

THE

Toronto Silver Plate Co'y.

No one need look further than to the works of the above-named Company, to witness a most striking and beautiful illustration of the common-sense policy known as the "N. P." We were attracted to this interesting enterprise through the display made by the Company at the Toronto Exhibition; the brilliancy of the display elicited an expression of admiration from H. R. H. the Princess, and its intrinsic excellence was recognized by the award of a gold medal on the part of the judge; the taste displayed in the construction of the case which contained the goods was likewise recognized by the award of a silver medal. Refinement is often indicated in small matters, and one no sooner enters the door of the substantial new factory of the Company, than, instead of being confronted with the stale superfluity, "positively no admittance," one's eye is caught by the red coat of the handsome young guardsman, who is depicted, bayonet in hand, on the glass of the opposite door, and from whose mouth (as on a cloud of smoke), "No admittance" is made to emanate.

It is due however to the memory of the originator of this branch of industry, prior to passing beyond the inner portals of the factory, to say a few words parenthetically in recognition of the benefit conferred by an inventive manufacturer on unnumbered thousands of his race. It is to Geo. Richards Elkington, founder of the firm of Elkington & Co., of Birmingham, that civilization is indebted for the myriads of objects of utility and beauty which, when electro-plated, contribute in so many ways, to the enjoyment of life. The few persons on this side the world, who have witnessed the processes of coining, will know what the several stages are in the manufacture of plated ware; they will at least be able to realize the smelting of the "pigs" of raw metal which in the case under consideration, consist of tin from Cornwall (the County which used to supply the Phenicians), antimony from Austria, and copper from Germany or from Lake Superior, it is a noteworthy fact that it is easier to procure the copper from Germany than from our own lake. They who have witnessed the process of coining will know that the primary "pig" is reduced by means of the crucible to a *porke* of greater refinement, that the refined plates are again reduced by means of machinery, involving immense pressure, to a ribboned form, and that the dimensions of the ribbon are regulated by the requirements of the workman.

Ponderous machinery has been imported from the States for this purpose, and we are glad to be able to add that some of the presses were manufactured in Brantford; the Company make their own moulds, and among the prettiest objects we saw, in going over the building, were the wreaths of flowers in red wax, which had been prepared as models for the moulder. The work of the designer, both in regard to the form and the ornamentation of the various articles produced, is necessarily of supreme

importance, but it is with the several departments of a factory as it is with the parts of the human body—"the eye cannot say to the hand, 'I have no need of thee, nor again the head to the feet, I have no need of you.'"

Among the classes of articles produced at this factory, are Tea Sets, Epergnes, Casters, Table-ware, Baskets, Butter Dishes, and those bright ornaments which lend their lustre to the "caskets" of the dead; of this latter class of goods, the Company are turning out one and a-half ton per week; if we add that until this factory was opened, this class of goods was imported from the States, we shall be content to leave our readers to reflect on the political lesson suggested thereby.

This Company has the distinction of being the only MANUFACTURING Company of the kind in the Dominion; by way of illustrating the variety of objects which are sent to the factory, we may remark that we saw two reflectors for the head-lights of railway engines, which were there for the purpose of being re-plated. It cannot be necessary to describe the process of electro-plating, although it may not be superfluous to observe that the word: "quadruple plate" which figure in the Company's trade mark, pledge the Company to a four-fold coating of silver on the goods; the practice of weighing the goods, prior to their being submitted to the battery and subsequently, supplies an easy test of this operation.

The repairing and replating of silverware when the public becomes aware that it can thus be rendered as handsome as when new, will doubtless constitute an important element in the business. One hundred and thirty (pair of) hands are already employed here, of whom twelve are girls; as there is an ample sphere for the display of artistic taste in this direction, we hope to see the proportion of girls increase. These 'hands' have come—partly from Europe, and partly from the States; about a score of them are learners, though upgrown, and some are youths of this city, with intelligence enough to have discerned that in this branch of industry, they have a new and most promising sphere for the exercise of whatever mechanical and artistic taste they may happen to possess.

Of the show room, and its galaxy of brilliant objects, it is not easy to write in terms adequate to convey an idea; the many thousand persons who witnessed the display of goods made by the Company at the recent Exhibition will be able to regard that display as a selected specimen of the Company's products, and the gold medal above-named serves to indicate the official appreciation of it. Beauty of design is here blended with richness and variety of material, and whatever taste, skill, and capital united can produce is here to be seen in all the glory of gold, silver and enamel.

Although the public can hardly be invited to gratify their curiosity by visiting the factory, they will doubtless soon observe that many of the articles produced thither are lending their charms to the shop-windows from one end of this wide Dominion to the other; and such members of the community as may experience the need of a designer, need not extend their search beyond the limits of this factory, for we trust they may long be able to avail themselves of the guidance in this respect of the intelligent gentleman on whom it devolved to show the writer over it.

DIPSIBOICUM.

I've tasted of the "Dipsi"
Without becoming tipsy,
Nor has it rendered me as yet 'gigantic';
Its virtues of prevention
I need, of course, not mention
As they're echoed from Pacific to Atlantic.
Though clothed in garb of fiction
And commended with such diction,
As to render many critics unbelieving,
Its herbal combination
Is not merely a creation
Of the fancy—neither can it be deceiving;
For the men who taste and try it,
Are the men who wish to buy it—
To buy that they may live a little longer,
And purchase it they do,
And repeat their orders too,
For they find that they are daily growing
stronger.
They've found the "certain tonic"
Which dispels their ailments chronic,
Though they have not seen the "natives"
yet "extracting";
As they care not to be prying,
Or with Dingnan to be vying,
Of the recipe, they will not be exacting.

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