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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 of new advertisements must reach us not later than the 10th 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.



REGISTER YOUR PARCELS.

WE think that every jeweler should make it an invariable rule to register every package he sends out of his place by mail.

The mailing facilities are now so rapid and inexpensive that they have in a large measure taken the carrying of small packages out of the hands of the express companies. While they are inexpensive, however, there is still the danger, and a real one it is, that occasionally a parcel will go astray, either through misdirection or through the fault of the post office. Unless the parcel is registered there is no means whatever of ascertaining what has become of it. The post office authorities say, "if it came, we of course delivered it, and we know nothing more about it," and there the matter will end as far as they are concerned, and you will probably be out the contents of your parcel.

In such a case the sender often thinks the firm to whom it was addressed should be responsible in some way for the loss, and he can hardly be made to believe sometimes that the parcel was not received all right, but lost or mislaid through the carelessness of the receiver.

In cases where a parcel is sent *unregistered*, the sender

should be obliged to stand all the loss and that without any question if that parcel goes astray.

The only way to prevent such losses is to register all parcels. When a parcel is registered not only is there more care exercised in handling it, but a written receipt is always taken for it on delivery, which is available as a proof of who is really responsible for the loss.

We have heard of several cases of lost packages during the past few months, all of which have occasioned loss and no little inconvenience, and all of which might have been avoided had the parcels been registered. This is only a very small matter we know, but it is these small matters sometimes that cause trouble and discord between the buyer and seller where none should exist, or indeed is necessary, were common prudence exercised.

SHALL WE STOP ADVERTISING?

TO the up to date business man advertising, and when we say advertising we mean advertising with brains in it, is the life of his business. He would just as soon think of stopping his expense for sweeping, cleaning or insurance against fire, as his advertising. Why? Simply because he has learned from experience that it pays him to advertise, and that, provided it is done properly and judiciously, no money he spends brings him a better return.

Some people have an idea that they can afford to do without advertising in good times. The result is that when hard times come around they are generally too poor to pay for it, and even if they were, it is often left until it is too late to be of much benefit to help in propping up a decaying business.

To be really effective, advertising must not only be bramy, but continuous. You must keep your name before the public right straight along, as well as always have something new to say to them. This is well illustrated in the following small skit which has been going the rounds of the press recently.

"Shall we stop our advertising for a while now?"

This is a question that some business men are apt to ask themselves.

Suppose your engineer asked you

"Shall I stop putting coal on my fires, sir?"

What would you reply?

Why no—unless you want the engines to stop."

The advertiser who thinks of discontinuing may argue, "We have been advertising so long and so steadily that our name and specialties are well known, and we intend to advertise again when business is better in our line than it appears to be now; in the meantime our business won't stop."

No; neither will the engine stop the minute the men suspend shovelling in the coal. The point is, however, that when the engine is to be started again, ten times as much will have been lost in power as had been saved in fuel or feed.

Using up reserve force never pays.

It is a loss however it may be looked at. The buying public is prone to forget. It is, moreover, much more difficult and much more expensive to regain a lost customer than to prevent him straying away.