

THE TRADER

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

Advertising Rates.

Full Page, - - \$20 00 each issue
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 Small Advertisements, 8 cents per line.

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THE TRADER PUBLISHING CO.,
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SPECIAL NOTICE.

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

Editorial.

THE OUTLOOK.

As usual at the opening of the fall trade every merchant and manufacturer is asking himself, "What are the prospects ahead? Shall I lay myself out for a large or a small trade? What is my best policy?" The lesson of last year has, we think, not been thrown away in this country and our merchants have profited more by it than many people imagine. The premonitory warnings of a commercial crisis were, we are glad to say, heeded with almost as much alacrity as the whistle of "down brakes" is obeyed by a brakeman on a passenger train, and the result has been that although we did not get off altogether "Scot free," the damage was very slight compared to what it would have been, had the warning not been promptly attended to.

The effect of this action has been a very decided decrease in our imports, and as a consequence, lighter stocks have been carried by both wholesale and retail dealers all over the country. Buying has been more carefully done than formerly, indeed as a rule with the generality of merchants it has been simply a hand-to-mouth purchase of goods, enough to keep their assortment up. As a rule payments have been fully up to the average, so that in a general way, our merchants to day stand fully better than they did at this time last year. As a rule although their stocks

are lighter, they owe much less than formerly, and are in a position to buy if the prospects of trade seem to warrant such a conclusion.

As all our prosperity comes from the soil, we naturally turn to our crop reports in order to form an intelligent idea of what trade may be expected during the coming months. From Manitoba and the North-West we learn on reliable authority, that the wheat crop in those provinces is excellent and they calculate on having at least 5,000,000 bushels of wheat to dispose of after supplying their own wants. The effect of this large crop will be to put the North-West on its feet again and counteract in a great measure the depression that has existed there ever since the collapse of the land boom. In Quebec and the Maritime Provinces, the crops appear to be above the average and if safely harvested there is no doubt that a decided revival of trade will result from this cause. In the Province of Ontario the returns from the Bureau of Industries for August 7th, assure the fact that the crop in this province is the best it has had for years.

The fall wheat gives an average yield of 21½ bushels, and the spring wheat of 18½ bushels per acre—the average of both being 20 bushels—and the aggregate production exceeds that of last year's harvest by 10,360,000 bushels. Barley was a good crop in the southern and southwestern counties of the province, but in the northern and northeastern counties it was affected by the summer drought. The grain, though plump and heavy, was in large areas discolored by the rain showers of the last week of July. The accounts of the oat crop are much the same as for barley, but, being two or three weeks later in ripening, it has been greatly benefited by the July rains, and the yield will probably exceed the estimate. The area in rye is much less than last year, and the average yield about the same. Peas is a bountiful crop, and it is ripening under the most favorable circumstances.

The area and production of the foregoing crops is as follows :

	1884	
	Acres.	Bushels.
Wheat.....	1,586,961	31,730,344
Barley.....	701,435	17,860,777
Oats.....	1,485,620	49,383,000
Rye.....	104,141	1,630,417
Peas.....	570,628	13,106,062

From the above reports it will be seen that in this country the conditions are all

favorable to a good trade for the forthcoming season. We shall be surprised indeed if business this fall, although probably later than that of last year, does not largely exceed it in volume and safety.

A NEW COMPETITOR.

It has generally been accepted as sound common sense that no Government should ever engage in any business that can be better accomplished by private enterprise. Thus while we have Government mail service and in some countries telegraphs run by Government, as a rule these private enterprises do not clash with private business.

It seems, however, that the Government of Canada is going to lead the van in a new departure from the above usually recognized lines, inasmuch as they propose to sell direct to the consumer such articles of merchandise as they may from time to time confiscate on account of disobedience to the existing customs regulations.

We have before us this moment a Government advertisement, clipped from a Winnipeg paper, which sets forth, "That an auction sale of \$10,000 worth of confiscated jewelry will take place at the warehouse of a well known Winnipeg auctioneer on Tuesday the 12th day of August, at the hour of 8 o'clock p. m. and on the following evenings until all the goods are disposed of." This interesting advertisement is dated from the Custom House at Winnipeg and signed by W. R. Mingaye, Collector of Customs for that Port.

Now we do not know whether this auction sale of jewelry is run by Mr. Mingaye on his own account, or whether it is with the consent of the Customs Department, but whichever it is, it is a disgrace to the country. It is however very much in keeping with many other arbitrary things that the Customs Department do at the present time, which many good conservatives will retaliate for by voting against the Government at the next general election. How any Government possessing an ounce of brains, expects to keep in power by exacting 20 or 25 per cent duty upon the goods imported by merchants, and then spoils the business of these merchants by offering to their customers at public auction, similar goods upon which neither duty nor original cost had been paid, we fail to understand. The merchants of Canada in general and Winnipeg in particular may be long suffering but they are not fools, and when they do take action as