



It is hard sometimes, after counting a dollar made, to lose it, but it pays. I know it pays—know it from actual experience.

"We want your trade, but we want you satisfied."

"We would rather not have your money than your dissatisfaction."

The very nature of the jewelry business demands confidence in order to succeed.

What can you make out of that class who can describe their desire in trade terms, and get tenders.

It is the people who would rather pay a little more and have the satisfaction of knowing they are getting a reputable article, whose trade is worth catering for.

People talk.

Women glory in their bargaining successes—actually crow in triumph over the person who pays a trifle more for the "identical article"—and when these "identical articles" have been bought at the same store at different prices, it does not improve the reputation for reliability of the store owners.

I have spoken directly to dealers on this subject, and I have been told that a one-price business is impossible. I replied that "an ounce of fact is worth a pound of theory. Facts are against you. One-price merchants are doing the business in the cities. 'That is all right enough for a city,' they reply, 'but farmers will not purchase an article when they are unable to beat down the price.' This is true—if you have the reputation of being 'beat-downable.'"

You do the same thing with travellers whose houses have elastic prices, but there are plenty of dealers whom you would never think of asking to deviate from their marked price, and these are the houses which have your confidence, and with them you do the bulk of your trade. The other kind may sell you a few dollars worth occasionally, particularly when you think you are getting a snap, but they do not get the most profitable part of your trade.

You are safe in judging others somewhat by yourself.

(To be continued.)

PROVIDENCE, R.I., Jan. 8.—The board of directors of the Manufacturing Jewelers' Board of Trade have organized by the re-election of the following officers: President, Dutée Wilcox, of D. Wilcox & Co.; Vice-Presidents, Wm. R. Dutemple, of W. R. Dutemple & Co., and E. S. Horton, of Horton, Angell & Co.; Secretary and Treasurer, Marcus W. Morton; Financial Committee, Robt. E. Budlong, of S. K. Merrill & Co.; Henry Fletcher, of Fletcher, Burrows & Co., and Hon. Henry G. Thresher, of Waite, Thresher & Co.

INCREASING EXPORTATION OF CLOCKS.—The extent of the export trade in clocks, noted lately to be increasing by the statement of the custom-house for one week recently. It is as follows: British West Indies, clocks valued at \$59; British possessions in Africa, \$472; British Australia, \$7,682; Chili, \$14; Copenhagen, \$268; China, \$967; Ecuador, \$207; Havana, \$280; London, \$3,930; Liverpool, \$2,252; Oporto, \$27; Naples, \$24; Stockholm, \$85; Siam, \$192; making a total for the week of \$16,602, which was for 1,037 clocks.



UNITED STATES.

HENRY J. CAIN, vice-president and general-superintendent of the Hamilton Watch Co. has been given up by his physicians, who expect his early demise.

THE German diamond industry is being seriously injured by the South African war. In Hanau four large establishments have been closed.

THE New Haven Clock Co., New Haven, have not completed their inventory and consequently part of the factory is running only eight hours a day. The case department hands are working from 7.30 a.m. until 4.30 p.m. Most of the other employees are working ten hours a day.

ROCKFORD, Ill., Dec. 28.—A movement is on foot backed by reliable capitalists, to again start the Rockford watch factory. The people interested in it are men of long experience in the local factory. The factory is still in good condition and could be put in operation on short notice.

It is reported that Wernhow, Beit & Co., diamond merchants, of London, have contributed \$250,000 for the equipment of British yeomanry for the war with the Boers. Mr. Beit, of the firm, is said to have amassed a fortune of more than \$100,000,000 by his connection with South African mining.

MOBILE, Ala., Dec. 31.—Monday night at Sunnysouth, 100 miles north of Mobile on the Southern railroad, Dr. W. H. Williams was shot by Charles M. Gallagher, a travelling optician. Williams died next day. Gallagher surrendered, saying he was shooting at another man, and Williams was his friend.

WASHINGTON, D.C., Jan. 4.—According to a regulation of the Swedish General Customs Management, watches with a case other than gold, which have so far paid a duty of 50 oere (13.4c.) per piece will in future pay 1 krone (26.8c.) apiece—the same as watches with gold cases—if the cases are in any way coated with gold.

FOR the first time since last July the power at the factory of the old Meriden Silver-Plate Co., Meriden, was turned on Jan. 10 for other departments beside the glass cutting room, which has been running during the fall. About twenty employees of the Barbour Silver-Plate Co., Hartford, began work there that day, and the balance of the 130 or more employees will be sent to Meriden by March 1.

CANTON, Ohio, Jan. 6.—Joseph C. Dueber, son of John C. Dueber, of the Dueber Watch Case Manufacturing Co. and the Hampden Watch Co., is dead. Mr. Dueber was twenty-eight years old and had been ill about five years' of consumption. His remains were taken to Cincinnati, Ohio, for interment. The funeral was attended by all the employees of the Dueber Watch Case Manufacturing Co. and the Hampden Watch Co.