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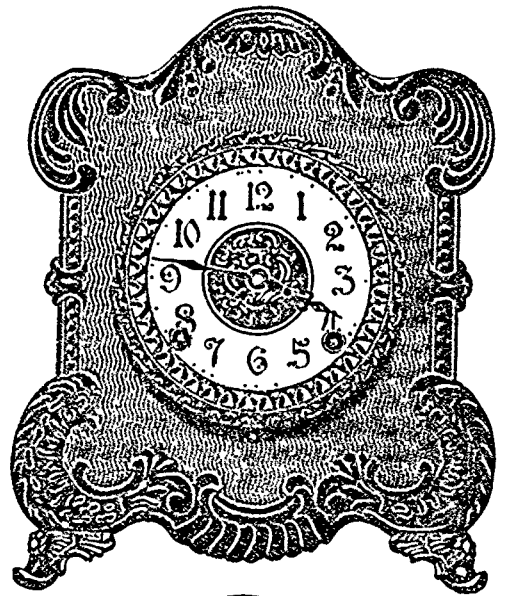
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AGENTS FOR CANADA.

WADSWORTH CASES.



1091.

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LIMITED,
1 Wellington Street East,
TORONTO.



20TH CENTURY JEWELERS' HERALD



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in the pages of the
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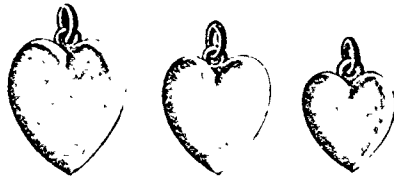
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OUR SILVER HEARTS.

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STERLING SILVER.

*If you have not seen them write
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H. & A. SAUNDERS,

Manufacturers of Artistic Gold and Sil-
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Great Preparations.

The imperative demands of our ever increasing trade require larger facilities than we have ever had before and we intend to furnish them.

We propose, as heretofore, to head the procession of Canadian jewelry manufacturers, and to furnish the trade with goods that will not only sell at sight, but on which you can make good money.

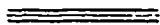
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are now ready. Our styles are thoroughly up-to-date, our quality and finish are unequalled in Canada, while our prices are always right.

Remember that by buying from us you save the entire duty paid upon similar imported goods.

We invite your inspection, not only of our jewelry, but of our stock of Diamonds, Pearls and Precious Stones of all kinds. Our arrangements in Europe for the purchase of these goods places us at the head of the Precious Stone business in Canada, and we propose to give our customers the full benefit of our facilities.

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Manufacturers of
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TORONTO.



TORONTO, ONT., MAY, 1900.

THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont., and has a circulation embracing every solvent Jeweler in the Dominion. Price \$1.00 per annum.

Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes or new advertisements must reach us not later than the 20th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.
OF TORONTO, LIMITED.



LOAN GUILDS IN CHINA.

CANADIANS are, generally speaking, very much inclined to look upon the Chinese as a people so very far behind the age that they can learn nothing from them that would be of benefit to our more modern conditions. That we very much misjudge and underrate these "celestials" is the opinion of even such good judges as Sir William Van Horne, who, up to date as he is, has formed a very high opinion of their business talents and integrity, and declares that we can even obtain a good many pointers from them which we might adopt with advantage. We have not the space in this issue to give even a brief resume of Sir William's reasons for making these statements, but as they are the result of his own personal observations and experiences in that country, we are satisfied that they are correct. We are sure, however, that if our readers could, as we have done, hear Canada's greatest railway magnate discourse upon the Chinese question and the vast potentialities of the trade that may be done between Canada and that country, they would treat the Chinese people with more consideration and respect than they have hitherto accorded them.

The average Canadian's idea of a Chinaman is formed from the laundrymen he sees in Canada, but it must be remembered that as a rule only the very lowest class of the Chinese have emigrated to this country. That they have plenty of clever people in China may be gleaned from the following extract from the *Indian Textile Journal*, which in a recent issue described a very interesting feature of business amongst the less favored native traders and merchants of China in the shape of a system of loan guilds, the object of which is to help members to procure a much-needed sum of money for business purposes, with the least possible delay and trouble, and at a minimum rate of interest. In order to effect this a number of traders and petty merchants—say fifty—organize themselves into a "loan guild"

Each member subscribes say a sum of 200 taels, to start with, and immediately a sum of 10,000 taels is collected and deposited into a native bank as a "loan fund." In addition every member is bound to pay quarterly or half yearly, as the case may be, a call of 50 taels. These calls help to swell the original fund (10,000 taels) and provide against contingencies, such as the failure of a member to repay a loan. Each member when in need is entitled to receive advances up to a certain figure to be agreed upon from the "loan fund," whenever there is money, and at a nominal rate of interest, and without any security.

The advantages arising from this arrangement are so well appreciated by the members of the various loan guilds, that in order to maintain these institutions in good order and respectability, the individual members very seldom, if ever, abuse their privileges. Hence it comes that, in an out-of-the-way district of China, a foreigner may come across a very humble individual—a vegetable-seller, or a fruiterer—who can command the big sum of five or six thousand taels, when a tempting bargain is in sight, at a moment's notice. Each class of traders or merchants has its loan guild all over the country.

Even Canadian jewelers could at times appreciate the convenience of a "loan guild," such as the Chinese merchants organize and apparently run with advantage to all concerned.

THE FEDERATION OF THE EMPIRE.

A GOOD deal has been said lately about the federation of the British Empire, and some of the more enthusiastic and perhaps visionary ones have even gone so far as to lay out a scheme wherein Canada, Australia and all the other self-governing colonies would be represented in the Imperial House of Commons at London and even in the House of Lords. One has only to look at the matter carefully in order to see how unwise all such arrangements would be under present conditions.

Without doubt, under any such scheme of Imperial federation where the colonies would be represented in an Imperial Parliament, such representation in order to be fair at all, would have to be according to population; and in such a case, as the people of the Mother Country outnumber those of the great self-governing colonies by about three to one, their representation would necessarily be in the same proportion. In fact the



aggregate representatives of all the colonies would be completely swamped by those of the Mother Country.

It would also follow as a consequence of representation by population that the expenses of the defence of the Empire and other purely Imperial matters should be borne in proportion to population, and the colonies would find themselves compelled to assume a burden of expenditure which under existing conditions they would not only find a very severe and onerous tax, but one which would materially retard their progress in many ways. It has been said that Canada's contribution for her share of the Imperial army and navy alone would be in the neighborhood of \$40,000,000 per year, which is pretty near as much money as we spent a few years ago for the entire Government of the whole Dominion, and would, were there nothing else, practically mean the almost doubling of our taxation.

To our mind, all this talk of a federated Imperial Parliament in which the self-governing colonies shall be represented according to their population is altogether premature, and were it put in force in the near future, would practically destroy the very purpose it is intended to serve, that of consolidating the Empire. Under the conditions which would then exist, instead of governing ourselves at Ottawa as at present, we should be practically governed from London, and although we would still be able to manage our small local affairs; on all imperial questions we would simply be a tail to the English kite and compelled to go in whatever direction English interests required. Such a state of affairs would not conduce to harmony or closer union and would, we are satisfied, tend to disrupt instead of to bind the various parts of the Empire closer together.

On the contrary we are satisfied that our present relations are much preferable to such an Imperial Parliament as has been proposed. If we are to have any closer tie (and we think we ought to have) it should rather take the form of an Imperial Council, in which the mother country and all the self-governing colonies would be fairly and equitably represented. The duties of this Council would be to consider all Imperial matters of interest to or affecting the colonies, and their finding on all such questions would be conveyed to the colonies purely in an advisory way, after which the colonies would be free to take such action in the matters as they deemed wise or expedient. Such an arrangement, while keeping the colonies closely in touch with Imperial affairs, and forming another real link in the bond of union, would nevertheless leave them perfectly free to act as they judged best, and there is no reason to doubt that the entire absence of coercion, either actual or implied, would prove to be one of the most potent factors in bringing about the ultimate federation of the Empire. In our opinion it would be unwise either at present or in the near future to tie the colonies up by any hard and fast agreement, such as would have to be made in any scheme of actual Imperial federation. The looser and more elastic that the ties are between the mother country and her great self-governing colonies the stronger will be the attachment between them. Although Canadians feel that they are just as thoroughly loyal as if they lived in England they are independent enough to desire to build upon the northern part of this continent a nation which will be some day strong enough to take an equal place in the Great British Federation of the

future. A federation of British nations in every part of the world, each having its own government and laws, but all united by a common allegiance to the same Sovereign and the same Imperial flag. This federation, like the present British Constitution, cannot be manufactured all at once. It must be the result of a gradual growth, and we have no doubt that step by step, as circumstances warrant, this great Imperial edifice will be built up to the delight and satisfaction of all the parties concerned.

The best service that Canada can do both to the mother country and the empire at large, is to build herself up as rapidly as possible into a wealthy and populous commonwealth of self governing and self reliant people. Let us not jump too far ahead, but rather plod steadily along, building securely as we go, and always keeping in view that this is a British country and that it is our proud destiny to be forever bound up with and to form a part of the greatest Empire that the world has ever seen. If we do this we shall always be able to lend a helping hand to the Empire when necessity demands, as in the case of the present Transvaal war, and there is no doubt that our people will always rise equal to the occasion and prove to the world that without coercion of any kind they are ready to do their duty in the cause of civilization and liberty.

In this connection it is interesting to note the discussion on this very subject in the British House of Commons last month when Mr. Thomas Charles Hedderwick moved that in the opinion of the House it was desirable in the interests of the Empire that the colonies should be admitted to some representation in the British Parliament. A considerable discussion was had and quite a number of new ideas evolved, amongst others the suggestion was thrown out that the Agents-General of the colonies be allowed a voice in Parliament, but not a vote. The admirable speech of the Hon. Joseph Chamberlain exhibited a breadth of statesmanship which will still further endear him to the colonies, inasmuch as he puts the matter so clearly and fairly that no one can object to his views. Although the resolution was withdrawn the effect of the discussion in the British House of Commons cannot fail to be productive of good because it marks not only the growing importance of the colonies, but Great Britain's appreciation of their loyalty and future possibilities.

We give herewith a short extract from Mr. Chamberlain's speech which we think our readers would do well to read carefully and ponder over as it puts the matter in such a way that even he who runs may read:

Mr. Chamberlain said that if the object of the promoters of the resolution was to make closer the union of the colonies with the Mother Country, they could have no more strenuous supporter than himself. He doubted, however, whether this object would be promoted by an abstract resolution on a question of the greatest complexity.

"Such a change," continued the Colonial Secretary, "must come gradually with the full consent of the colonies. No praise could be too high for colonial patriotism. The colonies did not wait for a call, but voluntarily offered their assistance, which was gladly accepted. Great as has been their assistance, and great as has been the sacrifice, if under any stress we



should call upon the colonies their offers would be immensely greater still, and if any demand upon the Mother Country were made by the colonies, nothing would be surer than the favorable reply of Parliament.

So far the colonies have not made any definite suggestion with respect to representation, and I am convinced that nothing would be more fatal than a premature discussion of details. I do not think the time has arrived to suggest to the colonies the form which Imperial unity should take. It is absurd to suppose that self-governing colonies like Canada would sacrifice independence for the sake of a single vote in the House of Commons.

"We are not going to interfere in the domestic affairs of the colonies. Nor are they going to interfere in ours. I have never advocated, as has been reported, the formation of an Imperial zollverein, but I have pointed out that, if there were to be any kind of fiscal arrangement with the colonies, I believed the only form that would meet with the slightest favor would be an Imperial zollverein in which there would be free trade between the portions of the Empire and duties as against strangers. At any rate, the suggestion must originate with the colonies. There is no suggestion from ourselves. The present resolution is premature, is necessarily academic, and might be mischievous."

A STRANGE ANOMALY.

In its issue of the 12th April, the *Manufacturing Jeweler* of Providence, again editorially endorses its already expressed opinions regarding the present war in South Africa, which we published in extenso last month under the caption of "Two Wars."

Our esteemed contemporary starts out by saying that the discussion of such a subject will certainly be at the risk of spoiling good ink and paper over a matter quite foreign to the purpose of that journal. We should have thought that this idea would naturally have occurred to the editor when he penned his first screed upon the subject. It would, at least, have been in better taste then, than when after taking up about a page of his valuable space in making a comparison between the British conduct of the war in South Africa and the American campaign in the Phillipines he drew deductions unfavorable to the former and to the glorification of the latter.

Now Britons in general and Canadians in particular have carefully refrained from making comparisons between these two wars, nor have they commented upon the origin and conduct of the Spanish-American war or that in the Phillipines except in the most friendly manner and with their blind eye deliberately turned towards the microscope of criticism.

If the statement of the *Manufacturing Jeweler* in its last article is true, that not 10 per cent. of the American people have the slightest sympathy with Great Britain in this war, then it only serves to show that the great majority of the people of the United States do not carefully examine such questions and thus form their own opinions, and how easily they can be carried away by ignorant and often unscrupulous demagogues who have some ulterior purpose to serve by disseminating

misrepresentations which will engender a bitter feeling against Great Britain.

In spite of this statement, however, and were it even absolutely true, we are perfectly satisfied that the ten per cent. of the American people who side with Great Britain in this war, are not only the thinking and cultured, but the leaven which will ultimately educate the whole nation, and bring them to realize the absurd mistake that they are making in this matter.

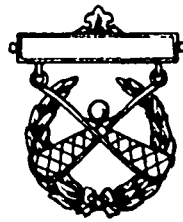
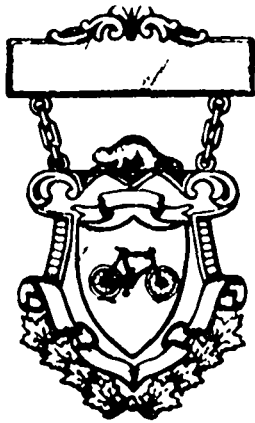
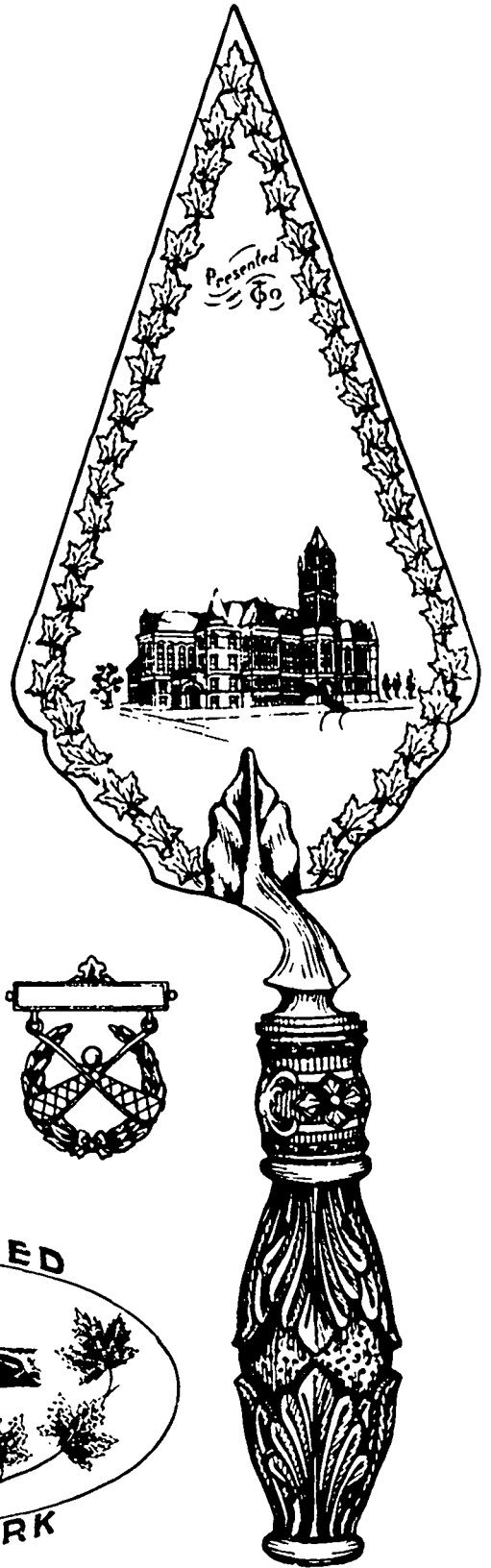
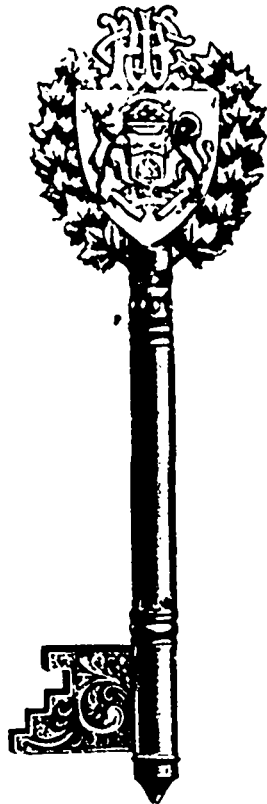
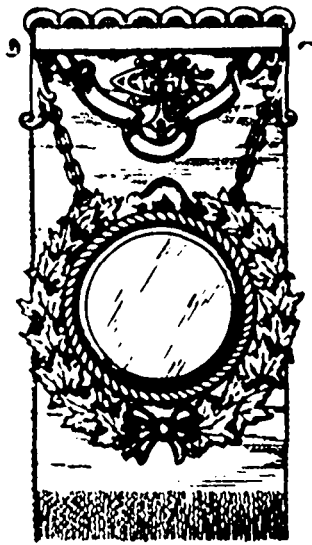
The editor of the *Manufacturing Jeweler*, like the great mass of the American people whose views he claims to voice, has evidently never studied the question at all, or if he has done so, has derived his information exclusively from Boer sources. It is easy to make assertions, but often hard to prove them, and when he still contends that the position of the Boers corresponds very closely with that of the British colonists in America in 1775-6, he is either perverting well known and easily ascertained facts or displaying a dense comprehensive ignorance of the subject which would be hardly expected from one whose business is to lead and educate public opinion.

With him the opinions of impartial and educated Americans such as Capt. Mahon, General Alger, Banker Sharman, of New York, and half a hundred other prominent men that we might mention, are entirely ignored, and the rabid hysteria of the Hon. Webster Davis trotted out to support his contention. If the real truth is ever known, we think it will be found that Mr. Davis, who, after returning from the Transvaal, immediately resigned the office of assistant-secretary of the Interior of the United States to take stump on behalf of the Boer propaganda, did so simply and solely because he was hired with Boer money so to do. He appears to be nothing more nor less than a political Hessian, whose mercenary jaw will wax eloquent in advocacy of any cause for which he is rewarded with a *quid pro quo*, paid in good honest gold beforehand.

To compare the utterances and opinions of such a hireling with those of the gentlemen whose names we have quoted, is surely the height of ignorance or absurdity.

Our esteemed contemporary winds up his two column article by saying that after the kindness shown by Great Britain in the Spanish-American war, Americans would have been only too glad to have had an opportunity to show practical sympathy for Great Britain in any similar contest, but from their point of view Great Britain is so utterly and irretrievably wrong in the whole matter that sorrow will be the only sentiment felt in America when the flags of the two republics go down in final defeat, as of course must be the inevitable result unless some foreign nation intervenes.

In the flight of the fact that the agitation in the United States was originally started by Irish Fenians and persons of Dutch descent, both of which classes naturally sympathized with the Boers whether they were right or wrong, it must seem strange to outsiders that genuine liberty loving Americans should be caught with such transparent chaff. Old prejudices die hard, and we are afraid that politics, more than common sense or judgment tempered by kindness of heart, is accountable for the present condition of public opinion in the United



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PRESENTATION TROWELS,
PRESENTATION KEYS.

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GEO. H. LEES & CO.,
Jewelry Manufacturers,
HAMILTON, ONT.





WHY NOT YOU?

Our business in the refining department is increasing every year. We have bought and refined more **Old Gold** already this year than in any previous similar period, yet we have at no time bought enough to supply the demands of our factory.

We are at no expense (other than this advertisement) of soliciting the consignments, and by using all the **Refined Gold** in our own factory, we are at no expense whatever in disposing of it, enabling us to conduct the business on the most economical basis and to give our patrons the best returns. The profits after deducting cost of refining are very slight, but we must buy Gold in any event, and we are satisfied to make a percentage, however small. Immediately a consignment is received it is accurately tested and a check or money order sent by first mail. If our offer is not fully satisfactory the parcel will be returned in the same condition as received. By this method you run no risk, as the goods remain yours until our offer is accepted. Many jewelers have been continually sending us their Gold and Silver since we began the refining business, and the number of patrons is constantly increasing. The many complimentary replies prove that we have given satisfaction to many jewelers of Canada. It has paid them to send their Old Gold to us. **Why not you?**

WE PAY AS FOLLOWS, NET CASH:

6 K., 24 cents.	10 K., 40 cents.	14 K., 56 cents.	18 K., 72 cents.
7 K., 28 "	11 K., 44 "	15 K., 60 "	20 K., 80 "
8 K., 32 "	12 K., 48 "	16 K., 64 "	21 K., 84 "
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Old Rolled Plate, Filings, Sweepings, and all waste containing Gold or Silver refined and prompt returns made.

GEO. H. LEES & CO.,

Gold Refiners, HAMILTON, ONT.



Every Jeweler

Should keep his valuables
over night in one of our

CHROME STEEL LINED

Jewelers' Safes.

These are built especially for the purpose; and besides being excellently finished are fitted up inside to suit the requirements of the purchaser. TERMS OF PAYMENT REASONABLE.

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Toronto Safe Works,

— Toronto.



State upon this question. While Britishers would be glad to have Americans sympathize with them in their present struggle for civilization and equal rights to all in South Africa, and while they are thankful to those Americans who do support them therein, they are glad to be able to get along with things even as they stand. In spite of all this, however, when the final day of triumph comes, when law and order shall flourish beneath the shadow of the Union Jack throughout all South Africa, Britons will be glad to welcome American citizens freely to that far off land, and accord them as large a measure of liberty and rights as if they had stood shoulder to shoulder beside them in the great and historic struggle that is now going on there.



While we are always glad to receive communications from all parts of Canada, we cannot hold ourselves in any way responsible for the opinions expressed by our correspondents. It is absolutely necessary that the name and address of the writer should accompany each communication, not necessarily for publication but as a guarantee of good faith.

OUR MONTREAL LETTER.

(From Our Special Correspondent.)

The crocodile tears shed by James Baxter in the Court of Queen's Bench, when receiving a sentence of five years in the Penitentiary for his participation in the Banque Ville Marie frauds, should excite the sympathy of not one single person. Nothing more vile and despicable has ever been revealed in the annals of crime. Not only did Baxter and Lemieux seduce the young bank teller, Herbert, to assist them in their frauds, but they deliberately set about to rob the bank, and thus bring about the pecuniary ruin of thousands of thrifty and honest peasants and tradesmen. After the wrecking of the bank, the prospect was so hopeless to some of these that they laid down and died, and others will never recover from the shock, either in a moral, physical or monetary sense. If ever a heavy punishment were deserved, it was so in this case. The criminals depended upon the loose way in which the affairs of the bank were being conducted by the aged president and the other directors for their escape from punishment, but happy for once they were deceived. The Government took up the prosecution, and deserves a great deal of credit for its initiative, and the success of its efforts is very gratifying.

During the course of his trial, and following his conviction, several demands of assignment were made upon Baxter, and finally he has assented to assign. He claims a large surplus; but as most of his assets consists of real estate, it is probable that a forced sale will show a deficit. This case has been

especially interesting to the jewelry trade, as it was during the investigation in the Banque Ville Marie case that Baxter's dealings with J. B. Williamson were first discovered to the general public and hastened the latter's bankruptcy. Williamson had many note-shaving transactions with Baxter, the latter receiving many diamonds and other jewelry as security, and these he forced at high rates upon many of his other victims. In reviewing this case, and contemplating the seeming success of evil for so many years and the final triumph of justice in the end, one may well exclaim with the poet, "The mills of the gods grind slowly, but they grind exceeding small."

The M.A.A.A. Curling Trophy, which was won by the Thistle Curling Club, was made by Mr. R. Hemsley, the well-known jeweler and manufacturer of enamelled novelties, Montreal.

One of the best-known figures in Montreal has recently passed away in the person of the late Mr. John Peacock, watchmaker and jeweler. The deceased was a native of Ireland, having been born in Sligo in 1816, and, therefore, he was in his eighty-fourth year. He came to Canada in 1832, and after working for some time as a farm boy entered the employment of Messrs. Savage & Lyman, watchmakers and jewelers. Later, Mr. Peacock set up in business for himself on Little St. James Street, where he did remarkably well, as he also did in bird-fancying, in which he was an expert. For over fifty years he regulated the clocks of the Grand Trunk Railway, and latterly those of the C.P.R. and the Intercolonial Railways. In his earlier years he was a member of the old Montreal Hose Company, under the late Captain A. Samuels. Mrs. Peacock predeceased her husband last November. Four children are living; one son, Mr. John Peacock, who carries on his father's business, and three daughters, one of whom resides in Montreal and the other two in Vancouver. Mr. Peacock died from exhaustion of the vital powers, due to old age.

In the recent fire at the Theatre Francais there were some exciting scenes. The store and dwelling-house of Mr. Jean Grothe adjoining were also burnt, and Mr. Grothe had to hustle to get out his wife and four children. The poor little youngsters had to be carried out into the street dressed only in their night clothes, with coats wrapped about them, and it was cold enough to freeze a wooden dog. Their escape, however, well compensated for all the inconvenience and suffering.

The Canadian Billiard Championship Trophy was won by the Cercle St. Denis this season. It is a handsome shield of bright burnished silver, mounted upon an ebony base. The Dominion Coat of Arms is raised and enamelled, as also are the club crests, the latter being enamelled in the different club colors. The design was furnished and the trophy was manufactured by Mr. A. Rosenthal, jeweler, Ottawa.

Messrs. Barre Bros., who purchased the two bankrupt stocks of J. B. Williamson, have since sold them out by auction and have laid in a new and complete stock at 2350 St. Catharine Street, formerly in the occupation of Williamson. Messrs. Barre Bros. are capable, experienced jewelers and will carry on a strictly high-class business.



JAMES EASTWOOD,

WHOLESALE JEWELER AND MANUFACTURER OF

14 KARAT ROLLED PLATE CHAINS,

NEW GLASGOW, NOVA SCOTIA.

To obtain the best wearing qualities in a chain

it is not always necessary to buy the highest priced. There is a vast amount of humbug in the world of trade concerning the relations between value and price. The trimming on a lady's dress is the expensive extra which brings up the cost, but does not add to her protection from the cold. The Company which produces the best values without these trimmings in manufacturing process employs only skilled labor, economizes at every stage and produces the largest amount of goods at the lowest possible cost per cent., is bound to lead. The J. E. 14k. Rolled Plate goods are made in this way. Large productions at the lowest possible expense, all extra frills and trimmings lopped off. They have been too long before you to doubt their quality. We stop nothing short of **the best in the world for the money.**

GENTS' CHAINS. STUDS. LADIES' CHAINS.
 BROOCHES. BRACELETS.
 PINS. LINKS. BUTTONS. ETC.

DON'T FORGET THIS NAME

"The Celebrated Mayflower Main Springs."

BUY NO IMITATIONS.



The Montreal Novelty Company, jewelers, have opened up in business at Westville, Nova Scotia

The decision of the Dominion Cabinet to increase the rebate upon British imports from 25 per cent. to 33 1-3 per cent. on and after July 1 next will give the British manufacturers a decided advantage in prices over their foreign competitors. Upon watchcases, jewelry, cutlery, silverware, lamps, spectacles and eyeglasses, they will pay only 20 per cent. where American and other goods will be charged 30 per cent.; on clocks and watches, they will pay 16 2-3 to the others' 25 per cent.; on watch actions and movements, precious stones, and composition metal, for the manufacture of jewelry and filled gold cases they will pay 6 2-3 against 10; on spectacle and glass frames and metal parts thereof, 13 1-3 against 20; and on Britannia metal, nickel silver, Nevada and German silver, manufactures of, not plated, they will be charged 16 2-3 against 25 per cent. from all other countries. With these great advantages, it would seem to be the British manufacturers' own fault if their business with Canada does not grow with some rapidity.

G. Siefert & Sons, manufacturing jewelers, Quebec, have applied for a charter.

James Baxter, the notorious Montreal money lender, referred to in the beginning of this letter, has consented to assign. His statement shows liabilities of over \$200,000, one of his creditors being Messrs. Backes & Strauss, diamond merchants, of London, Eng., the amount being \$2,798. The list of creditors includes fifty-five names.

Mr. M. Mendelssohn's second hand store, Craig Street, was broken into on Saturday afternoon, April 14, and rings and watches valued at \$200, were stolen. Mr. Mendelssohn, who lives over the store, heard a noise and came down stairs, taking the precaution to carry a revolver in his hand, upon entering the store he saw three men escaping by the front door. He handed the revolver to his wife, who had accompanied him, and started off in pursuit of the thieves. He did not catch them. His wife, who was guarding the shop in his absence, saw a man hiding under the counter and ordered him out. He came out and after facing Mrs. Mendelssohn for some little while, concluded that the air was purer out of doors, and bolted. The detectives were notified, and a man named Dan. Burke has been arrested on suspicion. N. B. The revolver was not loaded.

It is asserted that illegal second hand stores are now rather numerous in Montreal, and that such places are dangerous to society, making it easy for thieves to dispose of stolen goods, is generally known and recognized. Five men already have been arrested upon this charge and fined forty dollars each or two months in jail. It is understood that the parties are going to appeal from the Recorder's decision to a higher court.

The Montreal Tourists' Association, in which several Montreal jewelers were interested, but which did not meet with a brilliant success last year, is to be revived. The object is to attract visitors to this city from across the line and other places, and the idea is a very good one. It will be necessary, however, for the executive to educate our city fathers up to

the altitude of keeping our city decently clean if any permanent good is to be achieved, as anything more disgraceful than the present and prospective condition of our streets could not be imagined or described.

We have commented in these columns more than once upon the heterogeneous mixture in the way of time which is served up to the Montreal public, and recently the *Witness* has had a shy at the same subject. The writer says: "The post-office clock went on strike for the most part of last week, or, perhaps, it is more correct to say, was not on strike. What clock is the authority in Montreal if this is not? Yet for months it has shown symptoms of living a very irregular life and is frequently indisposed. Where then are we to look to know whether we are in time for our work or not? In a town in which every clock differs from every other clock, and in which we can never hope to know what the real time is, some conventional authority is needed. One would think that with the true time being ticked all over the city from one source there need not be this diversity. If clocks were set correctly even once a day they could not easily get very far out, one would think. The chronometers in the watchmakers' windows, which all run by McGill time, were supposed to have overcome this difficulty. But I find it impossible to keep my watch going right by more than one of them at once and even that one is liable occasionally to give a corrective jump which puts my regulation all out."

The rush of Montrealers to New York during the Easter holidays was unprecedented, it being estimated that more than two thousand took advantage of the excursion rates. Among the local jewelers who took the vacation there were Mr. Henry Birks and Mr. M. Coehenthaler.

Mr. D. R. Dingwell, jobber, Winnipeg, some years ago with Mr. R. Hemsley, of Montreal, arrived in the city about the 20th of last month, *en route* for New York, London and Paris. Mr. Dingwall, who was unaccompanied, will make his tour partly one of business and partly one of pleasure.

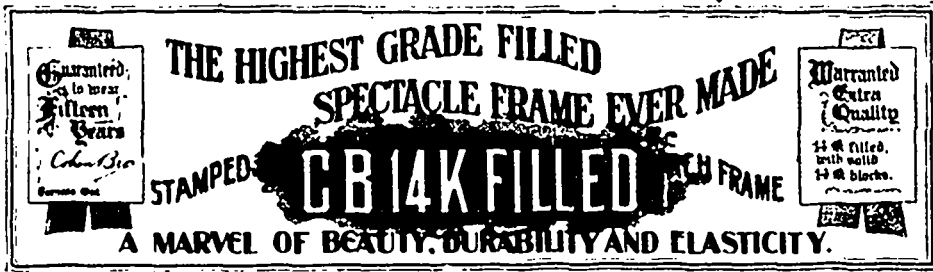
Mr. John Eaves, of Edmund Eaves, paid a business visit to New York during April.

Mr. Wm. J. Stewart recently spent a few days in Brooklyn.

Mr. Edgar Markgraff, formerly with Edmund Eaves, has resigned, and has accepted a position with Messrs. P. W. Ellis & Co., in the Canada Life Building, Montreal.

Mr. Chas. Liffiton, who recently was engaged with the Montreal Watch Case Co., has now left to join the firm of Mr. Alfred Eaves, jobber, which he will represent in the city.

Mr. Thos. McGovern Robertson, of the American Waltham Watch Co., Temple Building, Montreal, is taking a two months' course of study in the adjusting department of the company at Waltham. Mr. Robertson is very fond of singing and will be much missed by the choir. This is the only "fly in the ointment," as, in this particular, there seems to be no one that can quite fill his place. Two months, however, will soon slip by, and then, "Oh, what Joy!" "What makes the choir so sad?—Robbie's not here!" will be sung by the choristers to the tune of "Robin Adair," each practice night until the return of the wanderer: "Oh, let it be soon!" will also be sung, to the tune of "Just before the battle, mother, I am thinking most of Jane!"



The use of The Cohen Brothers 14 K. filled spectacles is steadily increasing.

The difference in quality, durability and appearance abundantly recompenses for the difference in price.

C. B. 14 K. filled are 1-10 14 K. with 1-5 bridges and cables and solid 14 K. end pieces.

They are guaranteed to wear for fifteen years.



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LIMITED,

Makers of High Grade Spectacleware,

24 Adelaide St. West,

TORONTO, CANADA.



"Knowledge is power."—Bacon.

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This book affords a complete course of instruction in up-to-date optics by one of the greatest ophthalmologists of the day.

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21,000 medical words, giving pronunciation and definition, including complete tables of the arteries, muscles, nerves, bacteria, bacilli, micrococci, sperilli and their thermometric scales, etc., etc.

This book wonderfully simplifies pronunciation. Bound in full limp leather and gold, a very handy book.

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Eyesight and How to Care for it.

By **GEORGE C. HARLAM, M.D.**, Surgeon of Wells (Eye) Hospital, Philadelphia, illustrated.

This book is a scientific consideration of the human eye, told in every-day language. A practical book for practical people.

Price 45 cents.

The COHEN BROTHERS, Limited.



Mr. Geo. Ellis, special traveller for Messrs. P. W. Ellis & Co., in fine jewelry and precious stones, paid a visit to Montreal recently.

Mr. A. K. Harmon, the representative of Robbins, Appleton & Co., in Canada, paid a flying visit to his seaside cottage at Prout's Neck, Maine, about the middle of April and had a real good time. The weather was delightful, the skies bright, and the atmosphere clear and bracing; the breezes from the ocean being worth fully \$10 a dozen more than those that blow off the city dustbins. Mr. Harmon ate fresh boiled lobster on the piazza, while listening to the sad sea waves playing leap-frog with the agile and giddy clams. Mr. Harmon is very much addicted to the gardening habit, but he resisted the temptation to go "sea weeding" on this occasion.

Mr. Geo. Kendrick, of Reed & Barton, Taunton, Mass., made a recent business visit to Montreal and afterwards left for the west.

Mr. J. H. Birks, of Henry Birks & Sons, Mrs. Birks and maid, are paying a two months' visit to England and the continent of Europe, taking in the Paris exhibition.

Among the two thousand or so of Montrealers who were tempted to New York by the cheap fares for the Easter holidays was Mr. "Dan" Beatty, the well-known and popular St. Peter Street jeweler.

When Mr. John Eaves returned from New York and showed his new tie around, many of his friends had to go and consult an eye doctor. It was so dazzling. Some one suggested that this tie was bought to go with a certain blue hat,

and it is certain that the two together would go a long way. This insinuation, however, was probably only prompted by envy.

Prof. Mcleod, superintendent of the time service of the G.T.R., has been laid up in the house by grip.

Mr. R. J. E. Scott, superintendent of the time service of the C.P.R., has just returned from a trip of inspection over one of his divisions.

Mr. Douglass Hemsley, son of Mr. R. Hemsley, spent the Easter holidays in New York.

Mr. W. H. Heath, of the American Waltham Watch Co., arrived in Montreal, April 12, to fill Mr. Robertson's place while the latter is absent in Boston.

Mr. Leach, recently with the Montreal Watch Case Co., has resigned and has left for the west.

Mr. John H. Jones, for many years a prominent figure in Montreal jewelry circles, and Mrs. Jones, have been seriously ill for sometime past and will have the sympathy of many old friends in this their time of affliction.

Mr. E. A. St. John, for many years with Mr. Alfred Eaves, has resigned to go into business on his own account, as agent for several well known firms.

The business in watch movements and cases continues to be surprisingly good. It was anticipated the trade would fall off after the holidays, but, instead of this being the case, orders are coming in faster than ever and manufacturers cannot keep up with them.

HOCHSTADT



THE OPTICAL INSTITUTE of CANADA

aims at giving students the necessary knowledge to make them successful opticians. Ten years' experience has developed a course of instruction not surpassed on the continent. **THE GRADUATES OF THIS INSTITUTE**, in the aggregate, as to ability, are not equalled by any other Institute in the world.

NEXT CLASS commences 2 p.m., May 15th.

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FOR PARTICULARS ADDRESS

JOHN S. OWEN, M.D., PRINCIPAL,

23 EAST ADAMS AVE., DETROIT, MICH.



Optical Department

Under this head we solicit questions of interest bearing on optics, particularly the eye, the defects of vision and their correction by glasses.

All communications must be addressed to Dr. John L. Owen, 23 East Adams Avenue, Detroit, Mich., U.S., and must not be received later than the 15th of each month in order to insure publication in the following issue of "The Trader."

R. A. Que.—Have the ophthalmic discs any advantage over atropia?

The solution of atropia, no matter how carefully prepared and bottled, will in a few weeks gradually lose its strength, and will become muddy in appearance. Through some peculiar chemical action, the ingredients form a new substance, and this new substance will form a sediment on the bottom of the bottle. When the sediment appears, which it usually does from four to eight weeks after the solution has been prepared, the preparation is unfit for further use, principally because the strength of the atropia has diminished. When the atropia has been prepared in the form of discs, it will preserve its strength for many years, in fact so long as the discs remain intact.

Ophthalmic discs are composed principally of gelatine, which substance holds the medicine after having been thoroughly mixed.

So long as the discs are kept dry they will retain their full strength, and may be kept in an ordinary pasteboard or wooden box.

Atropia should not be used in an eye in which Presbyopia is present, in fact, cases in which such treatment are required are rare.

S. F. Out.—I have a patient, a young lady, about 16 years of age, she came to me several months ago, her eyes watering so much, that she could not stand any light, and I fitted her with smoked glasses, which seemed to help her.

Now she comes back, complaining of her eye lids getting crusty and sore, and on the inside of the upper lids are 4 little pimples. These make her eye lids very sore and red, which lasts 4 or 5 days; then they begin to burst, and have an itchy feeling so much so that she can hardly stand it. The pimples come about every other week and go in the same way.

What can be done for her case?

The young lady is suffering with what is called Chronic Granular lids

The smoked glasses, which you put on her were all right, so far as they went, in order to protect her eyes from the light.

In her present condition, she certainly requires treatment. We must not make suggestions that would probably help this case, but the chances are, it would not effect a cure, because the treatment should vary from day to day, according to the changing conditions. It would therefore be much wiser to refer her to a physician.

When directing such a case as this to an oculist, a brief note of introduction for the patient would undoubtedly be a good idea, as it would inform the physician regarding the true source of the patient.

S. F. T. Out.—While fitting a patient with glasses the other day, I discovered that he saw double with the right eye, before and after correcting distant vision, which could only be brought to fifteen twentieths. He did not see double for reading, but I could not restore normal vision. Vision with both eyes was very good.

I always thought that double vision was due to some muscle trouble, but it does not seem to be so in this case. He does not want distant glasses.

Do you think prisms would help him any?

The double vision in the right eye is most probably due to astigmatism. It might be due to displacement of the crystal lens, but this is not probable, especially if he has never had the eye injured.

Astigmatism will frequently produce a shadow on the glasses, sometimes above or below or the outer side.

Some people complain of seeing the moon double, with one eye. The second moon, however, is only a shadow on the retina produced by the astigmatism.

Prisms would not correct it, because they would merely throw the shadow as seen with the one eye a little further to one side.

T. D. Out.—I have a patient a lady of 35 who complains of being bothered by light while out driving or in church. Her right eye required plus 1 2 DS. The left eye could not be improved upon. All the radiating lines were alike to the left eye. I tried the stenopaic disc at 90 degrees: It improved the vision from 20 40 to 20 30 with a plus 1 2 DS behind it, but a plus 1 4 was still better.

When I put plus 1 00 axis 90 degrees on, she was able to read all the letters at twenty feet. Do you think I fitted this eye right? I notice that the cylinder axis 90, and a plus 1 spherical, with the disc at 90 runs exactly the same. What I want to know is, are these comparisons the same?

With the stenopaic disc at 90 degrees, the spherical lens affects the 90 degree meridian of the eye, and not in any other direction. The cylindrical lens with the axis at 90 degrees, placed over the stenopaic disc does not have any effect on the 90 degree meridian nor on any other meridian of the eye. It is just the same as though the patient were looking through plain glass. The reason for this is because the direction of the axis of the cylinder has no strength whatever. The convexity or the concavity of a cylindrical lens at right angles to the axis, and since the meridian of the eye at right angle to the 90 degree meridian is covered by the stenopaic disc, the cylinder placed with the axis at 90 degrees would in no way affect it, providing, of course, the stenopaic disc is one of usual size. The spherical convex or concave being convex or concave in all directions will affect the 90 degree meridian of the eye, because the slit in the disc runs in that direction, and will not affect any other meridian of the eye because the other meridians are covered by the disc.

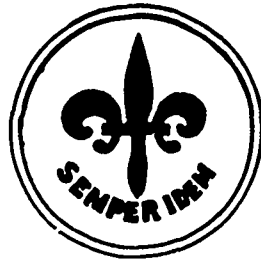
THE MISTAKES OF THE GRADUATE OPTICIAN.

A not inconsiderable experience both as teacher and consultant for many graduate opticians has forcibly demonstrated frequent errors which might easily be avoided if a common amount of thought, sense and conscience were exercised in the practice of a refractionist. To premise, let me not be misunderstood as a self constituted critic and fault-finder and thus misjudged in my intent. My only desire is to point out what seems to me would be the better eradicated from the life of an optician.

I hardly expect all will agree with me, neither do I ask them



OUR



SEAL.

OUR NEW LINE OF GENUINE
**MOROCCO SPECTACLE
CASES**

ARE TRADE WINNERS.

They cost too much to give away with ordinary spectacles, but it pays to present them to people of taste who buy high grade goods. You can afford a few cents difference in the case, and they make friends of customers.

They are as different from the ordinary kind in appearance and durability as a cheap water-grain leather pocket-book is from a high-grade Morocco purse.

MONTREAL OPTICAL COMPANY,

MAKERS OF FINE SPECTACLE CASES,

MONTREAL.



*WE ARE SELLING M.Co.O.
FILLED SPECTACLEWARE
ON OUR TWENTY-SEVEN
YEAR RECORD OF HONORABLE
MERCHANDISING.*

Two filled spectacles may appear alike, and yet be entirely different, the difference consisting of the relative thickness of the gold in each.

Filled end pieces are not as good as gold. Gold forms a hard durable bed for the temple.

The interior of gold filled end pieces must be soft in order to be compressed into shape, consequently have not enough body to durably retain the screw and dowel. Again, the frames are handled by the end pieces which receive the most wear.

The end pieces of M.Co.O. are solid gold. The bridges and cables are 1'5, and other parts 1'10. This we guarantee.

*Montreal Optical Company,
MONTREAL, P.Q.*



We Don't Make Junk.

Do you know what "Junk" is?

In silverplate parlance it means "flashy" goods made to sell on sight, but which won't bear inspection."

They are usually showy, and at first sight appear to be bargains, but the workmanship is skimped wherever it is possible to do so, without its being too apparent, though a little closer examination demonstrates that they are cheap in every sense of the word.

We have never believed it good business policy to ally our name with such goods, knowing that the purchaser soon becomes more critical, notes the defects, and blames the merchant, and the latter in his turn sours on the manufacturer.

We take great pains to have every article that leaves our factory perfect in every respect---the workmanship is thorough, the quality reliable, and the finish capable of bearing close examination.

This applies to our Monarch Brand as well as to our Standard Goods.

When buying and comparing prices kindly also compare quality of finish, and of course our advice is "don't buy Junk."

Our travellers have a very nice assortment to present to you.

Standard Silver Co., Limited,

TORONTO, ONTARIO.



so to do, as each one has as much right to his opinion as I have. Being personally convinced that my position is well taken is my reason for saying some thing which may only serve the purpose of making myself disliked. I say this advisedly. For an article I wrote some months ago in the *Canadian Optician* on "Doctor of Optics" was considered by each of three opticians in this city as a personal attack on them. The fact was that I did not know that two of them were so distinguished at all and the whole three of them were foreign to my mind while writing the article in question. A preacher or a teacher can hardly say anything in the way of discussion of any subject without hitting some one, but those who are so thin skinned should neither attend church nor read articles in a sectional publication.

The individual optician is not thought of or being dealt with at all in the discussion of any subject which pertains to opticians in the aggregate. That individual applications can or will be made is another question altogether, and the responsibility thereof remains with them a personal equation.

Having thus explained my position and intention it remains simply to point out what seems to me are "mistakes of graduate opticians."

(1) *Assumption of superior knowledge* is placed as the first mistake because it is the most prevalent and prominent, and I can hardly resist saying, the most impudent. But if fifty graduate opticians who make claim to superior knowledge were selected from all over Canada, I doubt if the excellency of one over another, all things considered, would be awarded by any one competent to judge. Indeed, experience has taught that a green though apt student who does not know a convex from a concave glass may by two or three weeks' tuition be theoretically the peer of them all, and in a few weeks more actually so in practical work. If I were called upon to select the most competent optician in this city I would not seek the loudest boasters to find him, but resort to a little shop on a side street, where he is doing careful and correct work, although only appreciated by his intimate acquaintances and pleased patrons. He makes no claim to "superior knowledge," but he does make every effort to become thoroughly efficient, and his very modesty makes you like him.

The best of opticians makes so many mistakes and fails to please so many customers that one has an enormous amount of nerve to "blow his own horn" so as to drown the noise of all the others. If any optician thinks "he knows it all" he can very quickly be undeceived in his error by submitting himself for examination in theoretical questions and practical work on difficult cases.

2. *It is a mistake to re-ract customers in the presence of strangers.* Many people do not like to be observed while undergoing the test at all—others are made nervous by intruding eyes, while all appreciate a reasonable amount of privacy—and a delicacy of environment is the right of each patron.

3. *It is not preferable to illumine the test type by daylight.* The variableness of sunlight is so well known that to remedy the defect the better opticians employ some form of good artificial light to produce constancy of illumination.

4. *It is a mistake to aid the customer to correctly name the letters.* You may be asked: "What is that letter?" Or did I

name them right, etc.? Your innate disposition to be courteous should not spoil your effort to obtain the very thing you are after, viz., to obtain the acuteness of vision. By a little evasion and clever manipulation you can appear to answer their questions but all the time make them work out their own salvation," etc.

5. *It is false economy to use a trial frame which you cannot adjust and keep adjusted to the position in front of your patron's face that you desire.* Opticians with old trial cases are apt to have antiquated trial frames which never were any good and are a constant nuisance. "You cannot do good work with poor tools." The newest completely adjustable trial frame leaves nothing to be desired, and with them you can always rely upon the patient looking through the optical centre of the glass during the test.

6. *It is a mistake to carry on a conversation with your customer during the test.* The customer should be made to understand what you desire him to tell you, and then his attention should be kept riveted thereon short of fatigue. Every break is so much time lost and so much ground to go over again. It is better to get through with "the weather," "the health of the family," before the test begins and leave politics and religion until after.

7. *It is a mistake not to take the age of every customer and his punctum proximum as well.* Once you have the age you know where the near point ought to be in the great majority of emmetropes. In such, a given age means almost invariably a certain amount of accommodation, and hence a near point is to be expected approximately at a certain distance. This precaution alone will not let a case of paralysis of accommodation slip by you. To determine the latter, if the case is not emmetropic, he should be made so by means of his distant correction before the near point is taken.

(To be continued.)

FASHION SAYS LARGER EYES FOR SPECTACLEWARE.

Fashionable spectacleware tends more and more to large size eyes.

"One eye," while still called standard is rapidly being replaced by "O eye," the larger size, while OO eye, a still larger, size is becoming more popular every day.

It is only a short time ago since even progressive opticians fitted either a child or a man with $2\frac{3}{4}$ " pupillary distance with the same size eye, the only difference in the frame being that the eyes were farther apart.

The up-to-date optician now must see that the size of the lens bears the same proportion to the eyes of his patient.

Fashion and cosmetic effect are not the only advantageous points of large eyes in spectacleware. They afford a wider range of vision, and the eyes in rotating do not as readily come in contact with the bright rims of the frame.

At present the optician who attempts to fit the same size lenses to all his patients will soon be driven out of the race by his more progressive and considerate competitor.—Contributed.



"Experts Commend. Batches Condemn."

10 TO 1 REPRESENTS THE COMPARISON

Between applications for good workmen and the number we can supply. We ought to have between 40 and 50 Canadian students in attendance all the time in order to satisfy the demand for graduates of the C.H.I.

DO CANADIANS WANT GOOD POSITIONS?

WHY DO GOOD POSITIONS GO BEGGING?

Is it because the young men of this country are not alive to their opportunities?

Is it that they want the position, but do not desire and think it unnecessary to fit themselves to worthily hold them?

It requires from 4 to 10 times the time to fit themselves outside the school. Don't pool-pool, **we know** it does, and **even then** too much guess work is done at the end. The truth is this school has introduced quite a change, and a higher standard of workmanship is now being called for and there is great scarcity of **thoroughly competent** workmen.

DOES THIS SCHOOL REALLY MERIT

A CANADIAN'S ATTENDANCE?

It does, and what is more it asks no one to attend it except on its merits. It is, of course, very well known that there is no two-week diploma nonsense here, nor ridiculous assumptions of titles by our students.

The fact that one-half of our present students are from all parts of the United States shows the kind of reputation this school enjoys among workmen competent to judge.

We want more students to fill good positions. If you want a first-class situation, are willing to work, learn, study, and advance from a \$7 to \$9 per week workman to an \$18 or \$30 one, and qualify under the best watch talent in the country, THEN only ONE THING can be done, come here.

Circulars on application.

CANADIAN HOROLOGICAL INSTITUTE,

115 to 121 King St. East,

H. R. PLAYTNER,
Director.

Toronto, Ont.



EDITED BY M. M. COHEN, TORONTO.

All communications intended for this department must be addressed to the Advertising Department of The Trader Publishing Co., Toronto, Ont.

Few people but are susceptible to flattery if delicately enough applied, and the most effective of all is courtesy.

When courtesies are superficial we call them civilities, but when deeper, they are styled thoughtfulness.

There is no factor in business, except honesty, more likely to influence the demands for one's services or wares, or in other words, constitutes more effective advertising than systematised thoughtfulness. I emphasise *systematised* thoughtfulness.

No book of etiquette can make a gentleman,—a gentlemanly instinct, viz., a decent consideration for the feelings of others must exist—so with thoughtfulness.

A few words as to how this abstract thoughtfulness may be systematised into a factor of practical business benefit may be of interest.

In my previous article I referred to the advantages of being able to interestingly talk "shop," of interesting people in your wares, of educating them to be enthusiasts on watches, bric a-brac, etc., of teaching them advantages to be derived from properly applied spectacles and making advocates of them, and the object of this article is to hint how the result of this work can be systematised in order to yield the best possible returns, and at the same time to display the highest form

of thoughtfulness, viz.: a consideration for that which is likely to be of interest or use to others.

Keep a list of all your customers. Record particulars of any wares in which they are likely to be especially interested. Record the names of those whose wants you are unable to satisfy, and when occasion offers, write letters.

I believe personal letters to be the most effective of all practical advertising. I do not say they will yield the greatest returns for the time and money expended; but if properly written I affirm that they do hit the nail on the head harder and more effectively than any other form of advertising.

Recently the house with which I am connected received a letter from a traveller written by his own hand from a hotel inviting a member of our firm to visit him at the nearest American point. He desired to show certain lines of goods for import, advancing several solid arguments why he considered it to our mutual advantage to meet, and accounting for his not visiting Canada by reason of the Custom's inconveniences. That letter received our careful consideration. It appealed to me as coming from a business man, who could write business and talk business. A circular or an imitation typewritten letter would not have had the same effect.

A well written letter is almost certain to be attentively read. It is not common. Circulars are.

Now before I follow out this subject, uniting letter writing with thoughtfulness, I wish to say a few words on the subject of stationery.

Appropriate stationery is more a question of "know how" than of cost. At the present time the most desirable and most fashionable paper for business use is linen bond, and, if properly bought, should cost from 65c. to 75c. per thousand sheets for note paper or double that price in letter size.

White is always rich, but delicate shades of blue, pink or green are very effective.

Dim vision means eye-strain.



Headaches follow, and nervousness, too. Heeding early warnings simplifys cure. Consult a competent optician without delay. We examine eyes free and guarantee satisfaction.

JAMES SMITH,
Scientific Optician,
MOONSTOWN.
No. 46.

A perfect time-piece.



We want the patronage of the "particular man" who times his watch by the seconds hand. Our repair work will please him. He will be interested in our stock of high grade movements.

RICHARD ROE,
Ophthalmic Optician,
JONESTOWN.
No. 47

Engraving free of charge.



On all sterling silver articles purchased from us we engrave initials free of charge. Our line of sterling silver articles is very complete, including a varied collection of toilet articles, writing and desk novelties, tableware, etc., etc.

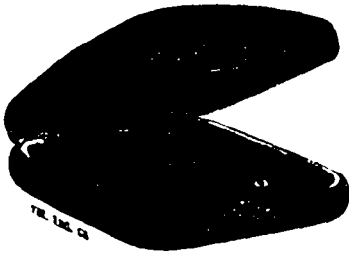
JOHN DOE & CO.,
Jewelers and Opticians,
SMITHVILLE.
No. 48.



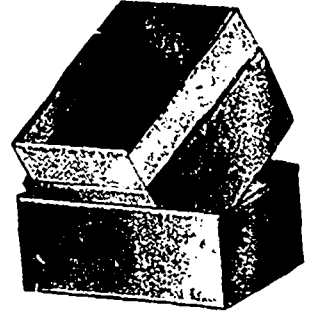
WM. RADCLIFFE,
President.

May 1st, 1900.

W. W. COLE,
Vice-President.



**BUY YOUR
GOODS
EARLY
FROM US.**



It is just five years ago since this business was started by Mr. Coulter in a small place on Adelaide Street, and it has grown so rapidly in that time that we have had to extend our premises three times, and still we are pressed for room. We have added about four thousand dollars' worth of machinery to our plant, including a lot of new machinery for making Jewelers' Fine Paper Boxes—and we are now without doubt the largest and most complete manufacturers of Jewelers' Cases, Cabinets, Trays, Grips, and Jewelers' Fine Paper Boxes in Canada. Remember when you buy from us you get the goods direct from the maker. Last year we bought out the entire Jewelry Case and Paper Box Business of the Hemming Manufacturing Co., and we are doing a much larger business at the present time than the Hemming Co. and ourselves did last year.

We would therefore ask our customers to send in their orders as early as possible, and by so doing will give us ample time in filling the same.

If you want any lithograph envelopes or stationery please send in yours orders at once, as it takes from four to six weeks to get this kind of work through.

Our Mr. Cole is now in the West and may call upon you. Trusting you will give him large orders.



THE J. COULTER CO.,
LIMITED.
TORONTO.

130 KING STREET WEST,



Envelopes to match can be bought for about \$1 50 per thousand. Square envelopes, at the present time, can be used to advantage. They have a natty appearance and are somewhat out of the ordinary.

Embossing is richer than either printing or lithographing, and after the die is secured is about as cheap as either. The price for embossing in small lots is about \$1 00 per thousand.

A good die will cost from \$3.00 to \$7 00 according to the amount of work, and can be advantageously used on all larger jewelry and spoon boxes, as the box makers supply the paper to be embossed and you save the cost of printing.

(to be continued)

THE TRADER

ENQUIRY COLUMN

THIS COLUMN IS OPENED FOR THE PURPOSE OF GIVING SHORT AND CONCISE ANSWERS TO ENQUIRIES REGARDING WATCH REPAIRS, OR ANYTHING ELSE CONNECTED WITH THE JEWELRY BUSINESS. THE CRAFT ARE CORDIALLY INVITED TO DRAW ON THE KNOWLEDGE OF OUR EXPERTS WHENEVER THEY THINK THAT WE CAN BE OF ANY ASSISTANCE TO THEM. ADDRESS ALL COMMUNICATIONS TO THE TRADER PUBLISHING CO., LTD., TORONTO, ONT.

Hobs writes: I have an N. day strike clock. Ansonia make, in perfect order, with the exception that it stops when wound up full. Mainspring is three-quarter inch wide and has no lock. Where is the trouble?

Sometimes when a clock is wound to the last click, if there is not enough oil between the coils, or the spring is otherwise defective, it will apparently bind on itself so as to prevent any motive power being given out. Try oiling the spring well and if it still stops put another spring in.

Oreide writes: Can you give me the composition of the metals known as "Oreide" and "Pinchbeck?" An answer in your next issue will be appreciated.

The component parts of this alloy are: copper, 68 21; zinc, 13 52; tin, 0 48; iron, 0 24. Pinchbeck, which derives its name from the English town Pinchbeck, is composed of 90 parts of copper and 30 of zinc.

Old Time Watchmaker writes: Mr. Editor, a matter which seems to me of great importance has been bothering me for some time just and I confess I can see no solution. Consequently I thought I would write to you for advice, and I would also like to have a full discussion by various watchmakers who take an interest in what is going on around them on the subject, which is: "Is the watchmaker of to-day a man who can creditably make and fit any part of any watch, or is he only a wiper, cleaner and—for want of a better or more appropriate word—I will say an 'assembler'?" Years ago, and not so many either, a workman took pride in being able to do good work and make any watch serviceable which was put into his hands, no matter what was wrong with it, and was continually called upon to make new barrels, bridges, clicks and various kinds of springs, fit wheels and pinions, balance staffs and cylinders, great wheels for fuses, convert verges into English levers, and numberless other jobs of a like nature. The snailing device and pinion and polisher, train wheel polishers, depthing tool, rounding up tool, etc., were in daily use, and the apprentices and young workmen were taught how to use them and do good work. But what is the state of affairs to-day? The American watch has gradually replaced all others to an enormous extent, so that instead of there

being in use about twenty English and Swiss watches to one American, it is now just diametrically opposite, and there are very few Swiss watches, and fewer English ones, coming into the shops for repairs. No one ever thinks of making new parts for American watches. If a stud, jewel, click, wheel, pinion, barrel, or anything else is wanted it is bought, almost ready to be dropped into place in an instant, or without the slightest work required to be done. What is the result? The workman of to-day simply buys a stock of American materials and when any new part is required he selects it, and lo! it is just right, "don't need any fitting at all." If he hasn't got the part required he puts the movement away in a box and sends to the material dealer or factory and gets it. As a consequence he is losing the mechanical skill and ability to "make any part of a watch" we all used to be so proud of, and he has no regrets, but, on the contrary, is pleased to think that he don't have to bother making new parts for "old plug English levers," etc. To a certain extent this is quite right and justifiable. No man who is progressive feels like grinding away for a day producing something he can now buy for a few cents, but at the same time the fact must not, or should not be lost sight of that the skilled workman, who spent years of hard work and patient effort is also passing away, and that this movement is rapidly on the increase, and that there is a real danger menacing our profession or trade, which we will do well to consider, and think seriously over before we drift too far. I heard a man say not very long ago that the perfect system of the American watch companies in reproducing materials for their various lines of movements was rapidly ruining the old time interest in the business, and that he had become so accustomed to buying everything all ready for use, that the idea of even fitting a mainspring to an English lever was unpleasant. The fact of the matter is, that the big companies are making it so "dead easy" to repair their watches that the skilled workman is not required to anything like the extent he used to be, and the result will surely be that wage, which never, have been noted for their size, will be very materially diminished, and the "expert" watchmaker of the future will be able to earn about as much as a girl after a few more changes take place. This will come about as sure as the world, unless those most interested take a thoughtful and serious view of the situation and DO SOMETHING. Mr. Editor I should very much like to read the views of other men in the trade on this important question. Before I close I want to ask another question. I saw in a Toronto daily paper lately an advertisement offering sterling silver watches, screw back and bezel, fitted with American stem wind pendant set movements for \$3.95. How will this sort of thing affect the "income from the bench," and what does the watchmaker and jeweler think he had better do about it, IF ANYTHING.

We think our correspondent is taking rather an extreme view of the matter, especially when he practically states that skill is no longer required. Notwithstanding the wonderful accuracy and completeness of the American system of making watches and watch parts, we are satisfied that to do the best work and produce satisfactory results a great deal of skill is required, especially in jewelers, fitting staffs, hair-springs, poising balances, adjusting to heat and cold and position, etc., and not only required in theory but in daily practice, and further, that as the public are becoming educated to the enjoyment of fine time more and more every day, there will be a greater scope than ever for the expert watchmaker in this direction, which certainly is really a much more elevated and difficult part of the watchmaker's art than making wheels and springs. He can, we think, well afford to let that class of work pass silently away along with the "old-time plugs," and devote his attention to the more skillful and lucrative branch and part of the business, viz., the production and retention of fine time. However, there is much of interest in what our correspondent says, and we shall be glad to publish the views of others.—Ed.

The International Time Recording Co. have been incorporated in New Jersey with a capital of \$1,500,000 to make recording machines. The incorporators are Charles N. King, Nelson R. Vanderhoof, William J. Lamb, Jersey City.



F&B STOP! LOOK!! LISTEN!!!

THIS is always a warning of danger ahead. Your interests will be in danger if, when our representative calls, you don't STOP! LOOK at his samples and LISTEN to what he has to say of our plans for the season now upon us.



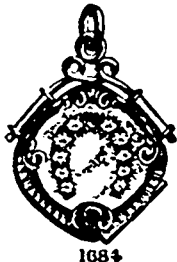
373 374
Fine Gold Front Buttons, beautifully finished and fully equal in appearance to solid gold



1504-SASH BUCKLE.



HORSE SHOE BROOCHES.
GOLD PLATE.
2850- Small
2851- Medium
2852- Large.
STERLING SILVER.
2853- Small
2854- Medium
2855- Large



1684

WE always have something new, and having the years of experience and facilities that we have, we have perfected various processes and tools for getting out the very highest grade of goods at the lowest possible cost, besides we guarantee all of our goods, and our guarantee is good. Ask our representative to call and show you his line.



1674

THEODORE W. FOSTER & BRO. CO.,

Our Canadian Representative,

MR. GEO. E. SMITH,
350 King Street, KINGSTON, ONT.

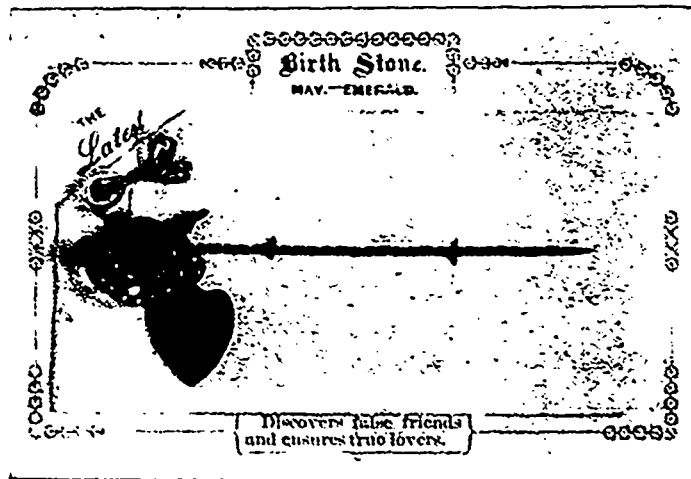
Manufacturing Jewelers and Silversmiths,

100 Richmond Street,
PROVIDENCE, R.I., U.S.A.

BIRTH STONE BANGLE RING.



Prices from \$2.50 to \$6.00 per doz., in fine Rolled Plate.



The above is one of our latest. We have them in the Twelve Birth Stones and they are pronounced the best thing out for the price, \$3.60 per doz.

KLONDIKE BANGLE RINGS.



From \$3.00 to \$6.00 per doz. Bangle Rings in endless variety.

One gross of Birth Stone Pins, with the name of any town or cut of building on the bangle, for \$36.00.

You will make no mistake in ordering some of these. Prices subject to catalogue and cash discounts.

S. BREADNER, MANUFACTURING JEWELER, CARLETON PLACE, ONTARIO.



A GROWING CONCERN.

Any person who doubts the value of a protective tariff for building up the manufacturing industries of any country, has only to look around him in this Dominion of ours in order to find plenty of lines of goods that are now made in this country which we formerly had to import from abroad. Not only this, but the prices of these goods have been lowered in many cases on account of the competition of rival home manufacturers until they are sold as cheaply in Canada as in any other country in the world. Amongst these industries may be mentioned that of the manufacture of jewelers' boxes, cases and showcase trays and fittings, and few persons acquainted with the jewelry trade twenty-five years ago would have ventured to predict that in the year of our Lord 1900 this would not only be a large but a flourishing industry in Canada.

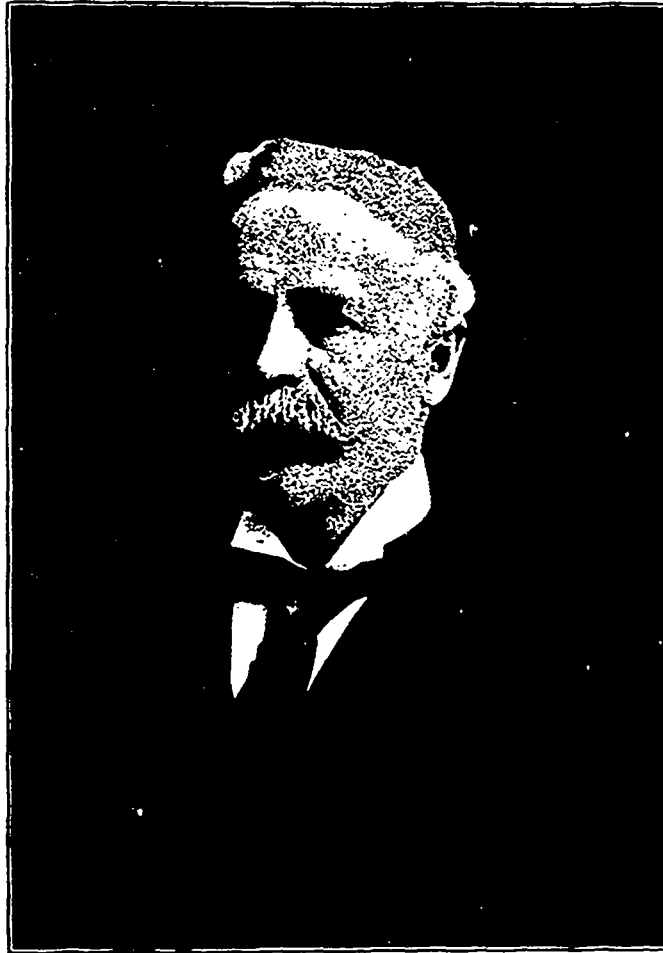
The principal factory in this line in this country is without doubt that of The J. Coulter Co., Limited, 130 King Street East, Toronto, and although it is a comparatively new firm, its enterprise and success have been such as not only to bring it quickly to the front but to keep it there. We are informed by Mr. Coulter that it is only five years since the business was started by himself with a limited cash capital, but with unlimited energy. It was a success from the first, and gradually grew and expanded from year to year so that the firm were compelled to increase the size of their premises from time to time as the needs of the business demanded.

A little over a year ago Mr. Coulter converted his business into a joint stock company under the name of "The J. Coulter Co., Limited," with the following officers: Mr. W. Radcliffe, President; Mr. W. W. Co., Vice-President, and himself Managing Director and Secretary-Treasurer. Last summer this new company purchased the jewel case and paper box business of The Hemming Co., of Toronto, and added the entire plant and stock to their own. This necessitated the obtaining of considerable additional factory premises, which was secured, and thus their capacity was at one stroke more than doubled. Since then the Company's business has shown a steady and gratifying increase,

and if the results so far this season are any indication of the future, they have a very prosperous year before them.

The reason of their success is not far to seek. Mr. Coulter, who has been a resident of Toronto for more than thirty years, is a practical mechanic of high ability, who thoroughly understands and is able personally to perform every operation belonging to the business. His aim has always been to make first class goods, being more careful of his name and reputation than of making large immediate profits at perhaps the risk of losing future trade. His motto has always been that "a pleased customer is one of the best advertisements that any manufacturer can have," and in order to effect this he has done

all in his power to satisfy and please those who have patronized him. When to all this is added promptness in filling orders, it will be seen that the success of Mr. Coulter's firm and company has not been caused by bull-headed luck, but by hard and persevering work supplemented by plenty of brains and a desire to do business in a fair and honest way that the trade can and does appreciate. Mr. Coulter has also been fortunate in having associated with him Mr. Radcliffe and Mr. Cole, now president and vice-president respectively of the company. Mr. Cole is well and favorably known by the Canadian jewelry trade as a pushing, straightforward salesman, whose customers can always depend upon the representations he may make in regard to the goods he is offering. With such a trio at the head of the J. Coulter Company it was bound to be a success, and become a



MR. J. COULTER, OF TORONTO.

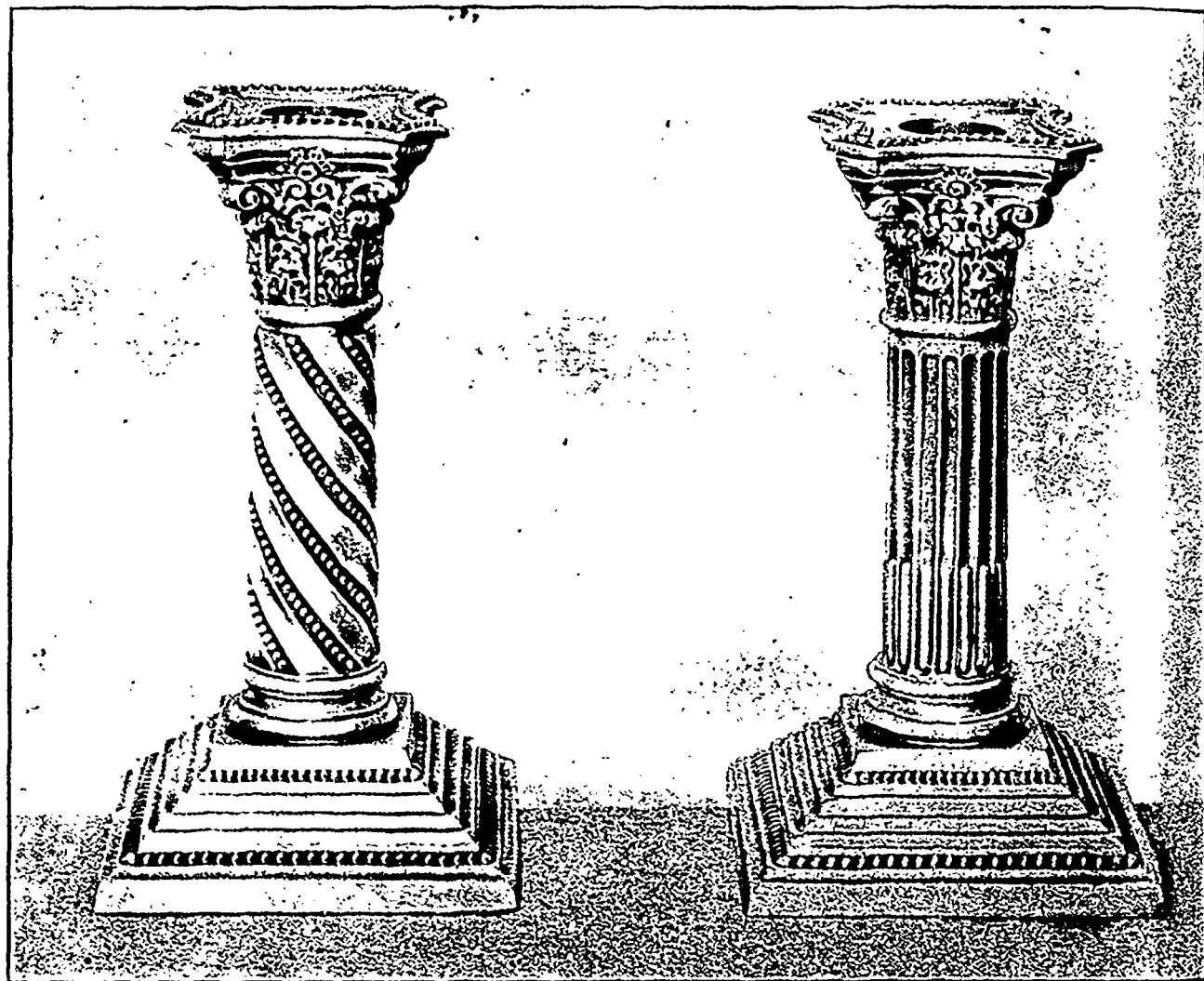
household word among the Canadian jewelry trade for anything in their particular line. We have pleasure in presenting to our readers a photogravure of Mr. J. Coulter, the founder of this business, which we think will be readily recognized by all of those who have ever had the pleasure of meeting him personally.

The directors of the Hamilton Watch Co. at Lancaster, have declared a dividend of five per cent. on the capital stock of \$500,000 out of the profits of the past year. The company has just closed the most successful year of its career. It has enough orders ahead to keep busy for many months.



The TORONTO S

Sterling Silver.



No. 50.

Candlesticks.

No. 55.

*We are not members of the Silverware Trust
or of any Silverware Association or Combine.*



SILVER PLATE CO., Limited,

Silversmiths and Manufacturers of Electro-Silver Plate.

Electro-Silver Plate.



No. 714. Fluted Coffee Ser.

No. 713. Satin B.C. Coffee Ser.

★
 OUR NEW
FLATWARE
 CATALOGUE
 WILL BE READY TO ISSUE TO
 THE TRADE VERY SHORTLY NOW.
 IF OUR MAILING DEPARTMENT,
 THROUGH OVERSIGHT, SHOULD
 NOT SEND YOU A COPY,
 WRITE FOR IT.
 ★

Factories and Salesrooms:
KING STREET WEST,

TORONTO, CANADA.

E. G. GOODERHAM,
Managing Director.



RINGS!

RINGS!

DIAMONDS, RINGS!
OPALS and
PEARLS.

We have them all in the newest
 and latest styles.

BROOCHES!

PENDANTS!

LOCKETS!

in every kind and style, the
 newest things out.

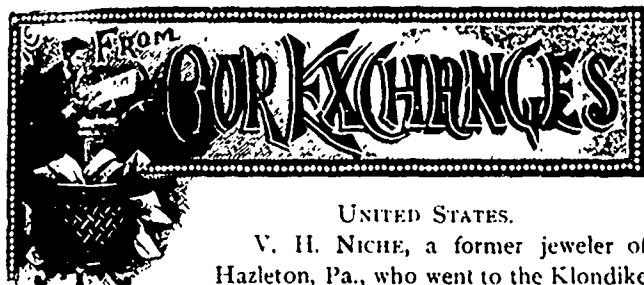
Repairs! Are you fully satisfied with your repair work?
 If you are not, send it to us. We make a
 specialty of having all repairs done neatly, promptly and
 at the lowest possible cost to you.

Our Travellers are on the road, wait and see their
 samples. They are carrying an im-
 mense assortment of the newest and choicest stock in
 every line for your inspection and selection. Don't fail
 to examine our goods, it will pay you to do so.

J. J. ZOCK & CO.,

Manufacturers of Fine Jewelry,

34 Adelaide Street West, - - TORONTO, ONT.



UNITED STATES.

V. H. NICHE, a former jeweler of Hazleton, Pa., who went to the Klondike two years ago and was supposed to be dead, has been heard from in a letter, in which he says he owns a \$100,000 claim in the gold fields.

THE Dueber-Hampden Co. are increasing their output as well as improving its output. The greater part of their output now consists of the finer grades of time-keepers. Whatever controversies Mr. Dueber has engaged in, no one ever questioned that he was the best casemaker in the country, and that the Hampden movements were at least the equal of any, grade for grade.

IT is reported from Berlin, Germany, that the clockmakers of the Black Forest have taken the preliminary steps to turn the entire industry there into a large company with capital supplied by Berlin capitalists, and to devote special attention to the manufacture of clocks similar to the American article. The Wurtemberg clock industry has been already capitalized at 15,000,000 marks by Berlin financiers.

THE Wadsworth Watch Case Co. have got their engraving department settled in their new home in their new factory building at Dayton, Ky., and will gradually move up the other departments. They have taken this plan so as not to interrupt the business more than they can help. Frank Seligman, general superintendent of the company, was recently married to Miss Mary Phister, daughter of the late president of the German National bank, of Newport.

AT THE annual meeting of the stockholders of the Trenton Watch company the following directors were elected: Samuel K. Wilson, John Moses, O. O. Bowman, J. H. Bruere, Lawrence Larrell and A. G. Moses, all of Trenton, and Thos. R. White, of New York. With the exception of Mr. Bowman the board is the same as last year. Mr. Bowman succeeded F. C. I. Wiss of Newark, resigned. Not in a long time has the company been in such a prosperous condition as now and the prospects are said to be exceptionally good. The factory is running full capacity and carrying many orders.

AT THE annual meeting of the American Waltham Watch Co. the following were elected directors: Ezra C. Fitch, F. R. Appleton, Royal E. Robbins, B. F. Brown, A. Lawrence Edmonds, D. F. Appleton, George H. Shirley, A. K. Sloan and H. P. Robbins. The number of directors were increased from eight to nine, the last named being the additional member. Ezra C. Fitch was re-elected president; R. F. Appleton, vice-president; R. E. Robbins, treasurer; P. W. Carter, clerk. The annual report shows that the year has been very successful. The balance sheet shows \$313,531 on hand, and surplus of \$78,327.

SILVER DOLLARS AS LOCKETS. - Cincinnati, O., April 7.—A. G. Schwab & Bro., jewelers, have been selling lockets made of trade silver dollars hollowed out inside to admit of pictures. A few days ago Secret Service Agent M. P. Bolan called on the jewelers and secured one of the coins, and, after a conference with United States District Attorney Bundy, it was decided to send it to the Treasury department for a ruling. Secret Service Agent Bolan yesterday notified A. G. Schwab & Bro. that there was no violation in using trade dollars in the manufacture of lockets. It was thought at first that this came under the head of mutilating coin of the United States, but trade dollars are not considered under that head, because they have been retired from circulation long ago.

THE wholesale jewelry houses of Minneapolis and St. Paul complain that the stamp canceling machine plays havoc with jewelry supplies sent through the mails. One firm sent \$6 worth of jewels, securely packed in an envelope. The machine mutilated the envelope sufficiently so that every one of them worked out. As the package was only from Minneapolis to St. Paul the incident was unusually aggravating. Small parts of watches, enclosed in tin boxes and placed in envelopes, do not escape. The machine will dent in the box and damage the contents. One firm has a rubber stamp made reading thus: "Careful. Not for canceling machine." As a rule this request is heeded, though once in a while an envelope so marked comes back with its contents ruined.

SAFE CRACKED.—New York, April 9, 1900.—Burglars entered the jewelry store of Isidor, Weinstein, at 393 Grand Street, one morning last week through a rear window, and after neatly cracking the safe got away with money and jewelry to the amount of \$4,000. The detectives say that the burglars were undoubtedly expert cracksmen and that this specimen of their work compares favorably with the best efforts of Jimmy Hope, Red Leary, and other notorious safe breakers. They left practically nothing behind by which they might be traced. The safe was large and was supposed to be burglar proof. They drilled holes in the plate at the back and wrenched it off, next they dug through a wall of cement and then they treated the inner plate as they had the outer, and had a clear way into the safe.

WART ON HIS NOSE.—Chicago, Ill., April 5.—Whitehead & Hoag Co., Newark, N. J., have brought suit against Griesheimer & Co., clothiers of this city, for the contract price of 5,000 medallion medals of Admiral Dewey. According to the clothing firm's story, they awarded the contract to Whitehead & Hoag Co. for 5,000 metal medallions of Dewey, and when the medals arrived it was noticed that a small bump which looked like a wart appeared on the side of the nose of the "Hero of Manila." In all the pictures of Dewey the clothing firm had never observed any growth on the Admiral's nose, so they telegraphed to Mrs. Dewey, Admiral Schley and other naval friends, asking if Admiral Dewey had a wart on his nose. Mrs. Dewey wired that to her knowledge her husband's nose was not disfigured by a wart and the other replies were to the same effect. The clothing firm say they did not care to risk incurring public disapproval by distributing souvenirs which showed Admiral Dewey with a disfigured nose, so they refused



Prize Cups

AND

Trophies.

THE present outlook promises an increasing demand for Prizes suitable for Athletic and other sporting events.

The Trophy or Cup we here show is one of the many regular designs we furnish.

Notice the perfect harmony in which the whole design is worked out, even to the most minute detail.

We have unsurpassed facilities for furnishing anything that can be desired in either Sterling Silver or Gold and Silverplate.

Special designs following the spirit of any sport or purpose will be furnished on request.

Send for Trophy Book.

MERIDEN BRITANNIA Co.,

HAMILTON, ONT.

AND

MERIDEN, CONN.

NEW YORK.

CHICAGO.

SAN FRANCISCO.



No. 9040.—PRIZE TROPHY.

Height, 25 inches.



to accept the medals, claiming the likeness was an imperfect one.

"THE GRAND COMEJO OF FRANCE."—Philadelphia, Pa., April 7. A remarkable cameo has been added to the Maxwell Sommerville collection of antiques in the University of Pennsylvania. It is an eighteenth century reproduction of a famous stone which has been variously known as "The Grand Cameo of France," "The Agate of Tiberius," "The Apotheosis of Augustus" and "The Cameo de la Sainte Chapelle." This great gem is a mottled agate onyx of unparalleled height and breadth. It was considered so remarkable by ancient collectors that Rubens, who had fine glyptic taste, went to Paris in 1625 expressly to see it. The scene cut on the stone is supposed to be that of Germanicus taking leave of the Emperor Tiberius as he is about to start on an expedition. The central figures are clearly cut and can easily be recognized. There are besides the Emperor and Germanicus, Antonia, mother of the hero; Caligula, his son, and his wife, Agrippina. Drastus, son of Tiberius, stands behind his father. The great cameo has an eventful history and has been many times reset. Just when the carving was done is not known, but the work is of great antiquity.

GREAT BRITAIN.

From the Watchmaker, Jeweler and Silversmith.

TRANSVAAL COINS.—Five shillings is now being asked for the Transvaal sixpence. Kruger pennies, however, are relatively more expensive. One London dealer who is now charging eightpence for them regretted that recently he parted with four dozen at a shilling each.

SAVED BY HIS WATCH.—A quartermaster-sergeant of the R.A. serving under Lord Methuen, has written from Modder River to a London firm of watchmakers, as follows.—"I was shot twice in the fight of November 28th. Your watch saved my life, as the day I was wounded I had it in my breast pocket, when the bullet struck and smashed it. This turned the bullet, which only went through the flesh of my side, instead of through my lungs or heart. I am now back to duty, January 30, 1900."

BOER MISSILES.—There are on exhibition at the jewelry establishment of Mr. Haskell, Tavern Street, Ipswich, some interesting objects from the theatre of war, in the shape of a Mauser bullet, a Martini bullet, a fragment of a Boer shell and a couple of cartridge cases, the contents of which Mr. Sidney Haskell, who is serving with the Cape Mounted Police, emptied at some of the Boers he met in his first engagement. The metal mementoes which came from the Boer side were presented during the Bird's River fight, falling into the British camp unwelcomed.

THE GEM MARKETS.

LONDON, March 30th.—I cannot state that trade has improved, nothing of any importance having happened to remove the dull character of the market. Those who thought that there might be a cheapening in the price of the rough during 1900 will not have their hopes realized. I have it on

very good authority that the Syndicate will not lower their prices. The demand for colored stones and pearls is not quite so good.

AMSTERDAM, March 28th.—Business has not improved in any way during the past month, the whole trade in diamonds remaining very quiet. There has been a fair demand for cheap *melé*, but the sales were not large, as the prevailing prices were higher than most of the buyers were in a position to pay. The factories displayed but little activity, the cutters and polishers being for the most part unemployed, and the prospect of any immediate improvement in this respect is very small. A quantity of "Wesselton" was placed on the market shortly before the close of the month, and readily found customers at high prices. Roses were very difficult to dispose of; very few were sold, and those only of very fine quality. *Ender* and *Kappen* were in great request, but the supply was deficient, and any which were placed on the market were sold at once.

PARIS, MARCH 30TH.—The diamond business in this city has again been quiet throughout March. A few foreign buyers visited us as usual, but, as a rule, the prices they were able to offer could not be accepted by the local merchants. Colored stones and pearls of fine quality were bought to some extent for local use, but few were exported.

ANTWERP, MARCH 30TH.—Several suspensions of payment have been announced in the town, and the firms in difficulty are for all that by no means insolvent. The local bank dealing almost exclusively with the trade has been obliged to refuse to touch anything except the very best of paper, and, in consequence, many of its customers have found it necessary to get their bills discounted in Germany. Those houses unable to do this have been obliged to stop payment. The syndicate formed a few months ago to compete with the famous London combination has disappeared already, though it was well backed up it was unable to make headway, and accepted the offer of £16,000 from the London syndicate to dissolve. At the last meeting of the Communal Council of Antwerp £200 was voted to a fund to assist diamond cutters out of work.

COMPARISONS.

Advertise just as you eat—regularly and in reasonable quantity. You don't wait until you are starved before you eat, but you go to your meals at a set time every day. One meal right after the other, year after year, makes you grow fat and keep well. Advertise just as you drive a nail. Not one big blow and then stop forever, but with reasonable blows, one following the other. Even if your one blow is hard enough to drive the nail home, it is likely to go crooked or split the plank and spoil your job. Advertise just as the farmer plants corn—not a big sackful at one time, in one place and then stop, but a few grains at a place in regular order and in regular time. In other words, advertise with business sense. Keep at it week after week, month after month, and success will surely come by and by. *London Mills (Ill.) Times.*



THE DUEBER HERALD

THE ADVOCATE OF HONEST BUSINESS METHODS.
DEVOTED TO THE RETAIL JEWELRY TRADE.

Vol. I.

CANTON, OHIO, MAY, 1900.

No. 15.

THE DUEBER-HAMPDEN COMPANIES

have the most complete system of keeping a record of their watches of any watch company in the world. How valuable this system is in certain emergencies, the following will show:

Mr. H. J. Bayles, the Coroner of Alton, Ill., wired:

"Who did you sell movement No. 956003 to?"

The Hampden company replied:

"Mr. H. J. Bayles, Coroner, Alton, Ill.

"Our records show that movement No. 956003 was sold to J. C. Sawyer, Boston, Mass. He sold it to G. R. Alexander, Providence, R. I., who in turn sold it to J. W. Adams, Providence, R. I.

"HAMPDEN WATCH CO.,

"JOHN C. DUEBER, Treasurer."

The largest establishment on the globe for the manufacture of complete watches is the factories of

The Dueber
Watch Case Mfg. Co.

and

Hampden Watch Co.,

At Canton, Ohio.

Nearly 5,000,000 of the incomparable Dueber-Hampden watches are in the pockets of the people.

THE PLATFORM

In the last number of *The Dueber Herald* we defined the **issue** formed by the prevailing conditions in the watch market.

To the legitimate dealers in watches throughout the country we now respectfully submit a **platform**:

The dealer who has painstakingly studied the situation—as he should and must do in justice to himself and to his customers—understands by this time the difference between the watch that sells on its merits and the watch whose sale is forced by this, that or the other policy or device. He understands the difference between irrefutable facts and highfalutin phrases; the difference between the claim that is **substantiated** and the claim that is simply **asserted**.

Therefore we suggest as his platform in his watch campaign of 1900, the unflinching determination to **sell the watch that sells on its merits**; the watch whose story is a story of fact; the watch whose every claim is a **substantiated** claim; the watch that is honestly "The Best."

His study of the situation if engaged in as thoroughly as we advised, will give him the necessary assurance as to **what make of watch** comes up to all the enumerated requirements.

Success and nothing but success is in store for the dealer who accepts the platform we outline.

THE DUEBER-HAMPDEN

New 12-size Movements are
Paragons of Watch Perfection.

"THE BEST."

TELL YOUR CLERKS TO TELL YOUR CUSTOMERS THAT:

1. A watch that has been timed closely at the factory is not likely to run the same after having been stopped and packed and shipped; therefore, purchasers should not condemn it because it does not run close when first started.

2. A watch that has been allowed to run down will not run the same when wound and started again, but will usually be found to run irregularly for a few days.

3. Frequently a watch will not run exactly the same after casing as before; this is caused by the cramping of the plates through too close casing, or the springing of the plates by the case screws.

4. Fine time-keepers are very sensitive and slight changes in their treatment affect their performance as is shown by the well known fact that a close-running watch will not maintain the same rate in the pockets of two different persons, although their habits and avocations may be identical.

"Splendid."

Pittsburgh, Pa.
My Dueber-Hampden watch has varied but a few seconds in two months, nor been magnetized although carried around close to a fifteen horse-power dynamo, 250 volts telegraph instrument. Have tested it frequently on galvanometer. It runs splendid.

Jos. DOLPHIN,
Western Union Telegraph Co.

"Excellent Satisfaction."

Cincinnati, O.
I have been carrying a Hampden railway movement for the past two years. Can truly say I am well pleased with it. This movement is used almost exclusively on this road and gives excellent satisfaction.

H. Q. GARNER,
Cincinnati Southern R. Co.

WILLIAM ALLEN YOUNG, Sole Canadian Wholesale Agent
Dueber-Hampden Watches,
393 Richmond Street, LONDON, Ontario.



WHETSTONES AND SHARPENING OF TOOLS.

Cutting tools are ground either on flat sandstones or on rapidly turned grindstones. Therefore it is important to make a good selection of the material. The stone should be soft rather than hard, fine grained and perfectly free from fissures and cracks. The last condition is essential, for it may happen that a flawy stone under the influence of the revolving motion suddenly cracks and seriously injures the operator. Since this accident is also liable to happen with perfectly formed stones, artificial ones are frequently employed, which are more homogeneous and durable than the natural. The stone must remain perfectly moist during the grinding, otherwise the objects soon get hot and their temper is injured. After long continued grinding the cutting edge becomes too thin, so that it bends over on itself, which makes reverse whetting necessary. The feather edge is bent back and the article is whetted on a "setter." There are several varieties of stones, though they are all similarly composed.

The scythe stone, of very fine grain, serves for grinding off the feather edge of large tools. The Lorraine stone, of chocolate color and fine grain, is employed with oil for cabinetmakers' tools. The Arkansas stone is grayish yellow and very erosive. It is used with water and oil and gives a very fine edge. The lancet stone is employed with oil, especially for surgical instruments. The Turkish sandstone is the best of all. It is gray and semi-transparent, sometimes slightly spotted with red, and usually quite soft. For tools with curved edges a mixture of powdered stone must be made, giving it in a mold the desired concave or convex shape. Tools may also be sharpened with slabs of walnut or aspen wood coated with emery of different grades. This gives good results.

THE "GREEN RAY" AT SUNSET.

The "green ray" or "green flash" at the moment the sun disappears from view beneath the horizon has been noticed by many physicists. Some of them consider this an optical illusion. M. Guebhard states, however, that the green ray is the great shadow of the earth feebly illuminated from the zenith and viewed by an eye fatigued for red; it therefore appears green. Pellat on the contrary states that the "yellow setting sun has red lower and green upper border separately examinable in the telescope and due to prismatic reflection by the atmosphere. The absorption which makes the sun disk appear yellow makes the violet upper rim appear green or greenish blue instead of violet. When the sun sets, the upper green rim can be seen for a fraction of a second, but it may be kept longer in view if the observer goes up a slope as the sun sets." The first writer to which we have referred thought this was different from the green ray following the setting of the red sun, M. Rayou said that he had seen the sea colored green in a triangle with its apex at the point where the sun set, and the color seems to flow away toward the horizon.



Jewelers throughout Canada will oblige the Editor by sending into this office, not later than the 20th of the month, any item of news that they think would be of interest to the Jewelry trade generally. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"The Trader" is issued on the first of every month. In order to insure the insertion of new advertisements, or changes in those already standing, copy must be received at this office not later than the 20th of the month previous to date of issue. In all cases they should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

A. C. JOHNSTON, of Kingston, has just returned from a buying trip through the Eastern States.

MESSRS. LIGHTER BROS. have opened up a jewelry business at Glace Bay, Cape Breton, N.S.

MR. W. BARBEAU, jeweler, of Quebec, has left the city and removed his business elsewhere.

F. S. SCHNEIDER, of Peterboro, has made great improvements in his store by the addition of a very handsome large wall case.

MR. W. BANNISTER, formerly of St. John's, Newfoundland, proposes to open up a jewelry business in Sydney, Cape Breton, N.S.

MR. WRIGHT, of F. W. Spangenberg, Kingston, has returned from a well-deserved holiday trip through the Western States.

G. T. GILPIN, of Vancouver, B.C., watchmaker to the trade, has issued a very neat little price list of watch work, which any jeweler can have on application.

MR. N. SLAVES, of Montreal, has removed his jewelry business from No. 1803 Notre Dame Street to 2356 St. Catherine's Street, in that city.

MR. CHAS. D. MAUGHAN, of the Goldsmith's Stock Company, returned early last month from a very successful trip through Manitoba, the North-West Territories and British Columbia.

TOM BUTLER, Montreal Optical Company's representative, has returned from a very successful trip through the Maritime Provinces. He reports business to be particularly brisk in Cape Breton.

MESSRS. G. SEIFERT & SOSS, Quebec, P. Q., have added an optician to their staff, and intend to have one of the best equipped optical parlors in the country. Success to them in their new store.

MESSRS. G. SEIFERT & SOSS, the well-known retail jewelers of the City of Quebec, have decided to turn their business into a joint stock company, and have therefore applied for a charter of incorporation.

MR. A. MARKS, the Ontario representative of H. & A. Saunders, reports business good all through the province. The retailers are ordering very freely owing to the improvement in business this month.

MR. A. C. MERRITT, representing H. & A. Saunders in the Lower Provinces, is on his way back from his usual spring trip, having found trade very good, not only on the mainland but also in Prince Edward Island.

"REFRACTION AND HOW TO REFRACT," by Dr. James Thorington, is the latest book on the subject. "It is of marvellous simplicity and will be found of invaluable assistance to every optician," says Mr. L. G. Amsden, Secretary of the Cohen Brothers, Limited.



SOUVENIRS AND PATRIOTIC JEWELRY.

*There is every indication of a large influx
of Tourists during the coming summer.*

THE REPRESENTATIVES OF
RAILROAD AND STEAMBOAT

*Companies have met and arranged for very favorable rates and the
promise is that Canada will be favored as never before.*

DO NOT ALLOW THIS OPPORTUNITY
TO SLIP AWAY FROM YOU.

**HEMSLEY SOUVENIRS
SELL THEMSELVES.**

All you are asked to do is to Exhibit them and take in the money.

*An order placed NOW will ensure you delivery
of this NOVEL and DAINTY Line in
plenty of time for Business.*

THE LEVY BROS. CO.,
LIMITED.

Selling Agents,

HAMILTON, ONT.



THE FOLLOWING STUDENTS took a course in optics under Dr. W. E. Hamer, at the April class of the Optical Institute of Canada, viz., Geo. C. Brimer, Ottawa; Benjamin Harris Hamilton; James C. Taylor, Ingersoll; M. D. Tugenhaft, Toronto. Next class, May 15th.

LECTURE.—An interesting and instructive lecture was delivered before the Montreal Young Men's Christian Association, on the 19th April, by Mr. R. A. Dickson, the well-known jeweler of St. Catherine Street, his subject being, "A Business Man's Trip Through Europe."

MR. ARTHUR PEQUENAT, of Berlin, Ont., has sold out his entire stock of jewelry, etc., to his brothers in Guelph and Berlin, and will in future throw the whole of his energies into the bicycle business he started about a year ago and of which we understand he is making a great success.

THE BUSINESS of Mr. R. H. Trapnell, jeweler, of Windsor, N.S., who is removing to St. John's, Newfoundland, has been purchased by Mr. F. E. Harriott, late of Bermuda. The new proprietor purchased the entire stock, fixtures etc., and will carry on the business in the same premises.

MR. J. S. LEO, President of the Montreal Optical Company, is at present renewing his old acquaintances on the road, and at the same time booking import orders for opera and field glasses. His trip so far has been very successful. During his absence "Uncle" Levetus is guarding home interests.

MR. CHALLONER, of the firm of Challoner & Mitchell, Vancouver, B.C., spent a few days in Toronto last month on his way to Montreal and New York. Mr. Challoner says they are having a fairly good trade this year so far and thinks the prospects ahead are favorable for its continuance.

MR. WILLIAM LEWIS, manufacturing jeweler, of Toronto, whose accidental injury by falling on a slippery pavement we chronicled some two months ago, and who was so badly hurt that the doctors despaired of his recovery, has now taken a turn for the better, and they now expect him to be about again in the near future.

SILVER POLISH.—Every retail jeweler in Canada has at times felt the need of a thoroughly good silverware polish that he could recommend to his customers. In their advertisement elsewhere in this issue, Simpson, Hall, Miller & Company inform our readers that they can fill this bill and ask them to give their "Silver Brilliant Cream" a trial.

MR. J. W. PARKER, representing the Levy Bros. Co., Limited, of Hamilton, Ont., returned last week from the North-West, where he has been for the last three months, on his winter trip. He reports a very gratifying trade, and thinks that section of the country, although it has been somewhat depressed of late, will quickly revive again.

THE ATTENTION of our readers is directed to the advertisement of specialties in watch material, by Albert Kleiser, on another page of this issue. Mr. Kleiser has been known to the trade for the past twenty-five years as "headquarters" for anything in the material line, and he says he does not propose to go back on his reputation. He solicits a call, or a trial order by mail.

MR. A. H. DEWDSEY returned last week from a very successful trip to Europe, during which he succeeded in picking up a splendid stock of diamonds and other stones, at very favorable prices. He reports trade somewhat quiet in Great Britain on account of the war, but he got hold of a good many new ideas and designs of which the trade will get the benefit later on.

MR. J. O. PATENAUE, of Patenaue Brothers, Nelson, B.C., has just completed a special course in advanced Optics under Mr. Edwin Culverhouse. Mr. Patenaue is highly gratified with the instruction he has received, and has added to his already extensive optical equipment a Geneva Retinoscope, having now one of the most up-to-date optical equipments in the West.

THE NEW STORE of Mr. M. Rosenthal, of Ottawa, is one of the largest and handsomest in the Dominion of Canada, and a credit to

any city. He expresses himself as entirely satisfied with the business his firm have done since they moved into their new premises, and thinks the outlook is favorable for a continuation of the present prosperous trade in his city.

MR. THOMAS BRADY (commonly known as "Tom"), one of the most popular and respected jewelry travellers in Canada, was unfortunate enough to be laid up in Brandon, Man., about a month ago with a severe attack of rheumatism which confined him to his bed for about ten days. Our readers will be glad to know that he is about again and almost as well as ever.

BY THE DEATH of the Duke of Argyle last month, one of Canada's former Governor-Generals, the Marquis of Lorne, succeeds to that important and influential title and estate. As the new Duke of Argyle is one of the warmest friends that Canada has ever had, his many admirers in this country will be pleased to know of his new dignities. Long may he reign over the clan Campbell, say we.

THE QUEEN'S BIRTHDAY.—The sporting season opens up on the 24th of May, and the jewelers will be called upon to supply prize medals, etc. Messrs. Geo. H. Lees & Co., advertise that they are ready to supply all kinds of medals, and if a church, school or other building is to be erected they can supply you with a trowel to lay the corner-stone, and a presentation key for the opening ceremonies.

OLD GOLD AND SILVER.—We direct the attention of our readers to the advertisement, in another part of this issue, of Messrs Geo. H. Lees & Co., manufacturing jewelers and refiners, of Hamilton, Ont., whose offer in regard to the purchase of old gold and silver is so fair as to be beyond cavil. The firm are thoroughly reliable, and any jeweler may depend upon them carrying out their promises both in letter and in spirit.

MR. W. P. COOK, the well-known jeweler of Port Arthur, Ont., has been an extremely busy man since his return home from Toronto last month, if one may judge by the local papers. In the absence of Mayor Macdonell he has been filling the mayor's chair. He has also been filling the position of chairman of the Board of Works in the absence of Mr. Jos. King, besides filling his own position on the street railway commission.

MR. ABRAHAM LEVY, President of The Levy Bros. Co., Limited, of Hamilton, was in the city last week on the business of his company. They have laid in a magnificent stock of diamonds and other stones at very favorable prices and claim to be headquarters for anything in this line. Their stock of souvenir and patriotic silver jewelry is "sell on sight" goods, which they say the retailer has only to exhibit to take in the money.

THE JEWELER'S DIRECTORY for 1900-1901, issued by Mr. J. J. Fogerty, 176 Broadway, New York, has recently been distributed. It is a very complete and classified directory of every manufacturer, importer, jobber and retail dealer in watches and jewelry and kindred industries in the Dominion as well as many in the United States. Every jeweler should have one, and can get full information from the Toronto office, 20 West Adelaide St.

FROM SOUTH AFRICA.—The latest advices from Major Hurdman, of Ottawa, now serving in South Africa along with his battery, are to the effect that they have been brigaded with the Canadian and Australian Mounted Rifles and the other Canadian Artillery, under the command of Maj.-General Hutton, lately General Commanding the Militia of Canada. As this brigade has been ordered to support the advance of General Lord Methuen from Kimberley, it is probable that they will see considerable fighting in the near future.

MR. R. H. JUPP, the well-known Orillia jeweler, and one of the most enthusiastic sporting men in the Dominion, has been elected as one of the Executive Committee of the Ontario Amateur Athletic Association, the object of which organization is to cultivate amateur athletic field sports in the Province of Ontario. Mr. Jupp attended the meeting of the Executive Committee in Toronto last month, and announced his intention of helping the Association along by every means in his power. With such supporters as Mr. Jupp throughout the Province the O. A. A. is bound to be a success.



THE FULTON JEWEL MFG. CO., LIMITED,

See our samples
before placing
orders elsewhere.

MAIL ORDERS
PROMPTLY
ATTENDED TO.



New Goods,
New Styles,
Rock
Bottom
Prices.

40 COLBORNE ST. AND 13 LEADER LANE,
TORONTO, ONT.



LIEUT.-COL. OTTER, commanding the first Canadian Contingent, on active service, in an official report to the Dominion Government recently, after commenting on the fact that the khaki clothing issued to his men had not stood the wear and tear of campaigning very well, stated that the only thing about the uniforms which had really come through all right were the maple leaf ornaments on the shoulder straps and helmets. These, he stated, looked about as well as when the men left Canada, and were a credit to Canadian workmanship. They were manufactured by Messrs. P. W. Ellis & Co., of this city.

SAUNDERS, LORIE & CO., manufacturing jewelers of Toronto, are quietly making preparations for removing to their new factory at 67 Adelaide Street West. Mr. Lorie says he don't propose to move until everything in the new premises that can possibly be got ready beforehand, is thoroughly in order, and when they do make a start the real moving will be a very short business. From the looks of the new machinery and labor-saving appliances already in place, there is no doubt but that the firm will have one of the largest and best equipped jewelry factories in America when they get finally settled down in their new home.

PUNISHED.—Fred. Thornton, the man of many aliases, who was arrested in Toronto last month on a charge of breaking into the store of Johnston & McFarlane, 110 Yonge Street, and stealing 38 watches, 119 rings and 48 penknives, when brought before the Police Magistrate for trial pleaded guilty and was sent to Kingston for two and a half years. Thornton has already served nine years on three terms since 1871, and in 1887 was given five years, but before he had served one year he escaped, leaving four years still to serve. With the two and a half Magistrate Denison gave him and the uncompleted term he will get out in about six and a half years.

DEATH OF MR. P. L. WOODS.—Mr. P. L. Woods, one of the oldest citizens of Brampton, Ont., died at his residence in that town on the evening of Saturday, the 21st April. Mr. Woods came to Canada in the early fifties, and shortly afterwards started in business for himself in Brampton, where he conducted the express and telegraph office in connection with his jewelry business. He was well and favorably known throughout the wholesale trade of Canada, and highly respected. About four years ago Mr. Woods retired from active participation in the business he had built up, and at that time he was admitted to be the oldest business man in Brampton.

MR. A. R. HARMON, of the American Waltham Watch Co., was in Toronto last week looking after business. He reports the factory as working to its utmost capacity and having even two shifts of operatives (night and day) in every department where they can be utilized to advantage. In spite of all this, however, the demand for their movements still continues as great as ever, and the output of the factory is all sold long before it can be turned out. Mr. Harmon says that the prospects for an increased supply of American movements, while considerably better than it was a year ago, does not indicate anything like an overplus for a very long time to come. The trade would do well therefore to lay in stock as opportunity offers.

MR. W. K. GEORGE, manager of the Standard Silver Co., Toronto, has been elected Secretary of the Canada Corundum Co., Limited, referred to in our last issue. The prospectus of this new company has just been issued and shows that it has an authorized capital of \$1,500,000 in 150,000 shares of \$10 each. Although the Company has not a monopoly of all the corundum in Ontario, it has a special agreement with the Government whereby it has the exclusive right to make the selection of these deposits throughout the whole of this province. The President of the company is Mr. Geo. C. Edwards, of Bridgeport, Conn., Vice-President of the International Silver Co., of the United States, and one of the most prominent business manufacturers of that country. Under such auspices and management it should turn out a very successful undertaking.

A NEEDED REFORM.—A recent Ottawa despatch says that, "In response to the request of the Canadian Manufacturers' Association for fuller and more prompt statistical information, plans are being considered by the Department of Customs for the concentration at Ottawa of all the compilations of statistics of exports and imports.

Instead of as at present, having the returns compiled at the different customs houses in Canada monthly, with full returns sent to the department quarterly, it is intended to have the returns sent daily from the different offices and compiled at Ottawa, with a monthly statement for the Dominion to be issued. By this means returns may be arranged and made known to the public within a few days instead of being held for months. Several additional clerks will be needed at Ottawa and these will be drawn from the experienced men at the different customs houses.

THE OUTLOOK.—Business during the past month has been somewhat quiet, probably on account of the breaking up of the roads, and the inability of the farmers to get to market on account of seeding operations. However, as this is usually the case about this period of the year, the business situation may be regarded as about a fair average. In Manitoba, the North-West Territories and British Columbia trade has been disappointing, while that in the Maritime Provinces has been abnormally good during the same period. Ontario and Quebec have maintained a pretty fair average, probably slightly ahead of ordinary years. The crop outlook so far is favorable. Seeding in the North-West is practically over, and in the Eastern Provinces it is well under way. The scarcity of American movements still continues, and prices are as stiff as during last year. Taking it altogether the outlook is fairly favorable.

THE FAILURE OF Phillips & Co., jewelry jobbers, of Toronto, which occurred last month, has been expected for some time past by those who know things generally, and as a consequence occasioned but little surprise amongst the manufacturers or the wholesale trade. As far as we can learn the firm's liabilities total up to about \$5,000, with assets of only a few hundred dollars at most. Mr. Phillips is said to have left the city, taking most of the stock that was left with him, and his whereabouts is at present unknown. The principal creditors are S. Frenkel, Toronto, about \$3,000; Montreal Watch Case Co., about \$1,000; The Convesoir & Wilcox Mfg. Co., of New York, about \$300. None of these creditors are secured in any way, and while the estate has been placed in the hands of a receiver, it is not expected that the creditors will get much if any dividend after the winding-up expenses have been paid.

IN OUR last issue we noted the fact that arising out of the T. Eaton & Co. case of last year, the Retail Association of Canada had prepared a bill which was introduced in the Local Legislature of Ontario by Mr. Hill, member for West York, making the president and manager of an incorporated company liable for the acts of the company just the same as any individual would be for his own. As this was promoted with a view to bring companies equally with individuals under the penalty of the criminal law for misrepresentation of goods, it was thought by a great many of the members that it would be unfair to hold the principals of a company responsible for the acts of employees over whom they perhaps had no direct control and which they should not be held liable for. The bill was therefore allowed to stand over and it is probable that it will not come up again during the present session. It has certainly provoked a good deal of opposition from many and very different quarters.

ENLARGING.—Messrs. J. J. Zock & Co., manufacturing jewelers, of Toronto, have, on account of increasing business needs, been forced to enlarge their premises during the past month. To do this they have taken a lease of the entire flat below their present factory; Consisting of the premises formerly occupied by The Cohen Bros. Company, Limited. Mr. Zock says they purpose removing all their offices down stairs and fitting up, along with a large showroom, in first-class style. He has selected and ordered a large amount of new and up-to-date machinery, with which to equip the new factory premises, and when completed thinks they will have facilities second to none in the Dominion. The firm purpose enlarging their lines of jewelry manufacture, and adding in addition a complete line of gold and gold-filled spectacles and eye-glasses, the plant for which Mr. Zock says is now on the way here. The firm have been unusually busy all this season, and express themselves as thoroughly satisfied with the business outlook.



The Perfected American Watch.



FIFTY years ago all watches were made in Europe, chiefly in Switzerland. Then a watch was a costly possession. In 1854 the business of the AMERICAN WATCH COMPANY OF WALTHAM, MASS., was organized, the corporate name being subsequently changed to AMERICAN WALTHAM WATCH COMPANY. This Company has ever since enjoyed uninterrupted progress in the application of sound horological principles, in the use of the best devised automatic machinery, and in the services of the highest skilled artisans. This combination of advantages has produced the finest pocket timepieces in the world.

The manufacture of watches at WALTHAM was begun and has continued upon lines wholly different from those of the Swiss, departing radically from the latter in practice as well as in theory. Upon the principle that the simplest means of producing a given result are best, the designers of the first WALTHAM watch discarded all parts not essential to correct timekeeping, and thus they not only simplified methods of manufacturing, but reduced the liability to breakage and consequent cost of repairs when the watches had gone into use.

Quite as important, if not so fundamental, has been the systematic watch-making first practiced at WALTHAM and amplified to its present extent by successive improvements. Before the AMERICAN WATCH COMPANY was founded there was no factory in the world in which an entire watch movement was made. By the old way the plates were fashioned in one place, the wheels in another, the dials elsewhere. These and other parts—all made by scattered and disconnected labor—were finally fitted and assembled. It was soon shown that machinery, by its precise and uniform operations, provided better watches at less cost. Furthermore, most of the machine made parts—plates, wheels, pinions, etc.—by their uniformity were interchangeable. Dealers were thus enabled to carry materials in stock, so as to supply them readily when required. A record of the size and grade of each WALTHAM watch movement is kept by the Company, whereby jewelers may at any time obtain duplicate parts by simply quoting the movement number, whatever the date of its manufacture. Therefore, the first grand results at WALTHAM were simplicity and economy of construction; exactness and durability of the watches produced; convenience and minimum expense of repairs.

SELLING AGENTS,

**THE GOLDSMITHS' STOCK COMPANY OF CANADA,
LIMITED,
TORONTO ONTARIO.**



THE *Evening Herald*, of St. Johns, Newfoundland, has the following complimentary notice in a recent issue: A few days ago we had the pleasure of a call from Mr. R. H. Trapnell, who has been absent from Newfoundland for the past eighteen years, during thirteen of which he has been engaged in business at Windsor, N.S. Finding business dull there since the fire a couple of years ago, which destroyed the greater portion of Windsor, and which to a large extent dislocated trade relations, Mr. Trapnell visited Sydney and St. John's for the purpose of making up his mind concerning the prosperity of business, and after spending a few days at each place had no hesitation in deciding in favor of his former home. He has taken the store on Water St., lately occupied by A. L. Michaels & Co., and will open business about the first of May, with a first-class stock of staple goods and of the leading novelties in his line of business. Mr. Trapnell is an expert watchmaker, jeweler and engraver, and for a number of years has made a special study of optical science, holding first-class diplomas from the Spencer Optical Institute, New York, and the Detroit Optical Institute, Detroit. Mr. Trapnell comes with the very best recommendations from the citizens of Windsor.

SHOULD BE SPANKED AND PUT TO BED.—Last month the school-boys of Philadelphia held a great public meeting in the Academy of Music, the ostensible object of which was to send a message of greeting and encouragement from 22,000 scholars of that city to President Oom Paul Kruger, at Pretoria, South Africa. It is said that Judge T. Ashman, presided, and the principal speakers were Mr. W. Davis, Mr. W. Cockran, Attorney Graham, Mr. T. Meek and W. P. Wessels, of Bloemfontien, Orange Free State. In order to make the farce more dramatic, a fourteen year old messenger boy in uniform was called to the stage, handed the address, and instructed to proceed at once to Pretoria and hand it personally to Mr. Kruger. If this farce were gotten up entirely by school children it would be amusing, simply as showing how they reflect the opinions and ideas of the grown-up people around them, but that men of mature years, and more especially public men, should participate in such silliness, shows how even years often fail to bring wisdom. It is such people as these who bring discredit upon any nation. This demonstration appears to have been inspired by political motives, but if so, surely those using it must be verging on political imbecility. The children should have been spanked and sent to bed, as for the grown up men, well—probably they have been punished enough by making themselves ridiculous in public.

DOLLAR WHEAT BY COMBINE.—It is announced by the Executive of the Farmer's Alliance and Industrial Union of the United States, that they propose to form a trust amongst the farmers throughout the world for the purpose of restricting the acreage of wheat, and thus forcing it up to one dollar a bushel or more. When we consider the great number of countries which now produce large quantities of wheat the scheme seems to be so utopian as hardly to merit consideration even for a moment. Were the world's wheat producing area, confined exclusively to North America, we very much doubt whether the farmers of Canada and the United States could by any possible means be got to co-operate so as to restrict the acreage sown. Human nature is essentially selfish, and just as much so in farmers as in any other class of people, and we have no doubt that thousands of them would be found not only refusing to go into any such scheme, but willing to take advantage of its anticipated benefits by sowing even more than their ordinary acreage. This, so far as even America alone is concerned would, in our opinion make it hard to work out the scheme in a practical way; but when we come to consider that in addition to North America, Argentina, Russia, India, Egypt and Australia are now wheat producing countries, and in favorable years have a large surplus of this grain to export, the scheme becomes doubly and trebly difficult to put into execution. We are afraid that the promoters of this utopian idea have misjudged human nature when they made their calculations of restricting the wheat output, and it is a very good job that they can't carry out their scheme, for wheat is so universally used to-day that any real curtailment of the supply would work untold misery to millions upon millions of people to whom it is truly the staff of life.

THE ATTEMPT to blow up the Welland Canal last week, although practically a failure, was nevertheless sufficiently successful to bring before Canadians the danger that such public works have heretofore always been exposed to. That the entire Welland Canal system was not wrecked and hundreds of valuable lives taken, was simply on account of the ignorance or nervousness of those who perpetrated the outrage. One thing is certain, however, and that is, that hereafter all the locks belonging to our great canals must be vigilantly guarded against similar attempts, whether of labor cranks, Fenians or Boer sympathizers. A couple of charges of dynamite properly exploded in the right place would not only entail a loss of millions of dollars, but entirely close the canal for at least a year. Such a thing should not be possible if the locks are all properly guarded, and we have no doubt that they will be patrolled day and night hereafter. The perpetrators are now in jail, and will shortly be tried for the offence, which is one of the most serious that could well be brought against any person. If they are found guilty, we trust that no misdirected sympathy will interfere in any way with their getting the extreme penalty the law can inflict for such an offence. At the present time it is impossible to say what prompted the outrage. All that is known, is, that they came from the United States, but whether they are connected with any labor, or secret Fenian or pro Boer organization is a mere matter of surmise. Whatever it turns out to be, all law-abiding citizens of both countries will be agreed that they should be severely punished all the same.

WOULD MAKE A GOOD DETECTIVE.—When Mr. M. Moss, jeweler, of Lunenburg, opened up his store one morning about a fortnight ago, he found that burglars had paid him a visit during the night and ransacked the premises. Goods were scattered about the floor promiscuously, and on examination he found quite a considerable quantity of valuable stock which had been left outside of the safe was missing. He concluded to say nothing about the matter to anyone but make a still hunt on his own account for the thieves. A few days later a young man entered his store and asked him to value a watch. Mr. Moss at once recognized it as one of his missing ones. The young man stated that he got it from a Mr. Fried, in a trade. A search warrant was taken out and Fried's premises were searched, but only a charm, one of the stolen ones, was found. Fried stated that he got the watch and charm from a person he did not know, but thought he could identify him. From the description given, John Mason, son of the constable of the town, was arrested. Next day after the arrest a man named Willneff called at Mr. Moss's house and stated that at a late hour on the night of the robbery he met John Mason, Lindsay Tanner and Gordon Burns, and they told him they had robbed the jeweler's shop and gave him a watch and chain and some jewelry, saying that was his share of the booty. He declared he was not present when the robbery took place. Hardly had Willneff departed when Tanner called on Mr. Moss and returned some of the stolen goods and stated that Willneff was present when the robbery took place. As a result Tanner, Burns and Willneff were arrested and have since been committed for trial.

AN ECHO of the J. B. Williamson, Montreal, failure, came to the surface last month in the assignment of James Baxter, a well-known broker of that city. As most of our readers know, Baxter was arrested, tried, convicted and sentenced to imprisonment for five years for conspiring and assisting to rob and wreck the Ville Marie Bank of Montreal. Shortly after sentence was pronounced Baxter made an assignment of his property to an assignee on behalf of his creditors, who were pressing him. The estate amounted to \$200,000 mostly in real estate, which will hardly realize anything like the amount it is valued at. Backus & Strauss, the well-known London, England, diamond merchants, are creditors for \$2,798 on a note Baxter seems to have obtained from J. B. Williamson for advances secured by diamonds. It is even said that it was reported that Williamson had given these diamonds as security to Baxter which eventually precipitated his (Williamson's) failure. Baxter's detection and punishment furnishes but another illustration of the truth of the old adage, "that the pitcher that goes often to the well gets broken at last." Baxter has, it is said, been connected with quite a few



The **SILVER POLISH** in the
Best World.

EVERY
JEWELER
SHOULD
KEEP
IT IN
STOCK.



AND
EVERY
HOUSE-
KEEPER
WILL
BUY IT.

Nowadays when every housekeeper has Silver-ware on her sideboard, a good cleanser and polish is a necessity, and the jeweler who sells such an article will draw trade to his store.

We offer you the best Silver Polish in the world. It has no equal and will always make you friends and customers. Send for a sample dozen.



SIMPSON, HALL, MILLER & CO.,

MANUFACTURERS OF STERLING SILVER AND FINE ELECTRO-PLATED
FLAT AND HOLLOW WARE.

A. J. WHIMBEY,
MANAGER.

50 Bay Street, TORONTO.



shady business transactions, but although sailing close to the wind, has always managed to keep clear of the law and its punishments. In this instance, however, he just overstepped the mark, and when his accomplices squealed on him, he was placed in the dock and tried and punished as a common felon. It is certainly a sad sight to see an old man like Baxter have to spend what will probably be the remainder of his life in gaol, but the punishment is just, and the lesson should not be thrown away on all those who occupy positions of responsibility and trust. The mills of the gods may grind slow, but they generally manage to get there eventually with both feet.

WITHDRAWN.—As our readers are already aware, Mr. Farwell, M.L.A., introduced a Bill into the Ontario Legislature this session empowering towns and cities in this Province to license and regulate corporations and persons selling coupons or trading-stamps or dealing in gift enterprises. Under Mr. Farwell's proposed Act, the municipalities above mentioned were to be empowered to impose a license fee upon such businesses of \$2,000 in cities having a population of over 30,000; \$1,000 in smaller cities, and \$500 in any town. When the Bill came to be read a second time, the mover pointed out that great loss and injury was done to legitimate business by these trading-stamp companies, who were simply caterpillars on the commercial leaf, and levied a toll upon the retail commerce of the country without giving any value whatever in return for it. These schemes were, he contended, demoralizing in their tendency, inasmuch as their effect upon the confiding and often ignorant public was to make them believe that they were getting something for nothing by demanding their coupons. He thought that honest dealing and fair play demanded that the legitimate retail trade of this Province should be protected against schemes of this kind, which not only enriched the promoters unfairly, but had a bad effect upon the public, and was a great detriment to the retail trade generally, more especially now when the competition of the great departmental stores had cut their profits down to the very lowest notch. The Bill was opposed by the Attorney General, the Hon. Mr. Gibson, on the ground that he did not think the legislature should sanction or endorse any such drastic interference with private enterprises. He also objected on the ground that the license fee proposed to be levied in cities was so large that it looked as though it was intended to be prohibitive. The Hon. Richard Harcourt, Minister of Education, wanted to know more about the Bill and the promoters thereof. He wanted to know all about it, and what was behind it, and did not hesitate to characterize it as totally uncalled for and not in the interests of the people generally. The Hon. J. R. Stratton, Provincial Secretary, expressed the opinion that the Bill was not only all right in itself, but that it was largely in the best interests of the legitimate retail trade of the Province. He said that it had the endorsement and backing of a large number of reputable business men throughout the country, all of whom considered that trading-stamp enterprises were detrimental to the interests of honest trade. Mr. Whitney, the leader of the Opposition, had an open mind upon the question, and wanted more information before he cared to express any personal opinion for or against the Bill. He would be glad if some person familiar with the working of the system would give the House some information upon the subject which would help them to a decision. He thought that the matter should be thoroughly enquired into, so that when they passed any regulations regarding it they would be radical and thorough and in the interests of the people generally. Mr. Farwell, after hearing the strong stand taken by several members of the Government regarding the Bill, decided to withdraw it for the present session. It is probable, however, that another year will see it again on the order paper, and its supporters better organized to push it to a successful issue.

THE INCREASE in the preference to imports into Canada from Great Britain from 25 per cent. to 33½ per cent. to go into operation on the 1st of July of this year, is arousing no little opposition from a number of Canadian manufacturers, more particularly those engaged in woollen and cotton industries. These manufacturers claim that their business will be crippled by this extra preference, and they have already made strong representations to

the Government regarding this proposed change. Three things are quite evident to any person who has studied the question of Canadian national prosperity, viz.: (1) that manufactories are a necessity if Canada is to make any rapid strides as a country; (2) that they can only be built up by a protective tariff, and (3) that in order to keep them here they must have a tariff high enough to protect them against foreign goods, whether such be made either within or without the British Empire. It is nonsense to say that our industries having got a start under protection, they should now either be able to get along under a revenue tariff or go out of business. The cotton and woollen men say that they simply can't exist under the new conditions in regard to British competition and that if it is persisted in, it will mean ruin to many of them. This we are sure that the Government do not want to bring about, while at the same time they are anxious to reduce the protective duty to the very lowest notch at which the manufacturers can get along. In our opinion what the Government should do is to try to build up an increased trade with Great Britain not at the expense of Canadian, but American manufacturers. In order to do this, the tariff generally should be raised up to the level of the McKinley tariff or thereabouts, and then give manufactures from the workshops of Great Britain a reasonable preference, (say 25 per cent.) without any *quid-pro-quo*, but simply out of gratitude and love to the Old Land from which we sprang, and to which we are attached by the strongest ties. Beyond this, we think any further preference should be paid for by Great Britain by allowing us preferential rates on our breadstuffs and other natural products, and our Government should endeavor to bring this reciprocal trade about as speedily as possible. They should also endeavor to negotiate reciprocal, preferential treaties with every part of the British Empire with which such can be made to our mutual advantage. In any case, however, the *minimum* tariff on goods imported, whether from Great Britain or any part of the British Empire, should be high enough to afford *adequate* protection to Canadian manufacturing industries. We were in hopes that as the country was fairly prosperous, the Government would leave the tariff alone, for although it was not considered high enough by many manufacturers in certain lines, so long as times were prosperous in Canada and the United States they could get along with it, and they did not care to make any kick until there was some real reason. However, the Government in its wisdom has seen fit to reduce the duty considerably (by 8¼ per cent.) as against goods manufactured in Great Britain, and this will not only produce dissatisfaction in the near future, but will accentuate it should times get dull either in Canada or the United States. We are sorry that this question of *adequate* protection to Canadian industries which we thought had been practically settled to the satisfaction of both parties should be thrown into the political arena again, but it has apparently been done, and we shall doubtless have the same old discussions over again as before. We are sorry for it.

RECUITING OLD FILES.—Do not throw away the old files. They may be rendered useful again by the following process: First boil the old files in a potash bath, brush them with a hard brush and wipe off well. Next plunge them for half a minute into nitric acid, and pass them over a cloth stretched tightly on a flat piece of wood. The effect will be that the acid remains in the grooves and will take the steel without attacking the top, which has been wiped dry. The operation may be repeated according to the depth one desires to obtain. Before using the files thus treated they should be rinsed in water and dried.

TO PRODUCE DRYING OILS.—To render oils for varnishes, paintings, etc., dry, one of the most economical means is to boil them with shot or to leave them for some time in contact with shot or else to boil them with litharge. Another method consists in boiling the oils with equal parts of lead, tin and sulphate of zinc in the ratio of 1 to 10 part (weight) of the united metals to 1 part of oil to be treated. These metals must be granulated, which is easily accomplished by melting them separately and putting them in cold water. They will be found at the bottom of the water in the shape of small balls. It is in this manner, by the way, that shot is produced.



LITERARY NOTICES.

JOAN OF THE SWORD HAND, by S. R. Crockett, with fifteen full page illustrations. A captivating romance of the fifteenth century. "Joan of the Sword Hand" is a charming young princess, who is none the less charming for her ability to defend herself and her kingdom when the necessity arises (as it does more than once) by her dexterous use of the sword. Especially does this accomplishment serve her in good stead when, secretly and in disguise, she visits the court of the royal suitor who has been chosen for her, determined that unless her heart sanctions it, the marriage shall never take place. As might be expected the adventurous Princess Joan falls in love with some one else, and her adventures thereafter are many and exciting. Mr. Crockett has never done better work than in "Joan of the Sword Hand." Joan is a noble woman, full of daring and high-spirited independence worthy of a later century. The following extract is a key to her character throughout: "Ladies," flashed Joan "I am sick for ever of hearing that a lady must not do this or that, go here or there, because of her so fragile reputation. She may do needlework or embroider altar-cloths, but she must not shoot with a pistol or play with a sword. Well, I am a lady; let him counter it who durst. And I cannot broider altar-cloths, and I will not try; but I can shoot with any man at the flying mark. She must have a care for her honor, which (poor feckless wretch!) will be snatched if she speaks to any as a man speaks to his fellows. Faith! For me I would rather die than have such an egg-shell reputation. I can care for mine own. I need none to take up my quarrel. If any have a word to say upon the repute of Joan of the Sword Hand why let him say it at the point of her rapier." Price of book, paper 75c., cloth \$1.25. Published by the Copp, Clark Company, Limited, Toronto.

THE BIOGRAPHY OF A GRIZZLY.—Mr. Ernest Seton-Thompson, author of "Wild Animals I Have Known," has given us another unique book, "The Biography of a Grizzly." The writer is a master in the lore of wild wood animals, and so well interprets their obscure language that you feel they possess every human emotion. In reading his biography you grow to love that great gray grizzly, Wahb, whose life-story is so affectionately and faithfully told by Mr. Thompson, from that unhappy night,—the first after Mother Grizzly's death, when, as a lonely little cub, he crawled into a hollow log, and tried to dream her warm arms of fur were still about him, and "snuffled himself to sleep,"—until at the end of life he bravely turned aside into Death Gulch, where on the "rocky herbless floor" he lay gently down and passed into a possibly dreamless sleep.

Some bits of wisdom from the Biography:—

"Any creature whose strength puts him beyond danger of open attack, is apt to lose in cunning."

"The All-mother never fails to offer to her own, twin cups, one gall and one of balm. Little or much they may drink, but equally of both. The mountain that is easy to descend must soon be climbed again."

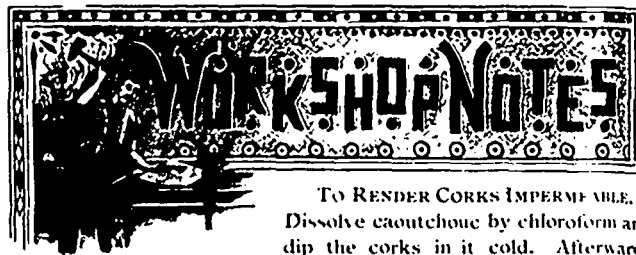
"The smell of food will draw a hungry creature, but disgust a gorged one. We don't know why, and all that we can learn is that the desire springs from a need of the body."

"The long strain of waiting begot anxiety, that grew to be apprehension, which, with the sapping of his strength, was breaking down his courage as it always must, when courage is founded on muscular force."

The book is handsomely bound, a veritable portfolio of art, every page cleverly illustrated by the author with humorous or pathetic suggestions. The Copp, Clark Co., Limited, Toronto, are the publishers.

UPWARD OF FIFTY writers and artists contribute to the *May Ladies' Home Journal*, consequently variety is combined with excellence throughout its pages. Rudyard Kipling drolly tells of "The Beginning of the Armadillos." Mary B. Mullett writes of "The Real Thrums of Barrie," Clifford Howard, of "The Flower that Set a Nation Mad," Mabel Percy Heskell, of "A Famous Boston Belle,"

and the Rev. Cyrus Townsend Brady continues his experiences as "A Missionary in the Great West." Ian Maclaren's article answers the query "Is the Minister an Idler?" and Edward Bok writes of early marriage and of domestic science in the schools. Two pages of pictures, "Through Picturesque America"—the second of a series—reveal the beauties of our country's scenery. The drawings "The American Girl on the Farm," by H. C. Christy, and "The Minister at Tea," by A. B. Frost, worthily fill a page each. Fashions for women and for girl graduates, cooking, and in fact every phase of home making, from the "Etiquette of Dances and Balls" to "How to Treat and Keep a Servant," are included in the *May Journal*. By The Curtis Publishing Company, Philadelphia. One dollar a year; ten cents a copy.



TO RENDER CORKS IMPERMEABLE.—Dissolve caoutchouc by chloroform and dip the corks in it cold. Afterwards dry in the air, which allows the chloroform to evaporate. Then the corks will be as impermeable to acids as alcohol.

IMITATION OF AMBER.—Melt carefully together pine resin, one; lacca in tabulis, two; white colophony.

VARNISH FOR OXIDIZED SILVER.—Alcohol (95 per cent.), 16 parts; red arsenic, three parts; essence of lavender, one part.

VARNISH FOR METALS.—Copal, 250 grammes; linseed oil varnish, 500 grammes; essence of turpentine, 500 grammes. Apply hot in several coats, and after cooling wash with hot water, then with cold water. The varnish is applied only to large pieces of iron or castings.

TO GIVE BRASS A GOLDEN COLOR, it is dipped, until the desired shade is obtained, into a solution of about 80° C, produced as follows: Boil four parts of caustic soda, four parts of milk sugar and 100 parts of water for 15 minutes; next add four parts of blue vitriol, dissolved in as little water as possible.

HARDENING OF PLASTER FOR CASTS.—The casts, models, etc., of plaster have the great defect of being fragile. Here is a means of rendering them resistive: Instead of employing the plaster alone, take six parts of plaster and one part of fat slacked lime, reduced to a fine powder and well sifted. Use it like ordinary plaster. When the articles are dry dip them into a solution of sulphate of zinc. The plaster pieces prepared in this manner will be very hard and infrangible.

ECONOMICAL NICKELING SMALL OBJECTS.—To nickel plate small articles such as pins, étuis, penholders, crayons, etc., in an economic and durable manner, without a battery, place the objects first in a solution of potash for two to three minutes, then remove them and pass them through clear water; next place them in a bath composed of 50 grammes of sulphuric acid per liter of distilled water. Move them about well in this bath for 10 minutes, then add to the bath: Chloride of sodium, seven grammes per liter of water; mercuric sublimate, 11 grammes per liter of water; sulphate of nickel, one gramme per liter of water. Agitate again for five to six minutes and pass through clear water. On the other hand, prepare another bath as follows: Distilled water, one liter; cream of tartar, one gramme; metallic tin, 150 grammes. Boil for three hours, and after that put the objects which have undergone the first operation into this bath. Let them boil for two hours, next rinse and dry in sawdust. Not only will the articles be durably nickelled, but they will also be covered with a double and very adhesive white metallic coating. The first bath must be prepared in an iron vessel; the second is a tinned copper one.



As "The Trader" aims to be of practical assistance to the Retail Jewelers of Canada, it makes no charge for ordinary advertisements in this column. The subject matter of any advertisement must not exceed 50 words, and must reach us not later than the 20th of the month. In no case will answers to advertisements be permitted to be addressed to the care of this office. All advertisements intended for the Enquiry Column should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

A FIRST-CLASS watchmaker, one who has taken a course in Optics. Apply 82 Sparks Street, Ottawa. A. McMillan.

FOR SALE.—Small stock of watches, clocks and jewelry, all in A1 condition, and bought before the raise in prices. W. H. Parker, Jeweler, Ailsa Craig, Ont.

FOR SALE.—An engraving machine with table, in good order. Will sell cheap or will trade on a regulator. For further particulars apply to W. A. Clark, Guelph, Ont.

FOR SALE.—Jeweler's rolls, \$30.00, cost \$60.00. Polishing lathe, \$15.00, cost \$35.00. The above are nearly new and in first-class order. Davis Bros., 60 Yonge St., Toronto.

FOR SALE.—A lucrative watch and jewelry repairing business, including small stock of jewelry, shop fixtures, safe, etc., situate on a leading business street in Toronto, for sale. Good paying trade being done and is on the increase. Owner will be pleased to give full particulars. Address G.C., care P. W. Ellis & Co.

GOOD JEWELRY AND OPTICAL BUSINESS FOR SALE in lively Ontario town of 1100, splendid repair and retail trade; good reasons for selling. Address, box 307, Thamesville.

I HAVE FOR SALE a few cameos, large, medium and small sizes, oval and square shapes, suitable for belt buckles, scarf-pins, etc. Can you use them? Also genuine copy of Raphael's masterpiece, "The Massacre of the Innocents." M. H. Saunders, 449 Notre Dame Ave., Winnipeg, Man.

JEWELRY Business for sale, manufacturing town, large repair trade, turned over last year three thousand dollars. This business must be sold at once, this is a snap for a young man with a few hundred dollars, move quick. Address, Geo. W. Reid, 60 Yonge St., Toronto, Ont.

ONE OF THE BEST jewelry and watchmaking businesses in Toronto, taking in up to \$1,400.00 monthly at full profits. Handsome cherry wall and counter cases, and burglar safe. Stock staple and well bought, will be reduced to suit. Rent, \$23. Trial allowed if requested. Reason for selling, bad health. Will allow intending purchaser to stand behind counter and prove business done. Apply 186 Queen Street West, Toronto.

SITUATION WANTED, by a young man, age 23, strictly temperate, I have had seven years' experience at ordinary watch, clock and jewelry repairing, would like to improve on fine watch repairing or jewelry. W. & J., care box 961, Belleville.

SITUATION WANTED by young man twenty years of age, with four years' experience at watches, clocks and jewelry repairing. I have my own tools, including Rivet lathe. Can furnish references as to character and ability. Address, The Jeweler, Box 7, Thedford, Ont.

WATCHMAKER WANTED.—Exceptional opening for a young man to improve under a first-class workman. A. H. Baker, Hamilton.

WANTED.—An experienced watch repairer, must be first-class, to take charge of watch department. Only an experienced first-class man need apply. Apply to E. Davidson, Hamilton.

WANTED.—Reliable watchmaker and engraver to go to Nova Scotia. Good position for right man. Apply to The T. H. Lee & Son Co., Limited., Toronto.

WANTED.—A good all-round jeweler and fine engraver. Must be competent in both branches. Send sample of engraving. F. W. Spangenberg, Kingston, Ont.

WATCHMAKER wanted, must be good salesman and be able to do ordinary jewelry jobs; preference given to one who can give security and prove strict honesty and ability. 186 Queen St. West., Toronto.

WATCHMAKER WANTED to take charge of bench work. A man who can do plain engraving preferred. Send recommendations and state age, experience, and salary expected. A. C. Skinner, Sherbrooke, Que.

WANTED.—A young man wanted, unmarried, who has served his time with a competent watchmaker, also having some idea about repairing jewelry. Must have his own tools and an American lathe. Apply to Herman Urstadt, Waterloo, Ont.

WANTED.—A young man of three or four years' experience at watches, clocks and jewelry repairing. Man having the knowledge of optics preferred. Must also be a good salesman. First-class references required. Apply stating wages expected. J. E. Nettleton, Penetang, Ont.

WANTED AT ONCE.—A bright, honest, industrious young man, with from two to five years' experience in watch, clock and jewelry repairs. Send references and photo and state experience and wages wanted in first letter. None but a genuine mechanical young man need apply. Address, "Watchmaker," care of D. Wilson, 71 Yonge Street, Toronto.

If you want

Every Jeweler in Canada

to know the merits of your goods

advertise in **The Trader.**

THE LEDOS MANUFACTURING CO.,
34 and 36 Pearl St., NEWARK, N.J., U.S.A.

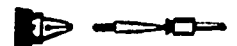
Manufacturers of

Watch Case Materials and Jewelers' Findings,
Crowns, Pendants, Bows,
Solders, Fine Enamels, etc.

SLEEVE TIPS.



NO MORE BREAKING OF SLEEVES IF YOU USE THESE CELEBRATED SLEEVE TIPS.



ASK YOUR JOBBER FOR OUR GOODS. For 18s, 19s, 12s, 6s, 0s Sizes



J. H. JACKSON & CO.



Jewelry Engraving

and Enameling in all branches

Special attention to Society Emblems, Jewels,
Rings, Flag Pins, Charms, Etc.

Monograms, Inscriptions, Crests, Seals and
Ornamental Work.

Dies cut for Enamel Work.

MAIL ORDERS promptly attended to.



91, Adelaide Street East, TORONTO.

Silver Cream...

The favorite preparation for cleaning and polishing silver and gold plated ware, nickel and tin goods, metal glass ware. By use of Silver Cream the plating will last longer, and retain perfectly new appearance.

THE SILVER CREAM COMPANY,
88 WELLINGTON ST. WEST, TORONTO.

NOTE: To introduce SILVER CREAM we will send any quantity from one dozen up per Express (charges paid) on receipt of price, \$1.50 per doz.

The proof that our work is properly done is in the fact that our customers stay with us. We were established in 1871, and some of our customers have dealt with us ever since. The trade can rely on getting first-class work done both in Watch Repairing and Jewelry Jobbing. Also the best training shop for young watchmakers in every-day work. Orders for Watch Material carefully filled.

C. W. COLEMAN, 10 King St. West, TORONTO.



Estimates furnished for Tower Clocks.


Jewelers' Security Alliance of Canada.

President:
G. O. PURNELL, Guelph
Vice-Presidents:
I. C. CLAIBORNE, Hamilton A. MOPPATT, Brantford
J. T. SKALES, Mt. Forest
Treasurer:
BEN. CHAPMAN, Toronto

1900 FEE FOR NEW MEMBERS \$2.00.
SEND IN YOUR APPLICATION AT ONCE.
ED. BEETON, Secretary,
47 Adelaide Street East, TORONTO.

IF IT'S GOOD,



A little cement is a mighty handy thing to have on the bench, provided it is good, and up to the present

Liquid Amber

is the best thing of the kind known.

MONEY SAVED by sending your orders for Watch Materials and Tools to

ALBERT KLEISER, 67 Yonge Street, TORONTO.

	Per Doz	Per Grs
American Hands	\$ 20	\$ 2.00
American Secondhands	05	.60
Swiss Hairsprings	10	1.00
McConave Glasses	1	1.50
Geneva Glasses	1	1.50
High or Flat Lunettes 1/2 size	1	.75
Imitation W. W. Lathes complete with 10 chucks	Each	21.00

Prices of a few things you use most

American made Balance Staffs for Fig. 18, 16, 6, 0 size,	Gray finish, per doz.	Soc., polished, per doz.	\$1.00
American made Balance Staffs for Walt 18, 16, 6, 0, 14 size Bond St.	"	"	1.00
Imitation made Staffs for American Watches	"	"	.50
Jewels for all sizes American Watches	Garnet	"	.75
"	Sapphire	"	.75
Unset	Garnet	per grs.	3.50
"	Sapphire	"	6.00
Swiss Balance Jewels	Per grs.	\$1.00 \$1.50 \$2.00	
Ruby Pins American assorted or separate sizes	Per doz	15c.	Per grs \$1.50
See March FRANK for "Special Genuine Waltham" A. K. Mainsprings, per doz	75c.		
Imitation Mainsprings for American Watches,			50c.

I pay Postage on all small parcels, also Express on orders for Ontario amounting to five dollars or over and on orders for the North-west and Lower Provinces amounting to ten dollars or over

Send orders direct as I do not send out travellers.



WONDERFUL WEAR

OF

Jas. Boss Gold Filled Cases.

WORN
FOR 24 YEARS
AND
STILL LOOKS
WELL.

Samples of Letters daily
received by the
Makers.

WORN
FOR 18 YEARS—
GOOD
FOR 20 YEARS
LONGER.!

Atlantic, Ia., April 7, 1900.

The Keystone Watch Case Co.,
Philadelphia, Pa.

Gentlemen:

A doctor friend of mine came into my store recently and showed me a Jas. Boss Case that he had been wearing for 24 years this spring, and it don't look much the worse for wear. This speaks well for the Boss Case, and, of course, neither the doctor nor his friends would have any other.

Truly yours,
G. T. MARSH.

Detroit, Mich., March 10, 1900.

The Keystone Watch Case Co.,
Philadelphia, Pa.

Gentlemen:

In the fall of 1882, I purchased one of your "Boss" filled cases, of Fred. Mungin, a jeweler at Oswego, N. Y. Through a controversy, that arose recently between myself and some other parties, I was surprised to find that I had been carrying the watch very nearly eighteen years. The case being in such good condition, the idea occurred to me to advise you regarding it.

The case was guaranteed to the writer by Mr. Mungin at the time the purchase was made, for twenty years. I take pleasure in informing you that from the appearance it is good for twenty years longer.

Very truly yours,
J. F. WILLIAMS.

I am sole Agent in Canada for these Cases.

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