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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 has a circulation embracing every solvent jeweler in the Dominion. Price \$1.00 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 or new advertisements must reach us not later than the 20th 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.
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THE SCARCITY OF AMERICAN MOVEMENTS.

NEVER before during our connection with the jewelry trade, a period of over thirty years, have we known American watch movements to be so scarce as they are at present. This is all the more singular when it is remembered that in few other branches of American manufacturing industry have the prevailing good times created such a demand as in that of watch movements.

As far as we can learn, every watch movement company in the United States has not only increased the capacity of its factory and is turning out a larger quantity of goods than ever before, but one and all of them have orders ahead for many months to come. It is interesting to know also in this connection that the demand is for higher grade goods than formerly, and that the higher priced goods are just as scarce as seven jeweled ones.

Although the companies have advanced prices several times during the past eighteen months, it appears to make no perceptible difference in the demand. The people want the goods, and the people are prepared to pay the increased

price for them to-day, just as cheerfully and even more so, than they did the starvation prices which prevailed a few years ago, when they appeared to be a drug on the market. The trade pendulum has swung clear across the national clock and it will without doubt take several years to get back again.

In the meantime the people must have watches and they are willing to pay higher prices for them. This being the case, our Canadian jewelers should see to it that they take advantage of this golden opportunity to cultivate a higher class of watch trade than heretofore. Don't be afraid to lay in plenty of stock of better grade watches than formerly, and you may depend upon it that with but little additional effort you will be able to dispose of them just as easily as you formerly did the cheaper lines that were generally handled.

This scarcity of American movements is perhaps a blessing in disguise, and if it has the effect of making jewelers push high grade instead of low grade watches, it certainly will be. We have always advocated the pushing of high grade watches as in the real interest of the trade, and before movements become plentiful again we trust that many of readers will find out the truth of this claim by practical experience.

ADVANCE IN SILVER.

THE price of silver bullion has been advancing steadily for the past couple of months, and within the past fortnight had reached the highest point since the early part of the year 1897.

So far as we can see, while an effort has been made by the silver men of the United States to advance the price in order to help Bryan's election, this factor has had but little to do with its rise in price.

The main causes appear to have been the increased demand in India and China, both of which countries have been large purchasers of silver bullion, to be used for the purpose of minting coin for their increased trade. In Europe, also, an increased demand has been created by the universal good times, both for coinage purposes as well as for manufacturing. The increase in the use of silver for manufacturing purposes is unprecedented, and it is safe to say that never before in the history of the world was sterling silver in such common use as it is at the present day.

All these things taken together have had a tendency not only to stiffen, but to advance the price of silver bullion, and it is not surprising to find that it increased in value four and a-half cents or nearly eight per cent. during the present year.

As our readers know the prices of sterling silver goods of all kinds were never so low as they have been for some time past, but if this rate of increase in the price of the bullion is maintained it is only a question of a very little time when the makers will be compelled to make a corresponding advance in their prices. In the meantime they would be well advised to stock up as liberally as possible in these goods for the holiday trade.

Since the above has been in type, we have received advices from several manufacturers of sterling silverware of an advance in the price of their goods in keeping with the rise in the price of silver bullion,