



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.

NOTICE TO OUR ADVERTISERS.

Of late, owing to the greatly increased circulation and number of pages of THE CANADIAN GROCER, we have to send part of the paper to press two days earlier than in the past. We would, therefore, ask our advertisers to have all changes of advertisements reach this office not later than Tuesday afternoon in order to insure insertion that week.

Sunday next is the anniversary date of the Queen's birthday, but the following Monday is the day fixed by royal proclamation for its celebration in this country. The twenty-fifth ought to be an off-day with every shopkeeper. Holidays are rare among the followers of trade, time for recreation being one of the things sacrificed to the spirit of competition. But on days when the market place is deserted, when there is no going to and fro for merchandise, why should the trader sit pensive at the door, waiting for custom that comes not? When there are no buyers, surely competitors can call a truce and agree to close together, or if they cannot, surely those who wish to close will not be withheld by the mere desire to outstay a rival. If it is a festive occasion in the place where a man trades, he will lose little by closing, as people are there to amuse them-

selves, not to trade. If it is not a festive day in that place, it is somewhere else, and people have gone thither to enjoy themselves. The trader need not be a pleasure-seeker because he closes. He ought to close with the object of doing something that takes him and his assistants out of the shop. If he does a little gardening, he will get the worth of the time taken from business, and will be as lovably engaged as the beholders of holiday spectacles.

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The doings of the Sarnia Retail Grocers' Association furnish a very instructive series of object lessons, that there are no similar associations in this country too advanced to profit by. That progressive body is prompt and practical in its methods, and a difficulty usually disappears everytime the association makes a move. The completion of the St. Clair river tunnel was not followed by the repair of the roads at the Sarnia end of it, these roads having been put in a bad condition by the heavy teaming involved in the construction of the tunnel. The council the other night was reminded by the President of the Grocers' Association that the roads were not in a fit state for traffic, that consequently farmers were not able to get to town with their produce, and trade had declined. Herein the association acted in a capacity that it was well qualified for, and that only a body of traders could take effective action in. It illustrates how the sphere of action of a local association may be extended, when the association is composed of bold, pushing members. It was the Sarnia Association that recently took a local bankrupt stock off the market.

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There is no trading-point at which there is not room for one dealer who makes a specialty of good butter. Indifferently good butter or even bad butter can be had any-

where, but really good butter is hard to get. It is well enough for grocers to keep good and bad grades of other commodities, as tea, dried fruit, etc., but it pays to keep only one grade of butter for local trades and that is the best grade. There is hardly anything a dealer can better build a reputation for himself upon than the fact that he is a good judge of butter and sells only the best to his customers. There is no distinguishing feature that will sooner single him out from the body of traders in his town. People will come to him for butter, and will pay a good price for what has his guarantee. It therefore pays the trader who makes a specialty of butter, to study selection in the sources of his supply, and in a few years he will find his store a centre to which a large volume of good butter is drifting from domestic dairies where only the best is made. That will bring custom for other lines, and will leave the trader independent of the market-supply, as the output of his makers will be a steady and reliable resource. If more dealers would go in for making butter a specialty, there would be an elevation of the standard of butter-making throughout the country, and grocers would be less frequently losers. There is undoubtedly room for a good trade in butter as a specialty.

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The removal of the duty on sugar entering the United States has been an indirect as well as a direct cause of cheaper sugar to the people of that country. All sugars are the cheaper by the two cents of duty that has been taken off, and yellows are the cheaper by another but unintentional consequence of the McKinley Act. A loophole in that measure enables Scotch yellows to be brought in free of duty, and these are selling at a lower price than home refined. The United States refiners have had to lower their prices to compete with the imports from Scotland, which have lately become very large.