

does not charge you merely for the time he thus consumes, but you and every other patient have to pay in part for the expense of his education and loss of time while he was learning his profession. If he simply charged you for his time as any ordinary laborer would at the rate of so much per day, he would not stay very long in the ranks of the medical profession. Like the doctor the watchmaker sells something more than simply material and the time of an untrained workman; whether or not he recognizes the fact, it is true, nevertheless, that he is selling his brains as well as the material he uses every time he repairs a watch.

A celebrated silversmith once told a customer in the writer's hearing, when the latter said to him that he could buy solid silver hollow-ware at so much per ounce. "Sir, our goods are more than mere bullion, they are the result of the highest order of mechanical intelligence and skill, combined with beauty of design, and we do not propose ever to sell our brains by the ounce." We have often thought of this remark since that time in connection with such subjects as we are now writing about, for it is only but too true that many of our best watchmakers by their method of selling repairs almost at the price of the material, are doing neither more nor less than "selling their brains by the ounce."

If anybody could take hold of a watch and repair it as well as a trained watchmaker, we could see some reason for his selling his services as many actually do "almost without money and without price." But the skill of the watchmaker is no common thing and the possessor of it is as much entitled to a benefit from it as a doctor, lawyer, or any other professional man who has spent time and money in the acquiring of his business.

If jewelers sold their merchandise, as many of them do their mechanical skill, at cost, there would be very much less money in the business than there is at present. But they might just as well do the one thing as the other. What's the difference? In our opinion there is none, and it is only because people don't recognize the fact that they persist in doing it.

As a rule the more difficult a profession or trade is to learn the more valuable it is to a person, once it is mastered. The watchmaker is, we contend, a skilled mechanic of the very highest type, and therefore deserving of a price for his work commensurate with its value.

We think we have said enough to show some of our readers who have never looked at this subject in this light, that they are not only violating the first principles of business by selling their mechanical skill at cost, but handicapping themselves very heavily in the race for commercial success. If a jeweler don't set much value on his own work, it is hardly probable that the public will do so. The result is that he generally remains "a hewer of wood and a drawer of water" to the public, and ends his business career as poor as when he began.

How shall the trade find a remedy for this state of affairs, which the majority of the trade admit is a bad thing? Our reply is by organizing local retail associations. Watch repairing is strictly a local business, and were such associations formed the trade would be able to get a fair price for their work without any difficulty. When once a jeweler found that he could just as easily get one dollar as fifty cents for cleaning a watch he would hardly care to throw his extra profit away without some very good reason. People don't get watches cleaned or repaired merely to give work to the jeweler, but because they are forced to have it done. The raising of the prices on watch

repairing would not, therefore, have any tendency to make this branch of the trade any less in volume, while it would make it as it ought to be one of the best paying parts of the jewelry business. Such an action would also have a tendency to raise the standard of workmanship. If the customer paid more for his work, it would probably be better done. The jeweler could afford to spend more time and pains over it and really do it justice, whereas at the present time he often has to turn out work that he is ashamed of because he can't afford to do it better for the price he gets.

Almost every one can call to mind the story of their school-boy days of the lark who had her nest in the field of grain. When the grain was ripe the farmer and his sons came to look at it and decided to invite their neighbors to help them to cut it. The neighbors failed to put in an appearance. They consulted together and then finally decided that although their neighbors had gone back on them they could rely on their relations, and consequently determined to ask their help for next day. The relations however failed to materialize, and in despair the old man said to his boys: "Now that everybody has gone back on us we will have to tackle it ourselves." The old lark's mind had been easy up to this time, but when she heard this she commenced to pack up and seek another dwelling place, for she knew that now that they were at the last ditch it was sure to be done. Our readers themselves can apply the moral of this fable to the present situation of the retail jewelry trade, and if they only make up their minds to set to work at once and depend on themselves, they will find their business and prospects very much improved by the venture.

## CORRESPONDENCE.

### SPECTACLES AND HOW TO SELL THEM.

WRITTEN SPECIALLY FOR THE TRADER.

PAPER NO. III.

Lenses or glass for spectacles and eye glasses are made in about a dozen different factories in the world and are rated according to quality of glass used for the purpose. The finest lenses made are French, next comes the English, and the commonest are made in Germany. They are made in plano, double convex and periscopic, of both plate and crown glass. Lenses are used in various forms and colors, according to the purposes they are intended to serve, and are subdivided into the following five classes:

(a). Plain or Plano Glass, without color (usually termed "white"), or in smoke, blue, green or other colors used to protect the eyes against external injuries, or against the light when the eyes are sensitive or the light is too strong. They have no power, and are: 1. Parallel, straight surfaces on both sides, called *plano*. 2. Parallel, bent surfaces on both sides, hollow or *coquille*.

(b). Convex Glass, used mostly white. It concentrates the rays of light, and therefore magnifies, and serves to correct the most common deficiency of sight. *Weak or Far sightedness*, usually the accompaniment of advancing age. It is used in the three following forms: 1. Double Convex or Bi-Convex. Both surfaces of equal convex curve (*dcx*). 2. Plano Convex. One surface convex, the other plain. 3. Periscopic Convex.