

## THE TRADER.

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THE TRADER PUBLISHING CO.,

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## The Outlook.

The crop report from all parts of the country are exceptionally good, and everything betokens a thorough and permanent revival of business in the near future. This being the case, our merchants may fully expect a largely increased trade for the balance of the year, and should lose no time in making adequate preparations to supply the demand which is certain to follow as soon as the harvest is realized on. As a general rule stocks are low, and accounts pretty well paid up, a very good position for our merchants to be in. While we do not advise overstocking, still we think that many may err in buying less stock than their requirements really demand, and in that way many sales are lost that might otherwise be secured. As a rule the merchants who have their stocks well assorted are the ones who do the trade; it may be well enough in theory to attempt to run a business on samples, but experience shows that very few customers are so obliging as to wait till the goods can be obtained from the wholesale dealer, especially if there is any other person in the place having them for sale. In view of the increased trade which our merchants may certainly expect in a few weeks we think they will be fully justified in ordering freely of saleable goods.

## The Watch Controversy.

For some weeks past quite a fierce battle has been raging in the columns of one of our city dailies, as to the relative merits of the American Waltham

over the English Russell watch, the strife originating on account of the publication by the former of the official report of the judges at the late Sydney Exhibition. The main features of this report we published in our June number, so that our readers are well enough informed as to its tenor. The Canadian manager of Russells (Mr. Cuthbert) seems to have taken umbrage at this method of advertising, and has in a series of letter advertisements endeavored not only to belittle the manufacturers of the Waltham Company, but also to villify their actions throughout the whole affair. If Mr. Cuthbert is to be believed, the Waltham Watch Company were base enough to put up a job on the Russells, by inducing the Colonial agent of the latter to send to the Sydney Exhibition for competition, without the knowledge or consent of his principals, watches of the Russell make which were inferior in finish and time keeping qualities to the goods they usually place upon the market. Not only this, but we would also glean from Mr. Cuthbert's letters that the Waltham Company kept up their national instincts by buying up the judges, and corrupting Mr. Russell, the Government Astronomer Royal, who made the time test upon the watches. From Mr. Cuthbert's letters it would also appear that the judges were a set of incompetents who know nothing about either the history of watches in general, or the merits of the samples placed before them for their inspection and judgment.

Taking Mr. Cuthbert's letters altogether, they form a very strong indictment against a company which has always had the name of being straightforward and honorable in their business dealings; and as the question of their action is one which affects the whole trade of Canada, we propose to examine it carefully and see if there is really any foundation for these charges.

First, then, as to the watches being exhibited without their knowledge or consent. In proof of this Mr. Cuthbert publishes a cablegram from himself to Russells, of Liverpool, asking if they exhibited any of their watches at the Sydney Exhibition, and their reply, that they did not. Now we do not doubt the truth of these cablegrams in the least, but it appears to us that Mr. C. has been setting up a man of straw in order to show his dexterity in knocking him down. To our mind

such a question has nothing to do with the subject, and it is a matter of perfect indifference whether it be answered in the negative or affirmative. The real question at issue is, *were the watches exhibited, Russell watches, and if so, were they fair specimens of that firm's manufactures?* Mr. Jacob, the gentleman who entered them, appears also to have entered watches manufactured by one or two other firms, and it is highly improbable that being the N. S. W. agent for the Russell watch he would deliberately spoil his own trade by putting on exhibition watches that he know to be of inferior workmanship and unlikely to take a prize. The likelihood is, that being interested in the sale of these goods he sent the very best samples he had, and that they were as good as the stock usually manufactured by the Russells. The only guarantee the public can have is the reputation of the manufacturer, and no manufacturer should ever allow his name to go on any article which does not fully come up to the required standard of excellence. In all such cases he is justly held responsible for its defects. Now in this case unless the Russells can clearly prove that the watches were imitations of their make, or that their N. S. W. agent deliberately tampered with them so as to spoil their chance of taking a prize, they must be answerable for the defects of the exhibits bearing their name and warranted by their trade mark. It is hardly likely that they were forgeries of the Messrs. Russell's manufactures, and just about as unlikely that their local agent tampered with them, for as we have shown above, such a course was clearly against his own interest. The contention which Mr. Cuthbert seeks to establish, that the Waltham exhibit was gotten up especially with a view of securing the first prize at the exhibition, seems almost absurd in view of the fact that the company have no time to prepare such an exhibit, as they are a long way behind with their orders, and have been so for more than a year past. As a matter of fact we know that the watches were selected at haphazard out of the ordinary stock of the Waltham Company, for the reasons that they had no time to prepare a special exhibit, and that they were perfectly satisfied with the superiority of their goods and the reliability of their trade mark.