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# THE TRADER.

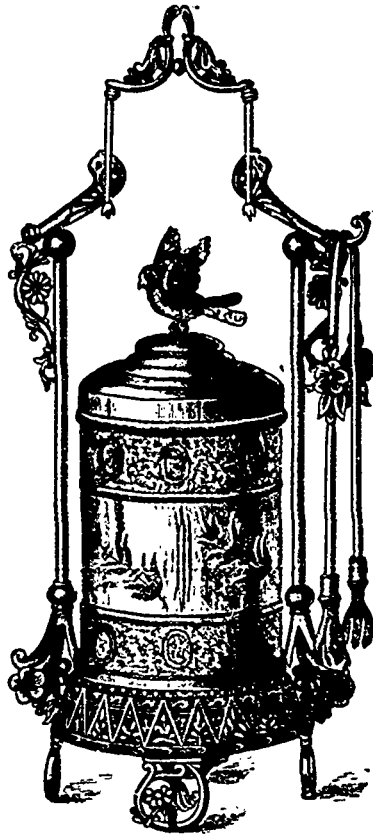
"A Journal devoted to the interests of the Hardware and Jewelry Trades."

VOL. 2.

TORONTO, OCTOBER, 1880.

NO. 2.

**ZIMMERMAN, McNAUGHT & CO.,**  
**The Leading Plate House**  
**OF CANADA.**



## PLATED WARE.

Messrs. Zimmerman, McNaught & Co. have pleasure in forming the trade that they have been appointed sole wholesale Canadian agents for the celebrated manufactures of Messrs. Rogers, Smith & Co., of West Meriden, Conn. These goods have been tested by consumers for more than a quarter of a century, and their reputation is so thoroughly established throughout the United States and Canada, that anything we might say about them would appear superfluous. We propose keeping constantly on hand a full stock of HOLLOW WARE, of their manufacture, consisting of

Cruets, Butter Coolers, Cake Baskets, Card Stands, Berry Bowls, Water Pitchers, Epergnes, Tea and Coffee Sets, Urns, Children's Cups, Communion Ware, &c., &c.,

and our customers can always rely on having their orders promptly filled and getting the best value for their money. We have always made it a principle to sell no goods that we cannot fully guarantee, and in offering the Rogers, Smith & Co.'s goods to the Canadian trade, we feel satisfied that they will meet every requirement. We shall be pleased to have our friends call and inspect our new fall stock. It will pay them. New illustrated catalogues now ready, and will be sent to the trade on application.

**ZIMMERMAN, McNAUGHT & Co.,**

SOLE WHOLESALE AGENTS FOR CANADA,

**56 YONGE STREET, - TORONTO.**

**W. M. COOPER,**

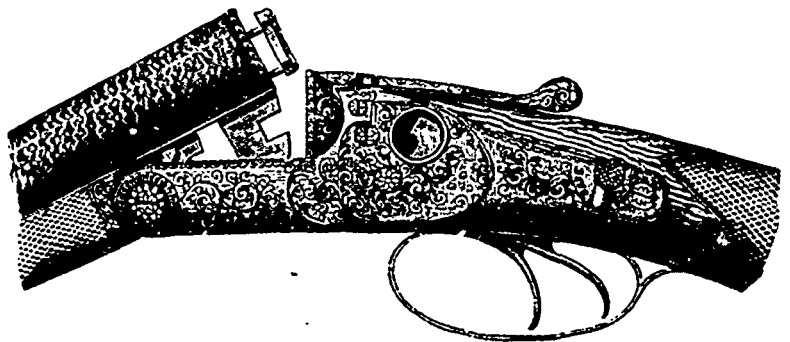
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**GUNS, RIFLES,**

And Sporting Goods of all kinds.

**29 KING ST. WEST**

**TORONTO.**



I have pleasure in informing the Trade that I removed my business to larger and more commodious premises, and that in future I shall be found on the First floor of Manning's New Block, No. 29 King St. West, where I shall be happy to meet any of my customers in want of

**RIFLES, GUNS or SPORTING GOODS OF EVERY DESCRIPTION.**

As heretofore, I shall keep Guns manufactured only by the best English makers, which are guaranteed to give entire satisfaction to the purchaser and fully sustain the well-earned reputation of the manufacturer. They are imported under my own special supervision and close inspection, and the public may rely on obtaining only first-class goods, as I shall offer no other for sale. Illustrated Catalogues sent free on application.

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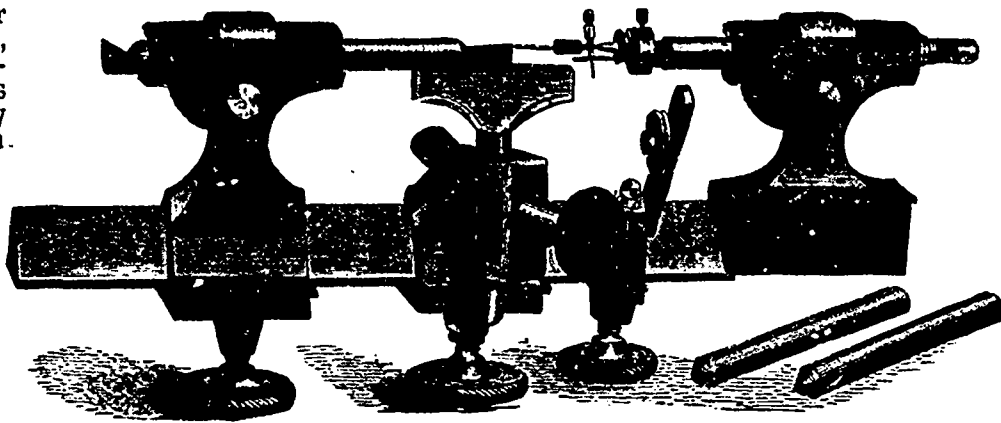
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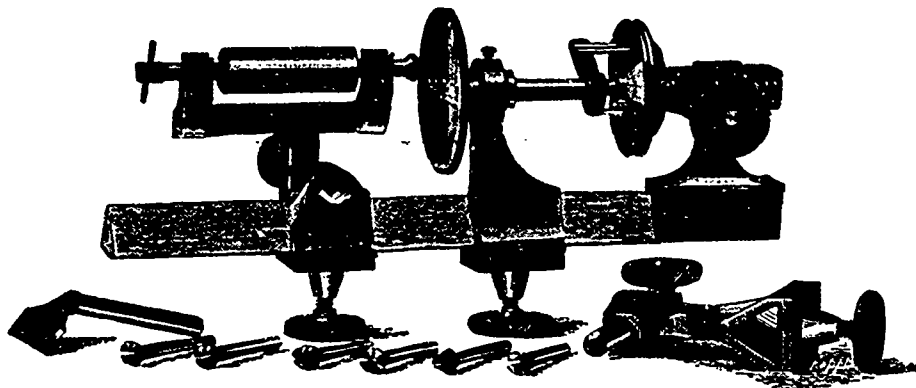
**P. W. ELLIS & CO.,****No. 31 KING STREET EAST, - - TORONTO****MANUFACTURING JEWELERS AND WATCHMAKERS.****IMPORTERS AND JOBBERS.****WATCHMAKERS' AND JEWELERS' TOOLS, MATERIALS, LATHES AND  
SILK GUARDS. | GENERAL SUPPLIES. | SILK ALBERTS.****Diamonds, Real and Imitation Stones**

We are Sole Agents for these improved Foot Lathes, far superior and much cheaper than the American. Cuts shown are a few of the many attachments which go with the lathe when complete.

This cut represents size A Lathe, with Centres for turning Pinions, Staffs, &c., with far more precision and working more delicate than with hair bow. Nine accurate ready-made improved Centres supplied.

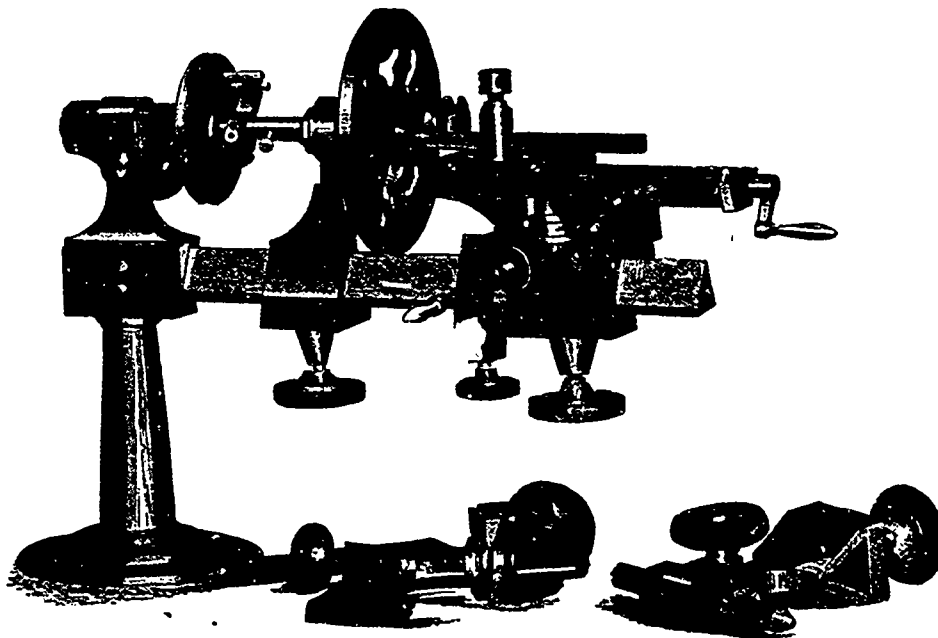


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Good staff of efficient watch repairers. All trade work done with despatch at lowest rates.



Send for our Illustrated Catalogue of above Lathes and many new Tools, mailed free. Most complete stock of Tools, Materials, &c., in Canada.

## THE TRADER.

TORONTO, ONTARIO, OCT. 1880.

Distributed free to every Jeweler and Hardware Merchant in Canada

## Advertising Rates.

Full Page.	-	\$20 00	each issue.
Half Page.	-	12 00	
Quarter Page.	-	8 00	
Small Advertisements, 8 cents per line.			

A Discount of 25 per cent. will be allowed from the above rates for yearly contracts. All advertisements payable monthly.

All business and other communications should be addressed to

THE TRADER PUBLISHING CO.,  
Box 1325, Toronto, Ont.

## BILLS PAYABLE.

In these days of modern enterprise when merchants like every one else have to discount the future, a man's promise to pay, if put upon paper, and properly stamped according to law, possesses a certain intrinsic value, which business men are not slow to take advantage of. A merchant's promissory note like any other article of merchandise has a certain value, and this value depends entirely upon the confidence which the purchaser has in the ability of the maker to redeem it. The paper of a merchant who has capital enough to run his business, and the reputation of meeting his notes promptly as they mature, is always in demand, and as a result his credit stands him in good stead when he comes into the wholesale markets to purchase the goods necessary for him to carry on his business. A merchant's credit now-a-days depends almost entirely upon his method of meeting his payments, and no more certain commercial barometer could be desired than that furnished by his method of dealing with this matter.

Credit is a delicate plant, and one moreover that requires to be carefully watched and guarded in order to keep it healthy and flourishing. Many a dealer who is probably "good enough," for all he owes, has succeeded in almost running his own credit by sheer carelessness and neglect of ordinary business precautions. If he has a note maturing, it is not only possible, but extremely probable that he is entirely ignorant of its amount, and the day on which it is due. If he is aware of these facts he may probably put off hunting up funds to meet it, until it is too late—the result in either case is that he is forced to place himself under a compliment to the wholesale dealer to protect it for him

or it is protested for non-payment, and his credit irreparably injured. Now, no merchant fit to be in business at all, would ever desire his paper to be protested for non-payment if it could be avoided, and we are satisfied that many of our commercial delinquents err rather from want of knowledge than intent. To such we offer a few simple rules which will make such transactions much more satisfactory both to the wholesale dealer and themselves.

First, then, every merchant should keep an accurate account of his bills payable. For fifty cents a specially prepared book can be had which will show at a glance what you owe and when and where it becomes due. To be of any service at all this book should be accurately kept and ought to be a complete record of each note or draft, telling its date, amount, where payable and when due. The proper time to enter these details is when you are signing the note or accepting the draft. It should never be left over for a more convenient season, for such a time never comes, and further this is the only time when it can be accurately performed. It would be considered folly for a merchant to leave all his credit sales till the close of the day's business, and then attempt to enter them from memory, but such a thing would be no greater an indication of folly than for him to expect to make a record of his bills payable in a similar manner. The former would result in loss of money, and the latter in loss of reputation and business prestige, a thing no merchant who has any ambition would ever desire. Very few first-class wholesale houses now-a-days advise their customers of the maturity of their own notes, as such a notification would seem to imply that they regarded the makers as either incompetent or forgetful, and where such a course as we have pointed out above is pursued, it is entirely unnecessary, as the merchant himself has a complete and accurate record, which he should carefully examine day by day.

Second, provision for the payment of any note or acceptance should never be left off until the last minute, but should be arranged one or two days before it is due. If you can pay it in full so much the better for all concerned; it is but just to yourself and the wholesale dealer who endorses it, and it is better to know it before you are called upon for the money.

If, unfortunately as sometimes happens, you are unable after all your efforts to

meet it in full, you should arrange with the wholesale dealer at least one day before it is due. Some people have a bad habit of leaving such things off until the last moment, and then when they find themselves stuck, telegraph to the wholesale merchant to recall note. Such merchants seem to think that the wholesale dealer has nothing else to do, but to attend to their individual notes, while the fact is, he may have several other similar applications for favours on the same day. Such a practice cannot be too strongly condemned, as it is unjust to the wholesale dealer and unbusiness like in the extreme. If after your best efforts you feel satisfied that you cannot meet your obligation in full, you should at once communicate with the wholesale merchant and let him know the best you can do in this matter, next to payment in full. This is the most satisfactory method of settlement; and it is but just to the wholesale dealer who has the whole financial part of the business on his shoulders.

Bad as the merchant may be, who, while doing his utmost to raise the money, leaves it off till too late, and is then forced to disturb the wholesale dealer, he is a king to him whose ignorance keeps him unconscious of his obligation, or whose carelessness makes him indifferent to it. In either case the result is the same and is discreditable to the individual. For the merchant who honestly tries his best to pay his bills as they mature, there is usually consideration and assistance, but for the other class who systematically ignore all such conventional usages there is rarely either the one or the other.

As we have endeavoured to show it is just as easy, and certainly more business like and agreeable, to transact such business properly so as to afford general satisfaction instead of constant worry and annoyance, and we are satisfied that if some of the retail merchants who find these matters going wrong, were to practically adopt these simple suggestions, they would find such business simpler and much more satisfactory.

## CANADIANS ABROAD.

We are glad to learn that the United States Government has recognized the ability and services of Mr. Donald D. Manson, formerly of this city, by appointing him to the position of Hon. United States Commissioner, to the Australian International Exhibition. Mr. Manson is a gentleman of great ability, and his numerous friends throughout Canada will

be pleased to hear that his merits have been thus officially recognized. On the anniversary of American Independence, Mr. Manson invited a number of prominent New South Wales citizens to dine with him at Sydney, a full account of which copied from the "Sydney Echo" of July 6th, will be found elsewhere.

The speech of Mr. John Davies, M. L. A., is well worth reading, as it forms in itself a complete refutation of the slanderous charges circulated by the Canadian agent of Thos. Russell & Sons, of Liverpool, England, to the effect that the honors won by the Waltham Watch Company were secured by bribery and fraud. Mr. Davies, besides being a prominent citizen, is a member of the Legislative Assembly of New South Wales, and should be in a better position to speak correctly about the awards at the Sydney Exhibition than an irresponsible agent thousands of miles away. Mr. Davies speaks from personal knowledge and not from mere conjecture or heresy, and being a thoroughly disinterested party his words should carry conviction with them. In reference to the award to the Waltham Watch Company, Mr. Davies says, "The establishment which that gentleman (Mr. Manson) represented, had so greatly distinguished itself at our recent Exhibition, as to take away to the United States the only premier prize in the shape of a Gold Medal. It would be readily admitted that the prize had been fairly and honestly won, because the Waltham watches had passed through the hands of scientific gentlemen who were fully qualified to perform the task. He was satisfied that the testing had been of such a searching character as to place it beyond all doubt that the gentleman who was their host that day, was in every respect worthy of the distinction he had won."

We stated in our recent review of this watch controversy, that we had not the slightest doubt that the award was an honest one, and won entirely on its merits. The speech of Mr. Davies shows, that whatever the Canadian agent of Russell's may think or say, people on the spot whose opinions are worth anything, seem to have no doubt on the subject.

#### CHEAPER RAILWAY FARES.

A considerable agitation is at present going on in Canada for the purpose of trying to reduce the present rate of railway passenger rates. The maximum rate as fixed by Act of Parliament is

three cents per mile for first-class passengers, a rate probably not excessive at the time it was passed, but one which seems exceedingly high now. This rate was fixed at a time when railways were comparatively new, and their construction and equipment a much heavier financial matter than at present. With cheaper construction and equipment, and a largely increased passenger and freight traffic, it is scarcely to be wondered at if the profits on some of our best railroad stocks is an enormous one, and the public are now seriously beginning to ask the question, why, when everything else is becoming cheaper, should railroad fares continue at the old price? The fact that at certain seasons of the year, the railways can afford to reduce their rates to one quarter, and even less of their regular price, would seem to prove that they could permanently afford to reduce it to two cents per mile for first-class passengers, and still make as much money as they do at present. We are satisfied that if railway fares were reduced so as to make two cents the maximum price per mile, instead of three as at present, the increased volume of passenger traffic would more than make up for the reduction. The New York Central Railroad, which, according to its charter is not allowed to charge more to first-class passengers than two cents a mile, is a good illustration of how the principle would work if applied in Canada. It not only pays a good dividend, but is enabled from its earnings to maintain its position as the safest and best equipped railroad on the American continent. We are a travelling people, and cheap railway fares are as much a necessity with us as cheap bread and butter, if we want to grow and flourish commercially. The member of Parliament who will get a law passed reducing the present excessive rates will not only deserve well of his country, but confer a benefit on the railways themselves.

#### CANADA'S GREAT FAIR.

The second Exhibition of the Toronto Industrial Association, which was held in this city from the 6th to the 21st of September, was, if anything, a more complete success than their inaugural meeting. With more extensive buildings, better perfected arrangements, and a largely increased prize list, this was to have been expected, but the result has not only equalled, but far exceeded these expectations. To say that the Exhibition was

a grand success, is but stating a fact which is admitted by everybody who saw it, but it has proved itself more than that. It has demonstrated the fact that the time has fully come when such permanent Exhibitions will have to take the place of the effete and worn out perambulating system. The success of the Toronto Exhibition this year has shown conclusively that private enterprise is better adapted to manage this kind of business than any official machinery having only the incentive of salary, and consequently its success will be the death knell of the Provincial Exhibition.

Ever since the Toronto Exhibition closed this question has been freely and fully discussed by papers in various parts of this Province, and the unanimous verdict seems to be that it is time to do away with the perambulating Provincial, and let it be permanently located at Toronto. There is no doubt that if it is necessary to have a permanently located Provincial Exhibition, Toronto is the only fitted place for it, but we are strongly of the opinion that the time is now past when any such organization is either wanted or necessary. Our "Central Fairs" run by local organizations are well calculated to do all that is required, for the display of local agricultural products, while the Toronto Industrial Exhibition, will always prove itself in the future as in the past the "premier" Fair of Canada, no matter by what official and high sounding name its rivals may be called. Toronto has the money to make up an inviting prize list, the accommodation and its attractions for visitors are unequalled by any city in this province, while its central location and ease of access must always give it a great advantage over other Canadian cities, in getting together a thoroughly representative collection of national products and manufactures.

If anything were wanting to prove this position, the fact that during the past two years the Central Fairs organized and run by the local enterprise and capital have paid their way and put past something to the good. The Provincial with all the advantage of prestige and patronage, and an annual government bonus of \$10,000, has succeeded in netting a deficit. If any one can point out to us what benefit was derived from the second rate show held in Hamilton this year under the name of the Provincial Exhibition, except by the salaried officers of the concern, we would like to hear them. The truth is, as we have said before, such

perambulating Exhibitions are a relic of a by-gone time and are completely behind the age. It is a well defined law in political economy, that governments should never assume the control of any work that can be equally well performed by private enterprise.

The experience of the past two years has fully demonstrated the fact, that private enterprise can run our Exhibitions and make them pay, and if such be the case, it is in itself evidence that the time has arrived, when government supervision in this direction ought to cease. If government want to spend money on agricultural and other fairs, let them make appropriation and divide it according to the size of electoral districts. If bonusing must be, this is the only fair way for to do it; the present system is eminently one sided and unfair, inasmuch as it levies a tax upon the whole Province for the benefit of whatever locality the Provincial happens to be held.

The managers of the Toronto Exhibition are now trying to work out the idea of holding a world's fair here next year. It is a grand idea, and if properly carried on, will do a vast amount of good, not only to Toronto but to the country at large, inasmuch as it will advertise it thoroughly wherever the newspaper press has penetrated. They have, we understand, already taken the initiative step by making arrangements for the transfer here of the Australian Exhibit at the Melbourne Exhibition.

We trust that the project will be carried out in such a manner as to reflect credit upon the city and country at large.

### Selected Matter.

#### CANADIANS IN AUSTRALIA.

A number of gentlemen accepted the invitation of Mr. Donald Manson, Honorary United States Commissioner, to lunch with him yesterday at Petty's Hotel. Among the guests were American citizens, as well as gentlemen of distinction in this colony. The lunch was of the most recherche description, and the host did the honours of the table with all the grace and refinement of an American gentleman. After lunch, Mr. Manson (who, in addition to being Honorary United States Commissioner to the International Exhibition, is also representative of the Waltham Watch Company) proposed a toast. He said that since he

had arrived in Sydney he had met many gentlemen connected with the Parliament, the Press, and the International Exhibition, and on this occasion, which was perhaps the last on which for the present he should be able to meet them, he felt bound to express his grateful recognition of the kindnesses which had been shown towards him, and of the complimentary remarks which had been made in regard to the great company which he had the honour to represent. (Cheers.) Personally he felt the compliment deeply, and he had no doubt that the Waltham Watch Company would also be gratified at the very favourable reception which was accorded to its representative. He believed that the recognition which the company had received would be valuable not only to it, but also to this colony. (Hear, hear.) He had been delighted with what he had seen in Sydney, and regretted that his stay was not likely to be of longer duration. He had invited his friends to meet him to celebrate the anniversary of the Independence of the United States, but he remembered that he was in a British colony, that many of his guests were Englishmen, that the British Empire was one of the greatest on the face of the earth, and that it was presided over by one of the greatest and most estimable of monarchs. (Cheers.) He had, therefore, much pleasure in proposing "The health of Her Majesty Queen Victoria." (Cheers.)

The toast was drunk with all the honours.

Mr. Edward Combes, C.M.G., in felicitous terms spoke of American enterprise and vigour, and of the relationship which existed between the United States and the mother country. He said that recently he had the advantage of passing through the United States, and he had been delighted with everything he had seen, but with nothing more than the genial kindness of the American citizens. He could not wish to be among a better class of people, and he had much pleasure in inviting those present to join with him in drinking to the health of the head of the Great Republic—"The President of the United States of America." The toast was drunk with great enthusiasm.

The Chairman (the host) proposed the toast of "The Press," which was suitably responded to.

At the request of the Chairman, Mr. S. Cook proposed "The Kingdom of Holland." He referred to one or two characteristics of the Netherlands, and special-

ly to the representative of that country at the recent Exhibition, and the Australian experiences.

The toast was cordially received, and Mr. De Groot, Pen., made a very happy and humorous response.

"New South Wales" was proposed by Dr. Garran, and "Captain Cobb"—as representative of the bridge which unites America and Australia—by Mr. Hugh George. Captain Cobb responded.

Mr. John Davies, M.L.A., proposed the health of the host. He said that most of the gentlemen present had had the pleasure on previous occasions to meet their friend Mr. Manson. At all times they had found him to be a noble representative of the great country from which he hailed. (Hear, hear.) Mr. Manson was not only Honorary Commissioner for the United States, but he was also the representative of one of the largest industries in the world—he thought he might say, the largest industry of its kind in the world—that of watchmaking. The establishment which that gentleman represented had so greatly distinguished itself at our recent Exhibition as to take away to the United States the only premier prize in the shape of a gold medal. It would be readily admitted that the prize had been fairly and honestly won, because the Waltham watches had passed through the hands of scientific gentlemen who were fully qualified to perform the task of judging. (Hear, hear.) He was satisfied that the testing had been of such a character as to place it beyond all doubt that the gentleman who was their host that day was in every respect worthy of the distinction he had won. It was a source of pleasure to them to know that the coveted prize had fallen into such good hands, Mr. Manson's hospitality and his courteous demeanour were of such a character as to make him a warm and welcome friend among those who had the advantage of his society, both at the Exhibition and in the social circle. He had very great pleasure in asking them to drink health and prosperity to their host.

The toast was received with much warmth, and was responded to by Mr. Manson.

#### Business Changes for September.

C. C. Germain, Jeweller, Plattsville, Ont., closing up business. F. Nesbitt & Co., Woodstock, Ont., sold out to Dickinson & Cranston, Toronto Plating Co., Toronto, have sold out to Rothchild & Co., Jewelers, Toronto. Mr. Rothchild retired. R. Hurvick, continues under same style; Lyman J. Walker, Hardware, Truro, N. S., sold out to Walker & Hanson, Horsman & Horsman, Hardware, Waterford, removed to Toronto. George Northgraves, Jeweler, Emerson, has closed up. J. C. Snowdon & Co., Hardware, Montreal, L. M. Lewis, retired, the remaining partner continues. H. M. Clelland, Hardware, Collingwood, selling off at auction. E. R. Remy, Jeweler, Springfield, Ont., has sold out.

## NOTES.

**BURGULARS** are plentiful in Toronto at present. Jewelers ought to see that their property is well protected during their absence from the store.

**THE** Jewellery establishment of Mr. W. F. Tasker, of this city, was burglarized last week, and about \$1,000 worth of goods stolen. There is no clue to the thieves.

**MESSE**s, Wood & Bodrick, of St. Thomas, Ont., who commenced about a year ago, in the Crockery line, have given up business, it is said, on account of the excessive competition. We understand they purpose remaining in St. Thomas, and going into another line of business.

**ELECTRO-PLATED** WARE is likely to be scarce this fall, owing to the unusual activity in commercial circles in the United States. Buyers ought to order early and avoid last year's fix.

**WATCHES**, both Swiss and American, are hard to get. Cheap American Movements can't be had for love or money, because the factories can't supply their homemarket. Swiss Watches are also getting in better demand, as they are now successfully imitating the American movements and cases.

**MESSE**s Bingham & Smith, opened out, something over two month ago, a fine auction room in this city, for which they were to pay a rental of \$1,000 a year. Neither of the firm appears to have had any capital, and the landlord says he has received no rent. Both parties seem to be missing, leaving nothing available for creditors.

**JAMES** HESSIE, for many years employed as a blacksmith at the Irvine foundry at Elora, died in Brampton recently. He has been a hard working man, and in the space of thirteen years made \$8,000 by the hammer and saved it. At the time of his death he was worth \$15,000. Industry and economy in his case brought comparative wealth; possibly, however, care of his health was not included among other good habits.

**THE** days are now past and gone for ever when any firm can repose upon its celebrity. Competition and advertising have revolutionised business altogether, and when energy directs both, old houses feel the pinch severely. There is nothing like keeping ourselves well before our customers. Says the London *Printer and Stationer*, an advertisement should be like a continual invitation to a feast—seductive and satisfying in result. Further, good goods will always pay for advertising, new customers will come again.

**A** DISSOLUTION of the wholesale hardware firm of Messrs. C. C. Snowdon & Co., of Montreal, is reported. Mr. L. M. Lewis will retire, the business being continued by the remaining partners.

**CHANG** LEE, a Chinaman, is in jail in Cincinnati, Ohio, for perpetrating an ingenious swindle on two fellow Mongolians. He procured a rough chunk of brass weighing 26 pounds, doctored the edges with gold, and represented it as a huge lump of bullion, which had been stolen and could not be disposed of in this country without great risk. The two purchased it for \$2,000, expecting to clear \$3,000 or \$4,000 by shipping it to China.

**THE** *Sarnia Observer* relates, upon the testimony of an observant traveller by an early train, that no less than 94 vessels of one kind

or other were visible at one time, lying at the docks or passing up and down the river St. Clair, in front of that town. The majority of them were large sailing vessels with all sails set, a sight that is not only fitted to gladden the eye of an artist or a sailor, but is an index of the wondrous inland commerce of the great lakes.

**AN** American journal asks.—"Is this a foreign country?" "Russia leather is made in Connecticut, Bordeaux wine is manufactured in California, French lace is woven in New York, Italian marble is dug in Kentucky, Marseilles linen is produced in Massachusetts, English cassimere is made in New Hampshire, Parian art work comes from a shop in Boston, Spanish mackerel are caught on the New Jersey coast, and Havana cigars are rolled out by the million in Chicago."

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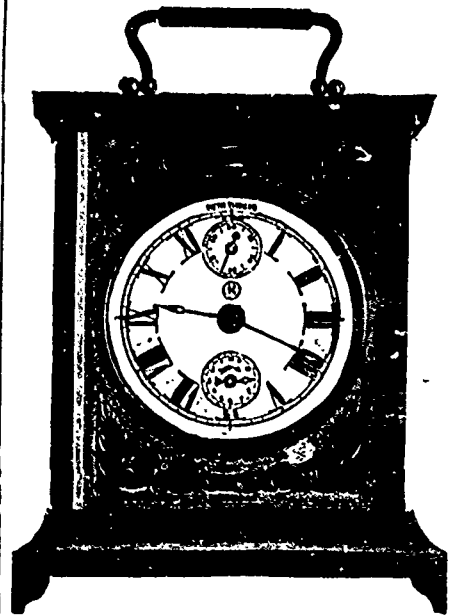
**'Commercial Traveller'**  
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**'Mercantile Journal.'**

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## THE LARGEST Clock House

IN CANADA.

I beg to direct the attention of the Trade to my large assortment of Clocks, from the following celebrated manufacturers, viz.:

**SETH THOMAS, WELCH,**  
**NEW HAVEN, GILBERT,**  
**AND ANSONIA.**

I keep these Clocks in every style now manufactured, and show 180 different varieties of samples, besides Regulators of all kinds.

I will sell, only to the Trade, any of the above makes of American Clocks at prices lower than any house in Canada, and will guarantee to meet any competition either in quality, style or price. Also a large variety of Ladies and Gent's Swiss Watches, Gold, Silver and Nickle Cases, Key and Stem winders.

Prices can be had by the trade on application, and we guarantee to fill all orders promptly at the prices quoted.

Jewelry and Fancy Goods of all kinds.

**SAMUEL STERN,**  
Sole Agents for **SETH THOMAS CLOCKS,**  
**31 Wellington, 40 Front St. East,**  
**TORONTO.**

PRESENTATION WALKING

# CANES!

WITH

**Gold and Silver Heads**

AND

**EBONY STICKS.**

## A LARGE ASSORTMENT

Of these Goods just to hand. Assorted sizes and prices.

**ZIMMERMAN, McNAUGHT & Co.**  
**TORONTO.**

**WELCH & TROWERN.**

**WELCH & TROWERN.**

# WELCH & TROWERN, JEWELRY MANUFACTURERS

**DIAMOND SETTERS,  
DEALERS IN PRECIOUS STONES.**

**FINE COLOURED GOLD LOCKETS, Brooches, Ear Rings, Ladies Opera and Long Chains, Gent's Chains, Sleeve Buttons, Front Studs, Diamond, Wedding, Gem, Chased and Signet Rings, Monograms, Charms, Masonic and Society Jewels, Gold and Silver Medals, &c., &c.**

**FINE SILVER LOCKETS, Napkin Rings, Trowels, Stick Heads, Silver Prize Cups, &c.**

Our long experience and practical knowledge, in addition to the best machinery, enables us to manufacture the above in the best possible manner. Using the finest material, combined with neatness, durability and design, we trust to be favored by those desirous of having goods manufactured that can be confidently relied upon.

Orders received or Parcels sent for repairs, receive our prompt and personal attention. Particular care exercised in Gilding, Altering and Repairing all styles of Jewellery.

**36 ADELAIDE STREET WEST,  
TORONTO, ONT.**

*West of Grand Opera House, between Yonge and Bay Streets.*

## SPECIAL NOTICE TO DEALERS.

Our stock of American jewelry is now the largest in Canada, and is most complete in every department. Buyers wishing a nice assortment for the fall trade should lose no time in ordering, as the demand in the United States is so great that goods are almost certain to be both scarcer and dearer before the season closes. Early purchasers will thus have the advantage of better prices and better assorted stocks to select from.

**GIVE US A CALL.**

**ZIMMERMAN, McNAUGHT & Co.,  
Toronto.**

## ENGLISH GOLD JEWELRY.

We beg to inform our friends that our New Goods are now arriving, and we shall show during the month of October, one of the Largest and Newest Stocks in the country.

### ALL NEW GOODS!

We also keep a Full Line of **WALTHAM WATCHES,** GOLD AND SILVER CASES, of the best American Manufacture. We invite the trade visiting the city to come in and look at our goods, and will show them with pleasure.

**J. SEGSWORTH & Co.,  
Cor. Scott & Wellington Sts.,  
TORONTO.**

**1,000  
Best Watchmakers'  
TAGS!  
Sent to any address, post-paid on receipt of  
90 CENTS.**

**LONDON CARD COMPANY,  
LONDON, - - ONT.**

**GEO. E. COOPER,  
Ornamental and General Engraver,  
31 KING STREET EAST,  
TORONTO, - - ONTARIO**

**ALL KINDS OF PLATE, JEWELLERY, ETC.  
TASTEFULLY ORNAMENTED.**

Inscriptions, Mottoes, Crests and Monograms designed and engraved in first-class style. Terms Cash.

**INSTRUCTION GIVEN.**



# ELECTRO-PLATED FLAT WARE.

"The only guarantee for a good and sufficient plate is the integrity of the Manufacturer."

## SPECIAL NOTICE.

We desire to notify the trade that we have been appointed sole Wholesale Agents for Canada for the sale of the celebrated Flat Ware manufactured by

**ROGERS, SMITH & CO., of West Meriden, Conn.**

This brand of Flat Ware has been tested by the American public for the last thirty-three years, and has given such entire satisfaction that it has come to be regarded as the standard of excellence for all goods of this kind. So celebrated have these goods become on account of their superior wearing qualities that imitations are constantly being put upon the market. We desire to warn the trade, however, that the company do not guarantee any goods unless stamped with their trade mark,

"1847—ROGERS BROTHERS.—A-1."

All such goods they guarantee to be plated at least 25 per cent. over the market standard, hand burnished, and to be the best value goods in the world. Particular attention is invited to their patent "Sectional Plated Forks and Spoons," by which the parts most exposed to wear receive an extra coating of silver three times the usual thickness. The sectional plate is recommended for hard service, and is worth many times the additional cost in durability. The trade mark on all such goods is

"1847.—ROGERS BROS.—XII."

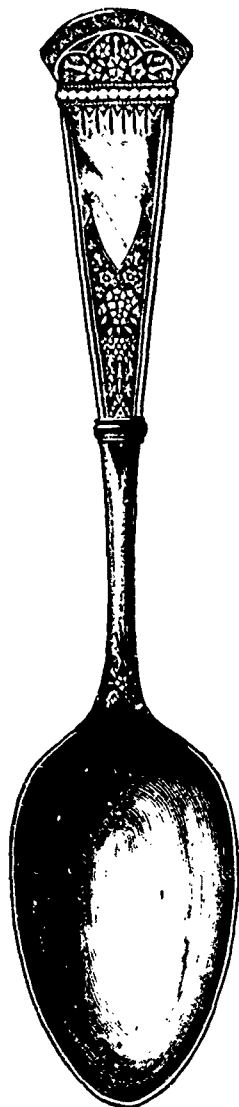
We have in stock a full line of the above goods (in A-1 and XII. qualities) of the Tipped and Imperial patterns given on this page, and are prepared to fill any orders our customers may be pleased to entrust us with. All goods guaranteed. Sample orders solicited.

**ZIMMERMAN, McNAUGHT & Co.,** 56 YONGE-ST. TORONTO.

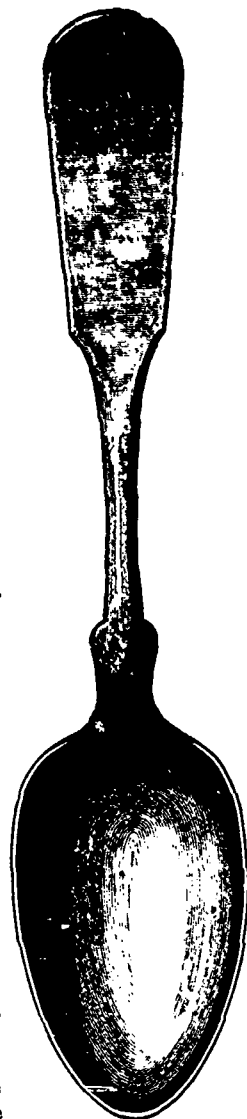
## SHEFFIELD STERLING FLAT WARE.

The favor with which these goods have been received by the trader of Canada, and the admirable way in which they have stood the practical test of hard usage, has fully convinced us that they are all that the manufacturers claim them to be—The Best Unplated Spoons and Forks in the World. We have now in stock over three hundred gross of these celebrated spoons and forks, Tipped Pattern, all sizes and weights fully assorted, and are prepared to furnish them to our customers on the most favorable terms. These goods are the best known substitute for sterling silver, and are warranted to resist acids, keep their color, and improve with use. Every dozen is guaranteed as above with printed guarantee wrapper, and the trade is authorized in all cases where they prove defective, to return them and draw upon us for the invoice value. Dealers who have tried them will use no other. Wholesale only by the Company's Canadian Agents,

**ZIMMERMAN, McNAUGHT & Co.**



The Imperial Pattern.



The Tipped Pattern.

# A. C. ANDERSON & CO.,

6, JOHN ST., NORTH, HAMILTON,

During the Fall we shall show a Full Line of American Jewelry and Watch Material. Buyers visiting Hamilton will do well to call and inspect our Stock before purchasing elsewhere. Trade Work attended to promptly.

**A. C. ANDERSON & Co., Wholesale Jewelers.**