

# THE TRADER.

TORONTO, ONT., AUGUST, 1886.

The recognized organ of the Jewelry and kindred Industrial Trades of Canada. Published on the first of every month, and sent free to every dealer in Jewelry and kindred goods 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. We do not, however, hold ourselves responsible for the opinions of our correspondents. 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.

67 ADELAIDE ST. W., TORONTO, ONT.

## SPECIAL NOTICE.

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

## EDITORIAL.

### THE OUTLOOK.

From present indications we should say that the prospects for a good fall trade were decidedly encouraging. The crop reports from all parts of the Dominion are favorable; labor seems to have got fairly settled down and our mechanics have all the work they can do at paying prices. From the United States word comes that everything there betokens a great expansion of trade in the near future, and this must in itself help on a revival of trade on this side of the line.

For our own part we never have been amongst those who for the past eight or ten years have been crying out with all their might that the wolf of hard times had its fangs deep into the commerce of the country. We have always held and hold still, that taking one thing with another, Canada has come through a long period of universally acknowledged business depression with very little injury to her commerce. It is true we have had a slight taste of hard times, but they have been caused more from the fact that we have too many people in business than any other cause. It is not the country that is at fault—the country is all right, but it is the fault of our people, too many of whom are bound to be middlemen instead of being producers. We venture the assertion that never before has the trade of this country been so large as it will be this year, and still we have no doubt but that there will be individual merchants who will feel and complain of hard times. Times are principally what people make them. Just as an individual makes money by working hard and living within his income, so a country becomes wealthy and enjoys prosperous times by following the same plan.

As far as we can see, it looks as if Canada is going to have a prosperous year before it. Competition is very keen in every branch of trade, and to make money, therefore, requires not only a thorough knowledge of the business in which one is engaged, but adequate capital with which to run it. Profits are cut down very much from what they formerly were, but if merchants have capital and business ability and are willing to make money by practicing economy, we see no reason why they should not find this fall one of the best they ever experienced.

The business outlook is fair, and those merchants who have faith in their country, faith in themselves, and the necessary

ability and capital behind them both, should not hesitate to lay in a good stock of suitable goods in order to adequately supply the demand that a bountiful harvest will certainly produce.

## GOODS ON APPROVAL.

No merchant whether he be wholesaler or retailer ever cares to send out his goods on approbation amongst his customers. No matter how careful these customers may be, it is seldom, if ever, that goods come back again into stock in as good condition as when they were sent out. If it is not generally so recognized, it is nevertheless a fact that the merchant who lets a customer have goods on approval does him a favor, and this being the case, the recipient should see that the person doing the favor suffers nothing by his good nature. Such however, we are sorry to say, is not always the case, for occasionally goods got as a favor on approval, are returned in most wretched condition and thereby occasion no small loss to the merchant whose disposition to oblige a customer has caused him to break his ordinary rule of business. Who that has ever been in a Canadian jobbing-house but can call to mind numerous instances in which fine jewelry has been returned wrapped up promiscuously in coarse brown paper, gold and silver watch cases come back dirty and scratched, and looking as if they had been worn for a month, delicate watch movements returned, perhaps with dial cracked, or dumped into the original box without paper of any kind? These, and a hundred other annoying occurrences of a similar kind, at once come before the mind's eye when this subject presents itself.

Now, in the name of fair play, we ask those who have a habit, whether from ignorance or carelessness of doing such things, to consider the matter and make up their minds to turn over a new leaf regarding it. No merchant of his own accord desires to send out his goods on approbation; it is one of the abuses of the trade that has grown from time to time until it has assumed its present disagreeable proportions. Every merchant desires to accommodate his customers, and if customers are benefited in this way, they should at least see that the person obliging them is not out of pocket by the operation.

We think that the least a person that gets goods on approval can do is to take good care of them while in his possession, keep them as short time as he possibly can, pack them carefully when through with them, and finally, be sure and pay the express charges when he sends them back.

In short, do as you would be done by, and if you follow this rule we think that you will have no difficulty in getting goods on approval when you need them, without any grudging on the part of the house sending them.

## GIVE US A REST!

For the past eight years the *Globe* has been daily holding forth to the faithful the doctrine that the country was going to the dogs as fast as a corrupt government and a protective policy could send it. Entirely unmindful and unconvinced by the stern logic of events, that the people of Canada, farmers as well as mechanics wanted a protective tariff as the one best suited to the necessities of the country, the *Globe* has persistently harped upon the string that the farmer was being