

THE TRADER.

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Sent free to every Jeweler and Hardware Merchant in the Dominion of Canada.

Advertising Rates.

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THE TRADER PUBLISHING CO.,
13 Adelaide Street East, Toronto

SPECIAL NOTICE.

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

Editorial.

A FEW PLAIN QUESTIONS.

We trust we shall not be deemed impertinent by our readers if we ask them a few pertinent questions about their business.

(1) Have you taken stock and found out exactly how your affairs stand; how much you are worth, and whether you are making or losing money? If not, the sooner you do so the better for yourself. Every merchant should balance his books once a year and find out exactly how he is prospering. Not only is it a satisfaction to know this, but the simple fact of his doing it puts a person in possession of a great deal of knowledge regarding his own business that he could otherwise hardly obtain. Thus for example, he finds out which goods are most saleable, and which stay on his hands, and which bear the largest margin of profit. He finds out too, who amongst his customers pay promptly, pay slowly, or do not pay at all. And right here let us say that the closer any merchant collects his accounts, without quarreling with his customers, the better for his trade and the more disposed they will be to continue trading with him. When a customer's account is square he comes in to see you with a quiet conscience and easy heart, and if he wants anything in your line he will

probably buy it. If, on the contrary, he owes you money, he will keep clear of you for fear you will press him for his debt. Thus you not only remain out of your money, but lose the trade he ought to give you, but probably gives to some one else to whom he pays cash.

(2) Have you an adequate insurance on your store and stock? If not, find out how much insurance you should carry, and put your risk in some first class company, just as soon as you possibly can. This is a very important thing, and you cannot afford to procrastinate regarding it. Pick up any daily paper and you will find more than one record of losses by fire, and your turn may come when you not only least expect it, but are least prepared to stand it. If you are adequately insured you can rest easy, for if you had the misfortune to be burned out, you would know that your loss could be only nominal, and you would soon be in a position to start again.

These questions are very important to every merchant in Canada, whether he be rich or poor. They are not the outgrowth of idle fancy, but a necessity of any business that desires to be successful. If you can't answer them in the affirmative we would advise you to put yourself in a position to do so just as quickly as you possibly can.

NEWS.

There is an old saying that "if you want to learn the news you must go away from home." While not strictly true this is certainly the case in many instances, as the following, which we clip from an intelligent jewelers' journal published across the border, will show. The item reads as follows:

"The trade of New York importers with Canadian buyers is likely to receive a serious blow from the latest revision of the Canadian customs laws. The Parliament of Canada at its last session enacted that *ad valorem* duties shall be imposed upon the value of goods when sold for consumption in the country whence they were exported direct to Canada. This is nothing but an indirect and most reprehensible method of handicapping United States merchants in their competition with those of Europe for the Canadian trade. It adds to the confusion previously existing in our commercial relations with the Dominion the spice of malice *per se*."

It is a strange fact, but nevertheless a true one, that our wideawake neighbors

to the south of us always get beyond their depth whenever they attempt to touch on things outside of their own immediate sphere. Anyone who knows anything about Canadian Customs' laws knows full well that this country does not discriminate against any country. The Dominion of Canada has but one customs' law, and no matter whether an import comes from our sterling old father, John Bull, or our sharp brother Jonathan, the same rate of duty is levied upon it in either case. If the duty be *specific*, it is so levied all round, if an *ad valorem* one the same rate is followed. It is true that our customs' authorities will not allow European goods to be billed from New York on the bill heads of American firms, and that they justly demand that they be passed on the original invoices and through bills of lading. While all this is true the same rule is enforced in regard to English commission houses, who have no advantage in any respect over their New York competitors. The customs law to-day in this particular is the same as it has been for years, and the only difference is that, owing to the many frauds perpetrated by sharp Canadian importers who, with the help of unscrupulous New York commission men, systematically defrauded the revenue by means of false invoices, the government has been obliged to put the law more strictly in force. Of course to such a class of men the restriction is irksome, and they squeal because they cannot so easily as formerly cheat the Canadian government by collusion with importers on this side. To the honest commission merchant however, whether in New York or London, and we are glad to know there are many such, the enforcement of our customs law can make no appreciable difference. In fact we rather think they will hail it as a boon for it will serve to put them on more of an equality with their less scrupulous rivals, by forcing the latter to comply with the demands of the law instead of as formerly evading it. The statement that the passage or enforcement of such an act would handicap the New York merchant is the veriest booby, unless their trade depends upon some evasion of the law to make it profitable. The fact is that this "foreign import" trade of which our contemporary speaks, does not amount to very much in any case. It may have been so years ago, but Canadian merchants are now strong and enterprising enough to import direct