

THE TRADER.

TORONTO, ONT., JANUARY, 1886.

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 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.

OUR NEW YEAR'S GREETING.

The year 1885 is now a thing of the past, and we have already crossed the threshold of the New Year 1886. There is no recession or retrogression in the march of Time, it is always "onward," "onward." Few of our readers, we trust, that look back upon the year that has just passed away, have cause for any other feeling but that of thankfulness for the blessings that they have enjoyed during its continuance.

As a people, we have ample cause for rejoicing. Although the early part of the year was overshadowed by rebellion and bloodshed, every true Canadian is proud to know that the loyalty and devotion of our citizen soldiers was amply sufficient to quell it in a very few weeks. While we are proud of their valor, and have emblazoned their deeds upon the pages of our national history, we must not forget to perpetuate the memory of the heroes who fell in defence of law and order, and to sympathize with those whom they have left behind. In some cases their widows and orphans are in destitute circumstances, and it should be one of the country's privileges to keep them from feeling the loss of their natural protectors. The rebellion, although unfortunate in many respects, has not proved entirely a curse. It has shown to ourselves and others that we are a power not to be despised, it has knit our provinces closer together and done much to promote a national feeling, and it has also brought our country more prominently before the world's notice than it ever was before.

Our people are beginning to have faith in their own country and its resources, and what is better, to have faith in themselves.

The opening of the Canada Pacific, giving as it does an all rail route through our own territory from ocean to ocean, can not fail to be productive of great results in the near future.

The season's crop, taking everything into consideration, has been more than usually abundant, and prices are high enough to warrant a fair return to the farmer for his labor. Although trade generally has been somewhat depressed, we think that Canada has cause for thankfulness, inasmuch as she has not felt the depression nearly as severely as many other countries. Trade with us has been fairly good, and those dealers, who, profiting by past experience, have kept their expenses down and their business well in hand, have very little cause of complaint.

The outlook, although not particularly rosy, promises a fair return to those who run their business on strictly business principles. Someone has said that "success is the greatest of virtues," but be this as it may, success can almost invariably be conquered by those who go into the fight properly equipped and with the determination to win.

For ourselves, forgetting the dark days and remembering only the sunshine, we look back to the past with thankfulness, and as we think on all the way through which we have been led, we look forward to the future with renewed courage and hopefulness.

We trust that to every one of our readers, this year on which we are just entering may bring prosperity in a very large measure and health to properly enjoy it. To our readers, one and all, we metaphorically hold our hand and wish them, in all sincerity, "the Compliments of the Season and a Happy New Year."

OURSELVES.

To most of our readers the present form of THE TRADER will be an unexpected, though we trust not an unwelcome surprise. We have long been of the opinion that the jewelry trade of Canada should have a representative journal worthy of them in every respect, but hitherto, financial reasons made the carrying out of the idea an impossibility. Without being egotistical, we think that, as far as regards paper and typographical work, THE TRADER will now bear comparison with any of the jewelry journals on the continent, it certainly is a great advance on anything of the kind ever before attempted in the Dominion, and therefore, all the more worthy of the support and co-operation of the trade. One unique feature of this journal is, that we furnish it to our readers free of charge, and all that we ask of them is to read it through. If they do that every month, and we aim to make it so interesting that they will do so on account of its merits, we shall feel ourselves amply repaid so far as they are concerned. The changes and improvements which our readers will notice in this number have not been brought about without large expense, which outlay we trust will be recouped by the increased advertising patronage that we expect to receive in consequence of the greater interest that our readers will take in the improved journal.

As we have said half a dozen times before, we have always aimed to make THE TRADER useful to the jewelers of Canada, and to run it in such a manner as to promote their best interests. What the measure of our success has been we leave to the trade themselves to say.

We have always advocated fair play as between the Manufacturer, Jobber and Retailer, and we are glad to know that in the greater protection now afforded to retail merchants, this journal has played no unimportant part. Our columns are now, and have always been, freely opened to the members of the craft throughout Canada for the purpose of discussing any trade abuses or topics on which they think an interchange of ideas would be profitable. While they have not taken advantage of the publicity thus afforded as fully as they might have done, we are glad to see that the practice is growing. It is of almost incalculable advantage to any trade to have an organ which circulates through its entire membership. By such means an interchange of ideas can be effected that could take place in no other way. We trust, therefore, that in the future