

XEROX

# 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.

This paper leaves the Toronto Post Office Thursday evening. Subscribers not receiving it promptly should write us at once. Their doing so will be considered a favor.

THIS WEEK'S MOTTO :

Laziness is the mother of invention.

Tinware manufacturers report an unusually strong demand this spring for milk can trimmings. The significance of this appears to be that an increased proportion of the milk produced on the farms of the country is finding its way to cheese factories and creameries. That will reduce the production of home-made butter. Whether the raw material is made up into cheese or butter, it will yield better returns to the farmers than if it were used to produce an excess of inferior bad-keeping butter of domestic make. Last year was a comparatively satisfactory one to butter makers and butter dealers, the market being kept fairly well cleared up throughout the whole year. An exceptional export demand was the cause. The exceptional, however, cannot be depended upon as the rule, and Canadians must look to the merits of their butter for any steady support from abroad. It is a sign of improvement that farmers are giving up more and more the making of butter in their own homes. The creameries will make a marketable product. They must, as they produce for direct acceptance by the market. There is no such intermediary between them and the market as the country merchant was

between the farmers and the market. The position of the country merchant could hardly be classed as a market factor. It was not independent enough to be a real market influence. It could not adjust itself to the grades of quality, or the relation of the supply and demand, as a market interest should. The country merchant had to keep other objects in view besides the value of the butter; he had to consider the customer's patronage, temper, and the danger of a transfer of that customer's trade to a rival dealer. The creamery will remove all these embarrassing circumstances from the butter trade and will consequently have to depend on merit for the sale of its product. The quality is not always first-class even when produced by creameries. In that case there is no one to bear the loss for the creameries. Last fall there was quite a large stock of creamery butter put on this market, which did not command as ready sale as good dairy butter.

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The shortage of fruit jars last summer was a cause of considerable annoyance and of some loss to the retail grocers of the country. Not only could they have sold many more jars than they did, but they could also have sold much more fruit and sugar than they did. It is unlikely that there will be so great a demand this summer, as the jars sold last summer will go equally far to supply the demand this year. They do not wear out in a year, so that it is likely few more will be needed than would have sufficed to fill up last year's shortage. There is no likelihood, therefore, that an exceptional run on glass jars will be experienced.

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Soon the accessories of hot weather trade will be brought into requisition. No grocer can afford to do business without some of them, and for a trade of any magnitude it pays to have all of them. The refrigerator

is a necessity in all grocery stores. Ice is cheaper than any perishable article of merchandise, and the saving through the use of it will soon pay for a refrigerator. Awnings are not only a protection from excessive heat and light, but they are attractive. Wire cloth doors, to let the air in and keep the flies out, mosquito netting to cover the shelf goods, sticky fly-paper to capture the fugitives that do get in, can be made profitable use of in the hot season. With the light properly subdued, the flies kept out, the floor kept cool and a fresh atmosphere maintained through liberal ventilation, the interior of the store will be agreeable to all the senses of anyone who comes into it. The impression that it makes upon the mind of the customer is favorable to buying. The whole psychology of the frame of mind which disposes a man to purchase goods is not always to be found in the comparative cheapness of the goods. A man will often buy because he is prepossessed with something in the salesman or the store. A store that is a grateful place to drop into on a hot day will not fail to have an effect on even the steadiest supporters of a rival store, as people are more often fickle than they are loyal, and in this fact, if he does his best to please, the trader can as frequently rejoice as complain.

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Last summer there were a few sales of low grade butter from this market to makers of butter substitutes in New York. The duty, however, was an insurmountable barrier when the quality of the butter was much above the lowest, and the trade was consequently limited to grades costing here not more than 11c. A decision of Acting-Secretary Spaulding will be apt to cause a wider demand this summer, however, from the same source and for generally the same grades. By that decision, the manufacturers of refined butter made in New York are allowed on all their refined product that they export, a draw-back of whatever duty they have paid for any constituent of it that they imported. Since, therefore, they can recover on exports whatever duty they pay us on rough butter, it is likely we shall hear a good deal more this season from the New York manufacturers of refined butter substitutes and compounds.