

THE TRADER.

TORONTO, ONT., OCTOBER, 1885.

The recognized organ of the Jewelry and kindred Industrial Trades of Canada.

Published on the first of every month, and sent free to every Jeweler and Hardware Merchant 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. 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..

57 ADELAIDE STREET WEST,

Toronto, Ont

SPECIAL NOTICE.

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

Editorial.

PROTECTION TO RETAILERS.

The letter of Mr. G. W. Beall, of Lindsay, on the above subject, which we published in our September issue, has, as our readers will see by the correspondence in the present number, given rise to considerable discussion amongst the retail jewelers of Canada. The subject is one of considerable importance to the entire jewelry trade of the country, and we are perfectly satisfied that if properly represented to the Canadian Jobbers' Association in American watches, that Association will take steps to fall into line with the wishes of the retail trade. As a matter of fact, the Jobbers' Association of Canada have, of their own accord, afforded Canadian retailers a considerably larger measure of protection than does the United States Association of the same kind. In the latter country a merchant may be a wholesaler and retailer at the same time and in the same place of business, an arrangement, on the face of it evidently unfair to ordinary retailers, who have not got the advantage of buying goods at wholesale prices. In Canada, however, one of the fundamental principles laid down for the government of the Jobbers' Association, is that a man cannot be a wholesaler and retailer at one and the same time. He has to elect which kind of business he intends to pursue and govern himself accordingly.

In an article on this subject, taken from last month's *Jewelers' Circular*, which we publish elsewhere, our readers will see that in this respect our Canadian Jobbers' Association is held up as a model worthy of imitation by the United States Association.

So far as we know, little or no complaint is made against our legitimate jobbers, for selling direct to the consumer at retail. The friction voiced in Mr. Beall's and Mr. Richardson's letters being, that the jewelry trade suffers from the unfair competition of fancy goods men, druggists and hardware men, who are able, by virtue of their buying some special lines of goods from the jewelry jobbers who also handle fancy goods and sundries, to buy watches and jewelry and undersell them. While it may be, and no doubt is quite true, that some few sales are lost to the jewelers from this cause, it does not seem to us that a very great deal of damage can be done to the retail trade by the few goods that are sold in this way. There are always two sides to any question, and the other side is that those outsiders who purchase watches and jewelry are not only regular merchants, but regular customers of the jobbing firms from whom they buy the goods. These jobbers say that until some agreement is entered into by the trade regarding it, that they cannot very well sell a customer one kind of goods and refuse him another, and there is a good deal of force in their reasoning. They do not buy such goods any cheaper, if as cheap as a regular jeweler can, and they certainly cannot afford to sell them at any less margin of profit. Outside of the fact therefore, that the jeweler has more opposition to contend against, the competition of such merchants should not be hard to overcome. All things being equal, the consumer wanting watches or jewelry will invariably give the preference to a legitimate dealer in such articles, if, as he should have, he has the right kind of stock, and is willing to sell it at a reasonable profit. The trouble of a great many of our retail jewelers is that they want and expect to get the same profit on fine watches and jewelry as they do on cheap plated goods. In this way it often happens that their desire for a large profit kills their chances of a sale at a fair margin. The day for mystification in the watch trade has gone forever, and now-a-days the public know just as well as the jeweler knows, that a

watch is simply a fine machine, constructed upon correct mechanical principles, and that they are now bought and sold exactly the same as any other merchandise. The publicity given by the various manufacturers and jewelers themselves has posted the public pretty thoroughly as to quality and price, and the Dutchman's one per cent. of profit is now an unknown quantity in the watch business. We venture now to predict that it is only a question of a few years in Canada when watches will be sold at the same percentage of profit as hardware or any ordinary merchandise. As our readers well know, we are no advocate of slaughtering goods; we believe in a fair profit, but not an exorbitant one. We think that the merchant who sells goods at cost is far more unwise than the one who doubles his money every time, but either extreme is, we think, detrimental to the best interests of a good and permanent business.

So far as we can see, the solution of the difficulty lies with the retail dealers themselves, and they can bring it about in either of two ways: (1) Mr. Beall's plan of refusing to buy from any dealer who sells to a merchant other than a bona fide jeweler, or (2) Mr. Richardson's plan of forming a Retail Jewelers' Association and asking the Jobbers' Association to aid them in putting a stop to it. We must say, of the two plans, we infinitely prefer the latter, because it would be better for the interests of the jewelry trade generally if the wholesale and retail trades can be got to work harmoniously in order to obtain the desired result.

We think that the retail trade should be protected as far as possible from unfair competition from outsiders, and, as Mr. Richardson says, in asking the wholesalers to grant to them (the retailers) the same privileges as they themselves enjoy from the manufacturers, they are surely asking no more than what is fair and just. We think that the wholesale trade, if the matter be properly represented to them, will be only too glad to co-operate with the retail trade in order to put an end to this abuse, and it therefore rests with the retailers themselves to organize and bring the matter properly before the Jobbers' Association. We do not think that any good can result from stirring up strife between two branches of the same trade, each of which is necessary for