



and, rushing outside, extinguished the flames by rolling his burden in the light snow that had fallen. But help had come too late. It was a charred corpse he carried back into the house. The poor woman's face and arms were burned to a crisp. Bencette's own clothes caught fire while he was trying to render assistance to his mother, and one of his arms was badly burned. Mrs. Bencette was well known in Sandwich East, where she had resided nearly all her life.

"THE STRATHCONA HORSE." Canada was startled a few days ago by the news that Lord Strathcona (Canadian Commissioner in England) had offered the British Government to raise, equip and maintain during the entire war, 500 mounted scouts from the western plains of Canada, than whom there are no better riders or shots in the world. His offer has been accepted by the British Government and sanctioned by our own Canadian Government and it is quite probable that before a month has passed, this third contingent of Canadian troops will be en route for the South African war. In making this offer Lord Strathcona has done a splendid action for Canada, as well as for the British Empire at large. The cost, although large (probably over \$1,000,000) is only a small part of the matter. It shows that our best public men as well as our people generally are thoroughly in earnest in regard to the unity of the Empire, and that we consider it quite as vital to us Britons in Canada as to the Britons in the British Isles. It is a noble gift and we honor the large-hearted giver.

THE ANNOUNCEMENT in the *Jewelers' Circular* of January 3rd, that at the end of the month that journal and the *Jewelers' Weekly* would amalgamate into one company, caused but little surprise in New York trade circles, who have been expecting some such denouement for some time past. The fact is that the jewelry business in the United States has been over journalized for a great many years back, and the trade over there have had to carry a half-a-dozen journals on their back that they had no need for and probably did not want. A great many of these journals have gone to the wall, and no doubt others will follow in due course, and if the trade over there are wise they will not make efforts either to resurrect any of the defunct ones or start new trade journals. What the manufacturing and wholesale trade want is a means to reach their customers of the retail trade, and if this can be thoroughly effected by advertising in one, two or three journals well and good. The expense may be large but it can easily be borne, and they get good value for their money. But when this number of journals is doubled or trebled, and they have all to be kept by advertising, they become a burdensome tax upon the trade, and some of them will have to go to the wall. From a close study of this matter we have come to the conclusion that the main benefit of an amalgamation of trade journals is to the advertiser and not to the journalist. The advertiser, as a rule, simply has one less advertisement to pay for and he saves that amount of money. Although the journalist has less opposition his advertising patronage is hardly increased thereby, nor are his prices raised. It simply insures him a more certain and stable clientele and that is all. The amalgamation of the *Jewelers' Circular* and *Jewelers' Weekly* will mean thousands of dollars in the pockets of the New York jewelry trade to the hundreds that the proprietors of the *Circular* will make out of it.

THE CANADIAN FAILURES for 1899 show a considerable decrease over those of the past three years, and is cheerful reading to the average merchant. In 1896 there were 2,118 failures; in 1897, 1,809 and in 1898, 1,300. The amount of liabilities for 1899 is slightly over that of 1898, owing manifestly to a bank failure which has attracted no small attention, and one in iron mining and manufacture early in the year; but the increase is smaller than the liabilities resulting from either disaster, and the number of failures is smaller than for many previous years. Quebec, Nova Scotia and New Brunswick, show increase in defaults, and other provinces decrease. The increase is over \$2,300,000 in manufacturing in Quebec alone, half due to the one large failure mentioned, while in trading a decrease of \$1,500,000 appears, and in Quebec a decrease of more than \$1,200,000, making the return in that branch the best for six years. The following comparative statement gives the failures and liabilities in each province for the last two years:

	No. of Failures.		Liabilities.	
	1899.	1898.	1899.	1898.
Ontario.....	488	633	\$2,374,977	\$3,832,001
Quebec.....	539	500	6,730,230	3,910,788
New Brunswick....	53	78	643,041	417,000
Nova Scotia.....	78	125	456,472	650,415
Prince Edward Island...	3	4	9,400	35,000
Manitoba.....	39	29	458,018	320,300
North-West Territories..	7	6	50,193	57,000
British Columbia.....	78	52	355,560	410,154
Total Canada.....	1,285	1,427	\$11,077,801	\$9,644,100

MESSRS. RODEN BROS., silversmiths, last month removed to their new factory on King Street West, known to Torontonians as the Old Royal Opera House. This building although not originally intended for factory purposes, has recently been remodelled and overhauled, and being centrally located is now one of the best and most commodious factory premises in the city. Their new factory has three stories and a basement, each flat being 57 x 137 feet, thus giving a floor space of over 30,000 square feet. As our readers are aware the firm of Roden Bros. are exclusively manufacturers of sterling silver goods of all kinds. Starting in a very small way some twelve years ago they have gradually worked their way up, until to-day they are probably the largest Canadian manufacturers in their particular line. At the present time the firm employ upwards of seventy-five skilled workmen, and are constantly making additions thereto as the needs of the trade demand. In removing into their new quarters the firm have kept this matter of expansion prominently in view, and have prepared their plans so as to increase without difficulty or expense whenever their business demanded it. They have just added a considerable amount of new machinery, enamelling furnaces, etc., to their plant, which they now consider to be fully abreast of the times. The variety of goods made by this firm is really enormous, and a look through their samples and books of design is simply a revelation. In spite of what they have done, they are always on the look out for something new; one can always depend on finding some novelty in course of preparation with which to tempt the trade and the public. In addition to their large lines of flat ware, and enamelled souvenir goods of all kinds, the firm have lately gone into the manufacture of regular lines of hollow ware, and this they think has a large future before it. As our readers know this firm do not market their product directly to the trade, but by actual experience have found that it is more advantageous to themselves and considerably cheaper to the trade, to do so through their exclusive selling agents, The Goldsmiths' Stock Company of this city. They have found that the marketing of a factory's production for cash is a business problem at least as difficult to solve as that of the manufacture of the goods. There is no example in this market more strikingly successful than the Goldsmiths' Stock Company's handling of Messrs. Roden Bros. distribution. Up to the time when the arrangement between these firms was completed Messrs. Roden Bros. considered that many outlets were more desirable than confining their supply to one. The present position was eventually decided upon, and securing the active co-operation of the strong organization of the Goldsmiths' Stock Company, their line has been perfected and extended in a remarkable degree, and is represented to the entire Dominion by four sets of samples, in the hands of specialists, whose services it would be hard to duplicate. The advantage of this method to the retailer lies in the association of the kindred stocks of the two businesses, so that not only is the cost per cent. of marketing reduced, but also secures the presentation at short intervals over the entire territory. It thus makes the line more familiar to the merchants, and enables them to obtain supplies at less cost by shipments being made with other goods. The theory of direct selling from maker to retailer ensuring economy, can only be worked out when the buyer at their own expense, with cash in hand seeks the producer. Even although this may be done, the cost of buying must be added to the purchase, and the manufacturers have found that even then they have to incur heavy expenses in addition to the factory ones to supply