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THE TRADER.

TORONTO, ONT., JANUARY, 1886.

The recognized organ of the Jewelry and kindred Industrial Trades of Canada. Published on the first of every month, and sent free to every dealer in Jewelry and kindred goods in the Dominion of Canada.

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

We shall be glad to receive correspondence from all parts, and will publish such letters as will be of interest to the Trade. We do not, however, hold ourselves responsible for the opinions of our correspondents. The name and address must invariably accompany the communication, not necessarily for publication, but as a guarantee.

All business and other communications should be addressed to

THE TRADER PUBLISHING CO.,

67 ADELAIDE ST. W., TORONTO, ONT.

SPECIAL NOTICE.

To ensure insertion, changes or new advertisements must reach this office not later than the 20th of each month.

EDITORIAL.

OUR NEW YEAR'S GREETING.

The year 1885 is now a thing of the past, and we have already crossed the threshold of the New Year 1886. There is no recession or retrogression in the march of Time, it is always "onward," "onward." Few of our readers, we trust, that look back upon the year that has just passed away, have cause for any other feeling but that of thankfulness for the blessings that they have enjoyed during its continuance.

As a people, we have ample cause for rejoicing. Although the early part of the year was overshadowed by rebellion and bloodshed, every true Canadian is proud to know that the loyalty and devotion of our citizen soldiers was amply sufficient to quell it in a very few weeks. While we are proud of their valor, and have emblazoned their deeds upon the pages of our national history, we must not forget to perpetuate the memory of the heroes who fell in defence of law and order, and to sympathize with those whom they have left behind. In some cases their widows and orphans are in destitute circumstances, and it should be one of the country's privileges to keep them from feeling the loss of their natural protectors. The rebellion, although unfortunate in many respects, has not proved entirely a curse. It has shown to ourselves and others that we are a power not to be despised, it has knit our provinces closer together and done much to promote a national feeling, and it has also brought our country more prominently before the world's notice than it ever was before.

Our people are beginning to have faith in their own country and its resources, and what is better, to have faith in themselves.

The opening of the Canada Pacific, giving as it does an all rail route through our own territory from ocean to ocean, can not fail to be productive of great results in the near future.

The season's crop, taking everything into consideration, has been more than usually abundant, and prices are high enough to warrant a fair return to the farmer for his labor. Although trade generally has been somewhat depressed, we think that Canada has cause for thankfulness, inasmuch as she has not felt the depression nearly as severely as many other countries. Trade with us has been fairly good, and those dealers, who, profiting by past experience, have kept their expenses down and their business well in hand, have very little cause of complaint.

The outlook, although not particularly rosy, promises a fair return to those who run their business on strictly business principles. Someone has said that "success is the greatest of virtues," but be this as it may, success can almost invariably be conquered by those who go into the fight properly equipped and with the determination to win.

For ourselves, forgetting the dark days and remembering only the sunshine, we look back to the past with thankfulness, and as we think on all the way through which we have been led, we look forward to the future with renewed courage and hopefulness.

We trust that to every one of our readers, this year on which we are just entering may bring prosperity in a very large measure and health to properly enjoy it. To our readers, one and all, we metaphorically hold our hand and wish them, in all sincerity, "the Compliments of the Season and a Happy New Year."

OURSELVES.

To most of our readers the present form of THE TRADER will be an unexpected, though we trust not an unwelcome surprise. We have long been of the opinion that the jewelry trade of Canada should have a representative journal worthy of them in every respect, but hitherto, financial reasons made the carrying out of the idea an impossibility. Without being egotistical, we think that, as far as regards paper and typographical work, THE TRADER will now bear comparison with any of the jewelry journals on the continent, it certainly is a great advance on anything of the kind ever before attempted in the Dominion, and therefore, all the more worthy of the support and co-operation of the trade. One unique feature of this journal is, that we furnish it to our readers free of charge, and all that we ask of them is to read it through. If they do that every month, and we aim to make it so interesting that they will do so on account of its merits, we shall feel ourselves amply repaid so far as they are concerned. The changes and improvements which our readers will notice in this number have not been brought about without large expense, which outlay we trust will be recouped by the increased advertising patronage that we expect to receive in consequence of the greater interest that our readers will take in the improved journal.

As we have said half a dozen times before, we have always aimed to make THE TRADER useful to the jewelers of Canada, and to run it in such a manner as to promote their best interests. What the measure of our success has been we leave to the trade themselves to say.

We have always advocated fair play as between the Manufacturer, Jobber and Retailer, and we are glad to know that in the greater protection now afforded to retail merchants, this journal has played no unimportant part. Our columns are now, and have always been, freely opened to the members of the craft throughout Canada for the purpose of discussing any trade abuses or topics on which they think an interchange of ideas would be profitable. While they have not taken advantage of the publicity thus afforded as fully as they might have done, we are glad to see that the practice is growing. It is of almost incalculable advantage to any trade to have an organ which circulates through its entire membership. By such means an interchange of ideas can be effected that could take place in no other way. We trust, therefore, that in the future

our columns will be more frequently used by jewelers than ever before, and that the discussions which follow therefrom will be productive of benefit all around. Our jewelers are as intelligent as those of any other country, and many of them — as the columns of our back numbers will testify — are capable of writing letters of which any person may be proud. This gift should be cultivated, and we therefore say to any of our friends: if you have anything that you want to say to your fellow-craftsmen put it on paper and send it to THE TRADER, and we will see that it is brought to their notice.

"Our Help Column" is a new feature that we think should be of great benefit to the trade. If you want to sell your stock, or any special article, if you want a journeyman watchmaker or salesman, if you want a situation yourself, we offer you the use of "Our Help Column" free of charge. As THE TRADER is sent each month to every dealer in jewelry and kindred goods in the Dominion of Canada from the Atlantic to the Pacific, our readers in want of such help will see that our columns offer them a publicity amongst the very people they want to get at, as large as all the ordinary newspapers combined. We offer its aid free of charge to the trade, and we trust that they will avail themselves of it as freely as it is offered.

We need hardly say to our readers that we trust that the advertisements of the many first class houses who use our columns as a means of reaching them may be read with increased interest. Such advertisements are practically monthly messages from our manufacturers and wholesale dealers to the trade, and it is to the interest of every retail merchant to know who are the live men in the trade, and what are the right kind of goods to buy. To a wide-awake merchant our advertisements should be neither dry nor unprofitable reading, but he may find in them hints that may save him money when he wants to buy goods. We have always refused to insert the advertisements of houses of doubtful reputation or standing, and our readers may rely upon it that we shall be as careful in the future in this respect as we have been in the past.

JEWELRY AUCTIONS.

Never since we can remember has the jewelry trade in this city been so thoroughly demoralized. One firm after another has commenced auctioning off their goods, until at the present time of writing, there are no less than five reputable establishments selling off their entire stocks in this way, for the benefit of the general public and the ruin of their competitors. If there is any one thing that is more calculated than another to demoralize the jewelry trade, it is an auction sale of good stock by a reputable man; and the higher the standing of the firm running such a show the worse for the trade generally. While it may for the time being benefit the merchant who does it at the expense of his opponents who refuse to sell goods outside of the regular methods, we are strongly of the opinion that such sales act as trade boomerangs, which will assuredly rebound in such a way as to do the promoter more harm than the transient excitement and sales can possibly do him good. Such sales are usually a fraud. If fine quality goods are offered, money is sure to be lost by the seller; as a rule therefore, the goods offered in this way are specially got up for such trade, and are in the long run ruinous to the reputation of the person selling them. Because of the reputation of the house, people may be

caught once, but they are rarely fooled a second time. To put the matter concisely and in plain English, if a merchant sells fine goods by auction on which he knows he is bound to lose money, it is because he is in difficulties and is forced to sell, if he sells by auction of his own option and for the purpose of making money out of such sales, he must and does sell inferior goods in order to make it pay. In either case the ultimate effect is a disastrous one so far as his regular trade is concerned. We regard auction sales by the Sheriff or other properly constituted authorities as bad enough, but when the members of the trade themselves deliberately set about such a thing, surely it is time to cry a halt. We have before had occasion to condemn in language as plain as we could make it, this demoralizing and unbusiness-like practice, and we think that if the retail trade form an association, one thing they should ask of the jobbing trade is, that they should refuse to sell a man watches and jewelry who deliberately demoralizes the trade by offering them to the public by auction. We think that such a rule would be to the benefit of the jobbers themselves, as it would encourage legitimate and careful dealers to lay in better stocks of goods with the feeling that they could fairly expect to sell them at a reasonable profit. As things are at present going on in this city legitimate dealers are finding themselves left almost out in the cold by the auctioneer merchants, and bound either to follow their example or carry over a lot of goods into stock-taking that they should have sold during the holiday season. We notice that a strong move in this direction is at present being made by the retail trade in the United States, and we think that if the jobbers do all in their power to carry such a reform through they will benefit themselves fully as much as they will the retail trade.

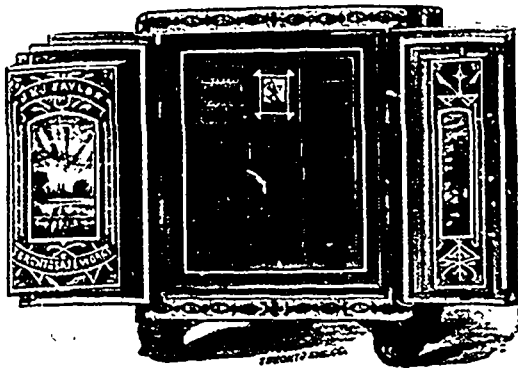
PROTECTION TO RETAILERS.

The retail jewelers of Canada will, no doubt, by this time, have made up their minds that, so far as the Canadian jobbers are concerned, they will henceforth be amply protected from those two trade abuses about which they have so long and bitterly complained, viz.: retailing by jobbers, and selling at wholesale prices indiscriminately to dealers other than jewelers. This is a matter for sincere congratulation, and we have no doubt but that the trade will very soon feel the benefit of this protection in the shape of increased sales and better prices. When the Canadian Association of Jobbers in American Watches have made it one of their rules that a persistent violation of the above articles of Protection to Retailers shall disqualify them from the benefits which accrue from its membership, all they can then do is to see that their own regulation is strictly carried out.

But while their part ends here, that of the retail merchants themselves only commences. If the jobbers enforce these safeguards ever so faithfully, it will go but a short way towards making the retail trade healthier, if the retail jewelers do not immediately bestir themselves on their own behalf. What our retailers want to do now, is to form district organizations for their own benefit and mutual interest, and we believe we are safe in saying that if they are willing to do so in a fair and impartial manner, they can do far more for themselves than any other body can do for them. In our opinion, the worst of all trade abuses is due to the actions of retailers themselves, and were they to mutually agree to reform these abuses, it would

H. ELLIS,
WHOLESALE JEWELER,
 3 WELLINGTON STREET EAST, TORONTO,

BEGS to thank the Jewelry Trade for the liberal patronage extended to him during the past year, and hopes by square dealing to merit a continuance of same. His stock of the following lines will be found very complete and prices right: **Waltham, Elgin and Springfield Movements, Gold, Silver and Filled Cases, American Jewelry, Materials, Tools, Glasses, Spectacles, &c.**



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TORONTO SAFE WORKS.

Patentees and sole manufacturers of Taylor's patent Fire proof Safes with

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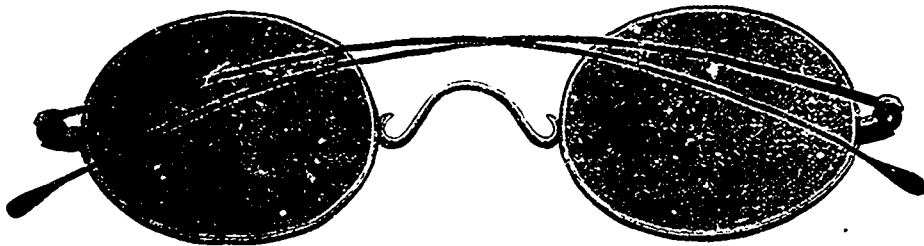
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The Oldest and Most Reliable Safe Manufacturing Firm in the Dominion

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COLORED SPECTACLES AND EYE-GLASSES.



The M. O. & J. Co., beg to call the attention of the trade to their very large and fine assortment of **COLORED SPECTACLES AND EYE-GLASSES.** Prices from \$1.00 per dozen up. Every style and variety for Men's, Women's and Children's use kept in stock, or manufactured specially to order.

ORDER EARLY AS THE DEMAND AT THIS SEASON IS LARGE.

ILLUSTRATED CATALOGUE AND PRICE LIST CAN BE HAD ON APPLICATION TO

The Montreal Optical and Jewellery Company, L'd.

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make the jewelry trade a healthier and far better paying business than it now is.

Our correspondent, H D., whose letter will be found in another part of this issue, has had in his experience a practical knowledge of more than one of these abuses, and everyone who reads his letter must admit that such things can only be regulated by concerted action amongst the retailers themselves.

Nine tenths of the abuses and drawbacks in the jewelry business are occasioned by the greed or shortsightedness, not of the jobber whose interest is identical with that of the retailer, but of the retailers themselves, and with themselves alone lies the remedy.

Will they band together and look into these matters and then take steps to counteract them, or will they sit quietly by with folded hands and expect others to do it for them?

So far, we are afraid our retail jewelers have quietly let things drift, and been content to kick only in a mild way; but all such kicking has been done by individuals and in the quietest manner possible.

Things in the retail trade have now reached such a stage that prudence demands that there should at once be vigorous and concerted action amongst the retailers themselves if they want to make their business financially healthy and worth following.

Of course we do not want our readers to infer that the jewelry business can't be made to pay under the existing circumstances, but we do wish very plainly to state, considering the skill and capital required for its successful carrying out, that on account of abuses that can easily be cured by united action amongst retailers themselves, it does not pay one-half as well as it should do.

As several of our correspondents have plainly pointed out, many of our jewelers are selling not only their goods, but their services as skilled mechanics at about cost, instead of at a fair living profit, and are thus spoiling their neighbors' business without doing their own any good.

This is not as it should be, nor as it might be were the trade to put their heads together and insist upon having a fair return for the skilled work of their hands and brain and the capital they have invested in their business.

In our opinion, retailers want to be protected against themselves as much, if not more, than anyone else, and the sooner they set about reforming these trade abuses, the better for them. The remedy lies in their own hands, will they apply it?

In this connection we have a suggestion to make. Perhaps in no place in Canada is the trade more cut up, on account of competition, than in Toronto, and certainly in no place are those curses of legitimate business, auction and discount sales, more frequently to be met with. Now then will the retail jewelers of Toronto, who have probably more abuses to contend against than any other city in Canada, set the example and organize for the purpose of putting the trade upon a common sense basis? If there is not life enough in the members of the trade to help themselves, they must continue to suffer, but let it be in silence, for no one will take any heed to the complaints of those who, having the power, are either too timid or apathetic to help themselves.

We could, did space permit, enlarge considerably on this important subject, but we withhold anything further at present; in our next we propose to point out a few of the abuses that are demoralizing the retail trade, and show how they can be remedied.

CUSTOMS SEIZURES.

As long as people in their haste to get rich, will persist in smuggling, so long will the customs authorities, in the discharge of their legitimate duties, be compelled to make seizures of goods thus fraudulently brought into the country. Instead of being blamed, these customs authorities are deserving of credit, and honest traders should at all times render them whatever aid they can in helping to bring the guilt home to those parties violating the law. By so doing, they are not only crippling unfair and injurious competition, by making such competitors buy at the same prices as law abiding merchants are compelled to do, but they prevent the demoralization of trade that is sure to take place where smuggled goods are put in cut-throat competition with regularly imported stock.

When we say, however, that the customs authorities are therefore entitled to consideration and respect in the performance of the necessary though disagreeable duty of seizing smuggled goods, we do so with the qualification that such seizures should be made on good grounds, and that the details are carried out in a business-like and gentlemanly manner. Customs officers are invested by the law with a great deal of power, and may, if they choose, exercise it in a very arbitrary manner, to the hurt and discredit of those whose goods they are compelled to attach. We are glad to say that so far as Canada is concerned, our Customs officials as a rule, are not only thoroughly painstaking and honest, but where seizures have to be made, it is done in such a manner as to cause as little friction and loss as possible.

We are sorry to say, however, that to this high standard there are some very notable exceptions, the worst of which is probably Mr. Mingaye, Collector of Customs at the City of Winnipeg. We have had occasion to refer to this gentleman before, for he has made himself a terror to every merchant, whether honest or dishonest, that has been unfortunate enough to have anything to do with the Winnipeg Custom House. Winnipeggers, as a rule, are not noted for tame submissiveness, but they seem to have put up with their collector's tyranny and impertinence until patience ceased to be a virtue, and a few weeks ago, their Board of Trade, many of whom are in political accord with Mr. Mingaye, unanimously passed a resolution "that in the interests of the mercantile community, as well as of the Dominion Government, the present Collector and Surveyor of Customs be removed."

It is probable that the Government will be compelled to listen to the appeal of their friends in regard to this matter, and that ere long the City of Winnipeg may be freed from one of the greatest martinetts that ever infested it. If the Government can not afford to dispense with his services, we would respectfully suggest that he be translated to our northern border line and commissioned to prevent our Indians from smuggling fire-water and other luxuries from Alaska into the Dominion. The man is evidently a crank of the first water.

During the discussion in the Winnipeg Board of Trade at the meeting above alluded to, considerable stress was laid upon the seizure of Mr. Wm. Perret's jewelry stock by the collector, and the unjust and arbitrary manner in which he has acted towards that gentleman in the matter. Although this seizure was made about the middle of July last, Mr. Mingaye has steadily refused to proceed any faster than his own contrary

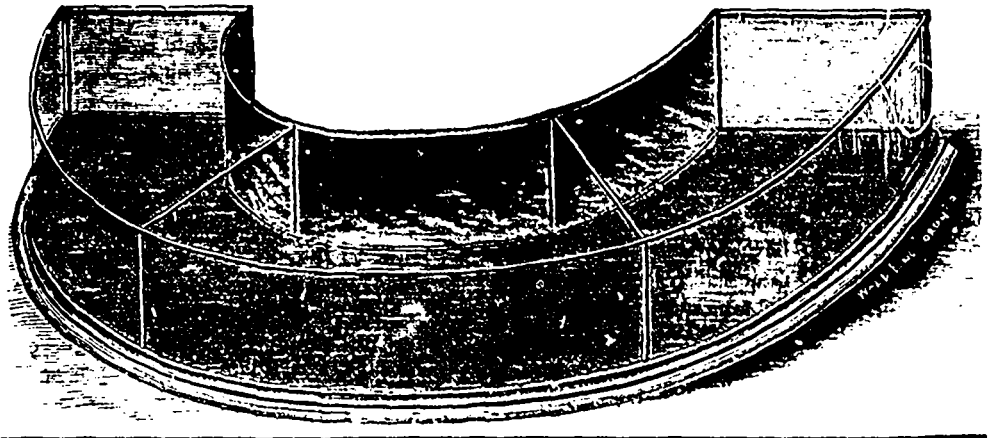
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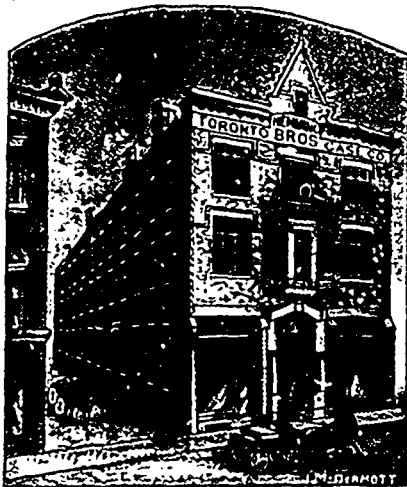
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HAVING ENJOYED
A MERRY CHRISTMAS
WE WISH ONE AND ALL
A HAPPY NEW YEAR.

JOHN SEGSWORTH & Co.



Jewelers' Cases and
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ing-headedness was pleased to allow, and Mr. Perret has, time and again, been refused any chance to vindicate his fair name, by proving that the goods were legitimately bought from some of the most reputable wholesale houses in Canada. He denied point blank the charge of smuggling preferred against him, and asked for an immediate investigation. He offered to produce invoices and witnesses if necessary to prove his contention that many of the goods seized were of Canadian manufacture, and that the rest of them were bought from Canadian dealers. For reasons known only to himself, Mr. Mingaye refused to allow Mr. Perret to have anything to say in the matter, and treated him with the utmost disrespect. Some of our Toronto wholesale merchants, of undoubted standing in their own city, when in Winnipeg, interviewed Mr. Mingaye in reference to the seizure, and tried to find out from him whether there was any ground for his action, but they were received by that gentleman in a most uncivil and boorish manner, and gruffly told to mind their own business and let "His Mighty Highness" alone. The probability is that Mr. Mingaye thought that Mr. Perret would get tired of waiting and finally compromise with the officers in order to get his goods back, but in this he was disappointed. Through the assistance of some wholesale friends in Toronto, the Minister of Customs was communicated with, and he instructed the collector to furnish to a Toronto jeweler, visiting Winnipeg on business, all the facts in the case, and on his getting possession of them, and giving the collector some pretty plain talk, Mr. Mingaye was kind enough to permit Mr. Perret to take possession of part of his goods, holding the balance, however, for further proof. The Toronto wholesale jeweler referred to informs us that he went carefully through all the goods seized, amounting to about some \$6,000, and that, with the exception of a few hundred dollars' worth of old jewelry that had been cleaned and recarded, he had been able to completely identify every piece of the goods as having been legitimately bought from Ontario wholesale houses. The Customs officers were themselves so well satisfied about some of the goods that they, some time ago, gave up about \$500 worth of them. Of English jewelry, which can only be bought from Canadian wholesalers, they had seized about \$2,000. Of watch movements and cases, every one of which this gentleman had checked off and found to correspond with Canadian invoices, there were about seventy; thirty of which were gold and forty silver. The balance of the goods was old stock, the numbers of which had been lost in recarding, and which, he had no doubt, had been in Mr. Perret's store for years.

This gentleman also states that both himself and the Winnipeg retail jeweler who was called in to assist him to identify the goods were of the opinion that the seizure was a most unfair one in every respect. When the goods were taken from Mr. Perret's store, they were thrown promiscuously into valises, and fine colored gold lockets, brooches and earrings were mixed up in delightful confusion with steel watch chains and other common truck but little calculated to improve either their value or appearance. The opinion of these gentlemen, both of whom are practical jewelers of many years standing, is that, even though Mr. Perret succeeds in getting all of his goods back again, they will not be worth within twenty per cent. of what they were when they were taken from his store. When to this is added the loss that Mr. Perret's business has sustained from the want of his stock, and the bad effect that such a seizure necessarily must have upon the buying public, we think that

that gentleman has a good case against the Government for damages.

We have not now, and never had, any sympathy for smugglers, and would be pleased to see the authorities enforce the penalty to its fullest extent by putting all such people in prison for the second or any subsequent offence, but while we think thus strongly on the subject, we would also be careful to have the person accused of smuggling receive only the fairest kind of play, and be convicted only on the clearest proof. We do not think that the authorities should make seizures simply for the purpose of obtaining information, but should have some substantial grounds to work on before they commenced proceedings at all. Once a seizure is made, it should be pushed through at once; the whole charge against the accused should be squarely made, and if he could not refute it satisfactorily, the goods should at once be confiscated.

If Mr. Mingaye's action is strictly legal the sooner the law is changed the better, for as it at present stands, it lies in the power of such a man to ruin almost any merchant against whom he has a grudge.

The case of Mr. Perret is one of the most glaring acts of injustice that we ever heard of, and we can scarcely conceive it possible that such a thing could be done in the nineteenth century, and in such a free country as Canada. It smacks more of mediæval France than anything we ever heard of on this side of the Atlantic, and one cannot help recalling the Bastille and the *lettres-de-cachet* of Louis and his favorite, when hearing of such tyranny.

There is an old saying that if you give a scoundrel rope enough, in the long run he will be sure to hang himself, and we think that Mr. Mingaye has practically been his own executioner, so far as personal reputation and prospects are concerned. When he is kicked out of his present situation, as he certainly deserves to be, the feeling amongst the merchants of Winnipeg will be one of extreme thankfulness, that they have got rid of a petty tyrant, whose place can be profitably filled by some fair minded gentleman, who can be just to the Government and at the same time courteous to the public.

CORRESPONDENCE.

THE PEDDLER NUISANCE.

Editor TRADER:

SIR, It is high time the retail jewellers were getting roused up and making an effort to put down the peddlers who are daily robbing the people and killing many a legitimate business. Who encourages the peddlers? Is it not the wholesaler who sells to the gents' furnishing stores, &c.? Then it is the duty of every retail jeweler who employs a journeyman watchmaker, or does the watch repairing themselves, to put their shoulders to the wheel and boycott all who will not agree to sell to none others than a legitimate jeweler. I have worked in quite a few towns and cities before locating here, but must confess this is the worst town for peddlers of every description I ever saw. Cheap plated ware and snide jewelry, with slick-tongued peddlers, find many a victim in this border town.

In conclusion, I would say that I heartily approve of your ideas of protection to the retail trade, and trust that every



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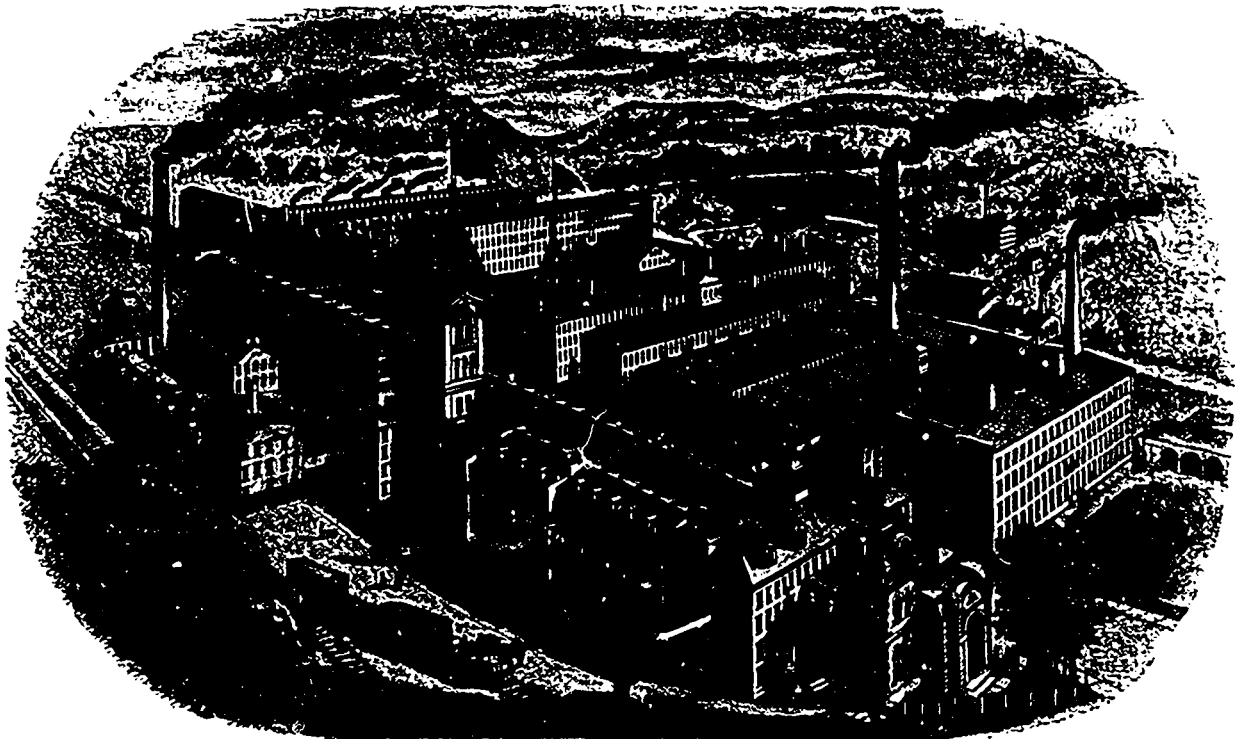
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—AND—

Only Gold Medal Awarded at Toronto Industrial Exhibition, 1884.

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this Trade Mark is stamped on all Hollow
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Knives, Forks, Spoons and
other flat ware of our manu-
facture

The A I Goods are Standard Heavy Plate, and XII signifies that in addition the articles have an extra quantity of Silver on all the parts most exposed to wear.

The Meriden Britannia Company have been awarded the highest premiums wherever exhibited, from the WORLD'S FAIR, 1863, to the PRESENT TIME, and the high reputation of our Goods throughout the world has induced other makers to imitate our Trade Mark- and name as well as our designs, and as many of our patrons have, through a similarity of names, purchased inferior goods under the impression that they were our manufacture, we are compelled to ask especial attention to our Trade Marks.

THE FACT THAT OUR NAME AND TRADE MARKS ARE BEING SO CLOSELY IMITATED SHOULD BE A SUFFICIENT GUARANTEE TO THE PUBLIC THAT OUR WARE ARE THE BEST IN THE WORLD.

● WE RE-PLATE OLD WORK AND MAKE IT EQUAL TO NEW. ●

wholesale house will take the same stand as Messrs. Smith & Fudger have taken.

I am yours, very truly,
Niagara Falls, Ont., December 14th. D. FENWICK.

P.S. I think another matter that should be stopped, is travelling agents selling watches, &c., to friends. Only last week I was trying to sell a gentleman a watch, when he told me he had promised to buy of an agent at wholesale price.

ANOTHER OPINION ON PROTECTION.

Editor TRADER.

SIR,—For the first time, I will take courage to express my feelings in regard to our Canadian jeweler's paper, THE TRADER. I really think the Trade would feel lost without its appearance. In answer to your editorials in December number, as regards co-operation amongst retail jewelers, I think it would be a blessing to the regular trade if such an organization could be formed and carried out; but I think it would be another case against the honest dealer. For instance, the public will find the Trade has only one price for American watches, and then, as is generally the case, the customer has a second hand watch which the jeweler has to take as part pay, then comes the question, who will allow him most for the second hand article? If watches were always sold for cash, it would be easier to come to a uniform price; but if the customer is positive our prices are uniform he has us by the forelock, and the man who allows him most for his old watch is his man. Then again, on the other hand, about ten months ago, a customer of mine came to me and priced my watches, and in particular a Wm. Ellery stem wind, 5 oz. case, engraved, silver cap, American Waltham case, and then he sat down and wrote to one of the leading retail firms in Hamilton, fully describing the watch as I had described it to him. I read his letter, in fact he asked me to read it, and I told him I would sell him a watch as cheap as they would, but when the answer came, he gave it to me to read, and behold the answer was \$16. I told him it was a falsehood, and that they would never sell him such a watch for the money. However, he went to the city, and they pleaded a mistake, but they sold him a 4 oz. case, Wm. Ellery movement, stem-wind for \$16, with a guarantee for two years, main-spring and case spring included, which was at that time a profit over net cost of 70 cents for wholesale prices. Who will blame jewelers then to cry out against each other, when a large retail house is ready to take the bread from a country jeweler's table, even without any gain to themselves? Now, Mr. Editor, the above statement, I believe to be correct, as my customer is a particular friend of mine, but in the above case he valued the dollars a little too much for me. Now, the question is, would such work as the above be stopped by an organization, or would such dealers try to draw trade to the city in case of such an organization?

As to my ideas on protection to retail jewelers, and what is a retail jeweler, I think there need be no difference of opinion at all. I think all those that make jewelry their special line of goods are jewelers, and not those that make drugs, or hardware, or dry goods their specialties, and certainly not such men as I have here for opposition. My grievance against them is this, they have been importing jewelry of the shoddy kind for about three years, and lately they have gone into watches. My curi-

osity was to know, did they pay duty? Their business called them to the U. S. quite frequently, so my only way open, that I could see, was to inquire of the customs officers whether they paid any duty, and after repeatedly inquiring of the officers, thanks to our Government officials, one made his appearance and dearly he made them pay for their dishonesty. So much for smuggling. I think it would be a good idea if THE TRADER would give us a little advice once in a while as to what steps to take in detecting smugglers on the small scale, for if they are found guilty, they will have to pay dearly, as in the above case. And now, Mr. Editor, in answer to your editorial on Ret. I think you have hit the nail squarely on the head. In answer to Retailer's correspondence, I quite agree with him in the first part of his article, but not in the latter part of it, because I believe it is utterly impossible for every retailer to have uniform prices in watches and jewelry. Once in a while we buy a watch or a piece of jewelry that does not take the eye of our customers, the consequence is the article lays around the shop, and gets shop-worn or damaged, but yet a good useful article. Somebody may want it, but only if they get it cheap enough. Now, would it be right if I were obliged to keep the said article in case a man would offer me cost for the same. I think every retailer knows his own business best. All I ask of him is to be a man, but a man selling staple and fresh goods at cost, in order to hinder somebody else from making a sale, I would surely not call a gentleman. I do not believe in selling one man a watch at cost and make the next one pay two profits, just because he is not so sharp on a deal as the first one.

Now, in reply to Equity, in December number, I cannot help but differ with him in the beginning of his article. In the first place, a watchmaker only ought to be allowed to sell such goods as he repairs, and silverware is more suitable in a watch shop than in a hardware store, but yet, as it is the custom, let hardware merchants keep silverware, because silverware merchants are not very plentiful, therefore, there will not many grumble. What we watchmakers want is only fair play. We cannot step into a wholesale clothing store and pick out a suit and pay wholesale price, nor get a pair of shoes, nor tea, coffee, sugar, nor anything of the kind. Why? Because we are not dry goods merchants, nor hardware merchants, nor tinsmiths, nor grocers, nor shoe merchants, nor clothiers, nor druggists. We are simply jewelers; we carry the most dead stock of any business there is, and one that is very often expensive goods. But would you, for one moment, think it just and right for any of the above merchants to walk into a first-class wholesale jewelry house and buy a few staples, for instance, a few collar and cuff buttons and a watch for a friend, right down at rock bottom wholesale prices? That is what we are kicking about. With the rest of the article I agree, especially the smuggling business. A man has no more right to go to the United States and buy a watch and bring it over for his own use than a man would have to buy a reaper or a threshing machine without paying duty. My article is already too long, and by the time this will reach its readers, Christmas and New Year will be over, so I will end by wishing you all "A Merry Christmas and a Happy New Year."

H. D.

ASSIGNED.—Henry Lavalée, jeweler, of Montreal, on demand of William Eaves, has assigned. The liabilities will not exceed \$1,400, while the assets consist of the stock in trade.

GOLDIE & McCULLOCH,

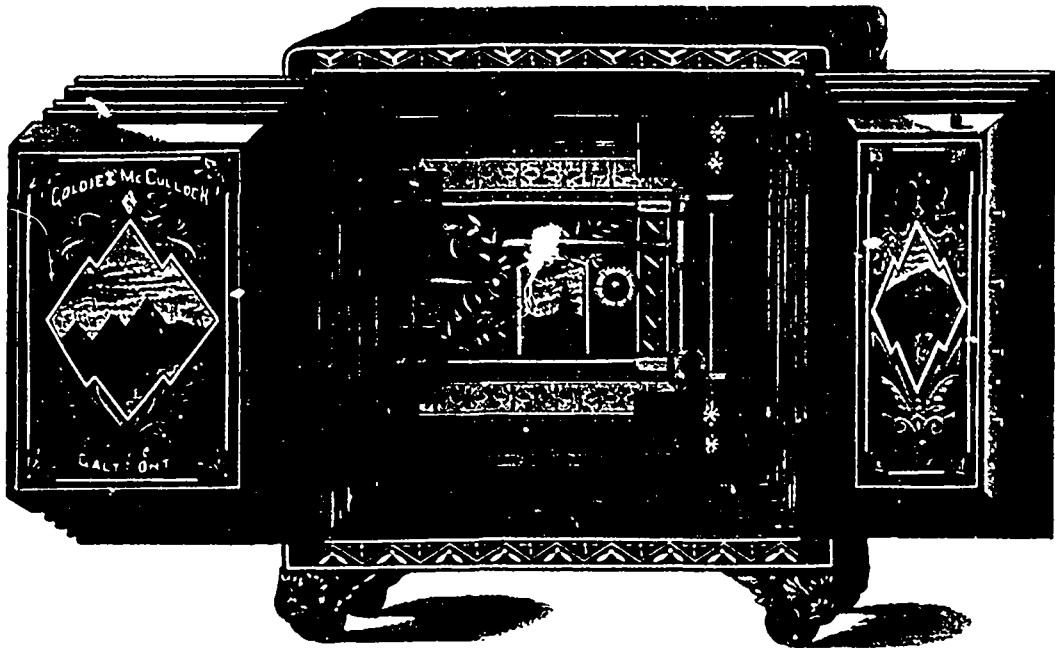
1844. ESTABLISHED 1844.

—MANUFACTURERS OF—

FIRE & BURGLAR-PROOF SECURITIES OF SUPERIOR KINDS

—ALSO—

SOLE AGENTS for the celebrated Sargent Time and Combination Locks. These world-renowned Fire and Burglar-Proof Locks are used by many other noted Safe makers, and are universally admitted to be the best locks made.



The above cut represents our NEW STYLE of JEWELERS' SAFES. They are lined throughout with extra heavy steel linings, and are both Fire and Burglar-Proof.

Although we have only recently commenced building this new style of safe they seem to be just what the Jewelry trade were in great need of, and they may already be seen in the stores of the following Jewelers.

E. L. WEISS, Madoc.
S. F. CULVERHOUSE, Thorold.
G. W. BEALL, Lindsay.
G. GOWLAND, Toronto.

R. W. MUNCASTER, Peterboro.
A. W. PRINGLE, Port Hope.
SMITH BROS., Kingston.
W. HARKNESS, Meaford.

WAREROOMS—NO. 56 KING STREET WEST, TORONTO.

NEXT DOOR TO THE MAIL BUILDING.

GEO. F. BOSTWICK,
REPRESENTATIVE.

OUR JEWELERS AND BANKING.

Editor TRADER:

SIR,—I have been somewhat surprised in discovering that many of our jewelers do not keep a bank account, even where there are branches of good chartered banks, and consequently the most efficient means, for obtaining those useful advantages, which banking facilities afford.

Banking and commerce have become so closely allied, that it may be said that the one cannot exist without the other, e.g., suppose one has a note due in Toronto, 10th Dec., for \$50. If the amount be remitted by registered letter, there is anxiety on the part of the sender until he hears that it has duly reached its destination. Why? Because the Government is not responsible if the money should find its way into other unknown quarters than where you intended it should.

A short time ago, one of our jewelers, in an eastern town, whom I met, was in a state of perplexity from this very cause, or rather he had received no reply from two registered letters, one posted to Montreal the other to Toronto.

The Post Office order system is good, but established by the Government for remitting only small amounts, and this is exemplified in the fact that the cost of remittance, beyond a limited amount, greatly exceeds that of the ordinary bank draft. Even in buying a bank draft, much time is often consumed in waiting until it has passed through those mystical stages, from the receiving teller, through the note clerk, on to the manager, who, after leisurely finishing some other writing he may be occupied with, converts it by his signature or initials into the thing which you are desirous of obtaining; when your patience is exhausted, and you inquire for it, you are only then informed that it is waiting for you at the farthest pigeon hole from where you are standing. And further, you are obliged to pay away your money to the bank or post office to meet the note quite a few days before you would be required to do so, if you had an account at the bank; for then you would simply have to fill up your check on the 9th December, pay to the order of — fifty dollars, in full for note due 10th December. The last line is important, as it constitutes a receipt. The check is mailed, and you need have no anxiety about it, for while it is as good as money in the possession of the proper owner, it is a very awkward possession in the hands of a thief. It has to be endorsed to convert it into money, and the endorsement must be fully identified. It may be a week, or even longer, before that check returns, to be charged in your account, during which time you still have the money to your credit, neither does it cost you anything for collection. For I think all the wholesale jewelers are either dead or have left the country who would insist on receiving the extra quarter or so for collection, and it's against human nature to pay a firm an account, even if the firm is a little off—I mean distance off—and be taxed a small sum for doing so, while the firm who receives the money ought not only to be satisfied to pay the collection, but stand treat as well.

If you will permit me space, in a future number I would like to speak a little upon the interesting nature of the relation between the customer and his banker, and what my experience in financing has taught me to be the best means to adopt in order to win the confidence of the bank, and thus secure all its advantages.

Yours respectfully,

JNG. W. CAMPBELL.

BUSINESS NOTES.

OUR HELP COLUMN.—We trust that this new feature of THE TRADER, will be liberally made use of by the trade. If you want to put your want before every jeweler in Canada, free of charge, our help column is the way to do it. Don't be bashful; come right along.

ENTERPRISE.—We are in receipt of some very elegant illustrated Christmas circulars, issued by our old friend, Mr. Thomas Lees, jeweler, of Hamilton. They are very attractive and should make his shop busy during the holiday season. Such enterprise usually pays.

CHARLIE ELLIS has just returned from the maritime provinces, where he reports doing a fair share of business for his firm. It is needless for us to say that Charlie wasn't the drummer that was quarantined on account of the small-pox. He is too wide awake for that.

COMPLIMENTARY.—From all parts of Canada we have received copies of papers containing our editorial article on Riel in last month's issue. As we are known to be outside of politics altogether, our article is referred to in very flattering terms, which modesty forbids us saying more about.

LOOK OUT FOR THEM.—In our next issue we will commence the publication of a series of papers written specially for THE TRADER by one of the foremost opticians in Canada upon "Spectacles, and How to Sell Them," that will be of great value to our retail jewelers, if they will but take note of them.

A BIG JEWELRY STEAL.—On the night of Sunday, the 20th Dec., the jewelry establishment of Ramsay & Co., of Milton, Ont., was burglarized and nearly two thousand dollars worth of goods stolen. It is thought that the job was done by Toronto cracks, and that the goods have been sent here to be disposed of.

GLAD TO SEE YOU.—We were favored last week by a visit from Mr. Sheppard, the genial New York manager of the Boss Watch Case Co. He reports 1885 as being the most successful year his Company ever experienced. So much for a strict adherence to quality, and a desire to give customers full value for their shekels.

THE S. E. F. BRACELETS are now recognized in the United States as the standard for style and quality. In spite of the many cheap imitations the makers wisely keep to their original standard of quality, and have their reward in the confidence with which dealers all over the country handle their goods. Their trade-mark is always a guarantee.

GETTING UP IN THE WORLD.—Wm. Ashall, the well-known jeweler and marksman, of Toronto, is getting up in the world. Only last week the city council awarded him the contract of looking after the clocks in the city and fire hall towers. We trust that William's sudden elevation will not cause him to look down with disdain upon his old friends.

SIMON SCHRECK, jeweler, of St. Thomas, after a business career of some five years, has been sold out by his creditors. This business has never been a paying one, although Mr. Schreck has been carefully "nursed" by the wholesale houses, who stood sponsor to him. Excessive competition and expensive habits are probably the greatest factors in his want of success.

MEANS PROSPERITY.—Unless all the grain experts are sadly astray in their calculations, Canadian farmers may expect before many months to see a considerable rise in wheat prices. The world's supply, it is said, falls many millions of bushels short of its requirements, consequently there will be a draw upon the hoarded surplus of previous years to make good the deficiency.

GOLD DOLLARS.—The demand for gold dollars for bangle-making is unusually brisk. This fact, coupled with the fluctuations in the price of silver, has placed gold dollars at a premium of between 20 and 25 per cent. A premium on gold currency carries one's memory back to war times. In our individual experience, gold has always been at a premium, even in the best of times.

WE WERE FAVORED a few days ago by a call from Mr. Aaron Buckler, jeweler of Bowmanville, one of the best known retailers east of Toronto. Although nearly seventy years of age, forty of which have been passed in the jewelry business in Bowmanville, Mr. Buckler is still hearty and active, and gives promise of seeing the close of this century at least. He says business in his town is good considering everything.

ONE OF THE GREATEST IMPROVEMENTS EVER MADE IN WATCH CASES.

An Adjustable Bezel for Hunting Cases !

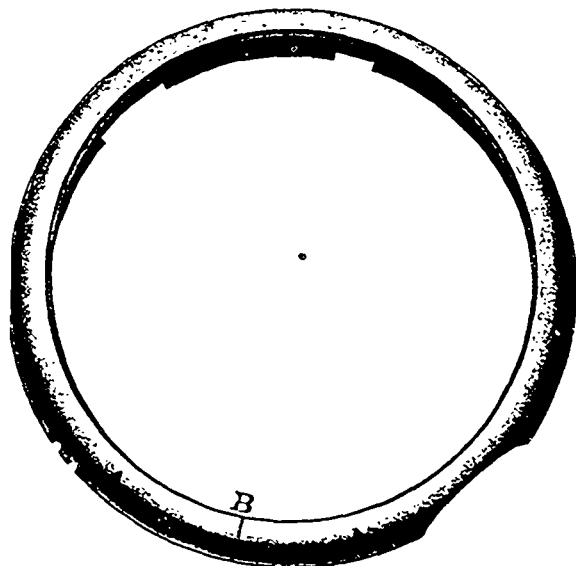
THE FITTING OF GLASSES MADE EASY

THE KEYSTONE FACTORIES STILL AT THE FORE.

The fitting of crystals in Hunting Cases has always been an annoyance. The great variation in sizes of glasses (for frequently at least three different sizes are found in one package, all numbered alike), defective edges, and difference in shape between the edge of glasses and groove in the bezel, all tend to make easy and proper adjustment a difficult task, and often the attempt costs more, in the breaking of glasses, than is received for the job.

Again, the groove in bezels is often of a size between glass sizes; consequently one size glass will be too small, the next too large, and the effort to fit them must end in an irritating failure.

To obviate these drawbacks is the province of the



KEYSTONE ADJUSTABLE BEZEL.

As will be seen in the above cut, the bezel is slitted vertically (B) and laterally (A) for a short distance in such a manner as to give it elasticity or spring without impairing its strength, but permitting the ready and effective insertion of crystals of different sizes, defective edges, or not perfectly round. To illustrate: An adjustable bezel for which a medium 19 11-16 glass is the correct one will not only take any glass in a package of 19 11-16, but it is also adapted to a 19 12-16 if required.

The arrangement which secures this very desirable result is so minute as to be comparatively invisible to the naked eye, and in no respect mars the uniformity of surface of the bezel. The liability of dust to work in upon the dial is no greater than with the ordinary bezel, as the lateral cut (A) is made below the top of the dial-plate.

The advantages of this great improvement are so plain, reducing to the smallest extent possible the danger incident to fitting glasses, that it is but reasonable to assume that

THE KEYSTONE ADJUSTABLE BEZEL

(the name of the great improvement) marks the introduction of an invention at once ingenious, practical, and exceptionally valuable.

This improved bezel is patented, and can only be obtained on Boss, Keystone and Leader cases, but without any advance in price.

THE KEYSTONE WATCH CASE FACTORIES:

19th and BROWN STREETS, PHILADELPHIA.

NEW YORK, 14 JOHN STREET.

CHICAGO, 100 STATE STREET.

SAVAGE & LYMAN'S FAILURE, which occurred last month, has not taken many people by surprise, as it has been generally known for some time that they have been losing ground. The liabilities amount to \$30,000, with assets about \$22,000. This firm were years ago, before their former failure, considered to be the leading retail house in Canada, but since that time they have fallen behind the age. Seems to be another case of mercantile dry rot.

A. S. MURRAY'S & CO'S FAILURE—The many friends of A. S. Murray will hear with regret of his failure, as the house was one of the oldest and best known in western Ontario. The liabilities are over \$50,000, with assets of \$75,000, but it is hardly probable that when the stock is finally disposed of, that the business will more than pay one hundred cents on the dollar. It is probable that Mr. Murray will start with a clean sheet on a smaller scale.

A SENSIBLE RETAILER—J. P. Mill the well-known Yonge St. jeweler of this city, has done a very sensible thing in securing from Messrs. J. & J. Taylor a first class burglar proof safe that the makers guarantee able to resist anything in the shape of a midnight mechanic. Jewelers, from the nature of their stock, are more exposed to burglary than any other dealers we know of. He who makes himself secure against such attacks, only does what common sense business prudence would dictate.

SHERIFF'S SALE—The stock of John Petty jeweler, of Lindsay, was sold by the sheriff in consequence of the action of his unsecured creditors, referred to by us in last month's *TRADER*. The stock, which it is said was badly run down, was bought by Mr. Culp at thirty and a half cents on the dollar, a pretty good price, it was thought by competent judges. The proceeds of the sale will remain in the hands of the sheriff pending the decision of Mr. Culp's appeal against the other creditors' judgment.

OF INTEREST TO JEWELERS—We understand that the Waltham Watch Company have discontinued the manufacture of all key-wind movements, except the Broadway grade. It seems to be only a question of time when a key wind watch will be a thing of the past and a curiosity worthy of a place in some museum. The coming watch seems to be an open face stem winder, and it is said that at the present time in the United States, eighty per cent. of the stem winds used are open face. In Canada the proportion is not at present over twenty per cent.

"THE TRAVELLER"—Our old friend, Mr. John Goss, for many years editor and manager of the *Commercial Traveller*, has just issued a new paper called *The Traveller* on his own account. Besides being an old commercial traveller Mr. Goss is a thorough newspaper man and has push, energy and ability enough to make his new venture a success. The initial number is very neatly printed on fine toned paper. Its matter is brief and to the point, and it gives every promise of a long and useful career. We wish Mr. Goss the success he so richly deserves.

"THE AMERICAN POTTER AND ILLUMINATOR" is the title of one of the best publications issued in the interests of the crockery trade that we have ever seen. This journal is published in Chicago by Albert J. Fisher, 15 Washington street, Chicago, U. S., and is exceedingly cheap at the subscription price charged for it. The original matter is practical and concise, and its clippings well selected. It also contains a lot of very valuable lists of "prices current," that cannot fail to be of advantage to any merchant in that line of goods. We welcome the *Potter* amongst our exchanges.

A STRANGE THIEF—We learn from the *Victoria Warbler* that Mrs. James Howden, of Lindsay, is the happy possessor of a tame crow, which is a great pet and has the run of the whole house, but his crowship is now in disgrace. Mrs. Howden placed a valuable gold watch and chain in a velvet lined box but neglected to close down the lid. Mr. Crow noticed her movements and as soon as her back was turned he opened the case and taking the watch and chain in his beak, he flew off and deposited the valuables in some hidden place so that the most diligent search up to the present time has failed to discover them.

WESTWARD HO!—We had a note a few days ago, dated at Winnipeg, Man., from our esteemed friend, Mr. W. F. Ross, who was visiting there on business for the firm of Schwob Bros., of Montreal. Writing of the C. P. R., over which he passed on his way up, Mr. Ross says: "I was delighted with the road and its equipment, and as far as an

humble drummer may judge, it is well and solidly built, and rides as easy as any portion of the Grand Trunk, with one or two short exceptions." Mr. Ross corroborates the reports that business in the Northwest is in a healthier condition at present than at any time since the boom.

HOW MUCH PROFIT HAVE THEY?—On account of the number of auction sales going on in the city, some of the other retailers are out with special discount signs. Our attention was directed to one the other day which read as follows: "Goods at 30 per cent., 40 per cent. discount and at cost." As forty per cent. off is only a trifle less than seventy per cent. advance on the cost of the goods, we are somewhat curious to know how low cost is. In our opinion, such sweeping discounts tend to give the public an exaggerated idea of the profits in the retail jewelry business, and are almost as demoralizing to legitimate trade as auction sales.

IS CANADA IN THE U. S.?—We always had the impression that Canada was a foreign country so far as the United States was concerned, but the following from the title page of a much valued exchange, has considerably shaken our belief on the subject. "Subscription—In the United States and Canada, \$2.00, for foreign countries, \$3.00 per year." From the above it seems that in well-informed circles in the U. S., Canada is not regarded as a foreign country. If it is not a foreign country, then must it not be a part of the great and glorious Union? We will have to put this friend in the same category as the *London Post* if he don't reform.

AN ENTERPRISING JEWELER.—We had a visit a few days ago from Mr. A. V. Galbraith, the enterprising jeweler of Shelburne, Ont., who was on a safe buying expedition. As Mr. Galbraith has had some experience with burglars, he determined to get a first-class safe that he could depend upon resisting any such attempts in future. Before leaving the city he bought from Messrs. J. & J. Taylor, the large burglar-proof safe that took the medal at the Toronto Industrial Exhibition last fall, and says that in future he won't give himself any uneasiness about the safety of his goods when he is absent from the store. We think he is sensible.

HOW ARE YOU, S. P.?—We were very much astonished a few days ago to receive from Mr. S. P. Kleiser, formerly of Toronto, but now of Victoria, British Columbia, a letter asking us to send him *THE TRADER* to his new address, as he wanted to know what the jewelry trade in Ontario was doing. Enclosed were some very beautiful samples of B. C. sea weed, artistically arranged on the back of one of S. P.'s business cards, for which we tender him our best thanks. Mr. Kleiser says he likes the country immensely, is doing a jobbing trade in watch material and watches, and thinks he will be able to make a success of his new venture. We trust he may.

FRAUD IN R. P. CHAINS.—We were shown the other day by a retail jeweler a rolled plate chain that had been returned to him by a customer on account of the plating being almost entirely gone, although it had only been in use for about six months. He said he had paid almost as much for it as he should for guaranteed goods, but did so on the representation of the seller that it was of the best quality, but sold at about cost. He said that heretofore he had always used the R. F. S. chain and never had a complaint, and that after this experience he proposed to go back to them again, as he would not sell goods he could not guarantee. We think his head was level.

OUR SUPPLEMENT.—The Supplement to this number of *THE TRADER* by Messrs. P. W. Ellis & Co., of this city, is a very appropriate, as well as a very beautiful way of sending their good wishes to their many customers and the trade generally. Things in the U. S. and Canada give promise of brighter and better times, and their artist has very neatly expressed this idea in the handsome engraving which they send out with this issue of our paper. We trust that every one of their customers and our readers may find themselves flush of diamonds, or their equivalent, before next year closes. For our part we will take ours just as soon as the firm can get it mounted in their new patent iridium pivot setting.

THE FAILURE OF MUSCAT & CO., formerly Muscat & Sapery, jewelers, of this city, is no surprise to any person that knew anything about the firm or their antecedents, and is only another illustration of the danger of giving credit to weak men, whose capital is utterly inadequate for the business they attempt. If our jobbers were more conservative

Supplement
to
Trader

NEW YEAR

1886

wish you A happy & Prosperous

P. W. ELLIS & Co



DR. BARCLAY - 41 KING ST. TORONTO



HAPPY NEW YEAR.

1886.

We take this opportunity of thanking our friends and customers, one and all, for the very liberal patronage bestowed on us since our amalgamation.

On this, the beginning of a New Year, which we trust will be a very happy one to all our patrons, we send our greetings, and wish them

THE COMPLIMENTS OF THE SEASON

And hope that the year 1886, on which they have now entered, will be the most prosperous they have yet experienced.

We assure our customers that the principles we adopted when starting business of only selling to

THE LEGITIMATE JEWELRY TRADE

Will be still maintained, and we are glad to see other wholesale houses following our example.

Lowe & Anderson,

WHOLESALE JEWELERS, TORONTO.

in giving credit, they would not have so many losses of this kind, and it would be very much better for the prompt-paying retailer. As a rule the worst cut-throat competition in any business comes from weak houses that are forced to sell at any price or find themselves closed up. If our wholesalers make a few examples of such cases it would equally benefit the retail trade and themselves.

A NEW SAFE GUARD.—Although the new vault built by Goldie & McCulloch for P. W. Ellis & Co. is regarded by that firm as absolutely burglar-proof, they lately conceived the idea of putting a patent folding gate on the inside to prevent sneak thieving. When the mechanic came down to fasten it on Mr. M. C. Ellis pointed out to him that he would have considerable difficulty with the steel plates and advised him to be careful of his drills, which advice seemed to amuse him very highly, as he said he had never come across any steel that he couldn't drill easily. However, after he had broken nearly a dozen drills, he came to the conclusion that he had better fasten it to the inside iron plate and let the steel alone. The Messrs. Ellis are now better satisfied than ever that they can bid defiance to burglars of any kind.

THE AMERICAN LEVER.—Messrs. Howard & Son, the manufacturers of the celebrated American Lever Cuff Button, have recently added some unique patterns in sterling silver to their already extensive line of goods. We notice also that in self defence they have had to enter an action against certain competitors who were infringing upon their patents and have secured judgment against them. Now that the ball has been opened, they intend to make it not for any manufacturer that infringes upon their rights. The American Lever Button has very justly come to be regarded by the trade as thoroughly reliable both in quality and workmanship and has practically revolutionized the button trade of America. Dealers buying Messrs. Howard's goods can always depend upon the quality—a good recommendation now-a-days.

A RISING CANADIAN AUTHOR.—We have just been presented with a copy of a new and valuable work by James Rylie, of Toronto, otherwise known as "Rylie, the jeweler," entitled "Rylie's Christmas Annual." The work is divided into seven chapters, and is of absorbing interest to anyone wishing to get full value for their money. Chapter I Tells what to buy for a gentleman; Chapter II, How to make a lady happy; Chapter III Shows how to give a child pleasure; Chapter IV, Don't forget the baby; Chapter V, How to add to the comfort and elegance of Home; Chapter VI Treats of things in general. As brevity is the soul of wit, as also the measure of literary talent, this little work must take high rank in the Canadian literary world. It is almost needless to add that although the author disinterestedly points out that Rylie's is the best place to buy jewelry of all kinds, his advice is none the less to the point.

WHO IS MR. FORSINGER?—Well, a few weeks ago hardly any person in Canada could have told you, now we very much doubt whether there is a jeweler in Ontario but could give you a pen and ink sketch of this gentlemanly representative of the American Waltham Watch Co. Mr. Forsinger has been doing missionary work for his Company in this province for the past two months, and apparently with good success. If he hasn't called on you yet, you may expect a visit from him soon. If a tall, athletic gentleman, with an eagle eye, black side whiskers (à la the late W. H. Vanderbilt), and an extra fine, fur-trimmed overcoat, enters your store with the free, springing step of an alpine chamois hunter, you can bet your bottom dollar, that without making any mistake, you can safely say, "How are you, Mr. Forsinger?" He has our best wishes during his sojourn in Canada.

CUT OFF.—Just as we go to press, we are informed that at a special meeting of the joint executive committee of the American Watch Movement and Case Manufacturers and the Canadian Association of Jobbers in American Watches, held at New York on Tuesday, the 22nd Dec., the firm of Rothschild & Co., wholesale jewelers, of Toronto, was struck off the list of recognized Jobbers in American Watches. Messrs. Rothschild & Co. were accused by the Canadian Association of violating their contract with the manufacturers, by selling watch movements at less than regular tariff prices, and the special meeting above referred to was held for the purpose of ascertaining whether or not the charge was well-founded. As this is the first case in which any Canadian jobber has been "cut off" by the Manufacturers' Association, who will hereafter refuse to supply them with goods (unless reinstated), the trade were considerably interested in the result.

A DIFFERENCE that you will find out by experience
When you are young, how well you know
A little money makes great show,
Just fifty cents will cause you bliss,
'Tis then a dollar looks like this



But when you're old and bills come due,
And creditors are dunning you,
And every cent you spend you miss,
'Tis then a dollar looks like this



LOOK OUT FOR BURGLARS.—We notice from our exchanges that two heavy burglaries have taken place in the United States during the past month. In Chicago, Ill., E. N. Marks, jeweler, had his vault broken into and diamonds and jewelry to the value of \$8,000 stolen. In Providence, R. I., Messrs. Harvey & Otis had a first-class safe forced open by the use of wedges and about \$3,000 worth of jewelry stolen. In commenting on these burglaries the *Jewelers' Weekly* says that "neither of these unfortunate firms is a member of the Jewelers' Security Alliance, and to this their loss may in a measure be ascribed, cracksmen have a wholesome respect for a safe over which hangs the Alliance certificate of membership." In this connection we might mention that not a safe belonging to a single member of the Canadian Security Alliance has been molested since the formation of the organization. After the lull usually comes the storm, so that our jewelers had better look out for squalls in the burglar line.

HARD LINES.—A jewelry drummer, visiting Charlottetown, P. E. I., got, by mistake, into an hotel that was quarantined on account of the small-pox. Once in he could not be allowed to mingle in ordinary society and he was therefore detained there against his will. After standing it for a couple of days, he broke loose and, grip in hand, started for the station, and boarding a train that was just leaving, he got away out into the country and stepped off at the first place of importance. He had just ensconced himself in an hotel and was congratulating himself on his good fortune, when a policeman entered and arrested him for breaking quarantine. He was then sent back to Charlottetown, and although there was no charge against him and he was free of the small-pox, the authorities were hard hearted enough to keep him in durance vile, until he could get a clean bill of health. This is hard lines, but it's only a sample of what the indefatigable drummer has to go through in the pursuit of his calling.

ENGLISH KNOWLEDGE OF CANADIAN GEOGRAPHY.—We learn from the *London* (England) *Morning Post*, that at a show of apples held in London, the quality of our Canadian fruit was an eye-opener to the natives. The *Post*, after a glowing tribute to the quality and variety of these apples gravely says, that the first, second and third prizes went to Nova Scotia, while the fourth went to Canada. We were under the impression that Nova Scotia was one of our Provinces, but it seems, according to the British authorities, which the *Globe* has lately been holding up as infallible on the "Riel" and other questions on which they saw eye to eye, that we have been laboring under a delusion. We had the privilege of telling a leading London journalist a couple of years ago, that if the average Canadian school-boy made half as many mistakes about English Geography as British statesmen and writers do about Canada, he would be well spanked and sent home to his mother. The above extract don't seem to make us want our opinion very materially.

PERSONAL SMUGGLING.—We had intended fully answering the enquiry of "Equity" in this issue, regarding personal smuggling, but pressure on our columns prevents it. We may say, however, that in the eyes of the law, smuggling any article for one's personal use, is regarded exactly the same as if it were smuggled for sale. The law demands that every article coming into Canada shall pay the amount of duty levied upon it, and if this is evaded, the Customs officers can at any time seize the article and confiscate it. All that our readers have to do in order to stop the smuggling of watches and such goods by persons who go to the United States and buy them in order to escape the duty, is to quietly inform the Customs' authorities of the matter. They will seize the goods, and it rests with the party to clear himself by proving that they have paid duty. If they can't do this the

THE
R. F. S. & CO.
ROLLED PLATE CHAINS
—ARE THE—
BEST.

goods are confiscated and sold for the joint benefit of the person laying the information and the officer making the seizure. A few examples of this kind would do a great deal of good, especially along the borders. We shall explain the law regarding smuggling fully in our next issue.

STEPPING STONES TO SUCCESS.—Learn your business thoroughly. Keep at one thing—do not seek change. Always be in haste, but never in a hurry. Observe system in all you do and undertake. Whatever is worth doing at all is worth doing well. One to-day is worth two to-morrows. Be self-reliant, do not take too much advice, but rather depend on yourself. Never fail to keep your appointments, nor to be punctual to the minute. Never be idle, but keep your hands usefully employed except when sleeping. Use charity with all, be ever generous in thought and deed—help others along life's thorny path. Make no haste to be rich, remember that small and steady gains give competency and tranquility of mind. He that ascends the ladder must take the lowest round. All who are above were once below.

DEPARTED.—When our last issue was in press, it was generally expected that Messrs. C. T. Picard & Co., the insolvent jewelers of Montreal, would get a favorable settlement with their creditors and continue the business. Recent developments, however, seem to verify the assertion made some time ago, that the whole thing was simply an attempt to beat their creditors for their own advantage. These creditors decided to have Mr. Picard up for examination, and rather than face the ordeal, he skipped out of Montreal in the disguise of an old man, taking with him a considerable quantity of valuable stock. To add further to the complications of the unfortunate affair, the Customs officers almost immediately afterwards seized the balance of the stock for alleged smuggling. Mr. Picard has heretofore had the reputation of being an honest merchant and an honorable man, and while we are always sorry to hear of such a person going wrong, we cannot allow our personal sympathy to disguise the fact that it is all the more necessary in such a case to make an example of him. If he were punished as he certainly deserves, the commercial atmosphere would probably be freer for some time to come.

THE WALTHAM AT THE FRONT.—We learn from the *Sporting Hour* that one of the great attractions of the New Orleans Exhibition, just closed, was the special exhibit of the Waltham Watch Company, among whose numerous articles of interest shone forth conspicuously an enlarged model of the Company's split-second chronograph, with split-minute attachment. This model had been built especially for the New Orleans Exhibition, and proved of interest to thousands of visitors, among whom the sporting fraternity especially evinced the greatest delight at the wonderful contrivance. At first it seemed rather difficult to unravel the exact working of the mechanism, but quick to see and quick to learn, they readily understood it with but little explanation on the part of the attending watchmaker, and they expressed much surprise at the simplicity of its construction. The durability of the parts was greatly tried, inasmuch as the model was kept going through its multiplicity of performances from early morning until closing hour. At the end of the exhibition it worked as accurately as on the first day. It was shown—a test which in itself was a triumph.

OUR BEST ADVICE to our readers regarding their Christmas and New Year's dinner

The day of feasting draweth nigh,
And scores of Turkeys soon must die.

Get one that's young and sweet and fat,
And stuff it full of this and that.

With fruits and berries sauces make,
And add preserves and pies and cake.

Ask friends and kindred all to come,
And spend their Christmas at your home.

Let not the cares of life distress,
But fill each glass with happiness.

Revive the joys of youthful days,
And for their blessings offer praise.

EVIDENTLY NOT POSTED.—A very good joke is told of a large retailer not a thousand miles from Toronto, who has lately been buying gold cases from a jobber on the supposition that they were American

cases that had been got over by way of the underground railway, and were therefore sold at a reduction on that account. He thought he had a big bonanza on these cases until he discovered the other day that they were made in Toronto by the American Watch Case Company, and that he could buy them from any jobber at the same price that he had been paying. He now fails to see where the favor comes in on the jobber's side at least, but forgets that if he had kept himself posted and abreast of the times he could not have been so easily imposed on. In this connection, also, both of these gentlemen appear to have been ignorant of the fact that under the Customs Act, officers can seize and confiscate any goods that are sold or offered for sale under the representation that they are smuggled goods no matter whether they have been smuggled or not. The simple fact of thus misrepresenting them renders them liable to confiscation.

NO CHEATING HERE.—We are pained to notice amongst retail jewelers a tendency to exalt themselves at the expense of their opponents, and to question the honesty to say nothing of the capability of everyone in the same line of business outside of their own shop. This is not only wrong, but foolish in the extreme, and, as a rule, does the person doing it more harm than good. When a man advertises that he is the only honest jeweler in any place where he has opposition, it is equal to an assertion that his competitors are rogues. No one believes that all the honesty in any business is carried under one hat and therefore they conclude that such accusations are often made in order to give the maker a chance to practice himself what he denounces in others. Such advertisements remind us of the Chinese signs in Peking and elsewhere in the flowery land, which read somewhat in this style: "Don't deal with Hung Loo across the street, he will cheat you, but come and deal with an honest man, no cheating here." In our experience of the jewelry trade in Canada, we have found that honesty is generally pretty evenly distributed and that no one dealer has a monopoly of it. Most of our friends keep it on tap all the time.

PRINCIPLE WAS EVERYTHING.—During the past month our sanctum was enlivened for a short half hour by the genial presence of Mr. Sheppard, of Boss Case celebrity. After telling how the Boss Case was sweeping everything before it in the States, Mr. Sheppard got back to his experiences in England last summer, and some of his reminiscences are well worth preserving. While missionarising Her Majesty's subjects, he came across an old English watchmaker, one of the real old school by the way, who was awfully down on modern watches in general and American made watches in particular. Mr. S., as a true Yankee always does, did his best to uphold the national reputation, but being only a watch case maker and not a practical watch movement maker, he was rather at a disadvantage with this ancient supporter of the watches of his fathers, who pointed out the beauties of the old fusee and other intricacies of "ye old time watch" with an ardor worthy of their inventor. Leaving technical argument, Mr. S. essayed a *coup de main* by bringing the issue on to general grounds instead of particulars, and pointing out how the American watch had made its way against all opposition, in every part of the world, wound up by saying, "Sir, all the facts are against you." Mine ancient rose equal to the occasion, however, and looking the adventurous foreigner straight in the eyes, he exclaimed, "Tut, tut, the facts be blowed. I don't care a fig for facts, the principle of the American watch is wrong." This volley was too much for Sheppard, he couldn't discuss principles half so well as facts, and therefore beat a hasty though honorable retreat, leaving the old Englishman master of the situation.

HOW THEY SELL SO CHEAP.—We have had several letters recently from retail jewelers throughout the country, complaining of the very low prices at which the large retail houses in some of our large cities sell watches. We have looked into the matter thoroughly and find that in nearly every case the prices quoted are for American movements put up in Canadian made cases. Both cases and movements are Association goods and cannot be bought by those advertising them one whit cheaper than by any other legitimate retail jeweler. Taking the lowest prices furnished us, we find that any retailer can sell his customers the same goods at the same prices, and make from ten to twenty per cent. profit. These large retailers never sell at or below cost, but they seem willing, and probably can afford to work on a smaller margin of profit than those dealers who do a very much smaller trade. As we have said several times in these columns, the days of the Dutchman's one

T. WHITE & SON,
MANUFACTURING JEWELERS,
 LAPIDARIES & DIAMOND SETTERS.
 39 King St. West, Toronto.

Canadian and Foreign Stones Polished and Mounted for the Trade.
 N.B.—A variety of Stones and Imitations of all kinds in Stock.

FOR SALE.
TWO JEWELERS' SAFES,
 — CHEAP. —
LOWE & ANDERSON.

XMAS ANNOUNCEMENT.

We are now showing pretty designs in Marble, Ebony and Black Walnut Clocks; also great varieties in American Nickel Clocks
 The very latest in Silk Guards and mounted Alberts, specially for the holiday trade. Our stock is complete in all kinds of Watch Glasses. Parties wanting to sort up with Xmas Goods will do well to call. All orders promptly attended to

E. & A. GUNTHER,
 Importers and Wholesale Jewelers,
 COR JORDAN & MELINDA STS **TORONTO.**

GEO. J. BRAY & CO.,

— JOBBERS IN —

Watches, Jewelry and Diamonds, Tools, Materials, &c.

WATCH REPAIRING & DIAMOND SETTING a Specialty.

Call and see me when in the City or send your work in.

65 AND 67 YONCE STREET, TORONTO.

ATTENTION.



RETAIL JEWELERS who desire to get their Goods direct from the Manufacturer at first cost will save money by calling on me when in Toronto, or ordering samples of my Goods by post. I sell Goods cheaper than any other house in Canada, and guarantee everything I sell to be as represented.

Engraving of all kinds a specialty. For sample look at the cut in this advertisement.

REMEMBER THE ADDRESS:

A. M. WELLINGS,
MANUFACTURING JEWELER AND ENGRAVER,
 26 ADELAIDE ST. EAST, TORONTO.

C. W. COLEMAN,

10 KING ST. WEST, (11 STAIRS), TORONTO.

WATCHMAKER TO THE TRADE,

— AND DEALER IN —

Watch Material, Tools, Spectacles, &c.

Complicated Watches repaired, adjusted and cleaned. Broken or imperfect parts in every make of Watch replaced by new. **17** GOLD DIALS re-figured.

ALSO JEWELRY JOBBING, AND MANUFACTURE OF SPECIAL DESIGNS, ENGRAVING, &c.

Spectacles at 65 cts., \$1.00, and \$3.00 per dozen. Samples of above three lines sent prepaid for 50 cts. Orders to receive prompt attention must be accompanied with city reference or the cash

THAYER & CO.,

3 WELLINGTON ST. EAST, TORONTO,

MANUFACTURERS' AGENTS AND DEALERS IN

Watches, Clocks, Material and Jewelry of all Kinds.



We beg to inform the trade that our **MR. FRED. A. THAYER** has just returned from New York, where he has succeeded in buying for SPOT CASH, some of the biggest bargains in Jewelry ever secured by any Canadian buyer, and of which we propose to give the trade in this country the full benefit. A look through our Stock, which is entirely new, will convince any Jeweler that he can save money by dealing with our house.

In addition to Watches and American Jewelry, we make specialties of the following lines, in all of which our Stock will be found very complete:

WATCH AND CLOCK MATERIALS OF ALL KINDS, WATCH GLASSES AND GENERAL JEWELERS' SUNDRIES.

Our **MR THAYER** will call on you during the month, and we trust that you will reserve for him a share of your esteemed orders.

per cent. profit are past, and we are living in an age when things are down at hard pan. If one dealer is content to sell at ten per cent profit while another wants one hundred, it is natural to suppose the cheapest man will get the bulk of the trade whether he makes any money out of it or not. This method of selling watches does not cause any more to be sold than if those selling them made a fair living profit, and is only another proof of the necessity of an organization amongst the retailers themselves, to force such dealers to sell at a fair price. The remedy lies entirely with the trade themselves, and they must make up their minds either to organize and effect this desirable reform, or sell at the same prices on the smaller profit.

WORKSHOP NOTES.

Gold ink, as it is called, is made of gold leaf crumbled into gum arabic water. When dry it will take a fine polish by gentle friction, a fact not generally known.

To make brazing solder, ordinary brass is mixed or melted with about one-sixth its weight of zinc. Pour out of the melting pot, cool, and granulate by crushing with a hammer.

A paste formed of whiting and benzine will cleanse marble from grease, and one made of whiting and chloride of soda, spread and left to dry, in the sun if possible, on the marble, will remove stains.

A VERY USEFUL CEMENT FOR CAOUTCHOUC.—Macerate pulverized shellac in ten times its weight of strong aqua ammonia. When not in use keep air tight. If allowed to stand in hot water a few moments the mass becomes liquid.

Doors are now made of paper in imitation of mahogany and other expensive woods. They are quite as cheap as wooden doors, better because they do not shrink or swell with the heat or weather, and are lighter and more durable.

To cleanse soiled chamois skin rub soft soap into the leather, then soak for two hours in warm water containing a small amount of soda, then rub it until clean, and rinse in a very mild solution of soda, soap and warm water. Never rinse in clear water, as that will leave the leather hard. After rinsing wring well in a coarse towel and dry quickly.

A thin film of tin can be put on iron, say iron wire, and it will have a resemblance to silver. First put the wire in hydrochloric acid, in which is suspended a piece of zinc. Afterward place it in contact with a strip of zinc in a bath of tartaric acid, two parts of which are dissolved in one hundred parts water and to this is added three parts of tin salt and three parts soda. Let the wire remain for about two hours in this bath and then polish.

OTHER NOTES.

The watch carried by Louis XIV. was so small that it was set in on of that luxurious monarch's finger rings.

In Cannon Ball Creek, Dak., are millions of peculiar stones rounded by the action of the water so that they look like bombs. Some of these natural cannon shots would weigh a ton.

Ladies' bustles are used so extensively as a means of smuggling that the Bernese customs officers have published a notice declaring that "these appendages must henceforth be searched, though with the necessary politeness."

It, says The Railroad Gazette, 282,240 pounds of coal will propel a ship and cargo weighing 5,600,000 pounds 3,380 miles, an ordinary letter burned in the boilers will generate sufficient energy to transport one ton of freight one mile.

Right in the midst of a political campaign intellectual Boston is trying to find out whether an air-tight box, filled with air and containing a goose, will weigh as much when the goose is flying as it will when the goose stands on the floor of the box.

Edward I died in 1307, and 463 years after his body was not decayed. Canute's body was found fresh in 1766, and he died in 1017. In 1369 three Roman soldiers were dug out of a peatmoss, and were found fresh after about 1,500 years. Many other instances like these are related.

WISE AND OTHERWISE.

"A little nonsense now and then
Is relished by the wisest men."

WHEN you spill soup on the table cloth set your tumbler on it when your wife is not looking, and trust to providence for the thereafter.

HANGING brass clocks, eight day time, have been introduced with great success. They are genteel and modest, with their hands always before their faces.

A BEAUTIFUL example of the force of habit is to see a blue ribbon man fill his glass with water, and dreamily blow the froth off the innocent water before drinking.

DEGUY: "Ah, Toggle, old boy, how do? What are you doing now?" Toggle: "I'm living on my father just at present." "You are—I thought your father died long ago?" "So he did, but I have a new one—Government pap."

"THAT'S a great watch, Hobs. I paid only \$2 for it and it keeps time to a minute." "Ah, indeed! Why, it's four o'clock, Nobbs, and your time-piece says it's only 12.30." "Well, that's the minute it keeps." This must have been a *Globe* watch.

"PLATES six inches thick are rolled at Pittsburg," read Mrs. Litteral in her paper. "My gracious!" was the good lady's comment; "what do they want with such clumsy plates? The last I got were not an inch thick, and Bridget has only broken two in a month."

A YONGE STREET auctioneer's buggy happening, the other day, to obstruct for the moment the private carriage of a prominent Toronto personage, an occupant of the latter desired the auctioneer to clear the way, at the same time calling. Mr. ———, your buggy is a-going, a-going, it's gone!

A ROBBER met a coal-dealer on a lonely road and stopped him "Your money or your life," said the robber. "Who are you?" asked the coal-dealer. "I'm a highwayman," replied the man "Good enough," continued the coal-dealer, "I'm a low-weight-man. Shake. We should be friends." And they were.

A GASCON and Provençal were each extolling the productiveness of their native provinces. "At Bordeaux," said the former, "you drop a match in a field next year you will see a forest!" "At Mar. seilles," rejoined the other, "you drop a brace button; a week after you have a ready-made pair of trousers."

WHY, how wonderful lifelike," said Mr Derrix, gently caressing a bumblebee which reposed among the artificial flowers and insects of his wife's new bonnet. "If it was a garden flower I'd swear it was al—G-r-eat Caesar!" he suddenly shrieked, inserting a wounded finger in his mouth and dancing around like a whirling dervish. "Why, the blamed thing is alive!"

"REBECCA, you shall nod shpeak mit dot Moses Levi vonce more!"

"Oh, fadder, you preak mine heardt; ve vas almost engaged. Vy shall I not shpeak of him?"

"He haf sheated me. He half sold me a paste diamond for a shenuine shtone."

"Oh, fadder, dot should recommendt him to you as a son-in-law. If he can fool a vise man like you, see vat a fortune he haf in der chwellry piziness."

"Vell, Rebecca, you vas schmarder as I thought. Get married yen you like. I am ankchious to go in bartership with mine son-in-law."

BY TENDER.

JEWELRY BUSINESS FOR SALE The undersigned are prepared to receive tenders for stock and fixtures of the estate of Simeon Schreck, St Thomas. Stock about \$3,000. Tenders received up to the 10th January. Stock and Sheets can be seen at St. Thomas, or Stock Sheets at the office of the undersigned.

**JOHN SEGSWORTH & CO.,
Toronto.**

THE TRADER is printed by E. G. McLEAN, 13 Adelaide St. E. Toronto, who makes a specialty of Jewelers' Work. Samples, and estimates on application.



82/23



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56/



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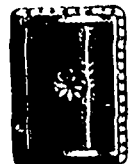
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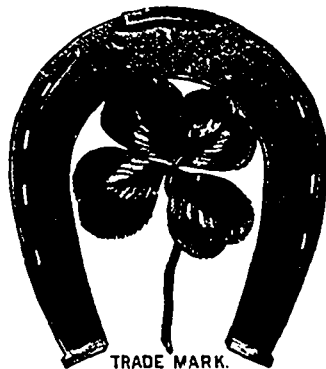
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BUTTON OPEN



TRADE MARK.



BUTTON CLOSED.

Simply Perfect!

Perfectly Simple!



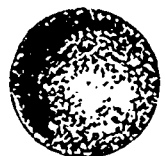
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1606

WE BEG to present herewith to the notice of Canadian Trade, Cuts of a few of our most popular styles of Sleeve Buttons.

All goods of our make bear on their post the imprint of our famous Trade Mark, the HORSE SHOE AND CLOVER, and no others are genuine American Levers.

For sale by all leading Jobbers throughout Canada.

HOWARD & SON, MAKERS,

102 Orange Street, PROVIDENCE, R.I.

Salesroom, 176 Broadway, New York.

WE SELL TO JOBBERS ONLY.



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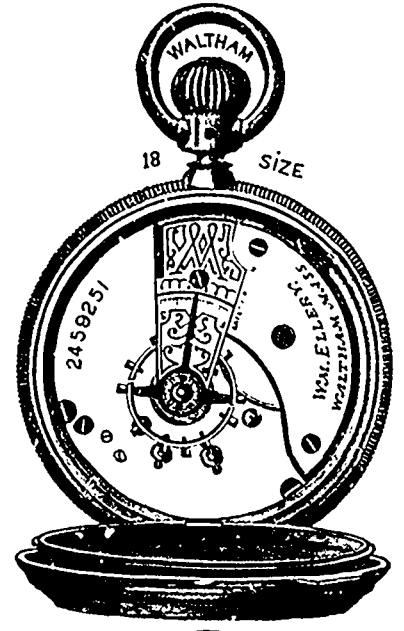
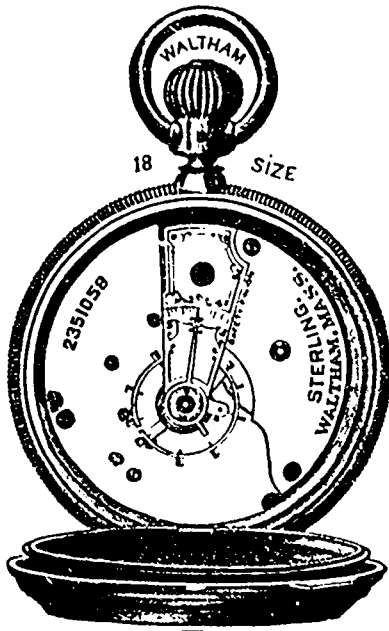


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American
Waltham
Watch Co.
WALTHAM, MASS.



WALTHAM
FULL PLATE MOVEMENTS

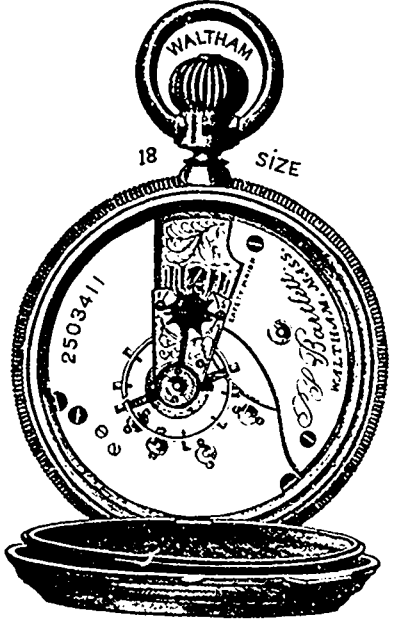
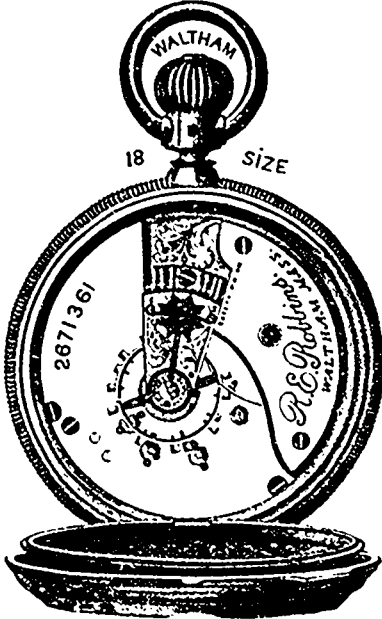
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OPEN CASE STEM WINDERS,

--MADE TO--

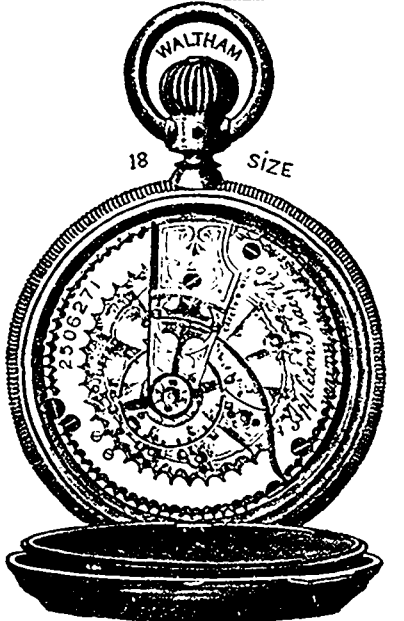
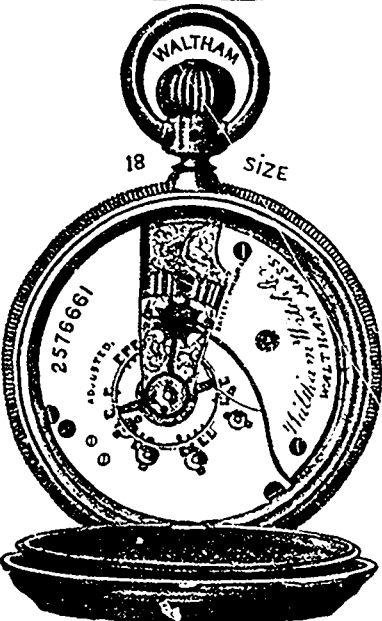
SET BY THE PENDANT ONLY,

Doing away with Inside Hand-Setting Lever.



A Complete Assortment of Gold, Silver and "Crescent" Filled Cases on hand to fit any of the above Pendant Setting Movements.

All Pendant Setting Cases will take any American Full Plate Movement with Female Winding Pinion



ROBBINS & APPLETON

GENERAL AGENTS.

BOSTON. CHICAGO. NEW YORK.
LONDON. SYDNEY.

SIMPSON, HALL, MILLER & CO.,

WALLINGFORD, CONN.

—MANUFACTURERS OF—

Artistic and Useful Hollow Ware,

ELECTRO-PLATED UPON FINE HARD WHITE METAL.

There is nothing in Designing, Ornamentation or Manufacturing which our artists and workmen cannot produce.

OUR FACILITIES FOR EXECUTING FINE WORK ARE UNEXCELLED

OUR ASSORTMENT IS SUITABLE FOR THE BEST TRADE.

WE CARRY A STOCK OF MANUFACTURED GOODS SUFFICIENT TO MEET THE DEMANDS OF THE LARGEST TRADE.



SPOONS, FORKS, ETC., PLATED UPON THE FINEST NICKEL SILVER IN
EXTRA, DOUBLE, TRIPLE AND SECTIONAL PLATE.

Full lines of over FORTY STAPLE AND FANCY PIECES in each pattern in Geneva, St. James, Countess, Windsor, Oval Thread, etc. Made under the supervision, and quality guaranteed and controlled by WM. ROGERS, formerly of Hartford and Meriden. (Wm. Rogers, Sr, died 1883.)

WM. ROGERS, - - WALLINGFORD, CONN.

No connection with any concern in Waterbury, Meriden, or Hartford using name of Rogers in any form.

FACTORIES : WALLINGFORD, CONN., U.S., AND MONTREAL, CANADA.

HOW HISTORY REPEATS ITSELF.

THE CZAR'S PRESENTATION WATCH AND HOW IT PANNED OUT.

A story illustrating the official dishonesty prevailing in Russia at the time of the Emperor Nicholas is told by Karoline Bauer in her memoirs. An acquaintance of hers, the Berlin artist Kruger, had been sent for to paint a portrait of the Emperor, who commanded that Kruger should receive, as a special mark of his satisfaction, a costly gold watch set with diamonds. But this watch had previously passed through the hands of several Russian officials. To the one pair stuck fast the diamonds, to the other the gold, so that Kruger received a very ordinary silver watch. When he thanked the Emperor for the present, he purposely pulled out the watch so that the donor might see it. "There, you see now, dear Kruger, how I am robbed," the Czar said in agitation, "but if I would and could punish all the thieves in my realm, as they deserve, Siberia even were not large enough to receive them, and Russia would be a waste as Siberia is now." Kruger of course received another watch from the Emperor's own hands.

While we don't wonder that such a thing could be done in semi-civilized Russia, it is hardly credible that cases almost parallel are occurring almost every day in our own country. The following, which we clip from the catalogue of one of the leading Case Companies in the United States, is pretty conclusive evidence that, in that country at least, the trade stand an equal chance with the poor Czar of being victimized, and thus making history repeat itself:

"THE OLD WAY OF SELLING GOLD CASES.

We lately heard of a "diamond cut diamond" transaction in every sense of the word; and the incidents are founded upon actual facts, and occurred between well-known watch dealers and manufacturers:

B, the country banker, goes to J, the country jeweler, and gives him an order for a Gold Watch Case, eighteen karats fine, agreeing to pay the regular rate asked by J. But J, being of an avaricious turn of mind, thinks he will still further increase his profits, and orders the case from the jobber, C, to be sixteen karats fine, but stamped 18-k. Now J stands well with C, the jobber, pecuniarily, but has the reputation of being very close, and hard to make any money out of. Therefore, seeing from the order of J, that a fraud and swindle is intended, he thinks that he may add to his profits a little, and, therefore, orders the manufacturer to make the case fourteen karats fine, but still stamp it 18 k. "Birds of a feather flock together," and C, the jobber, had driven many a hard bargain with M, the struggling manufacturer, and M scans with eager eye the order from C to make the case in such a manner that he knows he is perfectly safe in making his illegitimate share of profit out of the transaction; and on the principle that there is "honor among thieves,"

and consequently no danger of discovery, actually makes the case twelve karats, and stamps it 18k., colors and gilds it up nicely to look like eighteen karats, and completes the swindle. In due course B gets his watch case and shows it with much pride to relatives and friends; but the final catastrophe approaches, when, upon visiting a near-by city, he meets the well-known —, who can tell the quality of gold almost in the dark, by intuition, and showing him the case, he is thunder-struck to hear the word "bogus" offered to what he fondly considered a master piece in the way of a watch-case. Explanations follow, and like the child's row of bricks, the different parties through whom the case was purchased, in their efforts to escape blame, throw the responsibility from one to the other, until finally the poor and struggling manufacturer, whose original crime was in following the path already pursued by his customers, is saddled with the entire load of guilt; and with upturned eyes and long-drawn faces the others stand about and say: "Thou canst not say I did it."

REAL PROTECTION TO THE TRADE.

In order to prevent any such imposition or fraud in goods of their manufacture, The American Watch Case Co., of Toronto, determined when they commenced business to make their Trade Marks an absolute and recognized guarantee of quality. They, therefore, laid down the following platform, which they have strictly adhered to in the past, and propose to continue in the future: (1) To make no goods without their own Trade Mark. (2) To stamp no goods of higher quality than they really are. (3) To guarantee the quality of every case they made to be of the quality stamped upon it.

In order to ensure this the following Trade Marks were adopted by them and registered in the office of the Hon. the Minister of Agriculture, at Ottawa:



These stamps will be found upon all the goods of their manufacture, according to quality. They ask the Jewelers of Canada with confidence to buy their cases, whether of gold or silver, for three reasons: 1st. Because they are up to the standard and guaranteed as to quality. 2nd. In design, workmanship and finish they are fully equal to any goods in the market. 3rd. Because they are much lower in price.

For the above reasons dealers will find it to their advantage to buy these cases in preference to all others.

The Acme Silver Company,

MANUFACTURERS OF

FINEST QUALITY

QUADRUPLE SILVERPLATED

GOODS.

9 & 11 CHURCH ST.,

TORONTO.

Write for our New Photographs and New Prices.



WE WILL GIVE
A POINTER TO THE TRADE
 IN CANADA, BOTH
JOBGING AND RETAIL.



THE ILLINOIS WATCH COMPANY

HAS secured a new and important advantage in the manufacture of its celebrated Watch Movements. We possess the **SOLE and EXCLUSIVE RIGHT and USE** of the Patent granted to Ide for his **SYSTEM OF TIMING AND ADJUSTING BALANCES.**

We apply this system to **ALL** grades of our Movements, **HIGH, MEDIUM and LOW.**

Other Companies engaged in the manufacture of Watch Movements have nothing to compare with this system, and the cost to them of applying the old and inferior method of timing and adjusting balances is so great that they cannot, in justice to themselves, apply even that to their **LOW** as well as their **HIGH** grades.

By Ide's System the **LOWER** grades of **ILLINOIS WATCHES** are timed and regulated more carefully before leaving our Factory than are the **MEDIUM** grades of other Companies, while our high grades are superior to theirs in the same degree.

Our **LOW** and **MEDIUM** grade of Watch Movements are thus subjected to a process of treatment in timing which other Companies give to their **HIGH GRADES ONLY**, and that too by the old method far inferior to the one employed by the **ILLINOIS WATCH COMPANY.**

Moreover, the System we employ is **SCIENTIFICALLY CORRECT AND ACCURATE**, while the old method must depend - to a very great extent - upon guess-work and approximation. It cannot be denied that in this System the **ILLINOIS WATCH COMPANY** possesses a decided advantage over all competitors, and to it is largely due the popularity and increased demand for Watches of its present manufacture.

This "POINTER" is worthy of your CAREFUL CONSIDERATION. Think of it.

We also solicit the careful and critical inspection of the Jobbing and Retail Trade of all Canada upon our new, improved and popular Movements, which we now have ready for the market.

Our No 5 is the **BEST ADJUSTED MOVEMENT EVER OFFERED FOR THE MONEY.** It has Fifteen Jewels in Settings, Oreide Screws in the balance, and Patent Regulator. It is an accurate timer, and wherever it is in use it gives **PERFECT SATISFACTION.**

Our "Special No 101" is manufactured **ONLY** on **SPECIAL ORDERS**, and very recently put upon the market, but its flattering reception by the Trade gives assurance that it is already the **FAVORITE LOW-PRICED NICKEL MOVEMENT** before the public. It has Eleven Jewels, the top plate being jeweled in Oreide Settings, Patent Regulator, new and beautiful pattern of Damaskeen Finish, Circled or Double Sunk Dial, as desired. **TRY ONE AND YOU WILL ORDER AGAIN.**

Our No 150, Ladies' 8 Size Watch is still in the lead of all low-priced 8 Size Movements, and **IS THE BEST LADIES' WATCH OF THIS CLASS EVER PRODUCED.** It has Eleven Jewels, is carefully finished, closely timed, and we guarantee it to give satisfaction.

These Movements are all new. They have all the latest improvements. We warrant them. Every Jeweler in Canada wishing for something fresh, novel, attractive and certain to please and satisfy his trade, should ask his Jobber for one of the new and improved **ILLINOIS WATCH COMPANY** Movements. All our Movements have Patent Pinions, and all are Quick Train. All Stem Winders are made to fit Hunting and Open Face Cases, the latter bringing the figure XII at the pendant.

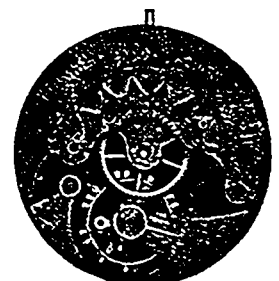
Order for Movements with special engraving in grades above I. W. Co., received in lots of Five and upwards **WITHOUT EXTRA CHARGE.**



The Illinois Watch Company

- **WARRANTS** -

✦ **EVERY MOVEMENT.** ✦



DON'T FAIL TO READ THIS PAGE IN FEBRUARY.