

ONE CAUSE OF TRADE WITH CONSUMERS.

The following correspondence illustrates the nature of the sacrifices that have sometimes to be made by wholesalers to keep faith with their customers, and point as well to the indifference or unthankfulness of some retailers, when consumers whose overtures are rejected by wholesalers, are put into connection with those retailers. In the particular transaction in question in the correspondence below, the offer of purchase was declined by the wholesale house, and referred to a certain retailer; the retailer was advised of the reference to him, and was further enlightened by copies of the declined order, and of the letter declining it, so that he knew the position of the matter thoroughly. This solicitude for his interests appears not to have been appreciated, as he made no reply to the wholesale house. The sale was therefore lost to the wholesale house, either as a direct or an indirect deal. Such experience must weigh against rather than for protecting the retailer, since it was not deemed worthy of gratitude by this particular retailer, and was the means of throwing trade away for the benefit of a rival wholesale house. The wholesalers whose strictness was unappreciated would be further disinclined to be so careful of the retailers' interests in future, by the consideration that other houses will sell to consumers no matter who does not. It would be unfortunate if a few examples of churlish treatment should be allowed to check the movement towards business in purely trade orders. One man may act as this particular dealer did, while 99 would show becoming appreciation. The conduct of this man ought not to be made a basis of generalizing as to the conduct of the whole trade, which as a body will support conscientious dealing by wholesalers. Still, such an instance is a hindrance to the attainment of purely wholesale-retail distribution. The letters follow in their proper order:

_____, 9th Nov., 1891.

Messrs. _____,

DEAR SIR,—Will you please send me at your earliest convenience twenty-five pounds Ram Lal's tea in lb. packages. The price, I think, is about 38 cents for the kind I require. Your early attention will oblige.

Very truly yours,

_____,
Steward, _____ Club.

_____, Nov. 10th, 1891.

_____, Esq.,

Steward, _____ Club

DEAR SIR,—We are favored with yours of the 29th inst., and for order please accept our thanks. However, we regret that we cannot execute the same, as we make it a rule to sell to retail trade only. However, Messrs. _____ keep the tea, and will no

doubt be most happy to fill your order. But you are in error as to the price, as it cannot be sold under 50 cts.

We are, yours truly,

_____,
[Wholesale Grocer.]

_____, Nov. 10th, 1891.

Messrs. _____,

[Retail Grocers.]

DEAR SIRS,—We herewith enclose letter from Mr. _____, Steward of the _____ Club of your city, inquiring for 25 lbs. R. I. tea. We have written him as per inclose, and trust you will be able to secure the order. We have not had any order from you for some time, and would like to know how this tea is selling in your city. Awaiting your reply,

We are, yours truly,

_____, Nov. 11, 1891.

Messrs. _____,

[Wholesale Grocers.]

GENTLEMEN,—I note your remarks re Ram Hal's tea, and thank you for reminding me that you would see my wants supplied, but I have secured a tea that suits us just as well at wholesale, namely, 38½ cents per lb., about your own price. We use too much to pay 50 cents per lb. for the same goods that I can buy at the above mentioned price. I remain,

Very truly yours,

Steward, _____ Club.

The retail firm returned no answer to the third communication above, which was sent to them.

RUSTLING LEAVES OF THE FALL NUMBER.

Our able contemporary the American Grocer has more than a national or continental circulation, and might not inaptly name itself The Cosmopolitan Grocer. The generous notice which it was good enough to give our special number was read by one of its subscribers in Lausanne, Switzerland, who cut out the notice and pasted it on a corner of a letter, which Mr. Barrett, the editor of the American Grocer, kindly forwarded to us. We thank our contemporary for the good turn. The following is the letter:

LAUSANNE, Oct. 27th, 1891.

Editor American Grocer,

143 Chambers street, New York.

SIR,—We read in the American Grocer, of which we are subscribers, the enclosed article of the fall number of THE CANADIAN GROCER. We should very much like to see one of the copies of this paper, and beg to ask you to tell us if it is possible to get it, and how much we should have to send in American stamps for the value and postage of it. We are, sir, yours very thankfully,

MANUEL FRERES.

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Mr. A. C. Dowse, the clever and enterprising editor of the New England Grocer, returns to his chair from his arduous and successful labors as secretary of the Boston Food and Health Exposition, and takes a general survey of his fellows of the trade-press in a truly fraternal and magnanimous

spirit. This look around' is suggested by the pile of exchanges that had accumulated while his pen was idle and he was busy with other matters. The following is his graceful reference to our special number:

"With the feeling we have done our best to make it a credit to the season, we deliver this year's Fall Number into the hands of our readers. If it calls forth a little admiration from them, it will repay us for the outlay of time, money and special effort that has been made upon it.' This is the modest announcement made by the CANADIAN GROCER as it presents its readers with a model trade journal, brim to the full with able editorials and instructive trade news. It is a credit to Canada, a credit to the trade a credit to all who had to do with its issuance.

By the way, what does our contemporary think of the exclusion from the Canadian mails of the New England Grocer? Would it like our authorities to take similar action upon it. We should regret such a step and enter our protest. How is it with thee, brother?"

We regret that our contemporary should encounter any obstacle, in customs or postal rulings, to its free circulation in this country. There is nothing more exasperating to Canadians themselves than are some of the arbitrary and conflicting interpretations of clauses in our Tariff Act. An instance of capricious and tyrannical ruling in the case of salt is referred to in another part of this issue. The New England Grocer comes through the mails at this port without challenge, while at some other points it is classed as matter contemplated in Article 303 of the Tariff Act. It is unfortunate that so much is left to the petty despotism of officers who can discriminate no better than those at the latter ports do. There ought to be some means of securing uniformity of ruling, for it is ridiculous to see an article admissible through this port under one clause of the tariff and through that port under another. Clause 303 was framed to check the importation of fakir publications, but it seems there is nothing in the way of an absolute customs official using it against the circulation of reputable journals. It seems strange that each port should be a little independent realm, in which the will of the local collector is supreme. If there is any supremacy it should surely be in the Department, whose decisions ought at least to reconcile those of its representatives at the various ports. It is remarkable that a paper should be classed as a journal at this port and as a fakir publication at another.

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The Petrolia Advertiser honors the Fall Number with the following notice: The Fall Number of THE CANADIAN GROCER is interesting, artistic and useful, not only to the trade it represents, but to all business men. It abounds in pithy, breezy, ably written articles on subjects of considerable importance and interest to the grocer, and which may be found equally full of pointers to other trades. Its illustrations are neat and beautiful. Its advertisements are fresh and clearly set. Indeed it is one of the best, all round, that have found their way to our sanctum.