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John Naught

THE TRADER.

"A Journal devoted to the interests of the Hardware and Jewelry Trades."

VOL. 2.

TORONTO, SEPTEMBER, 1880.

NO. 1

PLATED WARE.



Messrs. Zimmerman, McNaught & Co. have pleasure in informing the trade that they have been appointed sole wholesale Canadian agents for the celebrated manufactures of Messrs. Rogers, Smith & Co., of West Meriden, Conn. These goods have been tested by consumers for more than a quarter of a century, and their reputation is so thoroughly established throughout the United States and Canada, that anything we might say about them would appear superfluous. We propose keeping constantly on hand a full stock of HOLLOW WARE, of their manufacture, consisting of

Cruets, Butter Coolers, Cake Baskets, Card Stands, Berry Bowls, Water Pitchers, Epergnes, Tea and Coffee Sets, Urns, Children's Cups, Communion Ware, &c., &c.,

and our customers can always rely on having their orders promptly filled and getting the best value for their money. We have always made it a principle to sell no goods that we cannot fully guarantee, and in offering the Rogers, Smith & Co.'s goods to the Canadian trade, we feel satisfied that they will meet every requirement. We shall be pleased to have our friends call and inspect our new fall stock. It will pay them. New illustrated catalogues now ready, and will be sent to the trade on application.

ZIMMERMAN, McNAUGHT & Co.,

SOLE WHOLESALE AGENTS FOR CANADA,

56 YONGE STREET, - TORONTO.

W. M. COOPER,

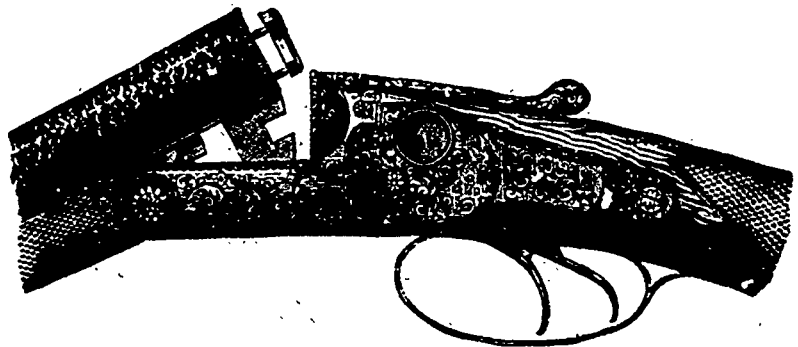
Manufacturers Agent and Dealer in

GUNS, RIFLES,

And Sporting Goods of all kinds.

29 KING ST. WEST

TORONTO.



I have pleasure in informing the Trade that I am about removing my business to larger and more commodious premises, and that in future I shall be found on the First floor of Manning's New Block, No. 29 King St. West, where I shall be happy to meet any of my customers in want of

RIFLES, GUNS or SPORTING GOODS OF EVERY DESCRIPTION.

As heretofore, I shall keep Guns manufactured only by the best English makers, which are guaranteed to give entire satisfaction to the purchaser, and fully sustain the well-earned reputation of the manufacturer. They are imported under my own special supervision and close inspection, and the public may rely on obtaining only first-class goods, as I shall offer no other for sale. Illustrated Catalogues sent free on application.

W. M. COOPER, Canadian Agent for W. W. GREENER, Birmingham, W. & C. SCOTT & SONS, Birmingham; GEORGE GIBB, Bristol; WILLIAMS & POWELL, Liverpool; THOMAS TURNER, Birmingham.

ELECTRO-PLATED FLAT WARE.

"The only guarantee for a good and sufficient plate is the integrity of the Manufacturer."

SPECIAL NOTICE:

We desire to notify the trade that we have been appointed sole Wholesale Agents for Canada for the sale of the celebrated Flat Ware manufactured by

ROGERS, SMITH & CO., of West Meriden, Conn.

This brand of Flat Ware has been tested by the American public for the last thirty-three years, and has given such entire satisfaction that it has come to be regarded as the standard of excellence for all goods of this kind. So celebrated have these goods become on account of their superior wearing qualities that imitations are constantly being put upon the market. We desire to warn the trade, however, that the company do not guarantee any goods unless stamped with their trade mark,

"1847—ROGERS BROTHERS.—A-1."

All such goods they guarantee to be plated at least 25 per cent. over the market standard, hand burnished, and to be the best value goods in the world. Particular attention is invited to their patent "Sectional Plated Forks and Spoons," by which the parts most exposed to wear receive an extra coating of silver three times the usual thickness. The sectional plate is recommended for hard service, and is worth many times the additional cost in durability. The trade mark on all such goods is

"1847.—ROGERS BROS.—XII."

We have in stock a full line of the above goods (in A-1 and XII. qualities) of the Tipped and Imperial patterns given on this page, and are prepared to fill any orders our customers may be pleased to entrust us with. All goods guaranteed. Sample orders solicited.

ZIMMERMAN, McNAUGHT & Co., 56 YONGE ST. TORONTO.

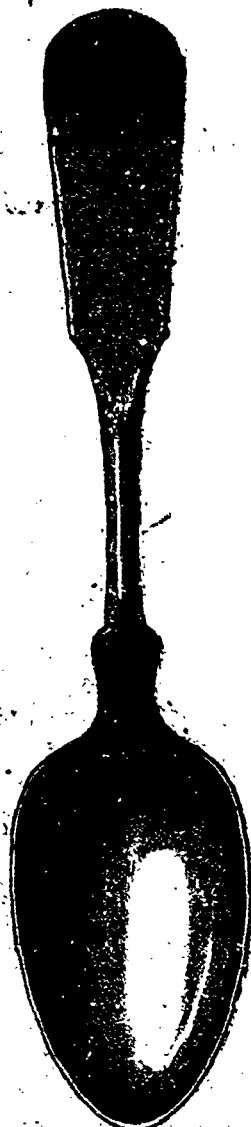
SHEFFIELD STERLING FLAT WARE.

The favor with which these goods have been received by the trader of Canada, and the admirable way in which they have stood the practical test of hard usage, has fully convinced us that they are all that the manufacturers claim them to be—The Best Unplated Spoons and Forks in the World. We have now in stock over three hundred gross of these celebrated spoons and forks, Tipped Pattern, all sizes and weights fully assorted, and are prepared to furnish them to our customers on the most favorable terms. These goods are the best known substitute for sterling silver, and are warranted to resist acids, keep their color, and improve with use. Every dozen is guaranteed as above with printed guarantee wrapper, and the trade is authorized in all cases where they prove defective, to return them and draw upon us for the invoice value. Dealers who have tried them will use no other. Wholesale only by the Company's Canadian Agents,

ZIMMERMAN, McNAUGHT & Co.



THE IMPERIAL PATTERN.



THE TIPPED PATTERN.

A. C. ANDERSON & CO.,

6, JOHN ST., NORTH,

HAMILTON,

During the continuance of the Provincial Exhibition we shall show a Full Line of American Jewelry and Watch Material. Buyers visiting Hamilton will do well to call and inspect our Stock before purchasing elsewhere. Trade Work attended to promptly.

A. C. ANDERSON & Co., Wholesale Jewelers.

THE TRADER.

TORONTO, ONTARIO, SEPT. 1880

Distributed free to every Jeweler and Hardware Merchant in Canada.

Advertising Rates.

Full Page.	-	-	\$20 00 each issue
Half Page.	-	-	12 00 "
Quarter Page.	-	-	8 00 "
Small Advertisements, 8 cents per line.			

A Discount of 25 per cent. will be allowed from the above rates for yearly contracts. All advertisements payable monthly.

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-

tion of the increase of exhibitors over last year, and the entries have more than exceeded their most sanguine expectations. They offer prizes aggregating in value to \$28,000, the largest sum ever offered by any exhibition in Canada. The indications all point to wards success, and if they are anything like realized, Toronto will this year have an exhibition surpassing anything of the kind ever attempted in Canada.

Excursions have been arranged on all the railroad and steamboat-lines coming into the city, and the very low fares thus obtainable will make this a favorable opportunity for our country friends to see the "Queen City of the West."

These low rates will also afford unusual facilities for buyers to visit the markets of Toronto, and thus enable them to make a personal selection of the goods needed for their full trade. Wherever this can be done it is certainly a desirable thing to do, as a buyer can generally make a better selection from stock than from either cuts or samples. We trust, therefore, that as many dealers as can make it convenient will avail themselves of the opportunity, and by judiciously combining business with pleasure, make the trip pay in more ways than one.

THE LATE ROBERT WILKES.

The accident at Sturgeon Point which resulted in the death of Mr. Robert Wilkes and two of his children, is one of the saddest events that has startled the public for many years. Cut down in the strength and vigour of manhood, and at an age when with powers fully matured, he might fairly have looked forward to a long career of usefulness, it is no exaggeration to say that his untimely death has evoked from all classes a strong feeling of sympathy.

Robert Wilkes was one of the best known merchants in Canada, and had been so long and so closely identified with the Jewelry trade of the country that his name had almost come to be regarded as synonymous with his business. He was a good example of a successful business man, and raised himself to the prominent position he occupied by patient persevering labor. Without any adventitious surroundings, and even less than ordinary advantages, he by his force of character and steady application to the business he had in hand, raised himself to the proud position of one of the foremost merchants in Canada.

His method of doing business was characterized by originality of design and boldness of execution, and it is probably no exaggeration to say, that in his own particular line of trade, he was without a rival in this country.

Robert Wilkes was no ordinary man; he possessed a strong individuality which was bound to make itself felt in whatever position he found himself placed. This individuality, while it was conducive to success in business, lost him many friends, for it is hardly possible for a man of such decided opinions, and who had the courage of his convictions as Robert Wilkes had, to go through the world without wounding some one's susceptibilities.

Mr. Wilkes was not what could be called a popular man; he was too decided in his opinions for that; but while he made enemies he also made hosts of friends. Immunity from attack can always be purchased by nonentity, but to a man of Mr. Wilkes' turn of mind, a state of open hostility is always preferable to one in which their own opinions and desires have to become subservient to those of other people.

Like all of us, Mr. Wilkes had his failings, but they were more than counter-balanced by his many good qualities. He was a devoted husband, a tender father, a dutiful son, an affectionate brother, a loyal citizen, a staunch friend. He was decided in his convictions, fearless in carrying them out, and as far as his judgment served him, always to be found on the side of truth and right. By his death the poor of Toronto have lost a kind friend, for he was generous though unostentatious in his charities. He will be missed from the commercial and financial circles of the country, for brief as had been his career he had left the imprint of his individuality upon everything with which he was connected. His untimely death has produced an almost universal feeling of sympathy, and in common with all who knew him, we extend to his sorrowing wife and mother, and to the bereaved family our respectful condolence. In referring to his career, the *Globe* says:—

"Mr. Wilkes was a native of the county of Leitrim, Ireland, where he was born in 1832, and was at his death a little over forty-eight years of age. He married in 1868 a daughter of the Rev. Dr. Cooke, of London, England, who, with seven of their nine children, survives him. He also leaves a widowed mother, whose

only living son he was, and five sisters, one of whom is the wife of Mr. Robert McMaster, of this city.

Mr. Wilkes came to Toronto in 1848, and entered the service of his uncle, Mr. J. H. Brett, who at that time was one of the leading general merchants in the city. The site then occupied by the establishment was that of the store recently fitted up by Mr. Glover Harrison, 49 King-street West, for the accommodation of his business, and there remained till 1851, when he entered the service of Mr. Rossin, who occupied the adjoining premises as a wholesale jeweller. After a few years his employer retired from business, leaving it in the hands of Mr. Wilkes, just a quarter of a century ago. Young as he was then his career as a business man was one of unvarying success, the result of unwearied application and the employment of intelligent methods. Only a few days ago we had the pleasure of chronicling the fact that he in turn had retired from business in both this city and Montreal, where he had set up a branch establishment in 1864.

Mr. Wilkes was a steadfast Liberal in politics, and he brought to bear on all public matters the same excellent understanding which stood him in such good stead in business affairs. He was possessed of speaking powers far above the average, and was in other respects well fitted to take a prominent part in public life. When the constituency of Centre Toronto was created, in 1872, he was at the general election in the same year elected its first representative in the House of Commons, and he was re-elected by a largely increased majority at the general election in 1874. He shortly afterwards retired from public life when defeated on petition, but his retirement would probably have been only temporary. He has at various times during his brief but busy career filled the positions of member of the Dominion Board of Trade and of the Council of the Board of Trade of Toronto; of director of various monetary institutions, including the Bank of Commerce, of which he was at one time Vice-President, the Confederation Life Assurance, the Isolated Risk Insurance Company, and the Muskoka Junction Railway. He was a prominent member of the Methodist Church of Canada, having been previous to their union with the Wesleyans still more prominent among the New Connection Methodists. The breadth of his sympathies was shown by the in-

torost he took in such institutions as the Upper Canada Bible and Tract Societies and the Toronto House of Industry. With increased leisure he would no doubt have found increased opportunities of making himself useful in similar capacities had his life been spared."

COMMERCIAL BAROMETER OF 1880.

A careful inspection of the tabulated returns for the past half year, by Messrs. Dun Wiman & Co's. Mercantile Agency, show a remarkable improvement in the state of trade both in Canada and the United States. From these returns it would appear that the failures in the United States stand as follows:

6 mos. 1879, No. of failures	4053,	amnt'g to	\$65,779,390.
6 mos. 1880,	2497,		32,888,763.

In other words, the failures for the first half of the present year are exactly one half in amount of those for the same period in 1879. The Canadian returns for the same period are even more favourable and are as follows:

6 mos. 1879, No. of failures	1067,	amnt'g to	\$17,425,953
6 mos. 1880,	649		5,660,843.

An examination of the various quarters' failures is exceedingly interesting, as it not only shows the uncertainties of commercial life, but, also the very much improved position the country at present occupies.

	No.	Amount.	Per Cent
1878-1st quarter.....	555-8	9,600,929.	39.4
1879-1st "	634	11,647,693	39.7
1880-1st "	503-	4,816,277	
1878-2nd "	392-	4,407,800	19.1
1879-2nd "	433-	5,777,256	19.7
1880-2nd "	146-	844,571	

The above analysis shows that while in 1878 the country had almost recovered from the commercial disaster which overtook it in the fall of 1878, that in 1879 it experienced a sudden and very alarming relapse, the amount of liabilities being \$6,195,075 greater than in the year previous. Comparing the amount of liabilities for the same quarter of each of the three years, we find from the above, that, (in round numbers), the failures of the first quarter of 1880 were one half of the amount of 1878 and one third of 1879, while those for the second quarter of 1880 were one fifth of 1878 and one seventh of 1879.

The present returns are exceedingly gratifying to the commercial public of Canada, inasmuch as they indicate very clearly that the wave of prosperity which set in upon the United States a year ago, has now made itself felt here. It is also evident that the risks of business during the half year just passed, so far as credits are concerned, have been very much less than during any period for the last seven

years, and that as a consequence our merchants both wholesale and retail may look forward to a safe and profitable trade in the near future.

The repeal of the Insolvent Act has as a rule, been hard on our traders, many of whom have had to go to the wall, who would, had the law been continued in force, have effected a settlement with their creditors and remained in business. This no doubt, has had a tendency to swell the amount of Insolvent's liabilities during the past half year; and had the Act remained in force, we might reasonably have expected to have seen the amount further reduced than it has been.

While many of our political journals, in reviewing the failures of 1879, were in January last predicting financial ruin to the country, we are glad to know that the views of this paper, although differing from them, and at that time ridiculed as chimerical, have been amply verified by the logic of events. In our February number we argued, that, although the failures for 1879 exceeded those of 1878 by over six millions of dollars, that the way in which the failures were distributed throughout the different quarters of the year, was a proof that although apparently going to ruin the country was really in a better position than in 1878, and in a fair way to regain the high road to prosperity. In referring to the tabulated statistics of the various quarters of 1878-9, part of which will be found above, we said: "The following tables will show the proportion of failures during each quarter of the year, from which it will be seen that there has been a very decided improvement from its commencement until its close. Thus in 1879 while there was 39.7 per cent. of the total failures during the first quarter, the fourth showed only 16.8 per cent. This result is in pleasing contrast with the figures for 1878, and which according to the report in Dun, Wiman's circular would appear to have been a more prosperous year than 1879. The analysis given below, however, shows that after the first quarter, business kept gradually getting worse, and that while the last quarter of 1879 showed only a proportion of 16.3 per cent., the same quarter for 1878 showed a proportion of 21 per cent. of the whole. Arguing from this data we said:—

"From this standpoint we look on the figures of last year's failures with some small degree of satisfaction, and seem to catch through the rift of adversity's dark cloud a glimpse of the silver lining be-

yond. In spite of what some may say, we think that the country is more prosperous than it was a year ago; we have fewer men in business, and as a rule they are sounder financially, and are meeting their obligations better.

The abundant harvest of 1879 has only begun to make itself felt, and the extra millions which we must realize from this source alone cannot fail to help in bringing about a better state of things. Our lumbering interests are again looking up, and with the return of prosperity in the United States, we are having a greater demand and higher prices for all the lumber we have to sell. These and other causes will, we think, make this year a much more prosperous one than the last, and we trust that when Dun Wiman & Co. come to issue their next annual circular, it will be found that the year 1880 will show a decided improvement over any of its predecessors during the last decade.'

How these predictions have been fulfilled, our readers may judge by the statistics given in the beginning of this article.

Selected Matter.

ORDERING GOODS.

Among the minute circumstances which cause friction between buyer and seller, and which sometimes lay the foundation for unfriendliness or distrust between a wholesale dealer and his customer, negligence in giving orders, or in keeping record of them after they have been given, must be numbered. Complaints are often made that a certain traveller has "stuffed an order" (and they do such things sometimes, one must admit) when the impression that he has done so arises from the defective memory of the buyer who has kept no copy of his order. Again, in ordering by letter, misconceptions arise out of the careless way in which retailers describe the goods they want. Instead of particularizing the maker of an article, its number, brand, size, or even price, a storekeeper will write for "some more of the same stuff you sent me before," as we have seen an order for dress goods worded. A man once sent all the way from the County of Essex to Montreal for "some shot"—nothing more than this being stated as to either quantity or size. And we have known a shoe and leather dealer write for "a box of bard-ash, some shoe thread, and a little good strapping," with no apparent consciousness that he was proposing a difficult conundrum to an anxious young salesman, or exposing himself to a very annoying

misconstruction of his wants. Says the *Chicago Commercial Advertiser* on this subject:

"The blame for the uncertainty and mistakes which naturally grow out of the careless ordering by the merchant, belongs to him who orders, yet, when the wrong goods comes to hand, he feels disposed to find fault with the jobber. If a man were to draw up an ordinary contract relative to a business matter, he would think that great care and circumspection were necessary. What is an order but a contract for so many goods? If the purchaser should frame an agreement for a wood lot worth \$100, he would use the strictest care to see that the boundaries were correctly mentioned, and that the correct price was inserted, and all the conditions of the agreement set forth. But in ordering a bill of goods of five times the value of the wood lot, he seems indifferent as to how he makes his agreement. A man ordinarily knows just what value he wishes to order. He usually knows the number of the article, if it is numbered. He can tell whose make it is, and give such other intelligent description as will give the wholesale house, from whom he orders, the necessary information to enable it to send such goods, and such only as he desires."

The amount of patience and discrimination shown by wholesale merchants or their employes in filling orders, is very marked. The marvel is that mistakes or misunderstandings are not more frequent, so negligent are retailers with their orders, and so much do they take for granted. But the amount of time and labour frequently used in looking up former orders from the same customer, so that what he wants may be determined, might be saved by a little care in writing. If a grocer wants soda, it is not sufficient that that word alone should be used. How is the dealer to know whether washing soda, caustic soda, or the bicarbonate is needed? If a hardware dealer wants fine wire, he should remember that there are many sizes of that article, and that these are numbered. Or again, should a dry goods retailer ask for grey cotton at a certain price, as the custom is, to secure what he desires, he ought to name the brand, or at least to say whether he means a heavy round thread or a thin fine shirting.

To keep a copy of every order given, either by mail or through a travelling agent, is an important matter. It will enable a shopkeeper to know what engagements he has made, will prevent his duplicating orders, and will prove a check upon the practice of "stuffing," i.e., sending more than has been ordered. Suppose that a dozen of Rodgers' pen

knives has been written for—when the parcel arrives, behold two gross! The buyer is uncertain whether he ordered one dozen or two dozen, consequently he is in no position to insist upon returning the surplus goods.

On the principle that whatever is worth doing well, if it be worth while to send an order at all, it is certainly worth while to have it properly made out. Carelessness in this particular is too prevalent, but indeed, as a trade journal pithily puts it: "These lax gentlemen find that their ease is purchased at the expense of paying double freight charges on the goods that have to be returned because of such carelessness."

Much of the prevailing laxity in describing merchandize required, arises from the rush of business, the confusion and pressure of the varying duties of a country store-keeper at the busy seasons. It is easier and shorter, of course, to scribble an indefinite order than to refer back to previous invoices for prices and makes, or to hunt up catalogues for names and designations. But the buyer should remember that if he is busy, so very probably is the wholesale firm to whom he sends, and therefore the less able to hunt up what he has omitted, and the more likely to misinterpret his wants. Sometimes this slipshod ordering arises from too great reliance on the knowledge or memory of the wholesale clerk or traveller, or from over-confidence in the perfect integrity of the house. This is very complimentary to the city houses relied upon, but is un-business-like and risky all the same.

Prudence and method in ordering is the characteristic of a good merchant. And if the man who wants goods is unable or unwilling to so describe them that they cannot be mistaken, he will do better to attempt some other business where care is not so needful. If his neglect is occasioned by pure laziness, he need not, in these days, expect to become a successful merchant.

Cheap Work.

We have noticed a sign in this City that says "watches cleaned and warranted for 50 cents," a man down in Texas offers to clean watches for 25 cents apiece. Probably these persons charge all their work is worth, but no respectable watchmaker can afford to work at any such ridiculous price. But we are sorry to learn there are some practical watchmakers who are cutting

under in the prices that should be legitimately charged for their work. A watchmaker is not a blacksmith; he is a person who has spent years to perfect himself in his art, and is entitled to compensation for the time he has bestowed upon it. Watch repairing is a very delicate operation, and requires technical knowledge and skill. It is not to be rated among that class of work that is performed by tinkers and Jacks-of-all-trades. Cheap work is doing much to bring the trade into disrepute and to rob it of its standing among art workers. Cutting of rates for repairing watches prevails largely in small places, where there is active competition among retail dealers. This is unfortunate, for, with a proper scale of prices the retailer ought to make his jobbing work pay a goodly proportion of his expenses. Retailers in every town should adopt a scale of prices for repairing and maintain it. Cutting prices got only brings discredit upon them, but robs them of a fair proportion of their profits.—*Jewellers Circular.*

ENGLISH GOLD JEWELRY.

We beg to inform our friends that our New Goods are now arriving, and we shall show during the month of September, one of the Largest and Newest Stocks in the country.

ALL NEW GOODS!

We also keep a Full Line of
WALTHAM

WATCHES,

GOLD AND SILVER CASES,

of the best American Manufacture. We invite the trade visiting the city to come in and look at our goods, and will show them with pleasure.

J. SEGSWORTH & Co.,

Cor. Scott & Wellington Sts.,

TORONTO.

Special Notice

TO DEALERS VISITING THE

TORONTO EXHIBITION

During the fortnight that the Toronto Industrial Exhibition is open, we will have a complete Stock of Jewelry at our warehouse, and shall be glad to see all of our customers who are visiting the city.

Our Mr. Lowe has just returned from the United States markets, where he has spent several weeks in selecting a complete stock of Jewelry, embracing all the new and desirable lines which the manufacturers have designed for the fall trade.

Our stock of American jewelry is now the largest in Canada, and is most complete in every department. Buyers wishing a nice assortment for the fall trade should lose no time in ordering, as the demand in the United States is so great that goods are almost certain to be both scarcer and dearer before the season closes. Early purchasers will thus have the advantage of better prices and better assorted stocks to select from.

GIVE US A CALL.

ZIMMERMAN, McNAUGHT & Co.

Toronto.

AN OYSTER YARN.

A CALIFORNIAN LADY'S EXPERIENCE OF THE NEW YORK DIVALVES.

I never found anything but once here in excess of my expectations, or even approaching them—and that was the New York oysters. I had then just come on from California, where oysters are very small and unimportant, not to say insignificant, and I had often eaten a hundred there at a time, and had always felt that I could eat more if I had them. So when I arrived at the Metropolitan Hotel I ordered my dinner to be served in my room, and told the waiter to bring with my dinner a strong cup of coffee and a hundred raw oysters. He looked at me a moment and then said:—

"Did I understand you to say a hundred oysters?"

"Yes," I answered; "raw, on the half shell, with vinegar, no lemons; and as soon as you can, for I am very hungry."

"Ahem! Miss, do you want a hundred?"

"Yes, I do. What are you waiting for? Must I pay for them in advance? I want nice, large ones."

"No, no, Miss, All right; you shall have them," and he went out. I continued my writing, and forgot all about my dinner till he knocked and came in with my dinner on a tray, but no oysters.

"How is this?" said I. "There are no oysters."

"Dey's comin', Miss, dey's comin'," and the door opened and in filed three more sons of Africa's burning sands, each with a big tray of oysters on the half shell. I was staggered, but only for a moment, for I saw the waiters were grinning, so I calmly directed them to place one tray on a chair, one on the washstand and one on the bed, and said:—

"They are very small, aren't they?"

"Oh' no, Miss, de bery largest we'ze got."

"Very well, said I, "you can go. If I want any more I'll ring."

When they got out into the hall one said to the other:

"Fore God, Jo, if she eats all them oysters she's a dead woman."

I did not feel hungry any longer. I drank my coffee and looked at the oysters, every one of them as big as my hand, and they all seemed looking at me with their horrible white faces, and out of their one diabolical eye, until I could not have eaten one any more than I could have carved up a live baby. They leered at me and seemed to dare me to attack them. Our California oysters are small and with no more individual character about them than grains of rice, but these detestable creatures were instinct with evil intentions, and I dare not swallow one for fear of the disturbance he might raise in my interior, so I set about getting rid of them, for I was never going to give up beaten before those waiters. I hung a dress over the key-hole after I locked the door, and just outside my window found a tin waterspout that had a small hole in it. I carefully enlarged it, and then slid every one of those beastly creatures down one by one—one hundred and two of them—they all the time eyeing me with that cold, pasty look of malignity. When the last one was out of sight I stopped trembling, and finished my dinner in peace, and then rang for the waiters. You just should have seen their faces! One of the waiters asked if I should have some more. May he never know the internal pang he inflicted upon me, but I replied, calmly:—

"Not now. I think too many at once might be hurtful."

CUTLERY.

We desire to notify the Trade that we intend going entirely out of all the common lines of Cutlery, and in order to effect an early clearance, are offering all such goods now in Stock at Special Net Prices. Merchants visiting the Toronto Exhibition, will do well to call and see our prices before purchasing elsewhere. Specialties in Bone-Handled Knives, and Knives and Forks with Rose and Bone Handles. Call and examine prices.

We are clearing out Job Lines very cheap.

**ZIMMERMAN,
McNAUGHT
& CO.**

Notes.

BOGUS Canadian 10 cent pieces are now in circulation in Canada. They are well executed.

MESSES LONA, Importers of Clocks and Fancy Goods, Vienna, New York and Toronto, have failed, with liabilities of \$400,000. Half of this amount is due in New York.

BUSINESS in the Jewelry trade has been better during the past month than at any time during the same period for the past ten years.

THE new styles of American Jewelry are the most elegant that have been put on the market for years. We are informed that the demand in New York has been so great that goods are likely to be scarce before the close of the season.

THE value of goods imported at Montreal for the last fiscal year is \$37,103,809. Of this amount, \$30,311,490 were dutiable goods, on which \$5,232,783 duties were paid.

OVER 100 reapers have been sent from Toronto to Ireland by the Toronto Reaper & Mower Company. The first one was introduced by Mr. Glover Harrison, of the China Hall.

LUCAN offers to pay \$12,000, if Biddulph pays \$8,000 toward the cost of the contemplated branch of the Great Western railway \$20,000 being all that is required to complete it.

THE United States revenue collected during the fiscal year 1879-80 amounts to nearly \$124,000,000, and the expenses of collecting it were about \$5,000,000. The expenses of collecting the internal revenue levies for four years past, amounting to over \$467,000,000, amount to a total, including salaries of collectors, of less than \$20,000,000.

THERE is, in the opinion of the Hamilton *Spectator*, a lack of energy on the part of the managers of the Ontario Exhibition to be held in that city next month. A prominent wholesale firm in that city has been informed by their traveller that posters of the Toronto fair are to be found displayed everywhere, while those of the Hamilton exhibition are conspicuous by their absence.

THE Mennonite population of Southern Manitoba has received this summer the accession of a considerable number of families, who bring some money with them and a considerable outfit of personal effects. One individual actually brought all the way from Russia, an anvil weighing 200 lbs., and it was not a first-rate anvil either.

MINING and reducing iron ore is going on in New Brunswick. According to the St. John's *News*, immense buildings at the Charcoal Iron Works, Upper Woodstock, are being put up by the W. & C. C. I. Co. at a cost of £25,000. The furnace will probably be started about the beginning of next year. Large quantities of ore will be taken from the mines in the meantime. One contract is taken for running the ore at the mines, and taking it to the works at \$1.00 a ton.

A YARMOUTH salesman, Mr. Tracy G. Lavers, is agent in the Maritime Provinces for a certain kind of thread, and he was arrested in St. John the other day under their sapient by-law, and taken before the Police Magistrate for selling \$10 worth of thread. His worship said he did not wish to fine him, and if he would take out his license he would not fine him. Lavers con-

sent, and paid \$40 for the privilege of selling \$10 worth of thread. If he had been up to "snuff," says a St. John paper with evident relish, he would have paid the fine, which could not have exceeded \$20.

CURIOUS MOTTOS.—The trade mottoes of some of the London associations are curious. The blacksmiths, for instance, have "By hammer and hand all arts do stand;" the distillers, "Drop as rain, distil as dew;" the founders, "God the only founder;" "Come ye blessed: when I was harbourless ye lodged me;" the joiners, "Join loyalty and liberty;" the saddlers "Hold fast; sit sure;" the weavers, "Weave truth with trust;" and the needlemakers, "They sewed leaves together and made them selves aprons!"

SELF-WINDING CLOCKS.—A clockmaker of Copenhagen named Lou Soenderberg, who for some time past has had charge of that city's electric timekeepers, has just invented an ingenious appliance which obviates the necessity of winding up the regulator, from which the clock in question "take their time." By a mechanical contrivance which periodically cuts off the stream of electric fluid emanating from the battery; and brings an electro-magnet to bear upon the relaxed mainspring in such a way as to renew its tension instantaneously—perpetual motion is practically imparted to the works of the regulator—that is to say, as long as the batteries connected with it are kept properly supplied with acids.

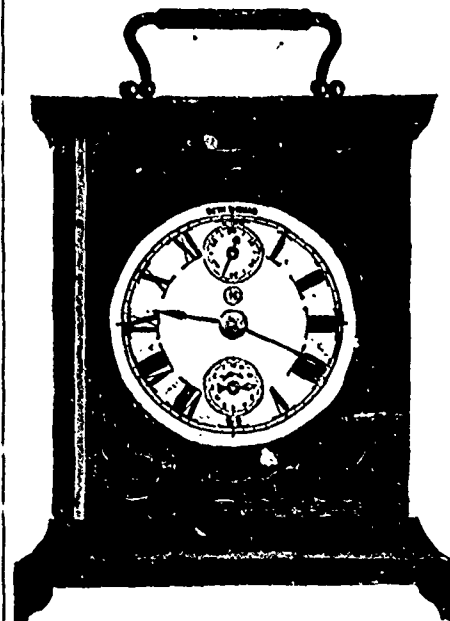
THE value of the imports into England in the first six months of this year was £210,760,753 against £172,631,723 in the corresponding period of last year, being an increase of twenty per cent. For this year ending with June, the increase in imports was over 34 per cent. Exports for the six months showed as great an increase as the imports having risen from £88,826,493 to £107,633,736, an increase of over 20 per cent. The addition in the imports consisted mainly of raw materials. The colonial trade showed an expansion: and as the United States demands fall off, other outlets are found.

THE Grange Co-operative Company have decided, it is reported, to close up their business in Napanee and place the company in liquidation. It appears that no money could be made out of the grangers, in that locality, and some of the company's operations in grain were unprofitable. The *Napanee Beaver* states that the company have determined to do a wholesale business in Toronto, "it being the centre of commerce for the province, and an excellent distributing point." After the adverse experience this company has had, it seems folly for it to come here and endeavour to compete with business men, who have not only large capital, but long experience in trade.

COMMERCIAL TRAVELLERS LICENSES.—The right of the authorities in Quebec and Lower Province cities, to impose taxes upon travelling salesmen from other cities by compelling them to pay for a license to sell their wares is now being tested. A case is before the courts in the City of Quebec, in which a commercial traveller was fined \$40.00 and compelled to take out a license which cost him \$60.00 more. Action is taken to recover these sums from the civic authorities; and in case it be decided against him the matter will be appealed to the Supreme Court.

Business Changes for August.

Loeb & Co., Wholesale Importers of Fancy Goods, Clocks, &c., New York and Toronto, suspended, P. Walsh, Hardware, Halifax, N.S., dead; John Nichol, Hardware, Plattsville, Ont., retiring from business; W. Ball, Chatham, Hardware and Tins, advertising to sell out; Rob. Wickes, Toronto and Montreal, Wholesale Jeweller and Fancy Goods, dead; Crows Bros., Annapolis, N.S., Hardware and Tins, burnt out; R C Hardwick, Annapolis, Jeweller, burnt out, N J. Davis, Crockery, Aylmer, gone to U.S.N. Hang, Elmira, Ont., sold out to Chas. Klinck; W. D. McLoughlin, Jeweller, London, removed to Windsor; J. H. Shannon, Jeweller, Owen Sound, removed to Mount Forest.



THE LARGEST

Clock House

IN CANADA.

I beg to direct the attention of the Trade to my large assortment of Clocks, from the following celebrated manufacturers, viz.:

SETH THOMAS, WELCH,

NEW HAVEN, GILBERT,

AND ANSONIA.

I keep these Clocks in every style now manufactured, and show 180 different varieties of samples, besides Regulators of all kinds.

I will sell, only to the Trade, any of the above makes of American Clocks at prices lower than any house in Canada, and will guarantee to meet any competition either in quality, style or price. Also a large variety of Ladies and Gent's Swiss Watches, Gold, Silver and Nickle Cases, Key and Stem winders.

Prices can be had by the trade on application, and we guarantee to fill all orders promptly at the prices quoted.

Jewelry and Fancy Goods of all kinds.

SAMUEL STERN,

Sole Agents for SETH THOMAS CLOCKS,

31 Wellington, 40 Front St. East,

TORONTO.

PRESENTATION WALKING

CANES!

WITH

Gold and Silver Heads

AND

EBONY STICKS.

A LARGE ASSORTMENT

Of these Goods just to hand. Assorted sizes and prices.

ZIMMERMAN, McNAUGHT & Co.
TORONTO.

GEO. E. COOPER,

Ornamental and General Engraver,
31 KING STREET EAST,
TORONTO, - - ONTARIO.

ALL KINDS OF PLATE, JEWELLERY, ETC.
TASTEFULLY ORNAMENTED.

Inscriptions, Mottoes, Crests and Monograms designed and engraved in first-class style. Terms Cash.

INSTRUCTION GIVEN.

1,000

Best Watchmakers'

TAGS!

Sent to any address, post-paid on receipt of

90 CENTS.

LONDON CARD COMPANY,

LONDON, - - ONT.

U. S. Tariff Reform.

The indications of coming tariff reform in the United States are accumulating. At present we do not know what would be the popular verdict upon the question if it were put to the vote. The views put forward by the newspapers, though divergent, are increasingly earnest, and more frequently expressed; and this is a good sign, because it points to a growing popular attention to the burdens of protection. For the moment, however, the interest in the question is centred in the action of the Ways and Means Committee of the House of Representatives, with which important changes in the fiscal system of the United States usually originate. For a long time past the Committee has been engaged, with some show of energy, in considering how reductions in the tariff should be begun and how far they should go. Sometimes it has appeared that abolition or reduction of duty on a few articles would be recommended to the House on the ground that in these cases the duty was exceptionally burdensome. Afterwards the more probable course seemed to be that the duties would be lessened, to a moderate extent over a wide area. The opinion appears now to be growing that the Committee, in the absence of popular pressure, is really temporising, and that in fact, nothing will be done in the direction of tariff reform during the present session of Congress. There is no confidence in the ability or disposition of the Committee to deal broadly with the question. The Committee, has, however, agreed upon a bill recommending certain reductions and abolitions, and some advantage will be gained by a popular discussion of its details, although there is no really good prospect of its being passed. The bill deals with articles imported of the annual value of \$60,000,000. It places upon the free list a few goods, chiefly of raw materials, such as quinine. Upon certain kinds of raw wools the duty is reduced to 20 per cent. *ad valorem*, and upon some woollen manufactures to 80 per cent. Flannels and knit goods are charged 40 per cent. On steel rails the proposed new duty is 1 per cent. per lb., and upon other descriptions of iron and steel manufactures some reduction is proposed.—*Exchange.*

CLOCKS!

Just received. The LARGEST Variety of American and French CLOCKS
Ever imported into Canada.

ALL THE LATEST STYLES.

To CASH Buyers we offer SPECIAL INDUCEMENTS.

Newest Styles in Yankee Jewelry Exceedingly Cheap.

E. & A. GUNTHER,
Jordan and Melinda Sts., Toronto.

WATCHMAKERS ATTENTION!

We are prepared to sell

WATCH GLASSES

Lower than any one in the Trade

1st Quality	W and B glasses in 16th,	\$6.00
2nd	" " " "	3.00
3rd	" " " "	1.90
4th	" " " "	1.50

Orders to any amount filled without delay.

E. & A. GUNTHER,
TORONTO.

GORHAM MFG CO.,

UNION SQUARE, NEW YORK,

Manufacturers of the finest line of SOLID SILVER, Flat AND HOLLOW WARE in the world. Guaranteed standard quality 927/1-000 fine. Jewellers wanting Solid Silver Tea or Coffee Sets, Urns, Waiters, Epergnes, Baskets, &c., or cased goods of any description for presentations, can have photographs of these manufactures forwarded to them by express, by applying to the Company's Wholesale Agents,

Zimmerman, McNaught & Co.,
56 Yonge Street, Toronto.

T. WHITE & SON,

Manufacturing Jewelers,

—AND—

LAPIDARIES,

12 MELINDA ST.,
TORONTO.

Canadian Agates, Amethysts, &c.,

Polished and Mounted for the trade. Store-keepers in town and country will find all work good at moderate prices.

N. B.—Always on hand a stock of

Stones, Imitations, Locket Glasses, &c.

Unsurpassed in the Dominion.

W. MILLICHAMP & CO.

SHOW CASE MANUFACTURERS,

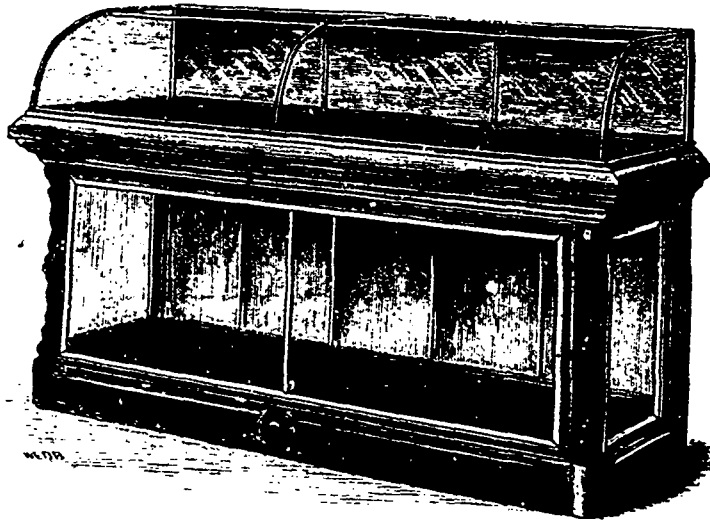
Gold, Silver and Nickel Platers.

(MILLICHAMP'S BLOCK),

29 TO 35 ADELAIDE ST. EAST.

We have to thank our many friends throughout the Dominion for their very liberal patronage during the past twelve years. Our facilities for manufacturing are greater than ever. Our goods for quality of material, style and construction cannot be beat.

We have made great preparations for the fall trade, having enlarged our premises. Also put in the latest and most improved machinery. We have, without doubt, one of the most complete factories on the continent. Our plating establishment is also complete in every department. And, as we have for the past 12 years, we do to-day lead the trade in our lines.

**W. MILLICHAMP & CO.,**

SHOW CASE MANUFACTURERS.

Gold, Silver, Nickel and Brass Platers in Electro and Close Plate.

CARRIAGE WORK A SPECIALTY.

Shop Fittings, Nickel Silver, French Polished, Walnut and Ebonized Silver Jointed Show Cases.

Goods delivered F.O.B. at Toronto and guaranteed safe to destination.

*Catalogue Furnished on Application.***W. MILLICHAMP & CO.,**

29, 31, 33, and 35 ADELAIDE ST. EAST, TORONTO.

WELCH & TROWERN.

WELCH & TROWERN.

WELCH & TROWERN, JEWELRY MANUFACTURERS

DIAMOND SETTERS,
AND
DEALERS IN PRECIOUS STONES.

FINE COLOURED GOLD LOCKETS, Brooches, Ear Rings, Ladies Opera and Long Chains, Gent's Chains, Sleeve Buttons, Front Studs, Diamond, Wedding, Gem, Chased and Signet Rings, Monograms, Charms, Masonic and Society Jewels, Gold and Silver Medals, &c., &c.

FINE SILVER LOCKETS, Napkin Rings, Trowels, Stick Heads, Silver Prize Cups, &c.

Our long experience and practical knowledge, in addition to the best machinery, enables us to manufacture the above in the best possible manner. Using the finest material, combined with neatness, durability and design, we trust to be favored by those desirous of having goods manufactured that can be confidently relied upon.

Orders received or Parcels sent for repairs, receive our prompt and personal attention. Particular care exercised in Gilding, Altering and Repairing all styles of Jewellery.

36 ADELAIDE STREET WEST,

TORONTO, ONT.

West of Grand Opera House, between Yonge and Bay Streets.

TORONTO PLATING CO



GOLD, SILVER,
NICKEL AND

CLOSE PLATING

59 Adelaide St. West.

THE MOST COMPLETE

Plating & Polishing Works
IN THE DOMINION.

Watchmakers, Gunsmiths, Scale Makers, Carriage Makers, Boat Builders, Locksmiths and Manufacturers of Surgical Instruments, Jewellery, Sewing Machines, Safes, Stoves, Brass Finishings, Plumbing, Skates, Band Instruments, Military Goods, &c., &c., will find it to their advantage to patronize us. Our premises have been fitted up at great expense and are provided with a Dynamo-Electric Machine and all the most modern and approved appliances for Plating and Polishing. All work is done under our personal supervision, and nothing is allowed to leave our workshop that is not perfect. We hope by Excellence of Workmanship and Low Prices to merit and retain a large share of the Plating Business of the Dominion.

P. W. ELLIS.

M. C. ELLIS.

P. W. ELLIS & CO.,

No. 31 KING STREET EAST, - - TORONTO.

MANUFACTURING JEWELERS AND WATCHMAKERS.

IMPORTERS AND JOBBERS.

WATCHMAKERS' AND JEWELERS' TOOLS, MATERIALS, LATHES AND
GENERAL SUPPLIES.

Diamonds, Real and Imitation Stones.

ANNOUNCEMENT!

SPECIAL NOTICE.--We beg to notify the Trade that we have, during the last month, brought out experienced men from England direct, and have largely increased our facilities for manufacturing every class of Jewelry Work.

ELECTRO GILDING.—We have just opened in connection with our present factory a new room devoted entirely to Fine Electro Gilding, and placed it under the superintendance of a first-class man brought by us direct from Birmingham. Hereafter the Trade will be enabled to get their work done always a fine color at once.

NOVELTIES.—We shall produce during this fall new designs in our 10 and 15 Kt. Gents' and Ladies' Chains. Earrings, Brooches, Bracelets, Signet and Band Rings in great variety, and Diamond Mounted Work.

OUR FACTORY is now, we can confidently assert, the most complete in Canada, and we intend to produce all lines of Gold goods equal to imported. **ORDERS** for fall supplies we respectfully request to have sent in as early as possible, so as to ensure punctuality.

SPECIAL FIGURES for **LARGE CASH ORDERS** in Chain Work, &c.

Tool and Material Supply Department.

In this branch we have made preparations for a very large trade. Our new importations, to be opened this week, are the largest we have brought out, which, together with our present large stock, will render it complete in every line, and will embrace the first imported Swiss Nickled Tools brought to Canada. A great variety of improved Tools in almost every line, including Universal Lathes with 5 action slide rest; Combined Universal and Rounding Tools, new system turns; Screw Head Tools, with chucks; Combined Mainspring, Self-acting Shear Punches, &c., &c.

IMPROVED SWISS FOOT LATHES, superior to American and nearly one-half the cost. Illustrated Sketch Book and full particulars supplied on application.

Silk Guards, Woollen Guards, Silk Alberts Steel and Nickel Chains in great variety. Nest Boxes, Ring Boxes, Super Cards, Parchment, Silk and Cotton Tags, Morocco Cases, &c., &c.

The Trade, during their stay in the city, are respectfully invited to call and inspect our complete stock, and make our place their headquarters during Exhibition. For convenience of those visiting we shall keep our place open in the evenings.

P. W. ELLIS & CO.