

# THE CANADIAN GROCER

**PUBLISHED WEEKLY.**  
\$200 PER YEAR

## & GENERAL STOREKEEPER

Published in the interest of Grocers, Canners, Produce and Provision Dealers  
and General Storekeepers.

J. B. McLEAN & CO., (Ltd.)  
PUBLISHERS.

115 ST. FRANCOIS XAVIER STREET,  
MONTREAL.

8 WELLINGTON STREET WEST,  
TORONTO.

Vol. V.

TORONTO, FEBRUARY 6, 1891.

No. 6

### SPECIAL TO OUR READERS.

As the design of THE CANADIAN GROCER is to benefit mutually all interested in the business, we would request all parties ordering goods or making purchases of any description from houses advertising with us to mention in their letter that such advertisement was noticed in THE CANADIAN GROCER.

### OUR MONTREAL OFFICE.

Our Montreal Office is located at 115 St. Francois Xavier St. Our representative, Mr. G. Hector Clémes, will be pleased to have subscribers and advertisers call upon him there. He will also pay special attention to gathering business items and attending generally to the interests of this paper.

### THEIR CUSTOM FOLLOWS THEIR CREDIT.

The past few years have been years of unusual trial to the farming population of both this country and the United States. The causes are various, but since the fact itself is well known and we are not proposing a scheme to put an end to it, we have no purpose in going aside to enumerate them. What we wish to consider, is that the desire to realize more from farming than it has yielded to tillers in recent years has bred a disposition among some of them to countenance certain plans of radical reform. In the United States the lot of the farmer has been more straitened than it has been here, and from brooding upon it there a new political force has been hatched. It is the Farmers' Alliance, an organization so strong that politicians are very generally trying to make themselves solid with it. It already has its record of political victories, and is growing in numbers, influence, and ambition. Among its aims, one is the establishment of government grain warehouses in all farm districts.

It is sought to have a government grain warehouse in each farming locality, that the farmer may obtain there, whenever he wants money, a warehouse receipt for any grain he may deposit. The receipt is to be a certificate of value equivalent to the money value of the grain at the market price current at

the time of deposit. These certificates are to be in short government currency, issued not on a basis of gold or silver in the Treasury, but of grain in the Treasury warehouses. The certificates are to be legal tender in all transactions. Further, the option of redeeming his grain is to be left to the farmer if the market improves and he wishes he had his grain yet. He is to be allowed to take his grain out of bond by returning his certificate or its equivalent, increased by 6 per cent. per annum.

Thus the farmer would do away with the necessity of asking credit, so long as he has the produce necessary to pledge with the government. This would make him a good customer for people he trades with. But it is also part of the Alliance platform to do away with tradesmen, so far at all events as farmers are concerned. They are to go in for co-operation stores, and give no more of their substance to maintain a trading class. This is hard. There is no body of people to whom farmers are more beholden than they are to traders, and particularly to country merchants. These are the men who have been carrying the farmers from one year's end to the other. The farming community has floated in a sea of credit, and that they have not more frequently drowned in it or stranded upon its shores is due from time immemorial to their friends the storekeepers. But now the Farmers' Alliance would first abolish the necessity for credit and then efface the former dispensers of credit to them. When they have no longer need for credit they have no longer need for the storekeepers. They have supported the storekeepers because the latter gave credit, not because the latter sought to make a living by trade.

Is the situation similar in this country? Does the farmer give his trade to the country merchant from a "live and let live" motive,

or from a "live" motive simply? If he could do without credit would he also do without the trader? We believe that in most cases he would. We have the Patrons of Industry with us, who are endeavoring to force traders to surrender their profits. A dealer has either to allow his profits to be sweat down to a shadow, or he has to fight the Patrons' opposition in support of another store. And the dealer may feel thankful that the Patrons do give him a chance to trade even on an unprofitable basis. They would not if they could pay ready money.

But there's the rub. There is where the trader has his foot propped. The want of ready money, or of a substitute for money such as the Alliance is trying to create in the United States, is a more overruling circumstance with the farmer than his connection with the Patrons. He will have to go, not where his association has secured low prices, but where his own thrift and honesty will secure him credit.

### THE SALESROOM AND THE OFFICE.

Successful merchants know very well there is a right way and a wrong way of conducting their business operations, and they know also the importance of following the proper method. They know the results of systematic management in carrying on their business, be what it may, and one who does not have that trait about him, and who does not understand what his business requirements are, must meet trouble and disappointment some time or other. Our readers are business men, and we venture to say that most all of them can recall some instance of a man undertaking to carry on business, resulting in partial or complete failure. Such a result is because he could not be made to see