

THE TRADER

TORONTO, ONT., MAY, 1885.

The recognized organ of the Jewelry and kindred industries 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 NO ICE.

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

Editorial.

OUR SUPPLEMENT.

With this number of THE TRADER we are enabled, through the kindness of Mr. Lowe and a few other friends, to present to our readers a faithful and life-like portrait of the late Mr. John Zimmerman, wholesale jeweler, of Toronto.

We need not say that we trust it will be appropriated and preserved by Mr. Zimmerman's many friends in the jewelry trade throughout Canada, because we feel certain that every one of them who had the pleasure of his acquaintance will be only too glad to have so appropriate a souvenir of one whom they esteemed so highly. The supplement is left loose so that those who desire to frame it may be able to do so without damaging the portrait.

THE INSOLVENT ACT.

At the present time of writing it is hard to say whether the government intend to make the Insolvent Act at present recommended to the House by the special committee appointed to consider it, a government measure or not. One thing is certain, and that is that if the government do not bring it in as their own measure it may as well be withdrawn for it will never carry. Sir John Macdonald has already "damned it with faint praise, and it will take more than his promise that he will not oppose it to make it take favorably with the members from the rural constituencies. The merchants

all over the Dominion are anxious for it to become law, and if the Premier again allows it to be set aside as was done last session, he will find he has made a bad mistake.

Traders are tired of being humbugged by the excuse that the government are afraid that their followers would not support it if they introduced it. They needn't be alarmed in the slightest about the action of their followers if they really want it passed. All that Sir John has to do is to say that he wants it to become law, and the servile majority that have voted away millions of the people's money without any reason whatever will toe the scratch like men. Most of them would vote for a yellow dog as Attorney General if Sir John only said the word, and to think of such members refusing to vote for a government measure because they didn't believe in it. The idea is so absurd that we can't realize it. This being the case the Premier had better make up his mind to give our business men what they want in the way of Insolvent legislation, and if he does so he may save himself a good deal of trouble in the near future.

Such an Act would not only be just and popular in Canada, but it would put our credit on a firmer basis in foreign countries as well as improve things at home.

WHY TIMES ARE DULL.

Times are dull, at least everybody says so, and of course it must be true. Why they are so is a question that will stand some explanation. One very important reason why times are dull is that there are altogether too many at present engaged in every line of business. The jewelry trade is no exception to this rule, and we think that the present so-called stagnation in trade is as much from this cause as any other. Fifteen years ago there were only some five wholesale jewelers in the Dominion of Canada—to-day there are over forty. Of course this country has increased in wealth and population, but it has not increased at anything like the same ratio as the number of jobbers. Had the population increased in proportion to the jobbers there should now be a population of 20,000,000 in Canada instead of 5,000,000 as there is to-day. The fact is that the jobbers in jewelry have increased eight fold, while the population has only in-

creased three fold. The effect of this over competition is, that as there is only a certain amount of trade to be done in this country, and no house can stand by and see its competitors gobble up its share, that every house does its level best to get all the trade it can, and through this endeavor the average volume of trade is reduced, although the aggregate is no doubt very much in excess of former years. The Custom House returns indicate plainly that more goods are being every year imported into Canada to say nothing of our own growing manufactures, and it is evident that if this trade were confined to as few houses as formerly, or to a number proportionate to the increase of our population, that trade would not be considered as dull as it now is. For this state of things there is no remedy however, for no jobber now-a-days is quixotic enough to retire from the competition simply for the purpose of benefitting his opponents. Trade is a battle, and as in all other things, it is the survival of the fittest. In the long run those houses having the largest supply of brains and money are sure to come out ahead, so that the only thing to be done by our jobbers is either to grin and bear it or to retire from the business and go into one more profitable and congenial.

HOW TO SEND AN ORDER.

Anybody can send an order, but very few of those who have never had a thorough business training ever send their orders so that they are at once concise and intelligible. It was only the other day that, while on a visit to a wholesale jeweler's office in this city, we picked up the following notice from an American manufactory, which is so much to the point, and contains so much practical advice in so small a space, that we reproduce it here for the benefit of our readers:

"In ordering our goods please state Number of the article wanted, otherwise we cannot fill the order. No attention paid to orders reading, 'Same as last, same as we have usually had,' &c. To save time, in every case give us the Number."

The man who wrote this notice knew what he was writing about, and had evidently learned by experience that if an order was carelessly given, the chances of making mistakes in it were very much reduced.

Every jobber in Canada can recall