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THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont., and is a publication embracing every solvent Jeweler in the Dominion. Price \$1.50 per annum.

Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes of new advertisements must reach us not later than the 10th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.
OF TORONTO, LIMITED.



THE COMPLIMENTS OF THE SEASON



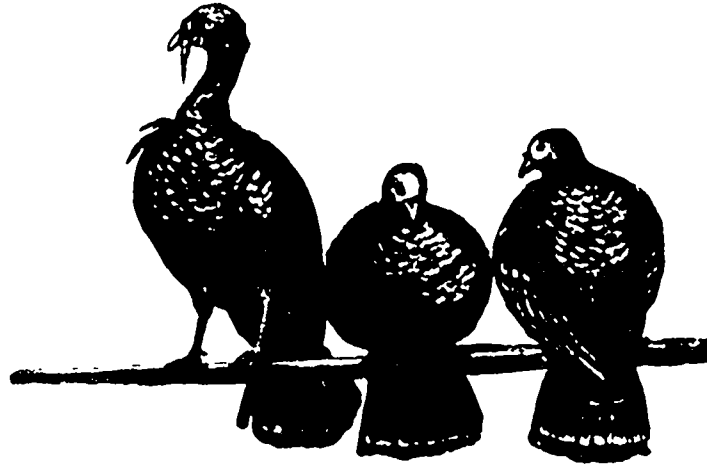
THERE'S wishing you "The Compliments of the Season and a Happy and Prosperous New Year."

The holiday season, that harvest of the jeweler, has been and gone, and again we have to chronicle the death of the old year and the birth of the new.

It is truly wonderful how quickly the years come and go as we grow older. It seems as though no sooner had the new year got under way than we are making preparations for its close.

The past year has been a momentous one in the history of the British

Empire, as well as in many a British family. We have been plunged into a war, not of our own seeking, that while it will no doubt ultimately add to the strength and power of the Empire, will tax our utmost resources by land, and make many



a gap in the ranks of our British heroes which it will be hard to fill. That Britain will ultimately conquer we have no manner of doubt, but victory will be dearly bought.

Canadians have a vital interest in the conflict, for over a thousand of our bravest sons are fighting side by side with the best blood of Great Britain and the other colonies in the defence of the flag in far off South Africa. Our hearts and our prayers are with our boys in this campaign, and while it is almost too much to expect that they will all escape unscathed, we ask for them either a safe return or glorious death with their face to the foe. God bless our brave soldier boys, and if it be His will bring them all safely back to their loved ones and friends.

We are glad to hear such good accounts of trade from all parts of the country. Money has been more plentiful than for some years back, and the general report is a large increase in trade over last year, good and all as that was. We trust that all our readers will have been able to enjoy their Christmas turkey on account of the knowledge that their balance sheet will make a more than usually good showing.

To every one of our readers we hold out the hand of fellowship and good will, and wish them one and all, again, for the twenty first time, "The Compliments of the Season and a Happy and Prosperous New Year."

A STRANGE ANOMALY.

THAT credit has hitherto been altogether too cheap in Canada, is a truism about which merchants in every line of business have for years been heartily agreed.

Indiscriminate credit has been the curse of Canadian trade, and the rock upon which many merchants both wholesale and retail have been wrecked.

We are glad to say, however, that during the past few years, the eyes of the Canadian people have become opened to the abuse of the credit system, and as a consequence, it has become greatly curtailed and is fast being brought within proper and legitimate bounds. Even yet, however, there are not a few dealers who have enough of the old leaven in them, to think that "credit" is their natural birthright, and that they should at all times be able to get all the goods they want on their simple promise to pay. When such a merchant walks