

these terms, he would not be benefitted thereby, but facts go to show that he does not get the whole trade, or even more than his share of it, and that he has kept himself poor by his tactics, without impoverishing his opponents.

If space permit, we would publish Mr. McLoughlin's circulars, in *extenso*, as we do not think that anything we might say about either himself or his methods of doing business would be half so telling as his own terse and elegant language. We have only room for a few carefully selected gems, as follows, which we have taken from his large circular:

"No dealer can buy less than these quotations. I pay net cash and sell for net cash and give purchasers the benefit."

A philanthropic tradesman surely, doing business purely from charitable motives.

Beware of the Swiss made watches; they are only trash, and are palmed off on you for a good article, and are not worth the name of a watch. When you buy a Swiss or cheap English watch you have only trash, and your money is all lost unless you cheat somebody else by selling it."

Indeed? This will be news to thousands of people in Canada and the States who have carried fine Swiss watches for years and have found them reliable in every particular. All such, please remember that your watch is no good, and you had better pitch it into the ash heap—Mr. McGloghlin says so and it must be so.

Mr. McGloghlin lets us into the secret of his wonderful business success in the following paragraph:

"Reasons why I can supply you with these goods at the prices are: 1—I buy for net cash. 2—I sell for net cash. 3—I am a thoroughly practical watchmaker. 4—I understand my business. 5—I have been in the business 30 years. 6—My expenses are very low. 7—My sales are very large, and although on a single article the profits would not buy a soda biscuit, the quantity sold enables me to live. 8—I am so long and so well acquainted with the people that they, having full confidence, buy promptly and cause me no loss of time. 9—I oversee and do a large portion of my own work. 10—Having all the most modern and best appliances, can execute all work very quickly and perfectly. 11—I do not depend on Tom, Dick and Bob, as many in this city are compelled to do, as they know nothing of the practical details of the trade. 12—Being a practical man I know just what will give satisfaction and thus save any amount of time in tinkering at half-made watches in trying to make them give the customers' satisfaction."

The jewelry trade of this province will please read, mark, learn, and inwardly digest the above. If properly

applied, it may keep them from attaining the same kind of business success that Mr. McGloghlin has achieved. But we will hear further from the gentleman himself:

"WATCH REPAIRING.—In this branch I am at home on the cheapest or most intricate mechanism in Stem Winders, Calendars, Chronometers and Stop Watches. If you have a good watch that has been butchered at other places, and there are lots of them, bring it to me and I will make it as good as new, and at a cost that will be satisfactory. It is of great importance that you should know that the person with whom you entrust a good watch is a practical man, and not because he (like several in this city) hangs out a watch sign. Carry your good watch to him and receive it back in ten times worse state than when you handed it to him. If you take your watch to W. D. McGloghlin it will not only be repaired as it ought to be, but any defects will be remedied, and a good watch properly repaired will give satisfaction; if butchered it will be always a trouble and annoyance. I herewith quote a few of my prices, for which I do first-class work and guarantee perfect satisfaction in every case. Cleaning all ordinary watches, 50 cts.; main springs, 50 and 75 cts.; very best glasses, 10 cts.; hands, 10 cents each; steel or gilt, second hands, 10 cents; brooch pins, 5 cents each. W. D. McGloghlin is the only watchmaker in the city that does first-class work, and leaves all repairs like new. He is the only watchmaker in the city that has a first class set of tools. I am the only watchmaker in the Dominion possessing a Transit Instrument for obtaining correct time from the sun. I have the only first-class Regulator in the city, and the only Box Chronometer, so that those requiring correct time can obtain the same at W. D. McGloghlin's within one second. If living at a distance you can send your watch by express for repairs and have it returned at a less price than you can have it butchered at home. I do only first-class work and guarantee satisfaction in every case. It is an admitted fact that W. D. McGloghlin is the only first-class watchmaker in the city, and turns out all repairs like new work."

Great Scott! but this must be the perfection of a watchmaker. We gaze upon him with feelings of reverence and mentally ask ourselves the question, How can one man possibly know so much? What sized hat does he wear? We can only think of such a prodigy like Cowper's youth thought of the village schoolmaster:

"And still the wonder grew
That one small head could carry all he knew"

Good-bye, friend McGloghlin, though we cannot see with you, eye to eye, upon the proper way to conduct business, yet we shall ever respect you for your egotism.—*Inserted free of charge.*

Select Matter.

REPAIRING A TIME-PIECE.

TRYING TO FIND OUT WHY A WATCH STOPPED.

HOW THE EXPERTS SHOWED WHAT THEY KNEW AND HOW THE OWNER WAS FINALLY SURPRISED.

"Here is your watch," said the jeweler, as he tore off a small white tag from the ring of a well-worn silver watch and handed the time-piece to a reporter last week. "If it breaks inside of a year you can bring it back and I will fix it for nothing. I don't think it will trouble you though, for it was very thoroughly repaired by one of our best workmen." "I hope not," replied the reporter, as he paid the jeweler \$8 and left the store with the watch ticking loudly in his pocket. For nearly a week the watch was a model of regularity, recording the time even to the minute with the great, yellow-faced clock in the City Hall tower. One morning, however, when it was drawn from under his pillow, the reporter discovered to his dismay that the hands were pointing to the hour of two o'clock. It couldn't be afternoon so early in the day. He rubbed his eyes and looked at the dial again. Surely there must be some mistake about it. He examined the hands. They were stationary. He placed it to his ear. It was as silent as a calm. The watch had stopped inside of the first week, and in spite of the three-dollar charge and the year's guarantee. He shook it. A few feeble ticks responded to the jar. The stubby second hand moved slowly about one-quarter around its short circuit and then stopped as before. He pounded it on the bed and made some uncomplimentary remarks about the watchmaker. This evoked another semi-revolution, which was again succeeded by the same silence.

After breakfast the unfortunate owner stepped into the nearest watchmaker's, a seven-by-nine shop, in upper Broadway, and asked the proprietor what was the matter with the watch. The jeweler took the time-piece, pried open the inside cover with a small can-opener, and peered into the works. After a cursory examination he handed it back to the owner. "It needs cleaning," he said.

"Cleaning?" ejaculated the reporter, in astonishment: "why I paid \$8 only last week for having it thoroughly cleaned."

"I can't help that," replied the jeweler;