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The recognized organ of the jewelry and kindred Industrial Trades of Canada. Published on the first of every month, and sent free to every dealer in jewelry, and kindred goods in the Dominion of Canada. Price to all others \$1.00 per annum, payable strictly in advance.

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. We do not, however, hold ourselves responsible for the opinions of our correspondents. 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.,
57 ADELAIDE ST. W., TORONTO, ONT.

SPECIAL NOTICE.

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

EDITORIAL.

THE COMPLIMENTS OF THE SEASON!



THE Holiday Season is again with us, and although it has brought in its train, lots of hard work, it is without doubt the most welcome period in the year to the jewelry trade.

It is the jewelers harvest time, and if our readers have not been able to take advantage of its opportunities to gather in the shekels while men's hearts are softened into the purchasing mood, it speaks very badly

for either their situation or their methods of doing business.

We trust that every one of our readers has had a large and profitable holiday trade, and that the year upon which we are just entering may be one of the most prosperous they have ever experienced in business.

To one and all we give greeting, and wish them in all sincerity "The Compliments of the Season" and "A Happy and Prosperous New Year."

THE JEWELERS' LEAGUE.



OUR editorial note in last month's issue regarding the "Jewelers' League," has had the effect of causing considerable enquiry amongst our Canadian retail jewelers. To all such we must say that we cannot undertake to answer enquiries by letter, we are too busy and life is too short for that kind of thing. For the benefit of such enquirers, however, we may state that—

The Jewelers' League is a purely benevo-

lent institution, whose headquarters is in New York city, and whose membership is confined exclusively to the jewelry trade. With the exception of the Secretary-Treasurer, who receives a small salary, all the work in connection with the League is performed gratuitously by the various officers, who, as the list will testify, are drawn from amongst the wealthiest and most responsible men in the jewelry trade in New York city.

The amount payable at death to the beneficiary of the members is \$5,000, and during the thirteen years of the League's existence it has paid out in this way, to the families of jewelers throughout the United States and Canada, over \$500,000.

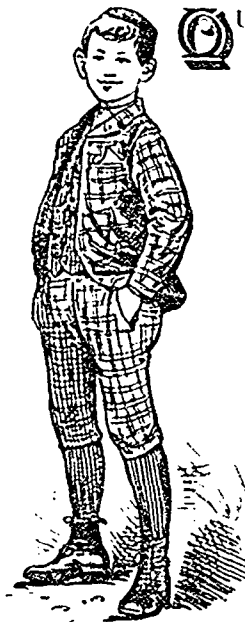
The average cost of this insurance has been about \$30 per annum, an exceedingly low rate when the amount of the insurance is considered.

The League now has nearly 3,000 members, and a reserve fund closely approaching \$100,000 well invested.

Its affairs are well and carefully managed, and it is deserving of the hearty support and encouragement of the entire jewelry trade. We do not know a better New Year's gift for any jeweler in the Dominion of Canada to give his wife, than a certificate of membership in the "Jewelers' League," and therefore recommend its claims to the consideration of our readers for their own benefit.

Any of our jewelers who want further particulars concerning the League, such as constitution, by-laws, etc., can obtain the same by addressing their request to Wm. L. Sexton, P. O. Box 3444, New York, U. S., who will cheerfully furnish the information.

WHAT IT WILL BUY.



OUR Free Trade papers and orators are never weary of asserting that a protective policy is fast strangling the life of our farmers, and if persisted in, that it is only a question of time when they will be forced to emigrate to some country where the channels of commerce are unencumbered by any barriers whatever, and where such political monstrosities as duties and customs houses are unknown.

They point with glee to the fact that wheat, which has hitherto been the staple product of our farmers, is decreasing in value year by year, and at the same time try to make him believe that what he has to buy is raised in price on account of the protective policy which the people of this country have adopted.

In this they are scarcely honest. It is true that wheat has decreased in value, and without doubt the tendency is downwards instead of the reverse direction. But while this is the case, it does not necessarily follow that the farmer's position is really worse than it formerly was. If what the farmer has to buy decreases in value in an equal ratio to what he has to sell, he will be neither better nor worse off; but if, on the contrary,