

THE TRADER.

TORONTO, ONT., JUNE, 1880.

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. 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.,

67 ADELPHI 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.

EXCELSIOR'S ARTICLES.

Agreeable to our promise, we commence in this issue, Excelsior's articles on Watchmaking, and will continue them regularly from month to month until they are completed. We need hardly say that we trust our readers will study them carefully, for we are satisfied that they possess so much inherent merit, that no practical watchmaker that ever commences them, will leave them off until they are completed. In order that our readers may have them complete, we have started at the very foundation, his Treatise on the Balance Spring, and will continue them on in the same order in which they were originally published.

In another part of this issue, will be found a few, from amongst the hundreds of letters we have received from all parts of Canada, endorsing our remarks regarding the merit of Excelsior's articles, and it will be noticed, that those most enthusiastic are the ones that have read and studied them attentively. All of these gentlemen are unanimous in their opinion that these papers are invaluable to any watchmaker who desires to make his mark in the craft.

Many of these correspondents are good enough to say some kind and flattering things about THE TRADER, and how they regard it. For these we thank them sincerely, and shall do our best in the future to deserve their confidence and good will. We have now ceased sending our paper to anyone not a *bona fide* jeweler, and now that we have made it purely a jewelers' paper we trust that the craft will make it more than ever their own, and help to make it a success by sending in contributions on trade topics and any item of news that they think would be of interest to the trade in general.

As we only print enough papers to send *one* to every jeweler in Canada, we trust that our readers will preserve them carefully. Although we are often written to for them, we cannot furnish back numbers. Our readers will please take note of this, and govern themselves accordingly.

Our advertising pages are now so varied and interesting, as to be fully as good reading as the rest of the paper. They are the monthly messages from our leading manufacturers and jobbers to the trade generally, and we ask for them your careful perusal and consideration. We would take it as a favor, if, when ordering goods from houses to which you have been di-

rected by their advertisements, that you would mention having seen them in this journal. It is but little trouble, and will be of benefit to us.

HOW ABOUT INSURANCE?

The disastrous fire in Hull last month, involving a loss of nearly a quarter of a million of dollars' worth of property, is but another instance of the danger to which most of our country villages are exposed. Had Hull, like half-a-dozen other places in the Dominion which have been reduced to smoke and ashes during the past ten years, not been built principally of wood, and allowed to remain without adequate water and fire protection, its two hundred buildings might have been standing to-day, and it is scarcely probable that we would have been called upon to commiserate its citizens upon the awful calamity which has reduced many of them to poverty, and rendered most of them homeless.

The era of wooden buildings has gone by, and if people who ought to know better would look a short way ahead, and estimate the risk they are running by living in wooden towns and villages, inadequately protected against the ravages of fire, we are satisfied that in most cases brick or stone would be used in preference.

Of course there are lots of places that are now in existence whose people are not wealthy enough and who probably would not care to pull down their wooden buildings and replace them with brick ones, and to any jeweler who may happen to be carrying on business in such a place, we take this opportunity of saying that they cannot be too careful in looking after their fire insurance, and having both their building (if they are fortunate enough to own it) and stock adequately insured. A man who owns his own store, has his stock paid for, and owes no man anything, if he is foolish enough to do so, can afford to go without insurance, because he takes all the risk himself. But the merchant who buys his goods on credit, has no right to expose his creditors to a chance of loss that can be so easily guarded against as loss by fire.

As a rule, most people insure, but many of them, when they put on a few hundred dollars, fancy that they have done all that they ought to do in the matter. There never was a greater mistake. Total loss by fire is an ever present risk, and it should be as intelligently looked after and provided against, as rent or taxes, or any other necessary expense that it is impossible to do without. It is true that a man may go on for a lifetime and never have a fire, but he *may* have one the day after he insures, or, as has happened, the day after he has allowed his policy to lapse, thinking that the risk was not worth the expense.

Anything that is worth doing at all is worth doing well. Therefore, if you insure against fire at all, do so intelligently. Take stock, and find out how much your loss would amount to in case you were burned out without a chance to save anything. Then go to some first class company and insure for as near that amount as they will allow you to do. If insurance, no matter how small the amount is good, adequate insurance, so as to reduce your loss in case of fire, to a minimum is far better. Hundreds of wealthy merchants in Canada have been reduced from affluence to poverty simply because they neglected to insure their stock and property in proportion to the amount of risk involved, whilst others, who have been equally unfortunate