

goods are confiscated and sold for the joint benefit of the person laying the information and the officer making the seizure. A few examples of this kind would do a great deal of good, especially along the borders. We shall explain the law regarding smuggling fully in our next issue.

STEPPING STONES TO SUCCESS.—Learn your business thoroughly. Keep at one thing—do not seek change. Always be in haste, but never in a hurry. Observe system in all you do and undertake. Whatever is worth doing at all is worth doing well. One to-day is worth two to-morrows. Be self-reliant, do not take too much advice, but rather depend on yourself. Never fail to keep your appointments, nor to be punctual to the minute. Never be idle, but keep your hands usefully employed except when sleeping. Use charity with all, be ever generous in thought and deed—help others along life's thorny path. Make no haste to be rich, remember that small and steady gains give competency and tranquility of mind. He that ascends the ladder must take the lowest round. All who are above were once below.

LEVANTED.—When our last issue was in press, it was generally expected that Messrs. C. T. Picard & Co., the insolvent jewelers of Montreal, would get a favorable settlement with their creditors and continue the business. Recent developments, however, seem to verify the assertion made some time ago, that the whole thing was simply an attempt to beat their creditors for their own advantage. These creditors decided to have Mr. Picard up for examination, and rather than face the ordeal, he skipped out of Montreal in the disguise of an old man, taking with him a considerable quantity of valuable stock. To add further to the complications of the unfortunate affair, the Customs officers almost immediately afterwards seized the balance of the stock for alleged smuggling. Mr. Picard has heretofore had the reputation of being an honest merchant and an honorable man, and while we are always sorry to hear of such a person going wrong, we cannot allow our personal sympathy to disguise the fact that it is all the more necessary in such a case to make an example of him. If he were punished as he certainly deserves, the commercial atmosphere would probably be freer for some time to come.

THE WALTHAM AT THE FRONT.—We learn from the *Sporting Hour* that one of the great attractions of the New Orleans Exhibition, just closed, was the special exhibit of the Waltham Watch Company, among whose numerous articles of interest shone forth conspicuously an enlarged model of the Company's split-second chronograph, with split-minute attachment. This model had been built especially for the New Orleans Exhibition, and proved of interest to thousands of visitors, among whom the sporting fraternity especially evinced the greatest delight at the wonderful contrivance. At first it seemed rather difficult to unravel the exact working of the mechanism, but quick to see and quick to learn, they readily understood it with but little explanation on the part of the attending watchmaker, and they expressed much surprise at the simplicity of its construction. The durability of the parts was greatly tried, inasmuch as the model was kept going through its multiplicity of performances from early morning until closing hour. At the end of the exhibition it worked as accurately as on the first day it was shown—a test which in itself was a triumph.

OUR BEST ADVICE to our readers regarding their Christmas and New Year's dinner

The day of feasting draweth nigh,
And scores of Turkeys soon must die.

Get one that's young and sweet and fat,
And stuff it full of this and that

With fruits and berries sauces make,
And add preserves and pies and cake.

Ask friends and kindred all to come,
And spend their Christmas at your home

Let not the cares of life distress,
But fill each glass with happiness.

Revive the joys of youthful days,
And for their blessings offer praise.

EVIDENTLY NOT POSTED.—A very good joke is told of a large retailer not a thousand miles from Toronto, who has lately been buying gold cases from a jobber on the supposition that they were American

cases that had been got over by way of the underground railway, and were therefore sold at a reduction on that account. He thought he had a big bonanza on these cases until he discovered the other day that they were made in Toronto by the American Watch Case Company, and that he could buy them from any jobber at the same price that he had been paying. He now fails to see where the favor comes in on the jobber's side at least, but forgets that if he had kept himself posted and abreast of the times he could not have been so easily imposed on. In this connection, also, both of these gentlemen appear to have been ignorant of the fact that under the Customs Act, officers can seize and confiscate any goods that are sold or offered for sale under the representation that they are smuggled goods no matter whether they have been smuggled or not. The simple fact of thus misrepresenting them renders them liable to confiscation.

NO CHEATING HERE.—We are pained to notice amongst retail jewelers a tendency to exalt themselves at the expense of their opponents, and to question the honesty to say nothing of the capability of everyone in the same line of business outside of their own shop. This is not only wrong, but foolish in the extreme, and, as a rule, does the person doing it more harm than good. When a man advertises that he is the only honest jeweler in any place where he has opposition, it is equal to an assertion that his competitors are rogues. No one believes that all the honesty in any business is carried under one hat and therefore they conclude that such accusations are often made in order to give the maker a chance to practice himself what he denounces in others. Such advertisements remind us of the Chinese signs in Peking and elsewhere in the flowery land, which read somewhat in this style: "Don't deal with Hung Loo across the street, he will cheat you, but come and deal with an honest man, no cheating here." In our experience of the jewelry trade in Canada, we have found that honesty is generally pretty evenly distributed and that no one dealer has a monopoly of it. Most of our friends keep it on tap all the time.

PRINCIPLE WAS EVERYTHING.—During the past month our sanctum was enlivened for a short half hour by the genial presence of Mr. Sheppard, of Boss Case celebrity. After telling how the Boss Case was sweeping everything before it in the States, Mr. Sheppard got back to his experiences in England last summer, and some of his reminiscences are well worth preserving. While missionarising Her Majesty's subjects, he came across an old English watchmaker, one of the real old school by the way, who was awfully down on modern watches in general and American made watches in particular. Mr. S., as a true Yankee always does, did his best to uphold the national reputation, but being only a watch case maker and not a practical watch movement maker, he was rather at a disadvantage with this ancient supporter of the watches of his fathers, who pointed out the beauties of the old fusee and other intricacies of "ye old time watch" with an ardor worthy of their inventor. Leaving technical argument, Mr. S. essayed a *coup de main* by bringing the issue on to general grounds instead of particulars, and pointing out how the American watch had made its way against all opposition, in every part of the world, wound up by saying, "Sir, all the facts are against you." Mine ancient rose equal to the occasion, however, and looking the adventurous foreigner straight in the eyes, he exclaimed, "Tut, tut, the facts be blowed. I don't care a fig for facts, the principle of the American watch is wrong." This volley was too much for Sheppard, he couldn't discuss principles half so well as facts, and therefore beat a hasty though honorable retreat, leaving the old Englishman master of the situation.

HOW THEY SELL SO CHEAP.—We have had several letters recently from retail jewelers throughout the country, complaining of the very low prices at which the large retail houses in some of our large cities sell watches. We have looked into the matter thoroughly and find that in nearly every case the prices quoted are for American movements put up in Canadian made cases. Both cases and movements are Association goods and cannot be bought by those advertising them one whit cheaper than by any other legitimate retail jeweler. Taking the lowest prices furnished us, we find that any retailer can sell his customers the same goods at the same prices, and make from ten to twenty per cent. profit. These large retailers never sell at or below cost, but they seem willing, and probably can afford to work on a smaller margin of profit than those dealers who do a very much smaller trade. As we have said several times in these columns, the days of the Dutchman's one