

## BOOK II.—PURCHASED GOODS.

## CHAPTER I.—GENERAL REMARKS ON MARKETING AND SHOPPING.

6. THE ACT OF SUPPLYING THE HOUSE with food for its inmates, and with fuel for its fires and lights (both being equally necessary to health and comfort), is called marketing, when it is effected by purchase either in shops or in open market. This method is usually adopted in cities and towns, and sometimes in large villages; but in isolated situations it is often more convenient and generally more economical to produce what is wanted, or certain portions only, by carrying on the several processes at home. In the former method, a certain number of individuals are employed, so that by a division of labour an economy of time and *space* may be effected. But, in order that marketing may be advantageously carried on, there must be a sufficient population to support special dealers in each article of consumption, or otherwise the charge or price must be so increased as to raise the cost very much above that at which it may be produced at home; for, as each seller must support himself out of the profits of his business, it follows that only when the returns are large can he afford to sell at a small profit upon each article, while in those cases where they are limited in amount, he must lay a heavy charge for profit upon every article that he sells. It is in this way that large dealers in markets can sell their meat and other goods at a lower rate than can be afforded by a small tradesman, who probably does not dispose of a hundredth part of their daily sales; and who very often is obliged to buy his goods of a wholesale dealer at a price very little below what the retail customer can obtain them at in the same market. To some people time is of the greatest importance, and half an hour spent in reaching a distant market would be poorly paid for by a saving of a penny a pound in the meat, poultry, or fish required by the house. In other instances, the gentleman of the house is positively prevented by business from undertaking this office, and the lady is too young or too timid to trust herself in the busy, and often not very odoriferous, thoroughfares where the butcher and the fishmonger expose their goods. In such cases either a servant must be intrusted with the task, or a neighbouring tradesman must be dealt with; and it is to