

THE TRADER.

TORONTO, ONT., OCTOBER, 1879.

Distributed free to every Jeweler and Hardware Merchant in Canada.

ADVERTISING RATES

Full Page	8 1/2	each issue
Half Page,	8 00	"
Quarter Page,	5 00	"

All business and other communications should be addressed to
"THE TRADER PUBLISHING CO.",
Box 835, Toronto, Ont.

Special Notice.

In order to make our paper more useful to the trade, we propose to open a column for advertising situations, wanted and vacant. Hardware dealers and Jewelers wanting assistants, or clerks in either business seeking employment, can have their wants made known to the trade *free* by sending their notice (not exceeding twenty-five words) to our office. Address all communications to "THE TRADER Publishing Company," Box 835, Toronto.

ORDERS.

Every day mistakes are made by wholesale merchants in sending out goods, on account of the delightful indefiniteness of many of the orders they receive by mail. Thus Mr. A. writes: "send me 3 dozen hammers, same as I had before," forgetting that he has had more than one variety of hammer from the same firm, and probably unconscious of the blessings being showered upon his head by that firm's book-keeper, who thinks he has plenty of work to do without losing time in hunting up a customer's back entries to find out what kind of goods he wants. If he has had more than one kind, the chance of getting the wrong article is fully as good as of getting the one he wants, for the merchant has no means of knowing what his customer wants except by his letter, and that is scarcely a guide to consult his own judgment and do the best he can, and it is very little wonder that he sometimes sends different goods altogether from what the dealer wanted. Mr. B writes: "send me 6 dozen tea spoons," and leaves the merchant to puzzle his brains to decide whether he wants iron, nickle, electro-plated or sterling silver spoons. As very few wholesale merchants are clairvoyants enough to read what was passing in their customer's mind when he wrote the order, we

strongly of the opinion that the dealer would find his wishes more faithfully carried out, if they had been properly incorporated in his letter. Sometimes, where the writing is not of the best, most ludicrous mistakes occur, and the writer gets the most absurd filling of his order that could be imagined. Every one has read of the Scotch merchant who ordered "coppers" and got "capers," from which luckily he made a snug fortune. But every blunderer is not so fortunate, and most of us can recall instances where although the blunder was fully as ludicrous as that of the Scotch merchant the results were scarcely so fortunate. It is just as easy to order concisely as otherwise, and if dealers would consult their own interests they would always see that their letter orders expressed exactly what they meant. There are a few simple rules that should always be observed when ordering by letter, and their use would go far to prevent mistakes that are now very common.

Write as plainly as possible.

Keep the order separate from the business part of your letter.

When ordering goods you have had before give numbers and price where possible.

In ordering new goods, give description and prices wanted.

Don't be afraid to explain thoroughly what you want, although "brevity is the soul of wit," and also of a business letter a long description is preferable to none.

Dishonest Advertising.

In this go-ahead age of ours, "Printer's Ink" is a necessity to every one who wants to make his goods known to the public. By its liberal and judicious use the businesses have been built up, which have earned colossal fortunes for their enterprising proprietors, but such results are only attained when the advertiser carries out the promises of the advertiser. A very safe rule to advertisers is, first be sure you have the right kind of goods, then go right ahead and let the public know it. Of course, like everything else, advertising is open to abuses, but we are glad to think that advertisements purposely intended to mislead the public are very few in number. That there are such we cannot deny, but that they carry out their original design we very much doubt.

People now-a-days are scarcely so gullible as they were half a century ago, and they are very apt to enquire into the "fitness" of things" before they give any great amount of credence to advertisements that promise any and everything at an almost nominal price. Although advertisers have the privilege of praising up their own goods, there is a limit to this sort of thing, and where the bounds of truth have been overstepped, as is sometimes the case, it very often provokes opposition where a different result was not only intended but expected. In such a case dishonest advertising brings its own reward in the shape of distrust and loss of trade, for where confidence is wanting between the buyer and seller it is very difficult to do either a satisfactory or profitable business.

The Industrial Exhibition.

The Toronto Industrial Exhibition is now a thing of the past, and has not only been a financial success but the best Exhibition ever held in Canada. There have been many factors in bringing about this result, the chief of which were the visit of His Excellency the Governor-General and Her Royal Highness the Princess Louise, the many attractions and amusements afforded to visitors, the large prize list, and the splendid accommodation afforded to exhibitors, and last, but not least, the energy and perseverance of the officers and management of the Association. In spite of all prognostications to the contrary, it has turned out a financial success, and has proved conclusively, not only to the agriculturist and manufacturer, but also to the public at large, that Toronto is the commercial centre of Ontario, and the only place in the Province where all its sections can be equally and fairly represented.

It is now proposed to make this a permanent organization, and we are satisfied that if this idea is properly carried out, that in a few years the "Industrial Exhibition" will not only be the largest and most popular Fair in Canada, but will be the largest in the world. Its awards, whether in medals, diplomas, or money prizes, be considered have the highest recommendation of worth of any competitive exhibition on this continent. The exhibit of manufactures was the best ever made by Canadian manufacturers, and far surpassed any previous effort, and it certainly was with a glow of national pride that we wanted to inspect them through the buildings and