

watchmaker and can do a good job; (2) that he is the only honest watchmaker in London; (3) that he will sell goods to the public as low as any other dealer in London can buy them.

In reference to the first proposition, we are not in a position to dispute his claim to being the best or only good watchmaker in the city he lives in. True, we have heard some people who ought to be posted about his abilities as a workman give him a poor name, but this has probably been the result of envy more than anything else. We would remark for his benefit, however, that as a rule "self praise is no commendation," and that were he as good a workman as he claims to be, and lived as long in the same city in the same business as he has done, that his merits as a mechanic would be so generally recognized that he would have no need to sound his own praises in the self-satisfied way he does, neither would he be compelled to cut on regular trade prices fifty per cent. in order to keep his mighty energies employed. A good watchmaker, who does first-class work, can always get all he can do at regular trade prices, no matter what his opposition may be, and our experience is that it is only the third-rate workman who has to slaughter prices. We should think, and we imagine the public naturally think the same way, that a watchmaker is generally the best judge of his own value, and if he considers his own work only worth half the regular price, that is sure to be about its real value.

In regard to his being the only honest dealer, and having the only honest goods in London, this is an inference to which we must decidedly take exception. Our acquaintance with the London jewelry trade has extended over a period of nearly twenty years, and as a class we have always regarded them as upright and honorable, and we fail to see why we should at this late day change our opinion; certainly the perusal of so bitter an attack as is contained in this circular would have no effect in altering our opinion. This phase of the circular reminds us very much of the English traveler's description of the Chinese city of Shanghai, whose streets abound with such signs as the following. "No cheating here; don't deal with the man across the street, he is a cheat, but come to me and get the only genuine rat's meat at cost price." The public are always justly suspicious of a person who is constantly declaim-

ing about his own honesty, and this feeling of distrust is intensified when to this evidence of bad taste is added the worse one of running down everybody else who may be in opposition.

In regard to the third declaration that he sells his goods at other dealers' cost, we are more concerned than in any of his other statements. If this is as he claims, then it argues a smaller amount of business capacity than we had expected from a general perusal of the circular. It may be that the writer of the circular is a man of independent means and sells goods simply for the public benefit. If so he has got into a trade that will tax his energies to the utmost, and at the same time give him little or no thanks for it. The public generally believe that but few, if any, merchants do business for the pure love of it. As a rule merchants do business to make money, and the public expect to pay them a reasonable profit for their work.

If this gentleman is not, as we suspect, a person of independent means, then certainly he is pursuing a very "dog-in-the-manger" policy by doing business in the way he proposes. Every business man of experience knows that it takes a certain percentage of profit to run any business, and if that profit is cut down too low, the balance sheet will show a loss instead of a profit. From the figures this gentleman gives in his circular, we should venture the prediction that his business will not show a profit at the year's end, and that it is only a question of time when he has to advance his prices or go under. His whole attempt looks to us as though he was unable to make money himself in business, and was unwilling to let anyone else make any. The jewelry business is peculiarly one of confidence and good will, and if the public have confidence in a merchant in this line, he can get a reasonable profit on his goods and still retain their confidence and trade. People don't buy jewelry because they know whether it is cheap or dear, but simply because they want it, and even if every retail jeweler in London were to sell at cost, as our friend professes to do, it would make no perceptible difference in the amount sold. We can see no good whatever in such a suicidal course as this, for it simply demoralizes the trade without doing the person practicing it any good.

Did time and space permit we might

write much more fully concerning this production, which is calculated to do harm both to himself and the trade in the city of London and vicinity. We have no personal knowledge of the writer, but we certainly think that if he honestly intends to run his business upon the lines laid down in his circular, the sooner he gets out of the jewelry business and gets an appointment as manager of some charitable institution, the better for himself and all concerned.

#### STANDARD TIME

The change in the system of counting time which came into operation on all the railroads in North America on the 19th of November, is a real step forward in the direction of a universal system of time keeping. As probably all of our readers know, the idea is simply to divide the North American continent, for time purposes, into five belts, each belt being fifteen degrees wide. Within the limit of each belt one standard time is to rule, and between each two adjoining belts there is a "jump" of an hour, that is that the time of each belt is exactly one hour slower than the belt east and one hour faster than the belt west of it. While this may seem strange at first, a little reflection will convince almost any one that the change is a practical one, and well adapted for the travelling public, while to those who never go away from home, after the first day it won't really make any difference. Any one who travels much will certainly appreciate it, for instead of never having to correct local time, or having to alter his watch in every place in order to get it, his watch, once set right, will be exactly right anywhere in Canada or the United States between the confines of the belt for which it is set. Then again should he happen to go east or west sufficiently far to go into other belts, how much easier to compute the correct time by adding or subtracting an even hour for each belt, instead of, as formerly, adding or subtracting a certain number of minutes or seconds which varied with every mile travelled. The thickly settled part of Canada will at present be comprised in three belts. The maritime provinces and the eastern part of Quebec in the Eastern; the western half of Quebec and Ontario in the Centre, and Manitoba in the Western. The time in the maritime provinces will then be an