

# THE CANADIAN GROCER

& GENERAL STOREKEEPER

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and General Storekeepers.

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#### 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 Clemes, 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.

#### CHEAPER NEW ORLEANS MOLASSES.

An important change in the quotations for New Orleans molasses is noted in our Prices Current this week. The prices are now 48 to 60c. instead of 75c. to \$1, as they have for a long time stood. This reduction in price is the sequence to a reduction of the duty. Heretofore collectors of customs have classified New Orleans molasses as syrup, and have consequently levied a duty of 1c. per lb. and 30 per cent. ad valorem. They have now begun to admit certain grades, those that constitute the staple New Orleans molasses here, upon the same terms as other molasses, namely, at 1½c. per gallon. If the stock is clarified it must pay the duty collected on syrups. It will be considered as molasses only if it is pure drainings. The duty on New Orleans molasses formerly amounted to 25 and 30c. per gallon. Now it is only 1½c. The cost is therefore reduced between 25 and 28c. per gallon. This ought to increase the trade in New Orleans molasses, which was always in favor with consumers, but which, on account of its being handicapped by a duty so much higher than that levied on other molasses, has been in comparatively light demand. Liberal importations, based on the expectation of increased consumption attending lower prices, have been made by Toronto wholesalers.

#### SPECIAL BRANDS.

Every grocer should cater to the wants of his customers and at the same time educate them. Some merchants build up a very large trade in tea by careful blending and always keeping the same blend up to the standard. Other merchants sit down and are willing to allow tea houses to do their blending for them, and hence comes packet tea. This we hold to be a mistake. When a man will allow others to do his blending and fix his prices (for packet teas always have their prices plainly marked), his store is on the high road to a hand-me-down shop. A tea house puts upon the market a certain brand of tea in packets, and the retailer proceeds to push the sales of this tea among his customers. He is carefully educating his customers for something of which he personally knows very little. He buys at a certain price and he sells at the price marked upon the packet, and that's all he knows about it. His neighbors sell the same packets, and the tea trade by which he might have held his customers is very likely drawn away from him by a leader in some other line and in a rival trader's store. How much better it would have been had he taken the trouble of educating his customers to a blend of his own mixing. But this is not where the evil will end. "The monkey" or some other similarly designated brand of tea is put upon the market, the grocer is loaded with it, and the owner of the brand turns to the drug stores, dry goods stores, aye, and for that matter to the hotels, and offering inducements puts its upon sale in these places. The result is that the grocer's customers purchase their "monkey" tea at some of these places instead of the grocery store. Retail grocers should avoid packet goods as much as possible. In teas mix your own blends and educate your customers to use them. Once you get them to use your special blends your rival will have great difficulty in tapping your trade. Be original as much as possible. We sound this note of warning because experience in the old countries goes to prove that packet teas have

been put upon sale in many other business houses than that of the retail grocer, with the result that the tea trade has been badly demoralized.

#### SALMON CANNERS COMBINE.

San Francisco papers state that articles of incorporation of the Victoria Canning Company, capital, \$500,000, with power to increase to \$1,000,000 have been filed. This is interpreted to mean that the combination of the British Columbia salmon canneries has been completed. The new company is to acquire and operate the following fishing stations and canneries: Laidlaw & Co., Fraser River Dominion brand; Delta Canning Co., Fraser River Maple Leaf brand; Harlock Packing Company, Fraser River H. P. brand; Wellington Packing Company, Fraser River Wellington brand; Standard Packing Company, Skeena River Standard brand, and Cascade Packing Company, Naas River Cascade brand. The trustees are R. P. Rithet, James A. Laidlaw, Thomas E. Ladner, Henry E. Harlock, Francis Gage, John Irving and Morritz Strous. The operation of the concerns specified under one management, it is understood, will go into effect the coming season. The Karluk packers (Alaska) have formed a combination and efforts are making in the direction of combining all the prominent Alaska concerns and then forming a joint agreement between the British Columbia and the leading Alaska packers, who, it is calculated, control over sixty per cent. of the entire amount of salmon put up on the Pacific Coast. Whether this contemplated move will be successfully carried through is uncertain up to the present time. That the remaining packers will harmonize with the combine, or merely come in under the umbrella, as it were, is also problematical. There is, as yet, some reason to doubt that the combination project is an assured success, and the opinion of some authorities that certainly there will be no low-priced salmon of the pack of 1891 may turn out to have been a hasty one. At present there is no anxiety among the Eastern trade to place orders for future delivery, and the movement of spot goods is at comparatively low prices.