

[ADVT.]

PROTECTION TO RETAILERS.

A FEARTY RESPONSE FROM THE JEWELRY TRADE OF THE DOMINION TO SMITH & FUDGER'S CIRCULAR.

Letters of Congratulation and Approval from all Parts, in French and English.

JEWELERS THOROUGHLY ALIVE TO THE IMPORTANCE OF THE ACTION.

THEY HOPE THE EXAMPLE OF SMITH & FUDGER WILL BE FOLLOWED BY ALL JOBBERS, AND ALL WITH ONE CONSENT PLEDGE THEMSELVES TO SUPPORT THE MOVEMENT.

On the 1st of November a circular was issued by Messrs. Smith & Fudger, of this city, announcing what has proved to be the most popular movement for the regulating of the retail watch and jewelry trade which this country has known for many a long day. Readers of the *TRADER* need not be told that there has of late been a growing dissatisfaction on the part of watchmakers with the existing state of affairs which enabled shop-keepers of almost any denomination to purchase watches and jewelry in Montreal, Toronto or Hamilton at wholesale price, and so become rivals of the watchmaker, over whom they had the advantage of being able to take a smaller profit because they carried no stock of watches, and gave no guarantee with watches sold. That this grievance was not confined to Canada may be seen by reference to recent issues of United States trade journals, and a similar announcement to that of Smith & Fudger was made in October by a leading firm in Chicago. Dealers in this country may congratulate themselves that any advantages enjoyed by their neighbours across the line may be their own also, as doubt-

less the jobbing trade here will follow the example of Messrs. Smith & Fudger, which is wise and timely, and in the best interests of both wholesaler and retailer.

We annex a copy of the circular, and a few of the complimentary letters received in reply thereto. This matter now rests largely with the retailers themselves, as what Messrs. S. & F. have undertaken to do will be on their part faithfully carried out. Would it not be worth the while of every jeweler in the *Dominion* to show his approval by dropping a line of encouragement to the enterprising firm who have inaugurated this new movement, and it might not be amiss to include a small order as tangible evidence of appreciation.

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CIRCULAR.

To the Retail Jewelry Trade:

Believing it to be in the interest of the Retail Jewelry Trade that protection be afforded against the unfair competition of dealers who carry no stock, we have concluded that from this date (Nov. 1st, 1885) we shall sell only to such as are legitimately in the Watch and Jewelry Trade. We shall urge upon the Association of Canadian Jobbers such legislation as shall prohibit its members from selling to any dealers who cannot be classed under one of the following heads:

WATCHMAKERS ACTIVELY ENGAGED IN BUSINESS.

FIRMS OF WHICH AT LEAST ONE MEMBER IS A WATCHMAKER, OR WHO EMPLOY A WATCHMAKER.

FIRMS THAT MAKE WATCHES AND JEWELRY THEIR EXCLUSIVE BUSINESS.

We shall absolutely refuse to sell any goods at retail, and shall use our vote and influence in the Association to prevent retailing by any of its members.

Since our firm has been established, we have endeavored to prevent any intermingling of the watch and jewelry business with other lines. This has heretofore been difficult, but we are now about making such further alterations in our premises and in our methods as shall guarantee the complete isolation of our watch and jewelry business from any other lines in which we may be interested.

We confidently invite the continued and increased patronage of the trade. Feeling

satisfied that our course is the proper one to pursue, we shall stand by it to the letter. We will thank our customers if they will write us whether or not they approve of our action. All suggestions and criticisms will have careful attention and consideration, and we hope that our endeavors will be supported by the trade until finally all watches and jewelry will find their natural channel to the consumer, viz. through the watchmaker and jeweler.

Yours respectfully,

SMITH & FUDGER,

48 Yonge Street.

Toronto, 1st. Nov. 1885.

From the Capital.

OTTAWA, Nov. 6, 1885.

To Messrs. Smith & Fudger, Toronto.

DEAR SIRs,—Your circular to hand. If you could bring such a thing about, so as to induce every wholesale house to join you in your determination not to sell to anyone but the "legitimate trade," as you express it in your circular, you will, I am sure, deserve the thanks of every watchmaker and jeweler in the dominion.

I am, dear sirs,

Yours very truly,

A. ROSENTHAL.

From the "Limestone City."

KINGSTON, November 1885.

Messrs. Smith & Fudger.

GENTLEMEN,—In reply to your circular sent, respecting the protection of jewelers, we beg to say, we think it a good idea, and are pleased to see the wholesale men are taking the interest they are in the protection of the retailer. It is time some such steps were taken, as the watch trade of late years has fallen into the hands of unscrupulous dealers, who would sell at any price, thereby not allowing the legitimate dealer a chance to make a living and pay one hundred cents on the dollar. Thanking you, gentlemen, for your timely interference in such an important matter.

We remain,

SMITH BROS.