



THE CANADIAN GROCER
& GENERAL STOREKEEPER

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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.

A USEFUL DAIRY BULLETIN.

The creamery will not only revolutionize butter-making in every locality where there is a creamery, but it will also deliver country storekeeping from one of the most vexatious and profit-devouring of its present conditions. Let the country merchant imagine himself doing a business which does not entail the buying of butter, and surely his lot will seem to be lightened by the lifting of half his cares. What would he give, if he could carry on trade without the risk of inflicting the wound which a woman seldom forgives, namely, the insinuation that her butter is not so good as her neighbor's? If he would retain the trade of people who make bad butter, he must never criticise; he must lose on the butter, he must lose on his goods. The trade is unsatisfactory in nearly every respect. It is almost a matter of doubt if it would not be better for the dealer to give credit to every butter-maker and accept what he can collect in cash, rather than give no credit and accept butter every time it is offered. Bad debts do not impoverish quicker, are not a greater proportion of the total debts, than bad butter is of the total quantity of butter handled.

A Special Dairy Bulletin on the establishment of cheese factories and creameries has lately been issued by Prof. Jas. W. Robert-

son, Dairy Commissioner at the Central Experimental Farm, Ottawa. This bulletin teems with information that would be highly appreciated by farmers if once they were induced to scan the book and learn the nature of its contents. Such books may be distributed broadcast through the agricultural districts and have little effect in the way of bringing factories into existence, or even of disposing the minds of the farmers towards the idea of making factory butter. The reason is that the pamphlets are not read. The importance of their contents never dawns upon the farmer. The official nature of them makes them more or less repugnant, as it is taken for granted that they are compilations of dry statistics, or similarly forbidding matter. Their usefulness is thus fettered.

The country merchant ought to get hold of this pamphlet and read it. He will see that the intention of it, and its manner as well as its matter are for the farmer's good. The work goes into all manner of details with the plain object of being practically helpful to every reader. With its clearly worded information there is nothing wanting to give the farmer an exact idea of the economy of the creamery system. How to build creameries, how to manage them, how to sell the butter, how to organize, etc., etc., all is given with careful fulness. If the country trader once acquaints himself with this book he will be likely to take an active interest in the formation of a co-operative company for the making of butter. Let him do so, and above all let him urge upon the farmers the wisdom of reading this book, and he will further the work greatly by so doing. The bulletin is liberally illustrated, is comprehensive, and is one of the best practical steps yet taken for the propagation of the factory idea for the making of butter and cheese. We commend it to our Nova Scotia

correspondent whose letter we publish in this issue. The bulletin is to be had free upon application to the Dairy Commissioner, Ottawa.

There is little doubt the work of establishing creameries has been retarded by want of information among the people as to the working of co-operative manufacture. They also lack knowledge of the procedure to be followed to set a co-operative factory on foot. It is timely that the extent of these wants has been discovered and recognized by the issue of the pamphlet we have referred to. That will dispel much of the hesitation, mistrust and ignorance that at present stand in the way of the co-operative idea propagating itself. The people refrain from more generally adopting that idea, not because they are opposed to it, but because they have had no available knowledge as to how they should proceed to adopt it.

FALSE BRANDS ON PICKLES.

It seems to be a fact that there are native manufacturers of pickles palming off their own wares as English goods. In some cases they rely upon the ignorance of consumers and label the bottles with the name of fictitious manufacturers, but the words, "London, England," are the talisman they rely upon to sell the pickles. In other cases they devise a name that differs only in some slight respect from that of well known English makers. The only test by which the consumer can be guided is price and quality. The price at which these counterfeit English pickles retail is 15c., which is below the figure they could be imported at. If purchasers confine their trade in pickles to the patronage of stock made by first class Canadian or English houses, they will not be deceived, and will get value for their money.