

THE TRADER.

TORONTO, ONTARIO, SEPT., 1882.

Sent free to every Jeweler and Hardware Merchant in the Dominion of Canada.

Advertising Rates.

Full Page.	-	-	\$20 00	each issue
Half Page.	-	-	12 00	"
Quarter Page.	-	-	8 00	"
Small Advertisements, 8 cents per line				

A discount of 25 per cent will be allowed from the above rates for yearly contracts. All advertisements payable monthly.

Business and other communications should be addressed to

THE TRADER PUBLISHING Co.,  
13 Adelaide Street East, Toronto.

SPECIAL NOTICE.

To ensure insertion, changes or new advertisements must be sent to the office not later than the 27th of each month.

Editorial.

PROGRESS.

With this number "THE TRADER" commences the fourth year of its existence, and we trust that it may not be out of place for us to draw the attention of its readers in every part of the Dominion of Canada to the great improvement that the present issue shews over its initial number.

When the paper was launched, we stated in our first number "that we hoped that the advertisements would defray the cost of publication, and by distributing it free to every Jeweler and Hardware Dealer in Canada, it would fill a long felt want, by affording a sure and inexpensive means of interchanging the ideas between the wholesale and retail trades."

Although looked upon as chimerical by the knowing ones in the newspaper business, we are glad to say that our anticipations in regard to this part of its mission have been fully realized, and although THE TRADER has not yet reached the goal for which it set out, it has shewn a steady and satisfactory progress in that direction. The first number of THE TRADER was an eight page paper, five of which were advertisements and three of editorial and selected matter; our last issue contained ten pages of advertisements and ten of editorial and selected

reading matter, in all, twenty pages, or two and one-half times the size of its original number.

The outward appearance of the paper has been greatly improved by the addition of an expensive colored cover, while the general excellence of the typographical work has been such as to evoke expressions of praise from practical printers.

We have aimed to furnish our readers free of charge, a paper at once readable and instructive, and the many flattering encomiums that we have received from different parts of this vast Dominion seem to indicate that our efforts have not only been successful, but they have been thoroughly appreciated.

We have at various times published selections from our exchanges, written by some of the greatest of living horological writers, and we may say without any egotism, that there is not a jeweler in this country who cannot find some useful as well as interesting information in any of our numbers.

We should be pleased to have the Jewelry trade use our columns freely for the interchange of their ideas upon trade or mechanical topics, and we are of the opinion that if such things were more frequently discussed and thoroughly ventilated, much practical good would result therefrom.

Any one taking up one of our American Horological contemporaries cannot but be struck at the large number of intelligent and thoughtful contributions from practical men upon all conceivable subjects connected with the mechanical construction of our present time keepers.

That this interchange of ideas among practical watchmakers can result in other than good cannot be doubted for a moment, and we trust that the attention of our Canadian Craft have only to be drawn to this subject in order to ensure their taking advantage of it to the fullest extent. They may rest assured that if THE TRADER can do anything to further this interchange of ideas by giving them space, its columns shall be freely placed at their disposal for that purpose.

In conclusion, while apologising for saying so much about ourselves, we have only to add that we propose in the future as in the past to speak out plainly regarding any trade abuses or business topics that may come up for discussion. As we have no political axes to grind, we can afford to be independent, and treat subjects entirely upon their own merits whatever they may be.

As heretofore, we shall be glad to secure communications from our readers, and our columns will always be open for the free discussion of subjects that will tend to advance sound principles, and elevate the standard of commercial morality.

THE INDUSTRIAL EXHIBITION.

The fourth Industrial Exhibition which commences in this city on the 6th of this month and lasts until the 10th, promises to be the greatest thing of the kind ever held in Canada.

The entries especially in manufactures are in excess of any previous Exhibition, while the rapid strides we are making in manufactures make it certain that their quality will be far in advance of the average exhibits of former years.

In the way of attractions, besides the many that the city has always to offer, the directors of the Industrial Exhibition have made most elaborate preparations for the entertainment of the myriads of visitors that are expected at the time. In addition to athletic games, and military reviews, they have arranged to have a mock bombardment and torpedo explosion in the lake immediately fronting the Exhibition grounds.

They also propose to light up the grounds and buildings with the electric light, a novelty and a boon that should be appreciated by many who would otherwise find it impossible to visit the collection of exhibits that Canadian enterprise and rivalry have gathered together.

The Exhibition in itself will be a grand one and well worthy of a lengthened visit, but with the additional attractions provided by the directors it will become of more than ordinary interest. Excursions have been arranged on all the railroad and steamboat lines coming into the city, and the very low fares thus obtainable will make this an unusually favourable opportunity for the people of other parts of Canada to see the "Queen City of the West" at its best.

The low fares thus obtainable will also make the Exhibition time a good one for merchants to visit Toronto, and by a personal inspection, select the goods needed for their fall trade. We trust that as many merchants as can make it convenient to do so, will avail themselves of this opportunity, and we can assure them that they will find the wholesale men of this city ready to give them a warm reception and extend to them every courtesy that lies in their power.