

use selling goods unless you get a fair profit for them, for there is a legitimate profit, and below that no one can do business and prosper; and prosperity is what we all want—it is both to the interest of buyer and seller.

Your offer to re-publish *Excelsior*, a treatise on Watchmaking, is a good idea, and one that will be appreciated, no doubt, by the trade.

Wishing you the prosperity you deserve, I subscribe myself,

Yours obliged,

RETAILER.

Editor TRADER,—

SIR,—It seems to me that if our Jewelers were to devote their attention a little more to the getting up of attractive window shows, it would be one of the best advertisements they could possibly have. The traveller for any wholesale house having, as he does, almost unlimited opportunities for observation, denied to Retail Jewelers who are compelled to confine themselves closely to their own stores, should be in a good position to give his customers many useful hints about this matter, and the best and cheapest way of carrying such ideas into practice. I feel that a salesman's duty is not merely to consider his own interests, but those of his customers as well.

And, sir, is not the success which your paper is enjoying to-day very largely the outcome of this very principle. Its gift-giving policy,—a free paper,—its liberal tone; its free advertising columns; and its admirable editorial matter.

Many Jewelers will remember that not many years ago attempts were made to keep alive a paper said to be devoted to the jewelry trade; but their policy being "to gather up the fragments, that nothing be lost"—not according to the original dispensation, but that they might have all for themselves—they ate up all the crumbs and then died of starvation, from their own penuriousness.

Only a few days ago a prominent Jeweler, holding before him your paper, said most enthusiastically,—while shaking it good naturedly: "That paper, sir, why the Jewelers couldn't do without it, and any jobber or manufacturer who don't advertise in it is not alive to his own interest; that's where we go for information." I would stake a good deal in backing up this authority, and would venture further to say: that this is the registered Trade Mark opinion of all our Jewelers throughout Canada.

Yours respectfully,

JNO. W. CAMPBELL.

Editor TRADER,—

DEAR SIR,—I see the National Jobbers' Association have had their Annual Meeting, and from the report of it I should say it was a success in every sense.

It is not to the interest of the retail trade to have the prices cut so low that there is no money made by the manufacturer, for when such is the case the jobber and the retailer suffer also, and the public alone reap the benefit.

You will agree with me in saying that on an average, watch buyers don't buy more than two watches in a lifetime. Such being the case, it does not amount to a very great deal if they do pay a fair price for what they buy, whilst it means an im-

mense sum to the manufacturer, and either fair wages to their employees or else small pay and no profit to the employer.

I see from your notice of correspondence received that "Retailer" seems to think that the jobbers are caterpillars on the leaf, and not necessary to the trade. It may be true as far as he is concerned, as it is quite likely that he can afford to buy on a large scale; and if so, it might pay him to visit the markets to buy his goods if he could purchase direct from the manufacturers. But it is otherwise with those in the small towns and villages. They have neither the time nor the capital to make it pay.

For my part I do not see why the Jewelry trade should not have men dealing as wholesalers as well as the dry goods and other trades.

I think that lawyers are a necessary evil, and the less that Jewelers have to do with them the better, is the opinion of,

Yours truly,

JOHN BULL.

APRIL FOOL.

The first of April is at hand,
The mischievous boys are seen
To lay the bait and then to stand
Behind some friendly screen.
On the sidewalk they have tacked
A hat over a stone.
They've tied up an empty box so that
A parcel neat is shown.
Nor is this all that they have done
The innocent to lure.
Ten or twelve yards farther down
They've provided for the "poor,"
They've nailed a well filled purse, you see,
Upon the planks secure
This trick is good for more than one;
Of that you may be sure.
A dude comes along, he spies the purse,
Forgets it is the rule
To-day to watch a man stoop down,
And then yell "April Fool."
He sees the parcel, passes by,
He'll not be caught again.
He feels that some one should be kicked
For playing him this game.
His blood is up, he hurries on,
He's ready for a spat.
And what would be more natural
Than kicking at the hat?
He gives one long tremendous kick;
His tooth-pick shoes the tool,
He comes down solid as a brick,
The boys yell "April Fool!"
From this we may a lesson learn.
All we who jewelry vend,
Learn that an honest, virtuous man
Will fare best in the end.
The man who cheats the Government
Out of its lawful dues,
Who thinks to pay the duty is
To him no earthly use,
May find, some day, that sharper men
Are on his track, and that
He put his foot in terribly
When he kicked at the hat.
The law is placed just like the hat,
Over a heavy stone,
And though it may look innocent,
Kick not, but leave alone.
There's the good-natured, lazy man,
Harmless and forgiving,
He takes things easy, seems to think
The world owes him a living.
He says he trusts to Providence;
It may be well to tell
That God helps those who help themselves,
Who use their talents well.
He is like the man who finds the box
The boys have laid for him,
A bonanza he expects to strike,