

THE TRADER

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Advertising Rates.

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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.

THE COMPLIMENTS OF THE SEASON.

"A Merry Christmas!" "A Happy New Year!" "The Compliments of the Season!"—such are the expressions that seem to have been upon the tip of everybody's tongue for the past few days. It is a season of festivity, good wishes and fun; and THE TRADER may not only be pardoned, but commended if, following the custom which prevails throughout broad Christendom, it metaphorically takes its myriad of readers by the hand and sincerely wishes them one and all, "all the compliments of the season."

The year that has just closed has been a hard one for many of our readers in the jewelry trade; their goods being luxuries are of course the first to feel the effects of dull times and the last to get over them. That the past year has been a dull one, no one will venture to deny, but we think that the jewelers of Canada may congratulate themselves upon the fact that, as a trade, they have outridden the gale of commercial adversity as safely as any other branch of business in the country.

Although the past year has been dis-

appointing, the future looks brighter, and gives promise of better things to come. The country is better off by twenty millions of dollars than it was at this time last year, and, although the price of wheat is low, there never was a time when a bushel of wheat would buy a larger quantity of manufactured goods than now. All that is wanted is confidence in the future, and an energetic turning over of the resources we have now on hand. If our farmers could be induced to sell their grain and get the money into circulation, a decided revival of trade would be an almost immediate result. For this end every merchant should work with all his might, for upon this one thing very much of our prosperity in the near future depends.

We enter upon this new year of 1885 with gratitude for the past and hope for the future. We have unbounded faith in the resources of Canada, and believe that she has a destiny before her that shall crown her in the near future with the honors derived from peaceful conquests. Canada will be exactly what her own people make her, and we have pride enough in them, and confidence enough in them to believe that, as a people, they are second to none in the world.

HOW IT GOES.

The Jewelers' Security Alliance of Canada has so far proved itself a much more decided success than even its promoters expected. Already nearly one hundred jewelers have joined its ranks. From all parts of Ontario the Secretary has received letters of approval, accompanied by applications for membership. The fact is that the Alliance has been organized to meet and grapple with real danger, and our jewelers have not been slow to perceive that only in mutual help by some such organization as this can they ever hope to protect themselves against burglars.

We are glad to say also, that the Alliance has completed arrangements by which, in case of burglary, its members will have the services of one of the best detectives that the United States can furnish, in addition to that of one of the best Canadian detectives. By this combination it is expected that whether the burglar be American or Canadian he will be exceedingly lucky if he escapes a term in our penitentiary. The funds of the Alliance are subscribed for the purpose

of detecting and convicting thieves, and the Directors propose to give such characters the full benefit of the law.

Since our last issue there have been several burglaries of jewelers' safes, and so far, from want of efficient detective service, none of the burglars have been captured. In the case of Mr. John Brodie, jeweler, of London, a traveller for a Toronto jewelry house pointed out to him the danger of burglary, and tried to induce him to join the Security Alliance only the day before the midnight mechanics had got in work. Had Mr. Brodie at once availed himself of the protection of the Alliance, they would have placed first-class detectives on the job free of expense to him, and the probability is, that not only would the thieves be captured, but the goods recovered. In such matters as these delays are dangerous, and unless a jeweler is entirely independent of his business he cannot afford to run such a risk.

Every jeweler ought at once to join the Alliance, and so strengthen its hands that it will become a real terror to evil doers. Remember that it is entirely a mutual organization, and that the more who join it the more powerful it becomes, and the better able to render effective aid to its members.

We are requested by the Secretary to say that jewelers desirous of becoming members should fill up the blank form of "application for membership," that has been sent to them all, and send this along with their membership fee. Some have sent their fees in a letter without the application; this is not correct, as the information asked for in the application is essential to the detectives, should the applicant be unfortunate enough to be robbed.

Some again send the "application" properly filled up, and say we will remit him in a few days. This will not do. The Alliance does not recognize any but cash in advance transactions, and should a person have their safe robbed before their money is paid, they can receive no help from the Alliance. All fees must be paid in advance.

The Secretary-Treasurer also desires us to say that he will take it as a favor if the trade will render him all the assistance in their power by conforming strictly to the rules laid down in the Constitution and By-Laws, and thus save him a lot of unnecessary work which he has not the time to look after.