

THE TRADER.

TORONTO, ONTARIO, SEPT. 1880

Distributed free to every Jeweler and Hardware Merchant in Canada.

Advertising Rates.

Full Page.	-	-	\$20 00 each issue
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Small Advertisements, 8 cents per line.			

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All business and other communications should be addressed to

THE TRADER PUBLISHING CO.,

Box 1325, Toronto, Ont.

OUR FIRST YEAR.

With this number THE TRADER commences the second year of its existence. The venture was launched, as we stated in our first number, in the hope that the advertisements would pay the expense of publication, and that by distributing it free of cost to every hardware dealer and jeweler in Canada it would fill a long-felt want, by affording a sure and inexpensive means of interchanging ideas between the wholesale and retail trades. The many encouraging letters we have received from different parts of Canada afford us ample proof of the fact that as far as regards the retail trade THE TRADER has been well received and highly prized.

So far as the wholesale trade is concerned, it has proved itself a useful auxiliary, by enabling them to make known to their customers the lines of goods they have in stock, and the special bargains they have to offer. By our system the advertiser gets the maximum of advertising at the minimum of cost, a condition of affairs they have not been slow to appreciate as our columns testify. In this connection we ask the consideration of the manufacturing and wholesale trade of Canada, who wish to reach the retail dealers with the least possible expenditure, to the facilities which our paper offers as an advertising medium. Our rates, which will be found at the head of this column, are very much lower than can be obtained elsewhere, and in no other way can the entire trade be reached so cheaply and with so little trouble.

In the future, as in the past, we propose to discuss all questions involving trade issues, from a purely independent standpoint, 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 trade questions 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 INDUSTRIAL EXHIBITION.

The second Toronto Industrial Exhibition, which commences on the 6th of this month and lasts until the 18th, promises to be the best affair of the kind ever held in Canada. The Toronto exhibition of last year was an unqualified success and far outstripped its rival the so called Dominion Exhibition held at Ottawa. Indeed from present appearances it seems to be only a question of time when the Provincial Exhibition will have to go out of the business altogether and leave the display of our national products in the hands of abler and more energetic successors. The perambulating system of exhibitions has been useful in its day and generation, but it has failed to keep pace with the age and will be forced to give way to a newer and more fitting state of things. Any unprejudiced person who visited both fairs (Ottawa and Toronto) last year could hardly fail to be struck with the great difference in their size, system and arrangement. At Toronto, all was orderly, elegant and systematic; at Ottawa it was almost the very reverse. At the latter place it was hardly possible to inspect the cattle in their pens, without getting ankle deep in filth, while at Toronto the pens were so laid out and well provided with sidewalks that one could gratify their curiosity regarding the occupants without incurring the slightest inconvenience. Then again in the agricultural implement exhibit. At Ottawa they were scattered all over the open grounds, and in many places where the land was low it soon became converted by the tramping of the spectators into a perfect bog. At Toronto, on the contrary the machinery was all nicely under cover, and exhibited in motion, the motive power being supplied by a large stationary engine bought for that purpose. As far as we were able to judge, the Toronto Exhibi-

tion was as far ahead of the Dominion-Provincial at Ottawa, as the Philadelphia Centennial was ahead of the Toronto Exhibition. As we said before, the day of perambulating exhibitions has gone by, for they cannot possibly furnish either to exhibitors or visitors with their temporary make shifts, the accommodation that can be secured by permanent buildings and perfect organization. In this last respect the Provincial Exhibition of this Province has been singularly unfortunate. Its officers seem to be of the old-fashioned school, and have so much red tape about them that the wonder is they ever get to work at all. Their Secretary, too, besides being uncivil and disobliging, has a reputation that must be other than a source of strength to the society; and we have often heard the opinion expressed that it has outlived its usefulness, and that the sooner it dies the better for the country.

There is no doubt but that the competition of the Toronto Industrial Exhibition must eventually kill out the Provincial, and the sooner the better say we. It is already a much better exhibition, and one, moreover, that is run by private enterprise, without any expense to the country. The Provincial, on the contrary, is a cumbersome and expensive relic of a bygone time, and its demise will be a saving to the public treasury, and unwept save by the few who fatten at its expense. The feeling that its directors entertain towards the Toronto Exhibition could not be better shown than by the sentiments expressed by the late president, Mr. Wilmot, in his retiring speech at Ottawa last year. In the course of his remarkable effusion, he said that if these upstart private exhibitions were allowed to go ahead to the injury of the Provincial, as they seemed bound to do, he was of the opinion that the directors (of the Provincial, of course,) should agitate for legislation in order to put a stop to such opposition. If any further proof were needed of the desirability of a speedy ending to an institution that can only be kept alive by asking the law to kill off its opponents, surely Mr. Wilmot's speech would supply it. This not only protection run mad, but stark naked, and must make even its best friends ashamed of it.

The officers of the Toronto Exhibition are making large and expensive additions to the main building in anticipa-