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THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont., and has a circulation embracing every solvent Jeweler in the Dominion. Price \$1.00 per annum.

Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes or new advertisements must reach us not later than the 20th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.

OF TORONTO, LIMITED.



THE OUTLOOK.

NOW that September is upon us and the present year's harvest has mostly been gathered, the majority of our business men are asking themselves, "What are the prospects for trade this fall?"

Taking Canada as a whole, it appears as though this year's crop will in the aggregate, be about an average one. While it is true that the wheat crop in Manitoba is considerably below that of last year, this is perhaps partly compensated for by the extra crop of other grains in that province, and the abundant crops of Ontario and the Territories. The mining industry, which received a check last year, has again begun to show signs of rapid development, and it has already reached such a position amongst the staple industries of the country as to hold no inconsiderable place in any forecast of our national mercantile reckoning.

Another factor of national prosperity is the pulp and paper industry, and this, although comparatively new, is showing signs of progress and extent which bids fair to make it one of the most important we have.

When we add to the foregoing the fact that never in the history of Canada has there been anything like the present boom in the iron and steel industry, it becomes apparent that these several new and potent factors will hereafter have to be taken into account when making any forecast as to the Canadian trade outlook.

Looking over the entire field, therefore, we are strongly of the opinion that the fall trade of 1900 will be fully as prosperous as that of last year, for although the harvest may have fallen somewhat short this shrinkage in our national income will, we think, be more than counterbalanced by the gain to the country from the other new and fast developing industries.

Of course trade conditions are bound to vary according to locality, but taking Canada as a whole the above forecast will we think be found tolerably correct. That this feeling is shared by the manufacturers and wholesalers of this country may be gathered from the preparations they have already made for the fall business. They have shown their faith in the country and its prospects in a very practical way, viz., by laying in large stocks of seasonable goods which they feel warranted in assuming that the country will consume and pay for before the year is out.

Our advice to our retail friends is (unless local conditions are adverse) to lay in plenty of stock. See that it is up-to-date and well assorted, and we have no doubt that they will reap the full benefit of their enterprise and foresight.

OUR TWENTY-SECOND YEAR.

WITH this issue THE TRADER enters upon its twenty-second year of publication.

While this does not seem a long time if viewed from the retrospective standpoint, it is nevertheless a considerable period whether looked at in relation to one's life or one's business.

Looked at from a national standpoint, the past twenty-one years have been eventful ones in Canadian history, and our country has made giant strides in every department of its commerce.

During that period it has been linked with bonds of steel from the Atlantic to the Pacific, its canal system, the greatest in the world, has been practically brought to completion; its older settled portions have been covered by a network of railways until every place of importance can be reached in a Pullman car. It has seen the introduction of a policy of protection to home industries that has doubled and trebled the number and capacity of our factories and made Canada one of the most prosperous countries on the face of the globe. It has seen the opening up of our vast prairie lands of Manitoba and the North West Territories, lands so fertile and vast in area as to be capable of furnishing food for hundreds of millions of people.

It has seen the discovery and development of our great mineral resources, indicating a potentiality of national wealth beyond the dreams of avarice.

It has seen the national spirit of our people developed and broadened, until they have voluntarily given of their bravest