



**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.

**CASH OR CREDIT.**

A great fault in the common method of getting at correct views of anything these days, is the disposition to abstract the essence of the matter under inquiry from all the circumstances that give individual character to it. Lines of division between different shades of the same thing are obliterated, and nothing is taken note of except resemblances. Differences are neglected. The general principles that such an imperfect mode of investigating lead to are therefore of little use as finger-posts for the guidance of the individual. For example, we say, without making allowance for any peculiar conditions, that free trade is the only sound national policy for this country, or we say with equal dogmatism that protection is; we say unrestricted competition in trade is a fundamental law that must not be violated, or we say, with as little toleration for exceptions, that combination or co-operation is the only stable basis of a normal trade. There is too little tendency to see a part of the truth in each of two opposite propositions, to admit that the truth of either is a hypothetical matter, and to recognize that special conditions make special cases.

The question between Cash and Credit as a basis of trade, is one on which a good deal of positiveness has been heard from both sides. With some, Cash is all in all, and with others Credit is. The trouble is, that both assume a state of things that does not exist. Credit is all right wherever it is what

it is primarily supposed to be, trust that rests upon security. Cash is all right where there is no basis of Credit, where pure Risk is all there is to name Credit. But whatever general views a trader begins business with, he will find he must modify them to suit his environment. If he believes firmly in Cash alone, he can do no business where the very operations of nature determine, as they do in agriculture, that a man must live on credit. If he believes firmly in Credit, his views will take another hue in a community where income and outlay are concurrent. In such a community he must get money while it is moving.

All this shows that there can be no machine-made business policy prescribed for any trade. This is a good thing perhaps. If there were any stereotyped formula, everybody could do business, but since there is none, every man's sagacity is taxed to make a policy of trade suitable to the circumstances of his situation. If it were not thus, anybody could open a store, and it is well that everybody cannot. In the ability to adapt his business method to the necessities of his surroundings, resides a man's title to do business successfully, and it is well this principle of selection exists.

**GALLON APPLES.**

Gallon apples are very good stock. They are unusually scarce, and are firm at \$2.90 to \$3. Their scarcity, however, is pretty well balanced by the reduction in the demand, which has shrunk as prices moved up. Canned apples are about the most difficult of preserved fruits to sell at very high prices. Unlike the raw material from which most other canned goods are prepared, fresh apples can be got at nearly any season, and the prices of them do not increase any faster than do those of the canned stock. Also, every housekeeper knows how to make the whole apples into sauce. In the other forms—dried and evaporated—apples are available at prices that do not advance necessarily because the canned stock is scarce. The scarcity of canned apples appears to be a pronounced feature, so that the more select class of consumption which prices are apt to limit trade to is likely to be sufficient to take off all the stock there is here. In the New York market hardly any gallon apples are to be had under \$3.75.

**EVAPORATED APPLES ABROAD.**

Canadian shippers are essaying an export trade in evaporated apples with the English market. So far the experiment is satisfactory. The first consignment to London realized 72s. per long hundred-weight, which nets to the Canadian shipper a little over 14c. per lb. This is more than he can get here. Other large shipments are being got ready for the end of this month, when even better prices are expected. The best time to put evaporated apples on the English market is the month of March. Then raw stock cannot be got, and consumption is likely to betake itself to the evaporated stock as a substitute. When we consider that the English are now receiving our barrel apples, the price obtained for the evaporated already sold in London must seem exceptionally good, and the prospect for better prices must enlarge as the receipts of green fall off. Consequently, a large amount of evaporated apples will be needed here before the green stock is out, and there is every probability that prices will mend.

**THE BUTTER MARKET IMPROVING.**

The importance of any improvement in the butter market is liable to be magnified, so seldom does any change in that market operate for the better. So, possibly, the present amendment of the market here may be over-rated, and taken as the earnest of a prolonged maintenance of good prices. The better values shown by our Prices Current are the result of several large purchases made here for shipment to the Eastern Provinces. The selection of stock included nearly all classes to be found on this market, but ran strongly toward seconds, for which 14c. was paid. For 10c. and upwards only good straight color was accepted, and whites were kept below this price. But there was a large quantity of white stock and other low grade butter picked up at prices running from 5 to 10c. The eastern demand has taken its edge earlier, probably because of the later operations of the cheese factories, which were kept running into November. This put unusual limitations on the supply of domestic dairy butter to be had at this season, and sharpened the eastern demand accordingly. The improvement, it is to be feared, will too soon come to an end, as there are piles of butter now held the more firmly because of the better prices.