

## THE TRADER.

TORONTO, ONT., AUGUST, 1885.

The recognized organ of the Jewelry and kindred Industrial Trades of Canada. Published on the first of every month, and sent free to every Jeweler and Hardware Merchant 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. 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..

57 ADELAIDE STREET WEST,

Toronto, Ont

## SPECIAL NOTICE.

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

## Editorial.

## OURSELVES.

Our readers we think will bear out the assertion that we do not often have much to say about ourselves, but at the close of our sixth volume we may be pardoned, we think, if we venture to draw their attention to the progress the journal has made since its inception.

As we write, we have before us No. 1 of Volume 1 of THE TRADER dated September 1st, 1879. This number was in size the same as the present TRADER, but consisted simply of an 8 page paper without any cover. The present issue as our readers will notice is, including the colored cover, 28 pages, or three and a half times its original size. The advertisements in the initial number consist of four. P. W. Ellis & Co., Zimmerman, McNaught & Co., W. Millichamp & Co., and P. Patterson & Sons. In the present number will be found the advertisements of three of these four firms, two of whom P. W. Ellis & Co. and Lowe & Anderson successors to Zimmerman, McNaught & Co. have had advertisements in every number that has since been issued.

Looked at from this standpoint, there can be little doubt that THE TRADER has been a success and that it has in the matter of its growth far exceeded the expectations of its promoters. The publishers have endeavoured as far as in them lay to carry out the promise made by them in their introductory editorial. They then

said, "We propose to discuss all questions involving trade issues, from a purely independent standpoint, and shall give forth no uncertain testimony for the side we consider to be in the right. We shall be glad to receive communications on live trade issues, or trade abuses from our readers, and our columns will always be open for the free discussion of subjects that will tend to advance sound business principles and elevate the standard of commercial morality." We have endeavoured to carry out these principles as fairly and as fully as we could, and the many strong and favorable endorsements we have received from the trade in all parts of the Dominion affords us ample proof that our efforts have been appreciated. For these expressions of approval and appreciation, we thank our many friends and we shall do our utmost in the future to continue to merit their good opinion.

Before leaving this subject, however, we would like to ask the trade, whether they as a body have taken the advantage of this journal that they ought. We have provided them for six years with a trade journal which contains information invaluable to any jeweler, free of charge, and all we have asked in return is that they would read our articles and use our columns for the purpose of discussing live trade issues or the interchange of ideas. With some few notable exceptions, our jewelers have not taken advantage of their opportunities in this respect, and in our opinion have lost very much information thereby. There are hundreds of things that our retail jewelers could discuss in such a manner, that it would pay them to discuss if they only would. Such discussions would no doubt pave the way for better acquaintance and trade organization, a thing that everybody must admit is badly needed amongst the retail trade. We have plenty of jewelers capable of writing first-class articles in connection with trade topics and we invite all such to ventilate their opinions in the only medium that circulates amongst the entire trade of Canada.

In our introductory article before quoted from, referring to our advertisements we said—"As this paper is distributed free of expense to every jeweler in Canada, we do not think that we shall be considered unreasonable if we venture to direct the special attention of our readers, not only to the original and selected matter, but also to the advertise-

ments of the well-known and first-class houses it contains. Although our revenue is derived entirely from our advertisements, we shall in all cases endeavour to direct the attention of the trade to reliable houses who offer reliable goods." In this respect we think we have amply made good our promise. No advertisement has ever appeared in our columns except of first class houses whose standing was beyond dispute and who were always ready to carry out their promises. We propose in the future as in the past to carry out this feature and to make THE TRADER not only a readable paper, but a trustworthy guide to the best markets in the jewelry trade.

## OUR VOLUNTEERS.

The past week has been one of enthusiasm and rejoicing throughout Canada on account of the return of our victorious veterans from the North-West. Our citizen soldiers have done their duty nobly. They spring to arms with alacrity at the first call, they endured all the hardships, privations and dangers incident to a campaign with heroic fortitude, and last but not least, they were entirely successful in vanquishing the rebels and in restoring law and order in the North-West. They deserve well of their country.

The magnificent demonstration accorded to the contingent from the vicinity of Toronto on their return to the Queen City of the West, was the finest thing of the kind the Dominion of Canada has ever seen. Toronto looked its best; thousands of banners, streamers, arches, festoons and mottoes of all and sundry kinds, glittered in the sunshine or fluttered in the breeze, and the streets were jammed for miles with thousands upon thousands of gaily dressed citizens who literally cheered themselves hoarse. Everybody was glad, everybody cheered and did various other things that in a colder blooded mood they would never have thought of doing. It was a grand ovation as worthy of Toronto as the men who received it were worthy of such a reception.

Now that the men are home and things are getting settled down people are beginning to realize the scurvy manner in which the Government has treated their claims for compensation; men who fought their country's battles, and by their valor and sacrifices restored law and order to a section of country which the blunders or worse of Government