

THE TRADER.

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Distributed free to every Jeweler and Hardware Merchant in Canada.

ADVERTISING RATES:

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All business and other communications should be addressed to

"THE TRADER PUBLISHING CO.,"
Box 835, Toronto, Ont.

Introductory.

We have no apology to offer for introducing ourselves at this juncture to the Hardware and Jewellery Trade of Canada, as we have long felt that a paper devoted to these interests, which in many branches are closely identified, would not only pay, but supply a want long felt by them. As this paper will be distributed free of expense to every Jeweller and Hardware Dealer 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 advertisements of the well-known and first-class houses that 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 connection we would ask the consideration of the manufacturing and wholesale trade of Canada, who wish to reach the retail trade with the least possible expenditure, to the facilities which our paper offers as an advertising medium. By our system the advertiser gets the *maximum* of advertising at the *minimum* of cost. Our rates will be found elsewhere.

We propose to discuss all questions involving trade issues, from a purely independent stand-point, and shall give forth no uncertain testimony for the side which 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.

The Outlook.

Now that the harvest has been gathered, people are beginning to speculate on the prospects for the fall trade and lay

their plans accordingly. Returns from all parts of Canada shew that our crop of wheat and other cereals is an unusually heavy one, and as the crops of England, France, Germany and Russia, are either entire failures or less than their usual average, it is but fair to assume that American grain will have to supply the deficit. For this reason there can be no doubt that the price of wheat and other produce will be higher than for many years past, although we doubt that any great rise will take place on account of the immense surplus that America has to sell. Our farmers would do well therefore to thresh out their crops and realize on them as soon as possible, as although prices will probably remain firm, the chance of any decided rise is small and will be more than counterbalanced by the shrinkage. By selling at once, they will be enabled to pay their accounts and save interest, and their action will enable the dealer with whom they trade to do likewise. This in itself will help to a revival of business, by the more independent position it will enable the dealer to take in making his purchases, and will create a healthier demand for other produce the farmer may have to dispose of for local consumption. The outlook is brighter this fall than for many years past, and we think we may fairly assume that the turn has been made and the nation is now on the highway to prosperity. If this year's crop does nothing more than enable our farmers to pay up their old debts, we shall be in a healthier financial position than we have been for a very long time, and the impetus thus given to trade by its being freed from the incubus of debt which has been hanging over it for years, must have a tendency to bring about a healthier condition of trade. That this view is sound is evidenced by the fact that our best and most energetic business men are laying in liberal stocks and making preparations for doing a large and profitable fall trade. We trust that the tide of commercial prosperity which has now set in will not make us forget the sound business principle, that nations do not get wealthy by what they lavishly spend, but by what they produce and save.

Are you Insured?

This is a pertinent rather than an impertinent question, and the wholesale dealer who allows himself to make heavy accounts without knowing whether his customer is insured against loss by fire, is foolish in the extreme.

Insurance in this age is not a luxury but a necessity, and no person having property can afford to be without it. No matter how hard up a dealer may be, he should never allow his stock or property to remain uninsured for a single day. We can call to mind scores of cases, where traders, whether from economic motives or carelessness, either refused to insure or allowed their policies to lapse; when they least expected it they were burned out, and the result proved disastrous to their future business prospects. Such cases are not rare; every day we read of fires somewhere, and in many cases the report is followed by the comment, "*property uninsured*." Granted that insurance is a necessity, a very important factor in its usefulness is the standing of the company a person insures in. Many people run away with the idea that any Insurance company is good enough, if they are insured at all it is all right, they are safe enough. There never was a more absurd idea. As a rule this class of people get into small Mutual companies of little or no responsibility and in many cases when loss by fire does occur, they are unable to get a single dollar from the company, who will raise any and every possible quibble in preference to paying the claim. We remember a few years ago a friend of ours in Walkerton who had been burned out, giving us a claim he had against one of these cheap insuring Mutual companies, to see if we could not make a compromise with them or effect a settlement on some terms as he was tired of their higgling over the few hundred dollars involved in his claim. When we interviewed the Agent we found that the company had not paid a cent of claims to any one for nearly six months, and yet, strange to say, during all that time they had gone on taking fresh risks and receiving premiums. The fact was they were bankrupt—but still that did not stop people from insuring with them.

As a rule cheap insurance generally means unsafe and risky insurance.

The best advice we can give our friends is briefly this—Always keep your stock and property fully insured.

See that it is insured in some first-class company who have a reputation for honorable dealing. Read your policy carefully, and see to it that you carry out your obligations faithfully.

There is very little difference between the rates of strong and weak Companies, and it pays to have the best if it does cost you a trifle more; it is a great advantage to be in a company that is financially strong.