

## THE TRADER.

TORONTO, ONT., DECEMBER, 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.,

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## SPECIAL NOTICE.

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

## Editorial.

## CO-OPERATION AMONGST RETAIL JEWELERS.

This is a measure which we have advocated in THE TRADER for years, and we quite agree with "Equity" in the present issue that very many abuses could be remedied by vigorous and concerted action on the part of the retailers themselves. This correspondent advances the idea that the formation of district associations would be far more advantageous to the retail trade than a general association, and we do not know but what his contention is correct. Such organizations would be more readily formed and probably more easily worked than a general association, and we are inclined to think that if these district associations were once got into good working order it would not be a very difficult task to effect some arrangement whereby delegates from each could be formed into one central organization, which could deal with all questions of general importance, leaving to the local bodies the task of seeing that the details were properly carried out. Such associations would, we think, be found very useful to the trade in many ways, and we propose in our next issue to go into this subject at length, and show in what way they could be made of almost incalculable benefit to the trade generally. Space

prevents us from replying fully to "Equity's" query about "personal smuggling" in this issue, but we shall ventilate it thoroughly in next month.

## PROTECTION TO RETAILERS.

As will be seen by the correspondence in another part of this issue, the interest in the subject of protection to retailers has augmented rather than abated during the month which has just passed. The outcome of this discussion in the columns of THE TRADER has already been to get some of the most prominent of our wholesale jewelers to agree to the principle of protecting their customers in exactly the same manner as they themselves are protected by the manufacturer, and to pledge their influence in getting it adopted by the Canadian Association of Jobbers in American Watches. As we pointed out in a former issue, this was to be expected from our Canadian Jobbers, who have always shown a disposition to protect their customers in the retail trade by every means in their power.

There is hardly any doubt that when this question of protecting retail jewelers by refusing to sell to outside trades comes before the Jobbers' Association it will carry almost unanimously. The principal point of difference however, will, we think, be probably found in the answer to the question,

## WHAT IS A RETAIL JEWELER?

On this point there is, and no doubt will be, considerable difference of opinion, but we quite agree with both of our correspondents that the keeping of a stock of watches and jewelry commensurate with his business should be made the principal test of whether a man should be allowed to buy such goods from the wholesale merchant. This general principle is, we think, broad enough to unite all differences on this subject, whether amongst wholesalers or retailers, or both combined. If asked in fairness to define who should come under the head of legitimate retailers, we should say.

- (1) Practical Watchmakers actively engaged in business.
- (2) Firms that make watches and jewelry their exclusive business.
- (3) Firms that, although selling other goods, carry a commensurate stock of watches and jewelry, and make it a regular branch of their business.

Class 1 would embrace a large number

of practical watchmakers who, on the start, do what may be termed a "watch repairing" business, but who often develop into first class men and carry large stocks of goods. This class we regard as the germ of the jewelry business, and well worthy of encouragement as well as fair play.

In Class 2 may be found some of the largest and best appointed establishments in Canada, whose principals are neither practical Watchmakers nor Jewelers, but simply merchants who sell watches and jewelry just the same as they would dry goods or groceries. This class, as a whole, is the backbone of the trade, and as the summit of class one's ambition is to get into class two, it is evident that they are legitimate dealers in every sense of the word.

Class 3 is the one over which there will be kicking, if there is any difference of opinion at all. A little reflection will, however, show that this class have fully as good a right to recognition as either of the others, and cannot be excluded without a great deal of injustice to many practical men now actively engaged in business. As everyone knows, the bulk of jewelers sell plated ware, cutlery and optical goods, which it must be conceded, are not exclusively jewelers goods, for the two first mentioned lines may be found in any hardware or crockery store the country over, while optical goods in all large cities is an entirely separate business. In addition to these, however, a great many first-class jewelers regularly sell fancy goods, and in quite a few cases stationery is made an adjunct as well. Now we ask is the jeweler who sells stationery and fancy goods any more legitimately a jeweler, or worthy of recognition by the Jobbers' Association, than the stationer or fancy goods dealer who regularly carries a stock of watches and jewelry commensurate to the size of his business. We think not, and on reflection we think that most of our readers will agree with us. If practical workmanship were made the test, as we have shown, it would bowl out quite a number of class three, and not a few in class two who make the sale of watches and jewelry their exclusive business. If being "exclusively engaged in the sale of watches and jewelry" were made the test, it would prevent the recognition of class three, many of whom are practical jewelers, and a large number of class one, who, although practical watchmakers, simply