

THE TRADER.

TORONTO, ONT., NOVEMBER, 1886.

The recognized organ of the Jewelry and kindred Industrial Trades of Canada. Published on the first of every month, and sent free to every dealer in Jewelry and kindred goods in the Dominion of Canada.

Our rates for advertising will be found very low, and will be made known upon application.

We shall be glad to receive correspondence from all parts, and will publish such letters as will be of interest to the Trade. We do not, however, hold ourselves responsible for the opinions of our correspondents. The name and address must invariably accompany the communication, not necessarily for publication, but as a guarantee.

All business and other communications should be addressed to

THE TRADER PUBLISHING CO.,

67 ADELAIDE ST. W., TORONTO, ONT.

SPECIAL NOTICE.

To ensure insertion, changes or new advertisements must reach this office not later than the 20th of each month.

EDITORIAL.

\$300 REWARD.

As will be seen by the advertisement in another column, The Canadian Association of Jobbers in American Watches have decided to offer a reward of \$300 to any retail jeweler who will furnish information that will convict any member of their Association of breaking his contract, by selling Watch Movements or Silver, Filled or Nickel Cases at less than the regular prices.

We do not propose at this time to discuss the question of whether such an organization is for the benefit of trade in general, or whether, being so, its action since its formation has been such as the trade could thoroughly endorse. These just at the present juncture we consider minor questions. The Association is here, whether it is here to stay or not is another question, which depends almost entirely upon the action of its members. It is in existence, however, and its members are in honor bound to rigidly observe each and all of the conditions to which they agreed when they were admitted as members.

For this reason we say, that as long as a Jobber remains a member of this Association, he should honorably fulfill his obligations towards it. If he knowingly and with the intention of benefitting himself at the expense of his fellow members, (as he must necessarily do if he sells below the contract price) violates his contract, then he is certainly a dishonorable man, and should be exposed as speedily as possible.

Few people care about assuming the *role* of informers, and consider it "*infra dig*," but there are cases when such a course becomes a virtue instead of a disgrace, and this we consider one of them.

Retail merchants may readily believe that a Jobber who would violate his solemn contract entered into with his fellow-Jobbers for the sake of a few paltry dollars gain, will beat them at a bargain, every time he gets a chance. The sooner such dishonorable men are weeded out of the trade, the better for both wholesalers and retailers, and the sooner will the trade generally get on a healthier and more profitable basis.

A POPULAR clergyman recently gave a lecture on "Fools." The tickets of admission were inscribed, "Lecture on Fools. Admit one." There was a large audience.

HEROIC TREATMENT.

From our exchanges we learn that the National Association of Jobbers in American Watches in the United States, recognizing the fact that the safety of their organization depends upon the fidelity with which its members keep their obligations have sent out the following document to the retail trade:

"As it is quite as much for the interest of the Retail Trade as for the Jobber that the contract prices of Silver and Filled Cases and American Movements should be strictly maintained, so that one dealer shall not have an unfair advantage over another, we hereby offer a reward of \$500 for information that will convict any recognized Jobber in American Watches of giving, directly or indirectly, any better terms, prices or discounts on these goods, than the regular rates established by the Manufacturers."

It is quite evident from the above that the American Jobbers' Association have little or no faith in the integrity of many of its members, and that they have taken a very effective way of stopping violations of their contract. So long as such an association is run for the purpose of keeping goods from being slaughtered, and maintaining a fair price as between retailers themselves we think that it is a good thing for the trade all round. It is only when it becomes dissatisfied with protection and goes in for extortion that such an association ceases to be a benefit and becomes an evil.

Although we do not see eye to eye with the American Jobbers' Association in all that they have done, there can be no doubt but that so far, on the whole, they have not only benefited themselves but the retail trade as well. In our opinion it is a benefit to the retail trade generally, to have a uniform price for watch movements and cases, because it prevents unfair competition and has a tendency to make the prices more uniform and increase the rate of profit on such goods.

If people go into such an association they should do so with the intention of thoroughly and honorably fulfilling their obligations to it. While business competition is a warfare, it should be an honorable one, and the merchant who enters into an agreement with his opponents which he expects them to keep to the letter while he himself breaks it at will, is not only a dishonorable man but an unsafe person to do business with. To such a person, the crime is not in violating his solemn obligation and making a liar out of himself, but in being found out. The only way that such people can be taught a lesson, is to touch the only vulnerable part about them, their pockets, and we would suggest to the American Association the advisability of making every one of its members sign a forfeit bond equal to the amount of the reward offered, so that in case of exposure the person convicted would have the pleasure of paying for his own detection.

It has been pretty broadly hinted that there are those in the Canadian Jobbers' Association who do not practice what they preach and that prices are cut every day. If this is the case we think the Association could not do better than take a leaf out of their American cousins' note-book in this respect, and if they also embodied the suggestion we have made above, we think there would be less heard in the future about cut prices and violation of contracts.