

THE VALUE OF EXPERIENCE—The *Keystone* speaking of the Boss says in its last issue: "An experience of thirty years in the construction of Jas Boss filled cases enables the manufacturers to furnish the 20 years' guarantee with a perfect knowledge of the character of the goods they so confidently recommend. Other manufacturers of filled cases work, comparatively, in the dark, which is not to be wondered at when their inability to command such facilities as are obtained in the Keystone Factories, especially improved and *patented* machinery, is considered." Correct you are.

TAKE IT OUT PLEASE!—"Please take out the advertisement in your Help Column, signed ——. He has lots of answers to it, and is thankful for your space and trouble." So writes one of the advertisers in our Help Column, and it is but a specimen of the letters we are continually receiving. And jewelers are beginning to realize that in THE TRADER they have an organ that goes to every one of the craft in the Dominion and that its Help Column offers them for nothing an amount of publicity amongst the trade that money cannot purchase outside of it.

"OVERBANKING."—We received a letter from an esteemed jeweler in the West, last month asking us to publish the article on "Overbanking," which appears elsewhere in this issue. At the first glance it struck us from a monetary point of view and we were inclined to doubt that many of the craft were suffering from their exertions in banking too much money. When the horological aspect presented itself, however, we thought that perhaps it would do our readers no harm to peruse it and therefore inserted it.

MR. H. L. ROBERTS, the Secretary of the Keystone Watch Case Co of Philadelphia was in the city during the Exhibition and paid us a visit. He says the Boss cases are in greater demand than ever and they can't begin to fill their orders. In spite of all competition from filled cases which are "as good as the Boss," their company is making all their filled cases up to the old standard of excellence and rather increasing than deteriorating their quality. In this we think their heads are level; the Boss case has a substantial foundation on which to rest its reputation and no matter at what price snide filled cases are put upon the market the old and reliable "Boss" is bound to sell.

FLATTERING.—The Toronto *Telegram*, in an editorial article in a recent issue, on the revival of trade in Canada, after stating that the importations of jewelry have been heavier than usual this fall, goes on to say, "A feature of the trade at present is the great and constantly increasing demand for Toronto made watch cases in gold and silver, which are reported to be equal to the best imported goods, and have almost completely captured the home market." Although the *Telegram* has been charged with being on the fence on most questions, it has evidently made up its mind in the right direction on the watch case question.

HOW WATCH CASES ARE MADE.—Quite a few of the retail jewelers from the country who attended the Toronto Exposition took advantage of the opportunity to pay a visit to the factory of the American Watch Case Company, where they were received with the utmost courtesy and shown through the works by the general manager. They were unanimous in their praise of its splendid equipment and the first-class manner in which its product was turned out, and left with the resolve that now we had a Canadian factory equal for its size to any in the world and turning out goods equal to any made, that they would henceforth support home manufacture especially as it was considerably less in price.

THE OUTLOOK.—From the indications we should say that a big business boom has struck Canada and that the coming year promises to be one of the most prosperous that this country has ever seen. Crops are good, prices above the average, and what is equally good, confidence in the country and its future seems to have been completely restored. The probability is that goods will be scarce before Christmas, especially 4 and 6 and low priced 18 size movements. Those who don't want to be left should put in their orders early. Retailers should remember that although a man should not buy goods unless he can pay for them, yet the merchant who has the stock is the one that is bound to do the selling. Don't starve your stock gentlemen!

THE BRANT MEMORIAL MEDAL—We have just had sent to us a specimen of the memorial medal which has been struck by the committee in honor of the unveiling of the Brant memorial statue. This medal is executed by Messrs. P.W.Ellis & Co. of this city and is without

doubt one of the finest productions of the medalists' art ever produced on this continent. We are proud to think that Canada can produce such a real work of art as this medal undoubtedly is, and it is strong evidence that in this branch of manufacture at least this country is fully abreast of the age. We are informed by the Messrs. Ellis that they have worked up an immense business in medals and now export them by the thousand to some of the principal dealers in such goods in the United States, who declare that their prices are not only lower but their work better than any they can get at home.

THE FREE TRADE WAY.—"A recent traveler in Germany has contributed to The Million some striking figures about the wages and living of German peasants and mechanics. One man, a hard working old twig broom-maker, earned about 15 cents a day, and his total yearly income of £68 6¹ was thus divided: Clothing, \$7 20, incidentals, \$1.22, food and lodging, \$60.22. His daily fare was bread, 3 cents a day; coffee and sugar, 2 cents; beer, 2 cents; potatoes and sauerkraut, 3 cents; all other food, 3 cents." If the free traders of England and Canada had their way this is just about what our working men would come to. We fancy Canadian mechanics even with the N. P. are very much better off than this German laborer and free trade.

HOW LANGUAGE CAN BE MADE TO HIDE AN IDEA.—We clip the following from the last issue of the London *Jeweler and Silversmith*, and insert it as a good specimen of how English free traders can shoot all around a mark without hitting the bull's eye. "The present would be a good opportunity for the watch manufacturers, who are neither a sufficiently numerous or influential body to act by themselves, for uniting with some other bodies, such as, for example, the Sheffield cutlers, who find themselves in the same condition with regard to unfair foreign competition, when doubtlessly, a *modus vivendi* could be arranged which, avoiding the stumbling-block of "protection," would enable their parliamentary representatives to frame a short Act that would remedy the existing state of affairs."

THE CHARLESTON EARTHQUAKE.—Mr E. Rosenthal, a Charleston jeweler, speaking to the reporter of the *Jewelers' Weekly* about the recent earthquake in that city said amongst other things: "My regulator stopped at nine and a-half minutes to ten, standard time, the fork being pushed out entirely from the pendulum. All the other pendulum clocks had stopped. I took up one watch which had stopped at ten minutes to ten and found the fourth wheel jewel pushed out of its setting and the lower cap jewel of the balance staff cracked. A great many clocks have been broken, and there will be plenty of work for repairers as soon as matters settle down to their former state. A curious effect of the shock was to cause the stones to fly from their settings in rings and brooches."

SCENE IN AN ENGLISH JEWELRY STORE.—In the last number of the London *Jeweler and Silversmith* we find the following: "A dock laborer came in bringing with him a watch he purchased the day before. (He was also accompanied by his mate or fellow laborer as a witness.) The man pulled the watch out of his pocket and handed it across the counter, saying, "Here, sir, I've brought this watch back, it won't go at all and it ain't an English watch." The shopkeeper held it up and looking the poor man sternly in the face, exclaimed, "Why, mein Got you can't expect a new watch to go like an old von as is used to it—'t ain't likely—you must vind it and shake it and it will come all right." I quickly made my exit from the scene, thinking the force of impudence could no further go." We have seen jewelers even in this Canada of ours who apparently knew as much about the running of a watch as this Tueton did, and they were not a thousand miles from the Queen City either.

MISSING PAPERS.—Although THE TRADER is mailed at the beginning of each month to every jeweler in the Dominion of Canada in business for himself, the publishers cannot guarantee that in every case the paper will be delivered. When the paper does not come to hand all we can do is, upon being notified, to send another copy. This we are always glad to do, and a post card to the effect that your paper is not to hand will always be promptly attended to. Some few of our readers of late have missed their papers and we are occasionally in receipt of eye openers from some of the more irate of them who seem to think that we are withholding their paper on purpose. All such may rest assured that such is not the case and we are as pleased to send it to them as they can be to get it. We are glad to find that we