

our columns will be more frequently used by jewelers than ever before, and that the discussions which follow therefrom will be productive of benefit all around. Our jewelers are as intelligent as those of any other country, and many of them — as the columns of our back numbers will testify — are capable of writing letters of which any person may be proud. This gift should be cultivated, and we therefore say to any of our friends: if you have anything that you want to say to your fellow-craftsmen put it on paper and send it to THE TRADER, and we will see that it is brought to their notice.

"Our Help Column" is a new feature that we think should be of great benefit to the trade. If you want to sell your stock, or any special article, if you want a journeyman watchmaker or salesman, if you want a situation yourself, we offer you the use of "Our Help Column" free of charge. As THE TRADER is sent each month to every dealer in jewelry and kindred goods in the Dominion of Canada from the Atlantic to the Pacific, our readers in want of such help will see that our columns offer them a publicity amongst the very people they want to get at, as large as all the ordinary newspapers combined. We offer its aid free of charge to the trade, and we trust that they will avail themselves of it as freely as it is offered.

We need hardly say to our readers that we trust that the advertisements of the many first class houses who use our columns as a means of reaching them may be read with increased interest. Such advertisements are practically monthly messages from our manufacturers and wholesale dealers to the trade, and it is to the interest of every retail merchant to know who are the live men in the trade, and what are the right kind of goods to buy. To a wide-awake merchant our advertisements should be neither dry nor unprofitable reading, but he may find in them hints that may save him money when he wants to buy goods. We have always refused to insert the advertisements of houses of doubtful reputation or standing, and our readers may rely upon it that we shall be as careful in the future in this respect as we have been in the past.

JEWELRY AUCTIONS.

Never since we can remember has the jewelry trade in this city been so thoroughly demoralized. One firm after another has commenced auctioning off their goods, until at the present time of writing, there are no less than five reputable establishments selling off their entire stocks in this way, for the benefit of the general public and the ruin of their competitors. If there is any one thing that is more calculated than another to demoralize the jewelry trade, it is an auction sale of good stock by a reputable man; and the higher the standing of the firm running such a show the worse for the trade generally. While it may for the time being benefit the merchant who does it at the expense of his opponents who refuse to sell goods outside of the regular methods, we are strongly of the opinion that such sales act as trade boomerangs, which will assuredly rebound in such a way as to do the promoter more harm than the transient excitement and sales can possibly do him good. Such sales are usually a fraud. If fine quality goods are offered, money is sure to be lost by the seller; as a rule therefore, the goods offered in this way are specially got up for such trade, and are in the long run ruinous to the reputation of the person selling them. Because of the reputation of the house, people may be

caught once, but they are rarely fooled a second time. To put the matter concisely and in plain English, if a merchant sells fine goods by auction on which he knows he is bound to lose money, it is because he is in difficulties and is forced to sell, if he sells by auction of his own option and for the purpose of making money out of such sales, he must and does sell inferior goods in order to make it pay. In either case the ultimate effect is a disastrous one so far as his regular trade is concerned. We regard auction sales by the Sheriff or other properly constituted authorities as bad enough, but when the members of the trade themselves deliberately set about such a thing, surely it is time to cry a halt. We have before had occasion to condemn in language as plain as we could make it, this demoralizing and unbusiness-like practice, and we think that if the retail trade form an association, one thing they should ask of the jobbing trade is, that they should refuse to sell a man watches and jewelry who deliberately demoralizes the trade by offering them to the public by auction. We think that such a rule would be to the benefit of the jobbers themselves, as it would encourage legitimate and careful dealers to lay in better stocks of goods with the feeling that they could fairly expect to sell them at a reasonable profit. As things are at present going on in this city legitimate dealers are finding themselves left almost out in the cold by the auctioneer merchants, and bound either to follow their example or carry over a lot of goods into stock-taking that they should have sold during the holiday season. We notice that a strong move in this direction is at present being made by the retail trade in the United States, and we think that if the jobbers do all in their power to carry such a reform through they will benefit themselves fully as much as they will the retail trade.

PROTECTION TO RETAILERS.

The retail jewelers of Canada will, no doubt, by this time, have made up their minds that, so far as the Canadian jobbers are concerned, they will henceforth be amply protected from those two trade abuses about which they have so long and bitterly complained, viz.: retailing by jobbers, and selling at wholesale prices indiscriminately to dealers other than jewelers. This is a matter for sincere congratulation, and we have no doubt but that the trade will very soon feel the benefit of this protection in the shape of increased sales and better prices. When the Canadian Association of Jobbers in American Watches have made it one of their rules that a persistent violation of the above articles of Protection to Retailers shall disqualify them from the benefits which accrue from its membership, all they can then do is to see that their own regulation is strictly carried out.

But while their part ends here, that of the retail merchants themselves only commences. If the jobbers enforce these safeguards ever so faithfully, it will go but a short way towards making the retail trade healthier, if the retail jewelers do not immediately bestir themselves on their own behalf. What our retailers want to do now, is to form district organizations for their own benefit and mutual interest, and we believe we are safe in saying that if they are willing to do so in a fair and impartial manner, they can do far more for themselves than any other body can do for them. In our opinion, the worst of all trade abuses is due to the actions of retailers themselves, and were they to mutually agree to reform these abuses, it would