ears of wheat or corn on lumps of ointment, and selling them for butter, even at 10 cts. to 15 cts., all fails to satisfy the growing demand for the honest article. It seems quite as unreasonable to utter lumps of grease to pass for butter and keep at par with the genuine article as it does in the United States to stamp irredeemable rags with the portraits of defunct patriots, under the notion that they will in all respects equal real dollars of pure gold. The ointment with which four-fifths of the people in our large cities are now veneering their bread, is no more like the pure, palatable article of our early days than a note of the Turkish Government is like an English sovereign, or a speech on trade depression by Hon. David Mills is like a chapter from his great namesake.

And now that beet sugar subsidies are on the carpet, why cannot somebody ask for a subsidy for a Canadian Cow Company to encourage the production of pure undiluted roll butter? A grant from the government, say of half the unsold lands in the Dominion and a bonus of \$500,000 to such a company, whose duty it would be to produce butter at a reasonable rate for the health and comfort of the people, would be a national benefit and a great boon to the farmers, who require some encouragement as well as the "ravenous monopolists." Is it not quite as reasonable to encourage churning and butter-making by a government grant as it is to encourage beet sugar manufacturing? A bonus would be necessary in order to enable the Cow Company to construct the necessary sheds, cow-paths, milk-tanks and horsepower churns or butter factories.

Sir John Macdonald should not neglect this idea. It might serve for a definition of the "National Policy" for which the business men of the country have been waiting so long. "There's millions in it," as may be inferred from the following table showing the increase in the quantity and value of butter exported for several years past:

Fiscal year ending June 30th.	Quantity. lbs.	Value.
1869.....	10,853,268	\$2,342,270
1870.....	12,259,887	2,353,570
1871.....	15,439,266	3,065,229
1872.....	19,068,448	3,612,679
1873.....	15,208,633	2,808,979
1874.....	12,233,046	2,620,305
1875.....	9,330,770	2,350,127
1876.....	12,392,367	2,579,431
1877.....	*8,400,000	*1,500,000

Last year shows a considerable falling, owing to low qualities and prices during fall months interfering with shipments, large stocks being held over. Reasonable

* Estimated 12 months to Dec. 31st.