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## Our Representatives

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# NOVELTIES

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It will pay you to see them.

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Elgin Watches, Wadsworth Cases  
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The three best lines in the market.

**THE T. H. LEE & SON CO.,**  
LIMITED,  
TORONTO.



# P. W. ELLIS & CO.,

31 WELLINGTON STREET EAST,  
TORONTO, CANADA.

**SPECIAL AGENTS:**

- Omega Watches.
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- Swiss Small Watches.
- Trump Gents' Watches.
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- Gun Metal Watch Cases.
- Nickel Watch Cases.
- Regal Sterling Silver Watch Cases.
- American Gold Filled Watch Cases.
- Canadian Gold Filled Watch Cases.
- "Regal"  
Solid 8-10k Gold Watch Cases.
- " 10k " " "
- " 14k " " "
- " 18k " " "

- Diamond and other Gem Set Solid Gold and Gold Filled Watch Cases.
- Waterbury Clocks.
- Wanted Clocks.
- Box of 6 Eight-day Clocks for ..... \$21.00
- Gem Nickel Alarm Clocks, each ... 1.00
- And many other Clock Specialties.

## 20th Century Jewelers' Herald.

An Up-to-date Watch Price List. If you do not receive it regularly write for it, as it is yours for the asking. Keep yourself posted by reading the Herald.

Yours truly,  
**P. W. ELLIS & CO.,**  
Watch Department.

## New England Watches.

### New 14 Size Thin Model.

- No. 14—Silver, E. T. Back ..... \$7.00 each
  - " 333—Nickel, Plain Back ..... 3.50 each
  - " 313—Oxidized Steel, 5.00 each
  - " 33—Nickel, Plain Back, Card Dial ..... 4.50 each
  - " 313—Oxidized Steel, Card Dial ..... 5.50 each
- The Oxidized Steel has Gilt Bow and Crown.

No. 313 is the lowest priced American 14 Size Black Steel Watch on the market and only \$3.00 each.

**SPECIAL.**—Send for Blue Book and Price List of New England Watch Co. Small Watch Specialties.

### Gents' Trump Line.

- No. 11 Nickel, Plain Back ..... \$3.50
- " 19—Nickel, E. T. and Engraved Back ..... 3.00
- " 21—Nickel, Scroll Engraved Back ..... 3.50
- " 20—Nickel E.T. Engraved Back ..... 3.70
- " 41—Glass Front and Back 3.50
- " 178—Black Steel, Plain Back ..... 4.00

No. 1875 is black steel usually called gun metal. Lowest priced Black Steel American Watch on the market, and only \$4 catalog list.

### Ladies' Trump Line.

- No. 211 in Plain Nickel Case ..... \$4.40
- " 213 in Fancy " " 4.40
- " 223 in Engine Turned Case 4.10
- " 301 in Plain or Engine Turned Gold Gilt Case 3.00
- " 213 in Fancy Engraved Gold Gilt Case ..... 5.00
- " 279 in Black Steel Plain Case ..... 4.70
- " 211 in Black Steel Plain Case ..... 5.00

No. 271 has a seconds hand and is the best value in an American Ladies' Black Steel Watch, only \$5.00 each.

## Seth Thomas Movements.

### The "Century" Movement.

18 Size, Open Face or Hunting.

DESCRIPTION.—18 Size, 3 Plate, 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting, Nickel Finish Damasked, Hard Enamel Dial with Depressed Seconds, Fit all makes of cases.

Century, price for Movement ..... \$3.00

### "Eagle" Movement.

6 Size, Open Face and Hunting, Lever Setting.

DESCRIPTION.—6 Size, 3 Plate, 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting, Nickel Finish Damasked, Hard Enamel Dial with Depressed Seconds, Fit all makes of cases.

SPECIAL has patent centre pinion and compensating balance.

6 Size Eagle, price for Movement ..... \$5.97

### "Eagle" Movement.

18 Size, Open Face or Hunting, Lever Setting.

DESCRIPTION.—18 Size, 3 Plate, 7 Jewel, Quick Train, Lever Setting, Stem Winding and Setting, Nickel Finish Damasked, Hard Enamel Dial with Depressed Seconds, Fit all makes of cases.

SPECIAL has patent centre pinion and compensating balance.

18 Size Eagle, price for Movement ..... \$4.70

## Ingersoll Watches.

### Complete New Price List.

- Yankee, Nickel, plain back (new model) ..... \$3.00
- Yankee, Gilt, plain back (new model) ..... 2.00
- Champion, Nickel, plain back, stem wind ..... 2.40
- Champion, Gilt, plain back, stem wind ..... 2.40
- Champion, Nickel, fancy back, stem wind ..... 2.40
- Champion, Gilt, fancy back, stem wind ..... 2.40
- Rollies, Nickel, plain back, stem wind and stem set ..... 2.90
- Rollies, Gilt, plain back, stem wind and stem set ..... 2.90
- Rollies, Nickel, fancy back, stem wind and stem set ..... 2.90
- Rollies, Gilt, fancy back, stem wind and stem set ..... 2.90

### New Line Ingersoll Watches.

- Triumph, Silver Finish, plain back, stem wind and stem set ..... \$3.50
- Triumph, Oxidized Black, plain back, stem wind and stem set ..... 3.50

### Bargain.

**SPECIAL HERALD**—To give all our customers a chance to see and examine these absolutely guaranteed watches, on all orders for one dozen of one style or assorted we will give a Herald credit of \$1.00 net.

### Bargain.

Price for 1 dozen New Model Yankee Watches only \$21.00, Less Trader Discount.



18 Size Hunting, Engine Turned to Shield Case, same also made in Open Face.

## Regal.

### Plain Bassine Solid Gold Cases. PRICE LIST.

- 0 Size, 10k Hunting, 10 dwt. .... \$19.50
- 0 " 14k " " 13 " ..... 28.50
- 0 " 18k " " 16 " ..... 32.00
- 6 " 10k " " 16 " ..... 26.70
- 6 " 14k " " 19 " ..... 37.90
- 6 " 18k " " 22 " ..... 51.50
- 12 " 14k " " 20 " ..... 35.50
- 12 " 18k " " 25 " ..... 47.50
- 12 " 14k Open Face, 25 dwt. .... 55.00
- 12 " 18k " " 31 " ..... 75.00
- 16 " 14k " " 31 " ..... 67.80
- 16 " 18k " " 40 " ..... 95.00
- 16 " 14k Hunting, 42 dwt. .... 74.70
- 16 " 18k " " 46 " ..... 103.50
- 18 " 14k " " 45 " ..... 79.50
- 18 " 18k " " 55 " ..... 117.50
- 18 " 14k Open Face—40 dwt. .... 79.00
- 18 " 18k " " 45 " ..... 105.00

Subject to Herald E.ounts.  
See page 315H August, 1890, Herald for complete Gold Case Price List.

## Regal.

### Plain Engine Turned Solid Gold Cases. PRICE LIST.

- 0 Size, 10k Hunting, 10 dwt. .... \$19.50
- 0 " 14k " " 13 " ..... 28.50
- 0 " 18k " " 16 " ..... 32.00
- 6 " 10k " " 16 " ..... 26.70
- 6 " 14k " " 19 " ..... 37.90
- 6 " 18k " " 22 " ..... 51.50
- 12 " 14k " " 20 " ..... 35.50
- 12 " 18k " " 25 " ..... 47.50
- 12 " 14k Open Face, 25 dwt. .... 55.00
- 12 " 18k " " 30 " ..... 75.00
- 16 " 14k " " 33 " ..... 67.50
- 16 " 18k " " 40 " ..... 95.00
- 16 " 14k Hunting, 42 dwt. .... 74.70
- 16 " 18k " " 46 " ..... 103.50
- 18 " 14k " " 45 " ..... 79.50
- 18 " 18k " " 55 " ..... 117.50
- 18 " 14k Open Face, 40 dwt. .... 79.00
- 18 " 18k " " 45 " ..... 105.00

Subject to Herald Discounts.  
See Page 315H August, 1890, Herald for complete Gold Case Price List.

**REGAL** Solid Gold Cases as priced above are standard weight cases which we usually carry in stock. Besides these we have a full line of **REGAL** Solid Gold Handsomely Engraved Cases, both in light and heavy weights. Selection parcels sent on approval for special sales. Special weight cases made to order. Favor us with your watch case business and we will guarantee you satisfaction.

## P. W. ELLIS & CO.,

All Prices subject to "Trader" Discounts.

Watch Department.



# THE NUMBER OF ORDERS

*We have received for the H. & A. S. Gold and Seamless Gold Filled Chains has already much exceeded our anticipations, and we would respectfully request our customers to order now for their Christmas trade, as we will be unable to fill any more orders for October delivery.*

## TO OUR MANY CUSTOMERS

*Who have recently written for selection packages of our chains we would say that we regret that we have so far been unable to send any, as we have been compelled to use every chain we have produced towards our orders.*

*If our special chain traveller does not see you soon, write to us, and we will notify him to call on you when in your section of the country.*

# H. & A. SAUNDERS,

SOLE MANUFACTURERS OF

H. & A. S. GOLD and SEAMLESS  
GOLD FILLED CHAINS,

TORONTO.

*N.B.—Every H. & A. S. Chain is accompanied by a certificate of guarantee and is stamped the number of years for which it is guaranteed. NONE GENUINE OTHERWISE.*



# Saunders, Lorie & Co.,

...67 Adelaide Street West, **TORONTO.**

## GOLD LINKS.

We are carrying this fall a very fine assortment of Gold Links set with Diamonds, Pearls and Opals, in three stone and S. S. stone styles. We feel sure our stock in this line will interest you especially at this time of the year.

## PEARL STICK PINS.

An entirely new line of Pins, of patterns which sell themselves.

## FINE PENDANTS.

We carry always on hand a good assortment of expensive Pendants. Should you have a prospective customer, we are willing to send some on approval to you.



TORONTO, ONT., OCTOBER, 1900.

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

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

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

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

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.  
OF TORONTO, LIMITED.



### NOTHING NEW UNDER THE SUN.

**W**hile I think it was Solomon who said that "there is nothing new under the sun," and indeed, when we read of the achievements of the ancients as evidenced by the wonderful archaeological discoveries that are continually being made, we feel almost like endorsing this old and much disputed saying.

The present custom of guaranteeing articles of jewelry, such as diamonds, silverware, chains and watch cases, we had considered a modern innovation until recently, when we learned from a contemporary that it dates back thousands of years before the Saviour walked this earth. It is stated that recent archaeological discoveries amongst the ruins of the ancient city of Nippur have unearthed a library of tablets which date back several thousand years before the Christian era, and it is expected that, when deciphered, they will throw a flood of light on conditions on our planet at this pre-historic period. Nippur is evidently rich in records. Some time ago excavators discovered no less than 730 tablets in a single room. Investigation proved that the excavated room had been

once used as a business archive of the apparently wealthy and influential firm of Murashu Sons, of Nippur, who lived at the time of Artaxerxes I. and Darius II., in whose reigns the documents are dated. These tablets were mortgages, notes, legal contracts and agreements of all kinds. The most interesting to the jeweler is the one first translated. It is a guarantee by a jewelry firm that an emerald set in a gold ring will not fall out for twenty years. It reads as follows:

"Bel-ad-iddna and Beishuana, sons of Bel and Hatim of Bazuzu, spoke unto Belnadin-shumu, son of Murashu, thus: 'As concerns the gold ring set with an emerald, we guarantee that for twenty years the emerald will not fall out of the gold ring. If the emerald should fall out of the gold ring before the end of twenty years Bel-ad-iddna and Hatim shall pay until Belnadin-shumu an indemnity of ten mana of silver.'"

If this sort of thing is to continue we should not be surprised to learn that archaeologists have discovered some ancient maker of gold filled chains or watch cases, who could not only rival, but even "go one better" to his successor of the present age, difficult as that might seem, even as the ring maker above mentioned has apparently done.

### CANADA'S GREAT FAIR.

**A**LTHOUGH the Toronto Industrial Exhibition, which closed on the 7th of September last, has been subjected to much adverse, not to say unfair, criticism by certain of the Toronto press, it is only fair to express the belief that it was not only a great success, but that its conduct reflected no little credit upon the management. To say that it had its defects is but to say that it was managed by human beings, but in spite of all criticism we venture to say no one knows these defects so well as the gentlemen who for years have had the running of it, and who have time and again endeavored to reform what they knew was defective.

It is a matter of public notoriety that the Toronto Exhibition was founded twenty-two years ago. At that time practically every building was new, and not only up to date, but far ahead of any annual exhibition that had ever been attempted in Canada.

Since then every building devoted to the care of live stock has been rebuilt on up-to-date lines and is fully as good as anything on the continent. As a result of this progressive policy the *agricultural part* of the Toronto Exhibition, in so far as it refers to live stock, is better than that of any other annual exhibition in America, and fully equal in buildings and exhibits to the great world's fairs of Philadelphia and Chicago. This part of the exhibition is one of which any Canadian may well feel proud, because it truly reflects the greatness of our country and its agricultural resources; resources which are being developed by leaps and bounds and of which we are all justly proud.

When we turn to the manufactures and arts part of the exhibition, however we are forced to admit, that although they possess much that is meritorious, they do not fairly reflect the position of Canada as a manufacturing country. The reason of this is not far to seek.



The Main Building and the other buildings intended for the exhibition of manufactured goods, although good enough twenty-two years ago, are to-day entirely behind the age, and are neither large enough nor modern enough to satisfy the demands and needs of our fast expanding industries. While the agricultural half of the Exhibition has gone ahead, the manufactures and arts hall has been compelled to stand still. It has outgrown its environment, and to expect it to thrive and progress in its present inadequate and unsuitable quarters is not unlike trying to compel a full-grown man to try and walk in the shoes that he wore when he was a boy.

This has been seen by the management for several years past, who (and we think wisely) resolved that as soon as the new and up-to-date live stock buildings were all completed, they would turn their attention to the erection of commodious and modern buildings for the proper housing and exhibition of our arts and manufactures.

In the meantime the second contract of ten years between the City of Toronto and the Exhibition Association had expired, and under the new arrangement for the third term of ten years, the Association handed over the entire of its assets to the city and the latter assumed all of the Association's liabilities. Under the new arrangement the city agreed to keep all the buildings in repair and build such other new buildings as might be necessary for the carrying on of the Exhibition. It will thus be seen that although the Exhibition Association can recommend new buildings and improvements, they have no power to put these plans into execution unless the citizens of Toronto through their Council approve of the things recommended and furnish the money for them.

This is the state of affairs that confronts the citizens of Toronto to-day in connection with the Industrial Exhibition.

It must either go ahead or fall back, and in our opinion it can only advance by having the manufacturing and arts part of it brought up into line by the erection of commodious and up-to-date buildings.

While much criticism has been indulged in regarding the grand stand performances and side shows, this is a matter about which there will always exist a considerable difference of opinion, but even were all of the things true that the opponents of such attraction allege, they would only represent the fly in the ointment, and could not seriously affect the usefulness of the fair to any perceptible extent.

It is an undoubted fact, however, that the Toronto Exhibition has come to be regarded by the people of Ontario, especially the agricultural population, as the best place at which to spend their annual outing. The hard part of the year's work over, they want a holiday, and they prefer to take it where they can be amused as well as instructed, hence their love for Canada's great fair which affords them a world of amusement as well as what is best in pumpkins, mangel wurtzels and live stock.

So far as the actual citizens of Toronto are concerned, we venture to assert that seventy-five per cent. of them judge the Exhibition entirely by the grand stand performances and side shows. As a proof of this we may cite the fact that on the last Friday afternoon of the Exhibition there is held in front of the grand stand a review of all the prize winners in both

cattle and horses. This grand parade is in our opinion one of the sights of the fair, and cannot be excelled for numbers and quality anywhere on the continent, not even barring the great world's fairs. The citizens of Toronto show their appreciation of this great review with an array of practically empty benches, certainly not more than a thousand people being present to witness it. On the other hand, at the evening performances, the grand stand is crowded night after night, and not only is every seat occupied, but thousands are content to pay for standing room in the paddock in order to witness it. In the face of this fact further comment is unnecessary.

So far as the Main Building was concerned this year, it was in the opinion of the majority of those who took the trouble to inspect it, better than it has been for many years. The decorations were most artistic, and a lavish use of white, red and blue bunting and national flags and shields made it look patriotic enough for even this most patriotic of all years. The exhibits were of a very high standard of excellence, and as far as space would allow, fairly representative of the several lines of Canadian manufactures which they displayed.

In the matter of Canadian jewelry and silverware, while the former was represented by some very choice and well-selected specimens of the jewelers' art, the latter was conspicuous by its absence; indeed, the only exhibit of silverware in the building was that of a Birmingham, England, firm who showed a large square glass case full of very artistic and taking novelties in this line, the majority of which were sold to merchants to be delivered after the Exhibition closed.

#### AMBROSE KENT & SON CO., LTD.

In jewelry the principal exhibit was undoubtedly that of the Ambrose Kent & Son Co., Limited, who showed a very fine assortment of artistic diamond and other jewelry of their own manufacture for which they were deservedly awarded a silver medal. A pair of solitaire earrings made up with large steel blue Jagersfontein diamonds of rare color and brilliancy and valued at \$2,000, attracted a great deal of attention, especially from the ladies, who were profuse and outspoken in their admiration. The display of diamond jewelry also embraced brooches, hair ornaments and rings of the newest designs and all of first-class quality and finish. In the rings were to be found many new and fetching effects secured by combinations of diamonds, opals, olivines, sapphires, rubies, emeralds and pearls, many of which were certainly new and all of them noteworthy in design and coloring. In silver, and silver gilt and enamelled jewelry, this firm showed a very large and varied assortment, consisting of pins, buckles, hair ornaments, etc., all of which were artistically executed, and attracted a great deal of attention from visitors. In addition to the above, they also showed samples of rings, chains, spoons and souvenir jewelry in various stages of manufacture, which was not only interesting, but instructive. A considerable portion of their space, which, we forgot to say, occupied the place of honor in the very centre of the building, was used to display the firm's exhibit of regalia and society emblems and jewels, of which they are large manufacturers. In this department they were also deservedly awarded recognition in the shape of a bronze medal. Taking their exhibit altogether it was one of the best of its kind ever shown in Canada, and the



firm will no doubt receive a great deal of benefit from it later on.

**P. W. ELLIS & Co.**

showed the Eaton-Eagle engraving machine in operation and were awarded a bronze medal for this interesting display. As the style and working of this machine is probably well known to the readers of THE TRADER, we need not refer to it at length, but merely state that it was critically inspected by a great many jewelers (as well as by thousands of the general public), all of whom agreed that it was a wonderful machine, and an almost invaluable adjunct to any jewelry business, more especially to those jewelers who are not located near a trade engraver and have to send such work away to be executed. These one and all agreed that it would pay every one to have an Eaton-Eagle engraving machine, and that it would not only soon pay for itself by the saving effected, but would attract and hold trade by its novelty and the rapidity and excellence of its general work.

**S. BREADNER.**

S. Breadner, manufacturing jeweler, of Carlton Place, Ont., had a large and very meritorious exhibit of wire and other jewelry of his own manufacture which attracted a great deal of favorable comment from visitors. Mr. Breadner's goods not being entered for regular exhibition on account of his having obtained the right to sell and deliver them during the exhibition, were not eligible for any award from the Committee, although their merit was recognized and appreciated by them. The public, however, showed their appreciation of these goods by buying them freely for souvenirs of the fair; thus furnishing a pointer to quite a few visiting retail jewelers as to their desirability for stock goods in their own regular business.

**THE PHOTO. JEWELRY MFG. CO.,**

of Toronto, were also considerably in evidence in the first gallery of the building, where in a large glass show case they displayed a really fine and meritorious exhibit of photographic jewelry and buttons of every description, plain and colored and with and without gold or plated mountings. The photo. brooch now so popular in the United States, was shown by this company in every style conceivable, and we understand they secured a great many orders from the trade for these very artistic and desirable goods. We were pleased to see that they were awarded a bronze medal for their exhibit.

**F. RICHARDSON & Co.,**

of Birmingham, England, showed a large assortment of English silver plated and sterling silverware, much of which was entirely new in design and finish and attracted a great deal of attention. They also showed some very beautiful cut glass goods, which being mounted in silver wire frames combined both elegance and utility in a very marked degree. This firm is new to Canada, but we understand they purpose establishing offices in both Toronto and Vancouver, and will no doubt find a ready market for their goods. A silver medal was awarded to their exhibit for its excellence and variety.

**FRANK T. PROCTOR,**

the well-known and enterprising retail jeweler of Yonge St., Toronto, had again secured the selling right for watches and general jewelry, and as heretofore made a large and very attractive display of goods. He had a large glass case full of watches ticketed at considerably less than \$1.00 each, and in other cases watches from \$4 to \$100.00 each. It is needless to say he did a large trade in the cheaper goods amongst the rural visitors, although his sales also embraced quite a few of higher grades. In addition to his large display of watches, Mr. Proctor displayed a large assortment of souvenir spoons and souvenir jewelry, and seemed to do a large and paying trade in these goods. He certainly deserved credit for his enterprise, and his fine display of jewelry and watches will no doubt be a good advertisement for his regular business later on.



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

**OUR MONTREAL LETTER.**

*(From Our Special Correspondent.)*

Mr. Shaughnessy, General Manager of the C.P.R., has written a letter to Mr. Blair, Minister of Railways, in which he declares that the C.P.R. has made every effort to secure a traffic arrangement with the Intercolonial for the past two years, but without success, and practically threatening to withdraw from St. John, N.B., unless some arrangement for an interchange of traffic is made. When the C.P.R. had secured connection with St. John, the line became oceanic, and this development brought it into contact with the Intercolonial. The difficulty is want of return freight to the west, as there is no difficulty in securing freight eastward. The arrangement between the Intercolonial and the G.T.R. is also a disturbing factor in the case, but it is to be hoped that something may be done to retain the company's eastern terminus in this country. Last winter, the C.P.R. unloaded 63 steamships at St. John, with more than two hundred thousand tons of freight, and this amount could have been doubled under more favorable conditions.

The annexation of the Transvaal Republic marks the end of the war in which our Canadian boys did so much for glory, but with a fearful sacrifice of life and much suffering. The





# BOOTS AND SHOES AND JEWELRY.

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Below we reprint word for word an editorial from the "Shoe and Leather Journal." If it is sound common sense, and we believe it is; if it is applicable to well-known goods like boots and shoes, and we believe it is, it applies with ten times greater force to jewelry, of which the public must depend so much upon the merchants from whom they purchase:

"Some shopkeepers imagine that all they have to do to get business is to sell cheap. This is a great mistake. In some localities a store may be able to make a 'go' of it with cheap goods and cheap methods, but the average retailer must look to a more substantial foundation for his business than bargain prices and discount sales. With this era of cheapness has come on the part of the public a distrust of everything that is making itself unmistakably felt. Weary with the distractions of the counterclaims of business competitors, and the uncertainty created by the divergence in prices, people are asking themselves where they can go and secure reliable goods at a fair price. The retailer who can turn this sentiment to account is reaching the best solution of the retail business problem. That there are stores that get better prices than their competitors, and who do a larger trade, cannot be denied. We maintain that the merchant who sells only goods that he can back up and guarantee at a fair price will soon get the confidence of a clientele that will pay much better than the rabble that run after cheap stuff at auction prices. How frequently the expression is heard, 'I want something good, but not too expensive.' People are really becoming sick of bargains that offer the inducement of a slight reduction in price that is more than counterbalanced by the inferior quality of the goods. The man who aims at establishing a paying trade must make the impression in the community that the goods that leave his premises are to be relied upon, as not only 'good value for the money,' but that will fulfil the expectations of the purchaser." *Shoe and Leather Journal.*

It is sufficient for us to say that if you run your shop on these principles, goods stamped with our trade mark are just the kind you require; they are made on honor. The quality is always full up to the mark and the workmanship fully guaranteed.

A number of our specialties are:

**Hearts. Horseshoe Brooches. Ribbon Guards. Hat Pins. Flag Pins. Maple Leaf Pins. Bangle Pins. Bangle Rings. All kinds of Rings to order; send for order sheet.**

**Fine Engraving.**

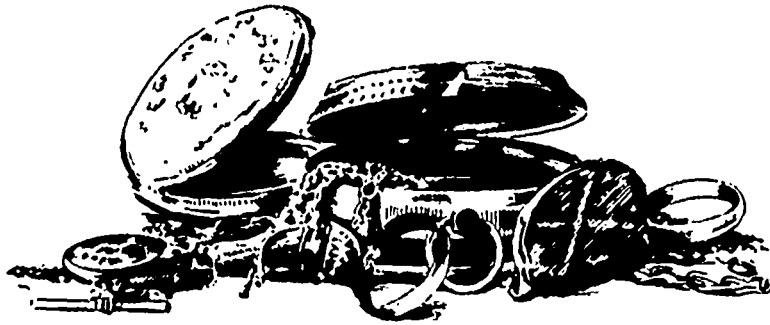
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**GEO. H. LEES & CO.,**  
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In no way can jewelers better dispose of their OLD GOLD than by sending it to us. Experience and proper facilities enable us to give accurate valuations, and the returns are promptly made in



or if credited on account the cash discounts are allowed. If our offer should not be satisfactory, the gold will be returned in the same condition as received, so that there is no risk of not getting full value. We pay at the rate of 4c. per K.



This represents an ingot of Fine Gold, almost 24 karat fine, the shape in which the old gold after being refined goes from the Refining Department into the Jewelry Manufacturing Department. We are at no expense in selling the refined gold but use it all in our Factory, enabling us to give the best possible returns for Old Gold, Sweepings, Filings, etc.

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annexation of these two republics is an event of very great importance, although that fact will probably be better appreciated in a few years time from now.

The many friends of the late Albert John Flint, formerly correspondent for "THE TRADER" in Montreal, will regret to learn of his death, which sad event took place at Jay, Essex County, N.Y., on August 23rd last.

Mr. A. B. Kleiser, of Toronto, dealer in watch materials, was in Montreal recently on the way to the Lower Provinces.

Mr. Geo. Ellis, representing Messrs. P. W. Ellis & Co., in fine goods, paid his usual visit to Montreal last month. Business has been so good with this firm in Montreal that it is its intention to enlarge the premises here at the beginning of the new year.

Mr. J. H. Birks, of Messrs. Henry Birks & Sons, has returned with his family from a summer sojourn at Prout's Neck, Maine.

Mr. Freeman, formerly with Mr. R. Hemsley, Notre Dame Street, has gone into business for himself and has opened a new store at St. Hyacinthe, Que.

Mr. John L. Eaves and Mr. T. McG. Robertson have been a fishing, and great was the catch they made. The "bigsuns" were of the largest size, and the wet groceries were of the most "refreshing" character.

The watch trade continues of phenomenal proportions, Mr. Harmon finding it impossible to supply the demand.

Mr. C. H. A. Grant, manager of the Montreal Watch Case Co., is making his usual fall journey to the North-West.

Mr. James Warner, secretary of the Montreal Watch Case Co., has recently returned to business after a very pleasant holiday.

Mr. Douglass Hemsley, son of Mr. R. Hemsley, jeweler, of Montreal, met with a very painful accident a little while ago. He was winding up about 150 watches when he scratched his finger, blood-poisoning set in, and he was threatened with the loss of it. Fortunately, it is now getting better, but Mr. Hemsley had to carry his arm about in a sling for quite a while.

Mr. R. J. E. Scott, chief time superintendent of the C.P.R., has just returned to Montreal from a tour of inspection extending as far as Vancouver.

Mr. Richard Hemsley has reached home after his regular annual journey to Europe.

Mr. A. R. Harmon, manager of the American Waltham Watch Co., was in Toronto and the west during the month.

Mr. John Caswell, son-in-law of Mr. R. E. Robbins, treasurer of the American Waltham Watch Co., passed through Montreal recently on his way to the Restigouche Country, where he will spend some time hunting and fishing.

Mr. and Mrs. Alfred Eaves have been visiting in New York during the past month.

Mr. J. Ramsay, Mr. A. Ferguson, and Mr. I. H. Evans, all reputable members of the jewelry trade and employees of the firm of Messrs. Henry Birks & Sons, took their holiday at Arundal, Que., where Mr. Evans has a farm. The holiday included fishing and hunting and was most enjoyable.

Mr. S. Rosenthal, of Messrs. Henry Birks & Sons, took a little jaunt to Ste. Agathe des Monts, and also put in a very pleasant time.

The Toronto Silver Plate Company's representative here informs me that they will open an office in Room 60, Windsor Hotel, (Montreal), from October 5th to November 1st, so that out of town jewelers may have an opportunity of calling and inspecting the very large and up-to-date line of samples they will have on view.

HOCHELAGA.



Under this head we solicit questions of interest bearing on optics, particularly the eyes, the defects of vision and their correction by glasses. All communications must be addressed to Dr. John L. Owen, 23 East Adams Avenue, Detroit, Mich., U.S., and must not be received later than the 15th of each month in order to insure publication in the following issue of "The Trader."

**D. C., Ont.**—"I have a patient, a girl aged nine, whose vision is very defective. After using atropine, I fitted her with pretty strong convex lens which seemed satisfactory. A short time afterwards, an oculist examined her eyes and prescribed weaker glasses which were not satisfactory to her. Presuming that my examination was correct, which pair of glasses do you think the child should wear?"

As the glasses which you fitted gave entire satisfaction so far as you can learn, we are of the opinion that they should be preferred to the weaker pair. The oculist, no doubt, thought it advisable to give probably a three-quarter correction in preference to the full correction which you gave; hence, the unsatisfactory results of his work. It would have been more proper on his part to have suggested if he were going to do anything, that after six months or a year or when the eyes had regained their usual strength, to have the glasses reduced in strength, but to attempt to reduce them so soon after they had been fitted by you, was merely an experiment on his part, which as you inform us, did not prove satisfactory. In case of hyperopia in children who are having considerable trouble, it is much better to give them the full correction lens until all the symptoms disappear, after which a reduction of two or three parts in the lens may be made in order to give the eye an opportunity for further growth and development.

**M. B., Ont.**—"Please let me know the relative values of the two methods of retinoscopy with the plain and the concave mirrors."

The plain mirror is to be preferred, although the only difference between the two is that the direction of the movement of the shadow by the concave mirror is the reverse of that produced by the plain mirror. In all other respects the results of the two mirrors are the same. The majority of retinoscopes are fitted up with plain mirrors. Some practitioners, however, prefer a concave, but this preference is most probably due to concave being the first kind used by them. Many practitioners use the concave mirror, which is a part of their ophthalmoscope, for retinoscopic purposes.



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Should keep his valuables  
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**Jewelers' Safes.**

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

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If you can keep clearly in mind the difference in the direction of the movement as produced by the two kinds of mirrors, either one will answer their purpose. The plain mirror produces the brighter reflection from the retina, and on this account alone is preferred by many practitioners.

#### A SLIGHT AMBLYOPIA.

**T. A. N., B. C.**—"I have a boy, 10 years old, whose vision in both eyes is almost normal. He enjoys very good health with the exception of an occasional headache. I have examined his eyes thoroughly, for hyperopia but cannot find any error of refraction. I cannot account for the slight dimness of vision, and shall be pleased if you will give me some light on the subject."

If his vision is normal through the pin-hole disc, you should be able to make the same improvement with glasses, but if the disc does not improve vision there is an opacity in the refractive media or retina and most probably the latter. For this condition there is nothing better than using the eyes for near work in order to strengthen and develop the nerve to the normal acuteness.

#### A PECULIAR CASE.

**H. T., Ont.**—"I have a lady patient aged 40, who is at present perfectly healthy but up to four years ago was troubled very much with headaches, seven years ago she had perfect sight, but is now unable to read anything without glasses. With plus 3 D. N. she can read ordinary print fairly well, but not for any length of time. Her eyes look bright and clear, and she appears to be perfectly well. When she first looks at anything, she sees it distinctly but for a short time."

What this patient complains of points to two abnormal conditions. The most probable condition is that of latent hyperopia. The hyperopic eye being too short, a considerable effort of accommodation is necessary to overcome the defect, and enable one to see clearly at any distance, thus in many cases when vision is first directed to any object, the object is seen distinctly, or so long as it is possible to control the accommodation of any eye. The moment control of the accommodation is lost, the object will appear dim or indistinct, because the clearly distant picture of the object (could it penetrate the tissue,) would be found behind the retina, whilst on the retina there would be a blurred picture of the object.

The other condition indicated by the symptoms is a partial paralysis of the optic nerve. The necessary effort for directing the attention to an object, can be continued but a short time, or in other words the optic nerve conveys the impressions of light to the brain for but a few seconds of time, when, finding itself unequal to the task, relaxes all sensibility or effort, and the impressions which light makes upon the retina, fail to reach the brain, thus producing a partial blindness or imperfect vision. A thorough treatment of the eye, with a 1 per cent. solution of atropia for several days would reveal the true condition.

#### THE LINES ARE WAVY.

**W. A. C., Ont.**—"I fitted a lady with + 1, D. N. for each eye, but with or without these lenses the line of letters on the test card appeared wavy. What is the cause of this wave-like appearance of the line of letters?"

The wavy appearance of the line of letters is produced by a spasmodic contraction and relaxation of the ciliary muscle which is located inside the orbit. The spasm of this muscle permits the crystalline lens to increase and decrease its refractive power wholly or partly on its anterior convex surface. The change in the refraction of the lens produces a con-

sequent change of the location of the picture of the letters on the retina, and the movement of this picture on the retina imparts to the subject the impression that the letters on the card are moving up and down, giving them a wave-like appearance.

### THE DUTY OF THE OPTICIST TO HIS PATRON.

*By W. E. Hamill, M.D., Toronto.*

This is a question which each one answers for himself and usually in a manner the most profitable to himself—but acts that are profitable may not ultimately be beneficial. This theme is suggested to me by two cases which were recently referred to me for advice, etc. The first came from an optician and was complaining of asthenopia and was wearing +.25 sph. in each eye. The age of the patient was 15, a school girl, and what any intelligent optician hoped to secure by placing +.25 sphericals is more than can be conceived. Was it an exhibition of ignorance or greed? Each one will easily answer for himself. But is this harnessing up a child with such a nuisance fair treatment either from business or any other consideration—to say nothing of the dishonesty of the whole thing? Two dollars and a half was paid for a pair of spectacles which were not only worse than useless but in addition were unsightly and uncomfortable. I sent a note to the optician enclosing a letter for the family physician containing the diagnosis and line of treatment as it appeared to me. Whether the optician will gain or lose by the two dollars and a half fit is not hard to divine. Would it not have been much better to have frankly told the parents that the case was outside the province of an optician and at one stroke secure the confidence and gratitude of the parents, which two factors always mean continued patronage? The parents will now naturally conclude that they were put to expense for nothing as the result either of the ignorance or avarice or both of the optician.

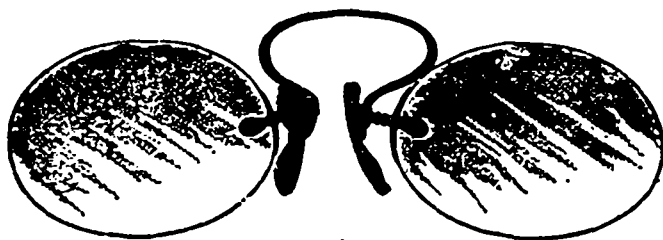
In striking contrast to the above was the second case, also referred to me by another optician. This case was also a little girl with periodical squint. The mother told me that the "optician had carefully examined her daughter's eyes, but did not think the glasses he found indicated would be of any service, and advised her to obtain an examination and advice from an oculist." In his note to me he told me "that by the usual tests, including fogging and retinoscopy, he found the correction to be +.75 sph.  $\ominus$  +.75, cylinder axis 90 in each eye."

I atropinized the child's eyes and found she needed + 4.50 sph.  $\ominus$  +.75 cly., axis 90. I gave her this prescription to take back to her optician, and congratulated her upon having such an intelligent and trustworthy refractionist in her town.

Is it not reasonable to conclude that that optician will have the confidence and patronage of this family and all other families they can influence? Certainly a constant advertisement in the neighborhood by a patron who knows and appreciates the fact that her optician realizes the true relation which should exist between patron and optician.



# FOR FINE FITTING FRAMELESS WE ARE FAVORITES.



The reason some frameless become rickety after short wear is because the straps do not bear evenly on the lenses, or the metal is too soft to stand the bending strain to which they are subjected.

The drilling of the lens the merest fraction of a millimeter from the required spot will prevent the proper fitting of the strap. This we avoid by using automatic drill beds, the invention of our Mr. L. G. Amsden, which gauge the positions with absolute accuracy.

Our straps are of a hard metal. In our filled mounts, for instance, finding it impossible to make filled straps of sufficient resistance, we use solid gold on our regular C. Bros. rimless mounts.

These are two reasons for the excellency of our rimless, but there are others.

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- SEVENTH** Practical assistance given to all graduates. The Principal of the College is always ready to answer all letters of graduates, and to advise any in regard to complicated cases.
- EIGHTH** Practical assistance given to all graduates in advertising. Students who do not succeed in mastering optics in any one course are at liberty to attend any future course absolutely free of charge.
- NINTH** Our diploma—given only to those demonstrating on examination their ability to accurately diagnose errors of refraction—is artistic and attractive. It cannot be purchased. It is distinctly a trophy of merit.

L. G. AMSDEN, Principal,

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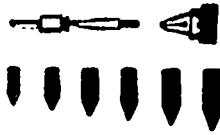


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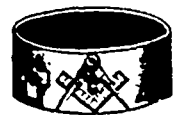
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**PEARL SETTERS.**



Pearl setters will find **LIQUID AMBER** the best cement for their use.

It is much stronger than mastic and other substances sometimes used for that purpose.

It is easy to apply and is perfectly colorless and transparent.



**ANDREW JAY CROSS.**

Andrew Jay Cross, who was elected president of the American Association of Opticians at the convention held in Detroit, Mich., from August 14 to August 16, and who has



MR. ANDREW JAY CROSS.

been a resident of New York City for the last eleven years, was born in Antwerp, Jefferson county, N. Y., in April, 1855. His father, Jude Cross, was a horologist and devoted much time to higher mathematics and the study of astronomy. He has one brother, named George D. Cross, who is now a prominent oculist in Philadelphia.

After receiving common school education and a fair training at the watch bench, A. Jay Cross devoted his spare moments to the study of physics in general and optics in particular. In his twenty-first year he migrated to the Pacific coast, because of his poor health, and engaged in business for himself as a jeweler and optician at Visalia, California. Later he moved to Walla Walla, then in a territory now the State of Washington.

In 1895 he was elected first treasurer of the Optical Society of the State of New York, which position he filled for two years. At the end of that time he was honored with the society's choicest gift, by being made its president, and was re-elected in 1899 and 1900. In the spring of 1897 he called a meeting of the opticians of the city and formed what is now known as the Optical Society of New York City. Before his recent election to the presidency of the American Association of Opticians he was vice-president of the same society.

He has contributed many scientific articles on optometry to publications devoted to opticians and is well known to be a man of deep research in all the different paths of science.

He is the inventor of the Cross dioptrimeter and the Cross retino-skiameter which are being used by the best known oculists and optometricians.

**AMERICAN ASSOCIATION OF OPTICIANS.**

Optical organization appears to be the order of the day, as in addition to the convention of Canadian Opticians reported elsewhere in this issue, the recent American convention held in Detroit was a notable gathering. Although called the American Association, the word is used in the broadest sense, and embraces in its membership practical opticians from any part of the American continent, among which are about twenty from our own country.

Great enthusiasm prevailed during the recent convention, and various changes in the constitution and by-laws were made with a view to the future welfare of the optician.

Scientific papers were read by Prof. Rogers, of Chicago, who delivered an excellent paper on the subject of Heterophoria, and one by Mr. L. G. Amsden, entitled "The Man Behind the Gun," both of which attracted attention and were highly commended. The exhibit of optical goods and instruments was of a very high order, and was of great interest to those in attendance.

The compliment paid to the Canadian delegation in the election to the Vice-Presidency of one of their number—Mr. L. G. Amsden, was a graceful act, but one which we believe will redound to the benefit of the Association in the acquisition of a thorough optician and business man, and we look for a bright future for the American Association of Opticians.

Mr. Lionel G. Amsden, the newly-elected Vice-President of the American Association of Opticians, has been so closely identified with the history of the Canadian optical trade as to require but little introduction here.

Mr. Amsden was born on a farm in Lambton county,



MR. LIONEL G. AMSDEN.

Ontario, when that district was a wilderness, and educational facilities were essentially of the "home-made" order.

At the age of fourteen he went to England and entered the employ of the oldest manufacturing optical house in London



The opening of the theatrical season and the approach of the holidays render a well selected assortment of

# Opera Glasses

**A  
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a particularly profitable investment at this season of the year.

# Field Glasses

Opera and Field Glasses will have a great sale this fall.

The number going hunting will vastly exceed any previous year.

This is the first season for moose in many years, and after this year moose cannot be killed for many years to come.

The MONTREAL OPTICAL COMPANY handle a full line of the most famous makes of OPERA and FIELD GLASSES; their collection of the products of the famous Lemaire's being particularly complete.

If you are interested, address a postal card to the MONTREAL OPTICAL COMPANY, Montreal, Que., stating about what line you are interested in, and we will send them on approbation. If not satisfied, they pay return charges.



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—I red K. Phelp & Co. Upon being placed in charge of the optical order department he was brought much in contact with the staff of the celebrated Moorefield's Hospital, which at this time contained some of the brightest of the world's ophthalmological scientists, including the famous Dr. Nettleship.

The time spent there, at the very fountain head of optical knowledge, was undoubtedly largely instrumental in creating the ardent devotion to all forms of optical research, which since has been a characteristic of the subject of this sketch.

Returning to Canada in 1882, the optical prospects were not at all encouraging, and the larger field across the border was sought and a position accepted with a jewelry and optical house in Detroit. During the ten years which he remained there, he underwent a three years' special course with Dr. Don M. Campbell, one of the leading oculists of Michigan. Thus equipped with a thorough practical knowledge of mechanical optics and spectacle making in all its branches, together with a wide experience in optometry, he returned to his native land and associated himself with the optical firm of Cohen Bros.

His first act was the introduction of a modern prescription plant, which quickly established for his firm a foremost place in the local trade. Soon after, the Canadian Ophthalmic College was established, with Mr. Amsden as instructor, which position he still occupies, and a large percentage of the practising opticians in Canada undoubtedly owe their success to the sound practical instruction received at this institution.

In 1889, upon the incorporation of "The Cohen Bros., Limited," he was elected Secretary. In addition to his literary work as editor of *The Canadian Optician* and the Optical Corner of *The Pharmaceutical Journal*, he has contributed largely in optical topics to *THE TRADER* and other journals in the United States and England.

That the recognition of his ability is not limited to Canada is shown by the fact that he was elected upon the Executive Committee of the American Association at the Rochester Convention immediately on becoming a member, and at the recent Detroit Convention was elected to the second highest office in the gift of the Association.

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### "THE MAN BEHIND THE GUN."

*Paper read by Mr. L. G. Amsden, Toronto, at the Annual Meeting of the Opticians of America at Detroit.*

Upon receipt of the invitation from the executive of your honorable body to deliver an address at our annual convention, I was conscious of two opposing inclinations. I desired most heartily to accept in order to show my appreciation of the courtesy extended, not merely to me, but to Canadian opticians generally, but, on the other hand, a tender regard for my brother opticians prompted me to decline.

When the request was made to me I made a shocking confession, and I freely repeat it now. I am not in possession of any exclusive knowledge in relation to optical science, and whatever I could tell you regarding refraction and its many phenomena was within easy reach of all within the covers upon

your own book shelves, and better told than I could hope to repeat it upon the platform, but the thought struck me, as it had often done, when contemplating our own local conditions, that it was not more knowledge that was requisite, but possibly a better realization of the possibilities of that already in your possession, and a quickened judgment in the matter of its application.

In the few minutes, therefore, at my disposal, let us turn the occasion to our mutual advantage by bringing our daily practice before us in review, and point a moral or adorn the tale by its failures and successes.

I may be pardoned, I trust, for selecting a title more in keeping with the arsenal than the refracting room, but at a time like the present, when the hearts of the nations throb to the tramp of the armed heel, one's most peaceful fancies are frequently consummated under the blare of trumpets and roll of drums.

When the present war in which our country is engaged broke out, the outcome was considered never to be in doubt. When the advantage of the modern arm to equalize matters was suggested, the nation merely pointed to the "Man Behind the Gun." It was pointed out that the odds of numerical strength and long tried personal bravery were more than offset by the deadly precision of the modern ordinance. The sequel has shown that although the effectiveness of armament was vastly increased, yet this very effectiveness depends so absolutely upon the calibre of the fighting force, that the result, as before, rests largely with the "Man Behind the Gun."

Success rests upon choosing a favorable position for the guns. It requires courage and confidence of the very highest order to place them in position, and demands a bull-dog tenacity to work them in the face of the hell of fire that greets their appearance, like a "shower of nails from the devil's tack hammer."

The mechanism is complicated, demanding the closest attention to detail, the range so great that the target is frequently invisible, and the gun is trained by means of mathematical calculations based upon known angles. Let there be the slightest deviation from this angle, either through haste, fear or ignorance and your powder is wasted and your position unmasked and perhaps untenable.

The whole history of this deplorable war bristles with incidents showing that success in the main was the result, not so much of personal bravery, as both sides possess it—not in numbers, as this advantage was offset by superior positions and knowledge of locality—nor yet in armament, but in close attention to detail in small matters.

So it is with the practice of optics. Students and inventors have passed from stage to stage producing and developing theories and appliances, ad nauseam, until we have reached a point at which, if refraction work could be produced with these alone, we would merely have to turn a theoretical handle of a highly testimonialized machine and grind our prescriptions as the butcher does sausages.

A recent writer on optical topics in one of the trade journals bewails the fact that the multiplicity of instruments now on the market for measuring the refraction, bids fair to be the ruin of the business, as they will render the operation of



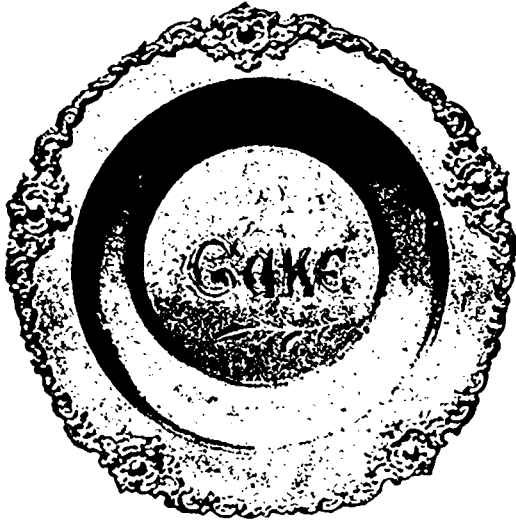
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BISCUIT No. 0101. List \$7.00.



COMBINATION SUGAR AND SPOON HOLDER—No. 921.  
Ruby Glass Lining. List \$5.50.



CAKE PLATE No. 79. List \$3.50.



BUTTER—No. 268. List \$5.00.

*There is nothing "Cheap" about our goods but the price.*

*The workmanship and finish are "High Grade."*

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35 Hayter St., TORONTO, CANADA.



sight testing so simple that no expertness would be necessary.

My own impression is that the increase of instruments but multiplies the difficulties, and while the many good and useful instruments now in use are of positive assistance, success requires, not less, but more, expertness than with the more antiquated methods of trial case. Just in proportion to the ease and ignorance with which results are accomplished, so is their value, and while "any old method" may do for a good man, no means can bring success without close attention to detail.

My dual occupation of instructor and dispenser combined with the experience gained by many years of practice, affords an excellent opportunity of drawing a parallel between the bright and ready student and the successful optician, and by successful I mean one who is "getting on" financially, and I am prepared to state emphatically that the process of evolution is not by any means a matter of course. Let us look for the reason. I believe that the frequent want of success, where the necessary qualifications in regard to knowledge are present is to be attributed largely to ignorance, or neglect in advertising, and to inattention to small details in refracting and fitting. I shall confine myself, therefore, to the two points.

The very fact that the bright student is bright and knows it, often mitigates his success. He knows it and supposes the public know it also, so he neglects to advertise himself.

This brings me to a subject as vital to the success of the optician, and of such tremendous proportions that I am going to ask your attention while we discuss it thoroughly.

Advertising has been defined as "the means by which one induces or creates a demand for his wares or services." Any act, therefore, which would assist in bringing our services as an optician in demand would be considered as advertising. There are, of course, a multitude of methods in use for the purpose, but for the sake of discussion to-day, I am going to classify them into two groups which I shall designate personal and literal. By the latter I mean any form of circular or newspaper work, and by the former any personal act by which a certain amount of notoriety is gained, by which the object of all advertising is attained, the selling of goods.

In regard to literal advertising, the country is full of advertising specialists, and I am going to content myself with offering a few trite maxims, which I believe will commend themselves to your judgment.

In running a newspaper, the thing of importance is to first get the news, then "make a fuss about it." In advertising be sure your goods are right—then make all the fuss you can.

It is of more importance to the community of housewives to know where to get the greatest returns for the least outlay than to be posted on the latest news from the Transvaal, China or Detroit.

Continuous advertising is the only kind worthy of the name. If you close any department in your store for a certain period you certainly would not expect it to boom during the interval. Why look for different results from the advertising department.

False statements in advertising are like proving an alibi,

"they won't prove." They usually act as a "petard" by which the advertiser get a "hoist."

The student's first desire is a diploma, and yet it has no value in the sense that diplomas are usually valued. He can practice without let or hindrance, but it is his first advertisement. It tells the public of his qualifications. The inclinations of the optician to invest in degrees and trimmings is but the same malady in the advanced stage.

This desire for alphabetical adornment is apt to lead to extravagant titles, and the Doctor of Optics, B. of O., M. O., furnish a case in point.

But remember you don't become a man of letters, or of optics, by putting the alphabet after your name.

One suffix alone the fact expresses, and that is an "a" and a couple of "ss."

An advertising plan has recently been promulgated to supply the opticians with a title at so much per year. The word "Opticist" has been coined and patented for the purpose. There has been a great amount of unnecessary bitterness in connection with this inoffensive little new comer. The facts are simply these: a business house copyrights a certain word for the purpose of deriving a dividend from the sale. It is purely a business transaction. If the individual members of this, or any other society decide that the use of this word will increase their revenue they are justified in its use and will pay for it, and if not, no official action of these societies will avail one particle in its introduction and use.

My own opinion is that too much dictionary has been used in the arguments brought forward and not enough common sense. The best word to designate any object or calling is the one best understood by those who would have use for it. If you ask to be directed to an optician, you will in nine cases out of ten be shown to where glasses are sold and eyes are examined. Should you enquire for an "Opticist" the only person capable of directing you would take you to his own store.

Mr. Amsden was applauded upon the completion of his address.

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LEO WORMSER, of the Julius King Optical Co., and wife, had a narrow escape from being fatally injured while returning home from the theatre in a cab. At Eighth Ave. and 60th St., Mr. Wormser's cab was struck by an Eighth Ave. electric car so forcibly that the horse and shafts were completely severed from the cab itself, though the latter was not overturned. Mr. Wormser sustained no injury, but his wife was slightly bruised about the head and suffered somewhat from the shock.

ANNUAL STATEMENT—Springfield, Mass., Sept. 17th.—The Waltham Watch Tool Co., of Springfield, have filed their annual corporation statement with the Secretary of State through J. McFethries, as treasurer. Their figures are as follows: Real estate and buildings, \$23,000; machinery, \$24,622; cash and debts, \$7,419; manufactures and merchandise, \$37,940; patent rights, \$4,686; wood cuts, patterns and drawings, \$4,314; furniture and miscellaneous, \$1,184; total, \$103,171. Capital stock, \$45,000; debts, \$47,204; profit and loss, \$6,467; reserved for depreciation, \$2,500; total, \$103,171.





QUESTION. Opinions, of what use are they?

ANSWER. Everything or nothing, it depends altogether upon who gives them.

**We herewith publish the candid opinions of jewelers who know whereof they speak, and who have the courage of their convictions. We have many opinions of this kind which we shall publish from time to time. Remember THEY know whereof they speak.**

SHERBROOKE, QUE., Sept. 17, 1900.

H. R. PLAYTNER, ESQ.

DEAR SIR,—It gives me great pleasure to recommend the Canadian Horological Institute. It is more than five years since I finished my year's course, and I have had time to find out if it really paid to attend or not. Before I attended the school our business decreased from year to year. Since returning it has increased each year, and is now more than three times as great as it was the first year after my return from the school. I attribute this success in a great measure to knowledge gained at your Institute.

I would also add that I have read your latest catalogue through carefully, and can endorse every word of it as being absolutely true.

Yours sincerely,

A. C. SKINNER.

EVANSVILLE, IND., Sept. 10, 1900.

MR. H. R. PLAYTNER, TORONTO.

DEAR SIR,—I desire to sincerely congratulate you on the success of the C. H. I., and to again express to you my best wishes for the future. Six years of experience at the bench, repairing all kinds of watches, from the cheapest Swiss to the finest repeaters, chronographs, etc., following the two years' course at the C. H. I., have caused me to realize more and more the practical value of the thorough training that the C. H. I. furnishes to its pupils.

I firmly believe that the high character of your work, the benefits accruing (pecuniarily) to the students and in a broader sense to the trade in general, by eliminating the "botch," and elevating the standard of workmanship, should merit a still greater measure of recognition, and even more liberal patronage. Commending your Institute to all interested, I am,

Very respectfully,

J. L. THUMAN.

### THE LIST OF 13 DIPLOMA HOLDERS

last month received the addition of three most worthy names in the persons of

J. O. PATENAUDE, NELSON, B. C. Post Graduate Honors Diploma. (Senior member of the firm of J. O. Patenaude & Co.)

C. W. PARKER, OAKLAND, N. Y. Diploma Grade A1.

GEO. G. KOEBERLE, SUMNER, IOWA. Diploma Grade A.

This makes in all 16 persons who hold this valuable, jealously-guarded and highly-prized document. 16 Diplomas in 10 years.

**The new term has now begun. Additional students should enter without delay. Terms reasonable, circulars free on application.**

## CANADIAN HOROLOGICAL INSTITUTE,

H. R. PLAYTNER,  
Director.

115 to 121 King St. East,  
TORONTO, ONT.



EDITED BY M. M. COHEN, TORONTO.

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

(Continued.)

Circulars.

A circular is any printed matter published by a particular house for the purpose of advertising their particular wares.

The term includes everything, from the art catalogues published by the most enterprising merchants, down to the cheap and nasty "dodger" advertising the opening of a new grocery store on a bye street.

Being devoted to advertising the interests of one particular house, circulars if properly distributed, naturally do so in a more emphatic way than newspapers.

Like all other forms of advertising, circulars call for careful consideration, both in their preparation, printing, etc., and above all in their distribution.

In newspaper advertising you merely have to be assured of the circulation and the class of people by whom it is read, but with circulars the distribution rests with yourself, and demands much care and system.

Haphazard circularizing is a lottery. Systematic circularizing is a certainty, provided, of course, the circulars and the system are all right.

Advertising matter adapted to one class of the community or to one kind of people may be entirely lost, in some cases may be positively injurious, if circulated among a different people or community.

A capital story illustrating this point is told by a writer in the Rochester Post Express. A certain firm of agricultural machinery-makers were anxious to extend their trade into Germany. They were enterprising and liberal advertisers and their first idea was to flood Germany with advertising pictures which would be hung up in stores and shop windows and which could not fail to attract attention. The design which was executed in the highest style of color lithography, represented a mowing machine driven by the Goddess of Liberty in shining and polychromatic garments of scanty proportions and drawn by a team of Bengal tigers. It was a brilliant placard. Any American country storekeeper would gladly have hung it up for its decorative value, and the average American farmer would have been greatly impressed by it and would probably have understood its symbolism without any explanation. The net result of the effort to circulate in Germany, however, was a letter from a company's agent in that country from which the following extract is made,—

"The picture of your admirable machine, of which I the receipt of 10,000 acknowledge, is not useful in this country, and it is of much regret to me that I request to return them permission. The women of our country, when by circumstances to do agricultural work compelled, do not dress as your picture shows is the custom in your wonderful country, and would not even deem such garments with modesty to consist. Also we do not tigers for draught purposes cultivate, they not being to

# A Question of Spex



Do your eyes tire easily?

If so, You need Glasses.

Do your eyes burn?

If so, You need Glasses.

Does the type become blurred in reading?

If so, You need Glasses.

Do you suffer from frontal headache?

If so, Glasses will Help You.

Do you know if you have perfect eyesight?

If not, we can Inform You.

IT WILL COST YOU NOTHING.

**JAMES SMITH,**  
Scientific Optician,  
MOONSTOWN.

No. 58.

# Defective Glasses.



Glasses exactly right two years ago may be far from right to-day.

The eyes change. We will examine your eyes free, and will only recommend a change if absolutely beneficial.

**RICHARD ROE,**  
Ophthalmic Optician,  
JONESTOWN.

No. 59.

# Eye Comfort



is obtainable through the aid of perfect fitting glasses.

Our spectacles and lenses are guaranteed perfect in fit and focus.

**JOHN DOE & CO.,**  
Jewelers and Opticians,  
SMITHVILLE.

No. 60.



# OCTOBER.

Paper Boxes,      Leather Boxes,  
Velvet Boxes.

Golden Oak Cabinets,

Polished Trays  
in Walnut, Oak and Cherry.

## FOR JEWELLERS.

All Our Own Make.

## REMEMBER.

We are the only firm in Canada that makes everything you need in Paper Boxes, Jewellers' Cases, Tags, Cards, Trays, Grips, Envelopes, Lithographing, Embossing, Printing, in colors and Gold. Silk and Velvet pads. Rolls for Flatware. Fancy woodworks, etc.

All in one factory under one manager. It will pay you to buy all your goods in Jewellers' Sundries, etc., from us.

If you are not already dealing with us send us your orders and be convinced that our goods and prices are right.

We have every faculty for turning out the best work on the shortest possible notice.

We also carry a very large stock of all Standard Lines and can fill your orders promptly.



**THE J. COULTER CO.,**  
LIMITED.  
130 KING STREET WEST, - TORONTO, ONT.



the country native, nor in our experience of such work well suited. I have to my customers explained with earnestness that your picture is a 'sinnibild' (allegory) and does not mean that your admirable machine should be operated by women too little clothed, nor is it necessary that the place of horses shall be animals from Zoologischer Garten be taken. I cannot use them as you instruct, and your further advices respectfully await."

(To be continued.)



THE jewelry store of R. Richmond, 1009 South St., was robbed recently of four watches and five clocks, worth \$120.

N. J. KEYES, a jeweler of York, Neb., accidentally shot himself with a target rifle. The bullet went through his right lung and lodged in his back.

THE acid works of the Fahys Watch Case Co., Sag Harbor, which were almost demolished by fire some months ago, have been rebuilt and enlarged.

THE will of the late Oscar M. Draper is being contested by one of his immediate family, and interesting hearings are anticipated in the Probate Court.

THE Cutley Cutlery Co., at Hotchkissville, employing 20 hands, have decided to close up there and move their whole business to Brooklyn, New York. The reason for going is the scarcity of water.

C. L. HIGGINBOTHAM, superintendent of the watch department of Seth Thomas Clock Co., of Thomasville, has resigned his position and has gone to Springfield, Ill., to take a position with the Illinois Watch Co.

NO CLUE has been discovered that can lead to the apprehension of the burglar who robbed R. B. Stevenson, Cedar Rapids, Ia., of \$1,800 worth of jewelry. The stolen property was nearly all watches and rings.

IN ONE of A. & C. Feldenheimer's windows, Portland, Ore., there are four very fine specimens of gold ore to be seen, which attract a crowd almost reaching to the curb. These specimens are from a mine in California, just 20 miles from the Oregon border. They are valued at \$700, \$250, \$36, and \$30, respectively.

SUICIDE.—Philadelphia, Pa., Sept. 14.—Disappointed in love and somewhat involved financially, Hans Saling, jeweler, clockmaker, and dealer in art objects, at Pottsville, Pa., and known to the trade of Philadelphia and eastern Pennsylvania, committed suicide, Monday night, by shooting himself at the rooms of the Pottsville Liederkranz.

SAMUEL H. GALPIN, father of Samuel A. Galpin, president of the New Haven Clock Co., died at his summer home in West Haven, near New Haven, Sept. 12. Mr. Galpin was 88 years old. He lived for many years in Washington, D.C. Death was due to the debility of old age. He was years ago a prominent resident and railroad official at Bristol, Conn., where President Galpin's youth was spent. The funeral and interment was in Hartford.

THE New York police recently received word of the capture in Chicago of Charles McGrath, who is charged with the robbery of \$1,200 worth of jewelry from a firm in this city. McGrath was employed as clerk by a Grand St. pawnbroking firm, and at the time of his disappearance much valuable jewelry was missing. He was arrested at 263 Clark St., Chicago, where he had registered as "Harry Williams." A Central Office detective left for Chicago to bring back the prisoner.

GUIANA DIAMONDS.—Washington, Aug. 18.—Diamonds, considered by London dealers superior to those from South Africa and valued at from 25 to 50 per cent. higher than those found in that region, have been discovered at the diggings up the Mazaruni river, in British Guiana, according to a letter to the State Department from United States Consul Moulton, at Demerara. Concessions of land for diamond mining are being made and the industry promises well, as the stones already found are pronounced fully equal to the Brazilian diamonds.

ARRESTED.—Philadelphia, Pa., Sept. 17th.—Wm. G. Earle, whose store at 13 N. 9th St. was robbed shortly before his return from abroad, some weeks ago, of diamonds worth over \$2,100, received to-day a dispatch from Chicago, stating that Henry, alias "Kid" Henderson, a notorious jewelry store thief, had been arrested in that city on suspicion of being implicated in the Earle robbery. The thief will be brought to this city on requisition papers for trial. Henderson is a man with a national record, and is said to have been connected with several big jewelry robberies in New York, Boston, this city, and elsewhere.

CUSTOMS Inspector Timothy Donohue made a seizure of a diamond necklace upon the arrival of the Hamburg-American liner, Furst Bismarck. The necklace was taken from the pocket of an overcoat carried by C. W. McKelvey, a passenger, as he was leaving the dock. The case, which was taken to the Appraiser's stores, bore the address of "Miss Helen T. Barney, 101 E. 38th St.," and it is understood that the jewel was intended as a present from her father, T. C. Barney, a real estate dealer, of 71 Broadway. McKelvey was not arrested. An attempt to obtain the jewel by compromise is now being made by Mr. Barney.

ELIHU R. LYLE, foreman of the hair-spring department of the American Waltham Watch Co. factory, has tendered his resignation, the same to take effect at the end of September. Mr. Lyle has been identified with the American Waltham Watch factory for 32 years, and was assistant foreman under the late foreman, John Logan. Upon the death of Mr. Logan, several years ago, the room was divided, M. H. Stevens being made foreman of the main-spring department and Mr. Lyle foreman of the hair-spring department. The vacancy caused by his resignation will be filled by the promotion of assistant foreman W. H. P. Smith.



# F&B The "STRATHCONA HORSE"

REGISTERED



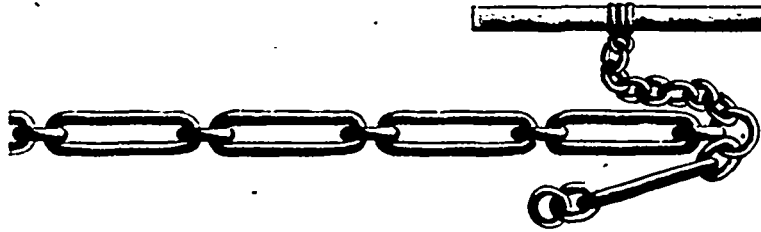
Was no more welcome to Gen. Roberts' army than honest goods are to the Canadian dealer; this accounts for our large sales in Canada.

We make **VEST CHAINS, FOBS, LOCKETS, CHARMS, BRACELETS, PINS and EARRINGS** in Fine Rolled Gold Plate, and, being made by our special processes, will wear for years.

**BEST QUALITY and FINE FINISH** are the two results we work for.



1730. LOCKET.



1213. VEST CHAIN.



1674. LOCKET.

Remember, we make the only complete line of **Sterling Silver Toilet and Manicure Goods and Sets** in the country, besides articles for the desk and a great many other useful things.

All are made of heavy silver and are finely finished, while the steel parts are the finest to be obtained.

The prices at which we sell these goods can only be reached by an immense factory like ours, which is equipped with all modern appliances for the production of perfect goods.

Remember, we can lay these goods on your counter, **DUTY PAID**, cheaper than any other house in the country.

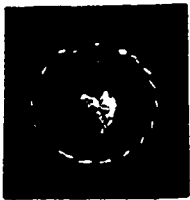
## THEODORE W. FOSTER & BRO. CO.,

**JEWELERS and SILVERSMITHS,**

100 Richmond Street, PROVIDENCE, R.I.

Our Canadian Representative: **MR. GEO. E. SMITH, 350 King St., KINGSTON, ONT.**

**BIRTH STONE BANGLE RING.**



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



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

**KLONDIKE BANGLE RINGS.**



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

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

You will make no mistake in ordering some of these.

Prices subject to catalogue and cash discounts.

**S. BREADNER,** MANUFACTURING JEWELER.

CARLETON PLACE, ONTARIO.



## MILITARY OPTICS IN EUROPE.

At the present time military matters occupy a not inconsiderable portion of public attention, and in many ways the optician may have a special and technical interest in modern military equipment, says the *London Optician*. Action now commences at ranges far greater than those of former campaigns; and with this increase in distance, optical instruments for the location of an enemy's position assume an importance which can hardly be overrated. The detection of entrenchments, and especially artillery emplacements, is an essential preliminary to range-finding, and in this connection a description of the "Sheeren-Fernrohr," or scissors-telescope, employed in the German army, may be of interest.

This instrument is a telestereoscope with variable separation of the objectives, and one at least is now carried by each battery of the German artillery.

The smaller sizes are adapted for hand use, the largest is mounted on a tripod by means of clamping links. The two arms of the telestereoscope are pivoted so that they may be moved vertically, as a pair of scissor-blades—hence the name of the instrument. The motion of these arms causes a separation of the objectives at their outer ends, and the magnitude of this separation is shown on a scale. This separation may be as much as five feet, a distance

which is sufficient to separate the planes of an object five miles away to the same extent as ordinary vision would do at a quarter of a mile. It is this power of affording perception of relief which renders the instrument so valuable for the detection of slight rises or depressions in the ground level, especially entrenchments which are difficult to perceive through an ordinary telescope—which destroys perspective, however high the magnifying power. As regards the latter, the scissors-telescope is furnished with adjustable eye pieces of 10 to 20 diameters magnifying power. One other advantage, though a minor one, is of distinct value to the operator. It is perfectly possible for him and his instrument to be shielded, only the objectives of the telescope projecting on either side of the shelter. So, also, if great relief be not desired, the objectives may be brought together at a height of more than two feet above the operator's head in order to look out of a trench, and under these circumstances the instrument still gives equal relief with an ordinary binocular. It is not only the adoption of this instrument by Germany that gives it importance; the current number of the *Revue*



STANDARD SILVER CO. BASE BALL TEAM, OF TORONTO.

*d' Artillerie* contains a very powerfully worded appreciation of its virtues by M. Daubresse. With the increasing range of artillery it is probable that instruments of this class will come more and more into notice; meanwhile, the merits of any appliance which aids in the discovery of guns at a distance, and obviates the necessity of exposing troops to draw the enemy's fire in order to locate his guns, should at least be tried. Telescopes are cheap, men's lives are dear.

## NAPOLEON'S "GOLD" SNUFF BOX.

An interesting and fully authenticated relic of Napoleon came up for sale at Sotheby's, London, June 18—the anniversary of Waterloo. This was a silver-gilt snuff box embossed with a wreath of vine leaves and grapes. On the inside of the cover is

the following inscription: "Presented to Archd. Arnott, Surgeon of H.M.'s XXth Foot, by Napoleon Bonaparte on his death-bed, at St. Helena, 1821." On a small panel on the lid the letter N is roughly scratched. This relic remained in the possession of Dr. Arnott until his death in 1855, when it passed by will to Francis Shortt Arnott, who at his death left it to his son Archibald Arnott, J. P., of Rathcormac, County Cork, and it was until June 18 the property of a nobleman. Forsyth refers to this box in his "Captivity of Napoleon at

St. Helena," and mentions that in addition to the box a sum of 600 napoleons was ordered to be presented to Dr. Arnott in acknowledgement of his services. The box realized £140.

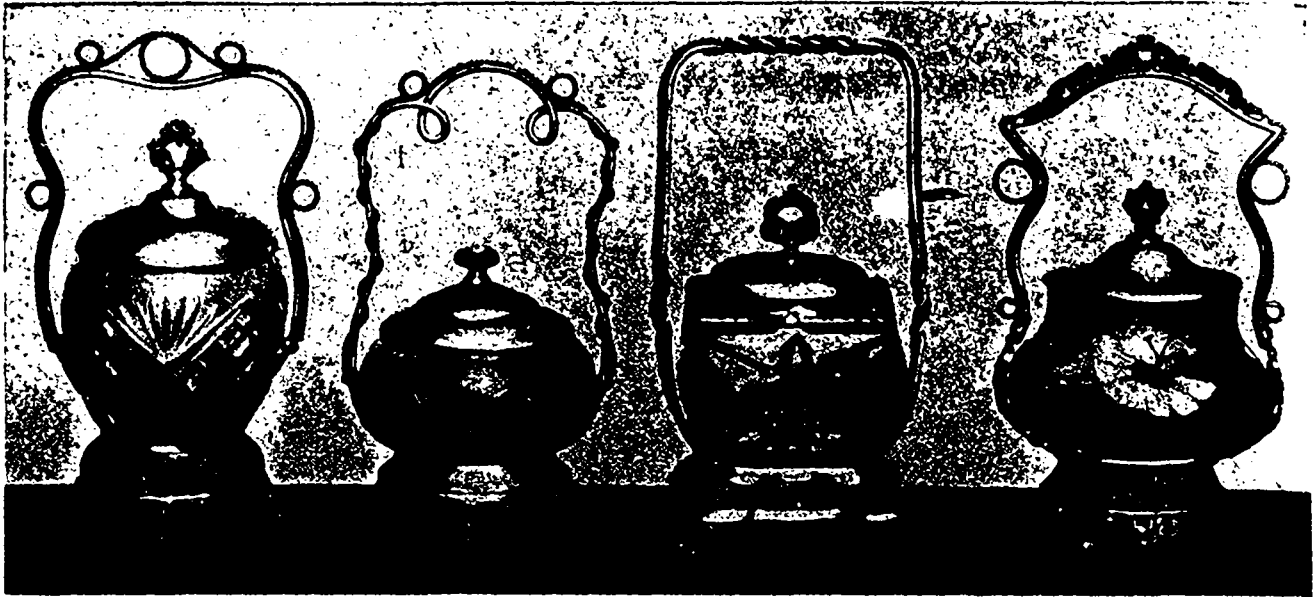
SEPT. 11 the stock and fixtures belonging to Thomas J. Church, Auburn, N.Y., were sold by the sheriff. At first the sale was made in lots which aggregated but \$848. The property was then put up in bulk and sold for \$2,000. Frank S. Colburn, as attorney for Theodore M. Fisher, was the purchaser.

A MEETING of the directors of the International Silver Co., was held at the headquarters of the company in Meriden, Sept. 12. It is stated that only routine business was transacted, the matter of resuming dividends on the preferred stock not being considered. A Wall St. report on the subject to New Haven financial houses says that a leading man in the company reported that the company's business was good, and warranted the expectation that dividends would be resumed in case McKinley is elected.



# THE TORONTO SILVER

ELECTRO SILVER PLATE.



## SUGARS.

No. 185. \$5.00 List.

No. 187. \$4.50 List.

No. 176. \$5.50 List.

No. 186. \$5.50 List.



## BERRY DISHES.

No. 291. \$8.50 List.

No. 290. \$7.50 List.

No. 293. \$9.50 List.

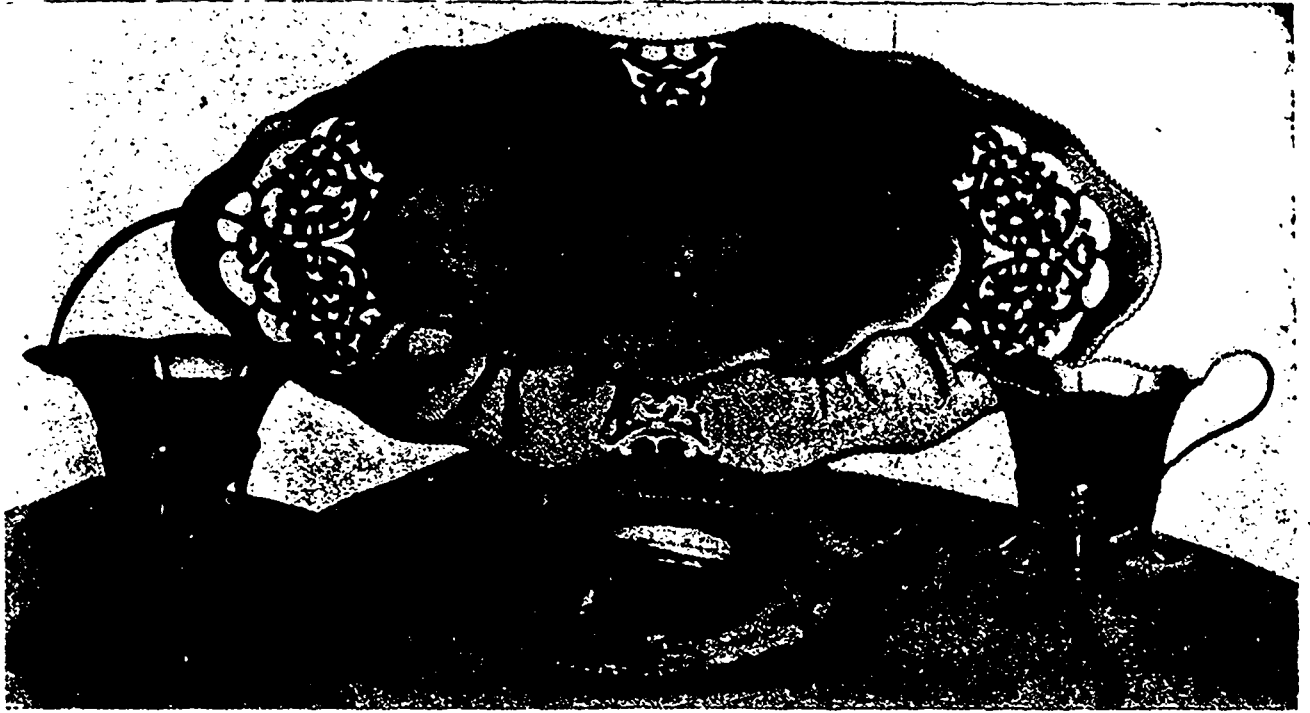
No. 292. \$7.00 List.



# PLATE CO., LIMITED,

SILVERSMITHS AND MANUFACTURERS OF **ELECTRO SILVER PLATE.**

STERLING SILVER.



No. 173, SUGAR. \$10.40 List.

No. 733, TRAY. \$39.00 List.  
No. 234, BUTTER. \$10.20 List.

No. 173, CREAM. \$9.60 List.

*Bear in mind the fact that we are NOT in THE TRUST or MEMBERS of any SILVERWARE ASSOCIATION or COMBINE. We make our own prices and are not dictated to in any way by others. Taking into consideration Design, Quality (which is fully guaranteed) and Finish, we have no hesitation in saying that our prices are the lowest on the market. Our line is very complete and practically ALL NEW and it will certainly pay you to wait until one of our (6) travellers, viz.: Fidler, Grundy, Walker, Ryan, Hills and Gooderham, have called on you, or until you have received a copy of our New Catalogue, before placing your orders.*

London, England, Salesrooms :

23 Tavies Inn, Holborn Circus.

Factory and Salesrooms :

King St. West, Toronto, Can.

**E. G. GOODERHAM, Managing Director.**





# “Not in the Trust.”

C. ROGERS & BROS., OF MERIDEN, CONN., are in no way connected with the “Silverware Trust,” but are *independent* manufacturers of the celebrated C. ROGERS

& BROS.’ A1 Spoons, Forks, Knives, etc. They are also the *only* LIVING ROGERS BROTHERS making silver-plated ware. The above trade-mark is a *guarantee* of the best in quality, workmanship and finish.



Of the many reasons that make SPOONS, FORKS, KNIVES, Etc., bearing the trade-mark “C. ROGERS & BROS., A1,” superior to all other so-called “Just-as-Good” Rogers brands, one of the chief causes for the well-known excellence of our goods is due to the process of **HAND BURNISHING**—which is used by us in manufacturing them. While more expensive than Machine Burnishing generally used by other manufacturers—it gives life and durability to the ware that can be obtained in no other way. This process allows more silver to remain upon the goods—and that means that they will wear longer—and also produces an unequalled lustrous finish.

C. ROGERS & BROS., of MERIDEN, CONN.

**THE Toronto Silver Plate Co., LIMITED,**  
CANADIAN AGENTS.



## MR. DOOLEY WANTS A WATCH.

Mr. Dooley, the new humorist, who has taken the reading public by storm, is a philosopher, with an exceedingly keen insight into human weaknesses and vanities. Many a shrewd hit at the accepted conventionality which cloaks the real feelings of human nature are to be found in his humorous comment upon men and events. In the course of a perusal of his book we found Dooley discoursing one evening with his friends on the difficulty of getting Christmas presents which are really wanted. His attempts to obtain a watch on one occasion ended in dismal failure:—

Wan year I wanted a watch more thin anything in tli' wurruld. I talked watches to ivry wan that I thought had designs on me. I made it a pint to ask my frinds what time iv night it was, an' thin say, "Dear me, I ought to get a watch if I cud afford it." I used to tout people down to th' jooler's shop, an' stand be th' window with a hungry look in th' eyes iv me, as much as to say, "If I don't get a watch, I'll perish." I talked watches an' thought watches an' dhreamed watches. Father Kelly rebuked me f'r bein' late f'r mass. "How can I get there before th' gospel, whin I don't know what time it is?" he says. "Why don't ye luk at ye'er watch?" he says. "I haven't none," says I. Did he give a watch? Faith, he did not. He sint me a box iv soap that made me smell like a coon going' to a ball in a State Sthreet ca-ar. I got a necktie fr'm wan man; an' if I wore it at a meetin' in the Young Hebrews' Char'table Society, they'd 've thrun me out. That man warred me kilt. Another la-ad sint me a silk handkerchief that broke on my poor nose. Th' nearest I got to a watch was a hair chain that unravelled, an' made me look like as if I'd been curryin' a Shetland pony. I niver got what I wanted, an' I never expect to. No wan does.

## HE BOUGHT A WATCH.

There was a countryman in Atlanta recently who had a tale of woe which he related to every one who would listen to him.

He had bought a watch without desiring to make such a purchase, and had done so against his own will.

He bought it at auction, and said he had been "swindled into it."

"I went into the auction room," said he in a hurt tone of voice, "and the auctioneer was crying off a watch. A fellow came up to me and said that he had an interest in the auction house, and he'd give me \$1 to bid that watch off for him, as it was going much cheaper than he wanted it to sell. I agreed to it and the watch was knocked off to me. He told me to take the watch into the bookkeeper and turn it over to him. I went in and the other fellow that had been bidding against me followed me in there kicking about me being a by-bidder. He raised such a rumpus that the bookkeeper said to me:

"I never spoke to you in my life, did I?"

"No, you never have," I replied.

"The bookkeeper then took me aside and asked me just to pay for the watch to quiet that fellow and he would give me

back the money when he was gone. I did so, but when I went back for my money he didn't recognize me and none of the fellows connected with the concern knew me. I threatened to have them arrested but they just laughed at me. It was a swindling scheme, and the fellow that was bidding against me was into it."

He was very much wrought up over the affair and went home sadder, but richer by the possession of a brass watch, than when he came.—*Atlanta Constitution.*

## CLEVER DIAMOND SMUGGLING.

"Talking about smuggling reminds me of a trick I saw resorted to by a passenger on one of the big Cunarders a couple of years ago," said a loquacious commercial traveller. "You know there is a duty on diamonds, and one of the passengers had three large stones, worth several thousand dollars, which he had purchased in London. The problem of how to evade paying duty on the stones worried him considerably, but at last he evolved a plan, and a few days before the steamer arrived in New York he proceeded to execute it.

"The chief officer had a little skye terrier, and the passenger after considerable coaxing induced him to sell the dog. As soon as the smuggler gained possession of the animal he tied him up and gave him nothing to eat until just before we were to go ashore. He then procured some fat meat from the cook, and cutting off a piece a little larger than a walnut made a hole in it into which he placed one of the diamonds.

"A dog will generally bolt a piece of fat without chewing it, and, of course, a diamond will go down with it. The hungry dog swallowed the meat, as his owner expected he would, and in a short time the three diamonds were safely stowed away in his interior. The diamond smuggler had no difficulty in evading the vigilance of the custom house officials, and was soon on his way up town, leading the dog by a string.

"I met him again a few days afterward, and asked him how he recovered the stones. 'Easily enough,' he replied. 'As soon as I got home I shot the dog and found the diamonds after a short search. Of course I was sorry for the dog, but dogs are cheap and the tariff on stones is high, and I never allow sympathy to interfere with business.'

## THE HAND-MADE TRADITION.

A tradition of which one gets rather weary in Europe is the hand-made tradition. You want to buy something in silver, for instance. The price makes you open your eyes and you begin the familiar refrain of all good Americans, viz.:

"Why! At home we can buy one very much handsomer than that and for a good deal less!"

Whereupon the foreign tradesman smiles a superior smile and says, condescendingly:

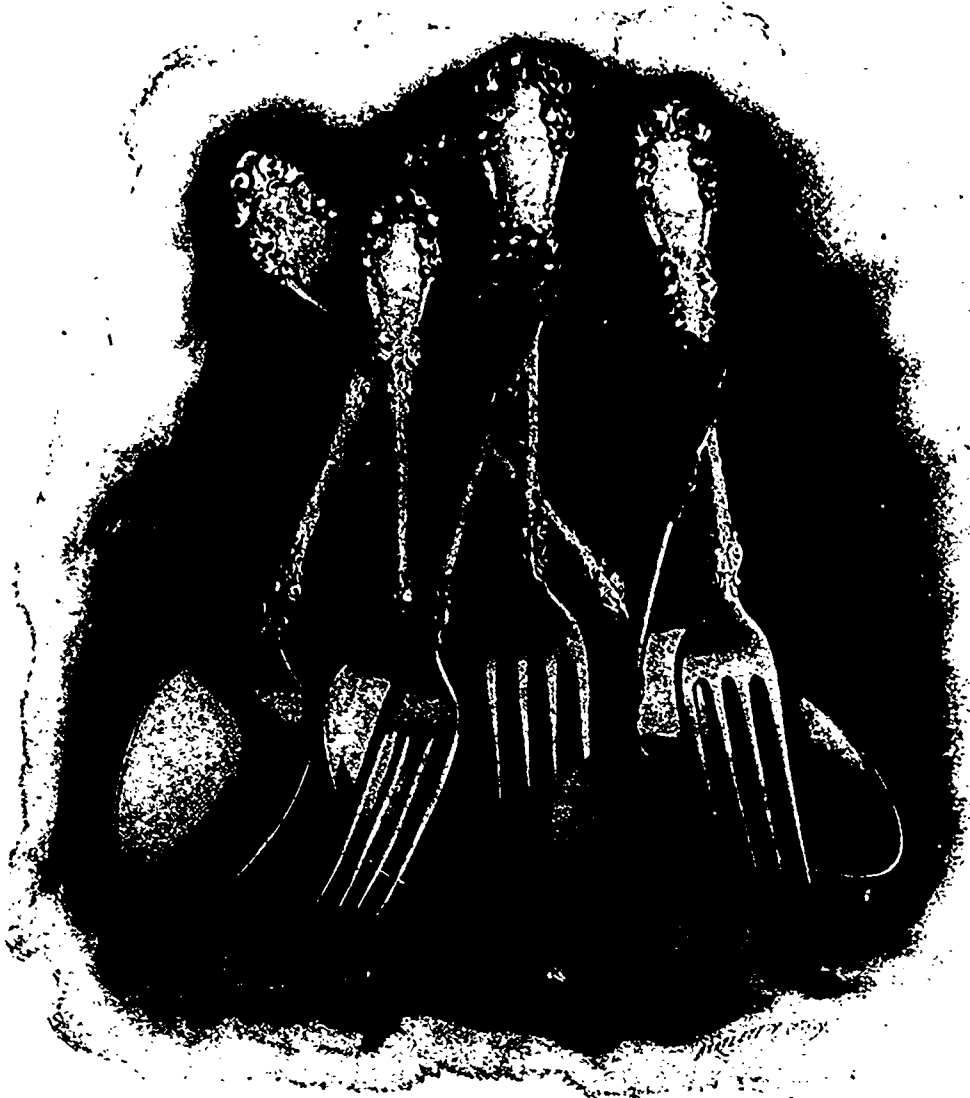
"Perhaps, madame; but not hand-made. This is hand-made."

Then you look at it and you feel sure he has told the truth because no machine could turn out such an apology for good



# NOT "ROGERS" ONLY---BUT "1847 ROGERS BROS."

"1847" is the identifying mark of the genuine—remember "1847."



"Berksire"  
Pattern.

Design  
Patented.

## SPOONS, FORKS, KNIVES, ETC.

Stamped with the Prefix "1847," followed by "Rogers Bros." as a complete trade mark, are examples of what can be produced after half a century of experience in conceiving, designing and making, by a company with ample capital to produce wares under the most favorable conditions—facilities not possessed by any other concern or individual.

The name "Rogers" is not the only desirable feature, but is secondary to the general excellence of the ware itself, which will at once create a favorable impression. "1847" goods are better, more salable and bring higher prices than ordinary "Rogers" because they are worth more—cost us more to make—they are not cheap, but good, thoroughly good.

We help the dealer to sell "1847" goods. Send for Circular No. 1052, and our latest Pocket Catalogue No. 60.

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## MERIDEN BRITANNIA CO., MERIDEN, CONN.

New York City: 9-11-13 Maiden Lane, 1128-1130 Broadway, and 208 Fifth Ave. CHICAGO: 195 State St.  
SAN FRANCISCO: 134 Sutter St. HAMILTON, ONT., CANADA. LONDON, ENGLAND.



workmanship. Good hand work is, of course, better than mechanical work; but it is absurd to produce designs which are so rude as to defy classification and demand a good round price for them because, forsooth somebody has hacked them out by hand. In Venice, for instance, they produce spoons, pins, charms, all sorts of things ornamented with alleged representations of the lion of St. Mark's. As a matter of fact it would take a good guesser to tell whether the lion was a pug dog or a range of hills, but the animal comes high because somebody wadded it out by hand.

Said a French woman, loftily, the other day: "We don't give presents over here unless they are hand-made. Machine-made presents don't count."

This doesn't happen to be true, but it is an echo of the refrain about hand-made work.—*paris letter to the sun.*

**QUESTIONS**

This column is opened for the purpose of giving short and concise answers to enquiries regarding watch repairs, or anything else connected with the Jewelry business. The craft are cordially invited to draw on the knowledge of our experts whenever they think that we can be of any assistance to them. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

**Workshop writes:** Please inform me how to wash a chamol skin so that it will retain its softness after drying?

Let the skin soak in hot water for an hour, then wash thoroughly with Castile soap, rinse several times in clear cold water, wring it as dry as possible and hang out to dry on a line. Of course no skin can be restored to the same condition as when new, but this process of washing will leave the chamol in good serviceable shape.

**Dial writes:** What composition makes the whitest cement to patch enamel dials with, and how is it put on?

Scrape some pure white wax and mix it with an equal part of zinc white, melt the mixture in a porcelain vessel over an alcohol flame and let it cool. To use, warm the dial sufficiently to enable you to press the cement well into the broken parts of dial, then scrape it level with a sharp knife and afterwards warm the dial very slightly to improve the gloss on surface of cement.

**Bent Tooth writes:** Can you tell me how the teeth in American centre which become bent, when the pinion is a safety one. I can understand them being bent in Swiss watches sometimes, when a mainspring breaks, but with a patent centre pinion which unwinds when the spring breaks it is a different matter, and, as I have not been able to solve it, I come to you?

There are just two reasons that we know of to account for it outside of careless handling of the parts of a watch when taken to pieces, and they are: (1) Safety pinion being stuck or too tight on to unwind when mainspring breaks, and (2) A good many  $\frac{3}{4}$  plate American watches have one end of the pallet bridge run somewhat under the centre wheel, and when the attempt to take the screw out of that side of the pallet bridge

is made the screw driver is allowed to catch against a tooth in the centre wheel and force it. With such watches the centre wheel should be removed before the pallet bridge, and likewise when putting the watch together the pallet bridge should be screwed down before the centre wheel is put in.

**Gilding writes:** Would you please give me a recipe for plating watch cases so that they will have a 14 karat gold appearance. I have rigged up a plating outfit with solutions, scratchbrushing lathe, etc?

We gave a formula for this class of work about a year ago, but if you have not the back numbers it would be useless to refer you to the number, so will repeat the instructions. Use cyanide of gold solution, and an electric current. For a pint of gold solution dissolve the contents of three fifteen-grain bottles of chloride of gold in a large tumbler half full of distilled water. Next dissolve one ounce of pure cyanide of potassium in another tumbler two-thirds full of distilled water; as soon as the cyanide is fully dissolved, pour a little of this solution into the chloride of gold solution, stirring with a narrow strip of glass. The addition of the cyanide solution to the gold solution will cause a brown powder to form in the gold solution. This brown powder is cyanide of gold. Keep adding carefully of the cyanide solution, and stirring as long as any precipitate forms. Be sure you only add enough of the cyanide solution to precipitate all the gold, because if you add one drop more than is absolutely required, the gold precipitate will be re-dissolved, and you will lose just so much gold. Allow the cyanide of gold to settle, then pour off the liquid above the precipitate. Pour on clear water, allow the precipitate to settle and again pour off the water. Repeat this operation four or five times to thoroughly wash the precipitated gold. Now, pour upon the precipitate, a little at a time, enough of the cyanide solution to dissolve the gold, and add a little extra as free cyanide. Distilled water is then added to make a pint. This solution will suit your purpose admirably.

**Mainspring writes:** Is there any rule regarding the proper dimensions of mainsprings for certain sizes of watches. If so, kindly give it to me. Sometimes I am at a loss to select a spring, when, for instance, I find that someone has put one in a watch only about one-half the full width the barrel will allow it to take, then I am not sure what the strength should be?

Experience is the only rule and teacher, and the best way to get this knowledge is to carefully note the width and strength of springs in all watches you meet with, then you get to know and remember what such and such a size and quality of movement requires to produce a good live motion, at the same time not too great.

DES MOINES, Ia., Sept. 15.—N. M. Campbell has brought suit against the Iowa National Bank, claiming judgment for \$500 by reason of the alleged theft of diamonds and jewelry while on deposit in one of the bank's strong boxes. She states that on Sept. 1, 1896, she leased a deposit box from the bank, and placed therein two diamond earrings, one diamond gentleman's stud set, one gold watch and chain and certain sterling silver spoons, all to the value of \$500. Between that time and Dec. 15, 1899, she alleges that some one stole the outfit from the box, and as there were only two keys, she having one and the bank the other, she holds the bank responsible for the loss.



# THE DUEBER HERALD

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

Vol. I.

CANTON, OHIO, OCTOBER, 1900.

No. 9.

## TRUTHS.

You may hide Truth.



You may cover it, disguise it, deny it.



You may down it for a time--but only for a time; for, do what you will, Truth will prevail in the end.



The Dueber-Hampden Works are the largest and best-appointed watch works in the world. That is Truth.



The Dueber-Hampden Watch is the most accurate and reliable in the world, "The Best." That is Truth.



The success of the Dueber-Hampden Works, the success of the Dueber-Hampden Watch is unequalled. That is Truth.



And Truth will prevail.

## LABOR AND MACHINERY

To produce a perfect watch, perfect labor and perfect machinery are necessary.

The attributes of the workmen must be skill, integrity and the ability to fill perfectly the positions assigned to them. The machinery must be modern, practicable and perfectly adapted to their requirements.

All this, the reader will say, is self-evident. True; but how many watch factories are there who can boast of perfect labor and perfect machinery?

The management of the Dueber-Hampden works have made a study of the labor and machinery questions, with the result that their skilled labor and their machinery represent the very best obtainable.

So far do they carry care and discrimination, that no help is hired without passing muster before John C. Dueber personally, the President of the Dueber-Hampden Works; no machinery is made or purchased, be it ever so trivial, without Mr. Dueber's sanction, and not one is there in the vast army of hands, from foreman to errand-boy, with whom Mr. Dueber is not personally acquainted.

Therefore it is that the high order of talent employed by the Dueber-Hampden factories cannot be equalled by any or all of their competitors.

Let Canada time  
 Her Progress by the  
 Dueber-Hampden Watch.

## CASE-TALK.

Over thirty-five years ago the first Dueber watch case was born.



It triumphed. Then, with every new case, the triumph of Dueber goods grew more pronounced.



Why? Because "What is worth doing, is worth doing well" is the motto under which Dueber goods are made.



To-day, despite the tremendous growth of the enterprise, the same careful and rigid inspection is made of all Dueber goods, as when every case was passed upon by John C. Dueber himself.



Dueber goods are: **Term and stamp True.**

DUEBER  
 WATCH  
 CASES

make trade and  
 hold it.

Alvorado, Texas.  
 I am a chief dispatcher at this station for the M. K. and T. R. R., and am the possessor of one of your new 17-jewel watches named "New Railway." It gives perfect satisfaction and is one of the best timekeepers on the road.  
 O. E. MAER.

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



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

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

MR. DRESCHER, of Bausch & Lomb Optical Co., paid a flying visit to Toronto on the 18th ult.

MESSRS. THOMAS & BOOTH, whose stores are to be found in various towns through Muskoka, have opened up an Optical Room in Sturgeon Falls.

THE ever popular "Frank" Le Febvre, having returned from the North-West, his customers "down east" are having the pleasure of his company once more.

J. J. ZOCK & Co. were unusually busy during the past month, especially during the two weeks of the Fair, when they were inundated with visitors and orders.

MR. R. F. DALE has recently completed a course in optics at the Canadian Ophthalmic College. Mr. Dale is a liberal advertiser and there is no doubt he will make a big success.

MR. JOHN S. BECK, Brampton, Ont., and Miss Hannah M. V. Northgraves, of Ruth, Ont., were amongst the graduates of the Detroit Optical College during the month of September.

AFTER a short trip through Western Ontario, Mr. A. C. Merrett, representing H. & A. Saunders, is now calling on his customers in Eastern Canada, and reports business so far very satisfactory.

THE M. S. BROWN CO., Ltd., of Montreal, have placed on the market a very taking line of "general" charms, which are said to be very fetching and on which the trade can make good profits.

MR. J. S. LEO, president of the Montreal Optical Co., spent the second week of the Fair in Toronto. He met many of his old friends from various parts of Ontario and incidentally booked fall orders.

THE GOLDSMITH'S COMPANY will be pleased to mail a copy of their up-to-date Watch List to any jeweler who may not have received one. This little book will be found a valuable reference.

MR. OUIMETTE, of Southbridge, Mass., visited Toronto during last month, he was much surprised at the beautiful optical rooms to be found in Toronto. "Nothing like it in Boston" was his comment.

J. A. PITTS, of Montreal, general wholesale agent in Canada for the celebrated Boss Watch Cases, has a word to say to the trade in this issue that every reader of THE TRADER should peruse carefully.

THE GENEVA OPTICAL CO., of Chicago, had a very fine exhibit of their famous Rhetinoscopes at the Detroit Convention. Its practicability was clearly demonstrated, and a large number of orders booked.

LAST month the employees of the H. & A. S. chain factory held a very pleasant excursion to Niagara Falls, which was greatly enjoyed by all who participated. They expect to make this an annual event.

MR. W. H. PATTERSON, of the firm of Smith & Patterson, Boston, Mass., paid a visit to his old home in Nova Scotia last month, and not only enjoyed the change but returned considerably improved in health by his outing.

DR. W. E. HAMILL, the principal of the Canadian College of Optics, will accept two students in his private office, the first of each month, to learn retinoscopy. For terms, etc., write him direct to 88 Yonge Street, Toronto.

MESSRS. E. & A. GUNTHER, of Toronto, have appointed Mr. J. A. St. Jean (formerly with Mr. Alfred Eaves, of Montreal), as their representative in the city of Montreal. His office is located at No. 1693 Notre Dame Street.

MR. R. J. AUBS, chief clerk of the Goldsmiths' Company, of Toronto, who was confined to his bed through illness for nearly a month, is about again and hard at work as usual. His many friends in the trade will be glad to hear of his recovery.

THE TORONTO SILVER PLATE CO., Limited, ask us to draw the attention of the trade to the fact that they are Canadian agents for the C. Rogers & Bros., of Meriden, Conn., who make a specialty of flatware and who have a world-wide reputation.

MR. T. W. LASKEY, jeweler, of Paris, was also a victim of the great conflagration in that town last month. His loss is reported at about \$500, and it is said he was unfortunate enough to have no insurance. We trust that such was not the case, however.

IN ANOTHER PART of this issue will be found a couple of opinions from watchmakers who have tested the Canadian Horological Institute by going through its course. They are well worth reading. Look them up for they are both practical, and favorable to a worthy institution.

MR. H. G. LEVETUS is now back in Toronto, and will be glad to see his friends at his office at 65 Winchester Street, telephone number 4584. He is making Toronto his headquarters, will work Ontario, but will be in Toronto every Saturday, and will be pleased to hear from or see his old friends.

THE MONTREAL OPTICAL CO. have formed a base ball club. On the 25th ult. they scored a brilliant victory over the Windsor club. Score, 17 to 8. The names of the victors are: St. Pierre, c.; Morin, p.; Moore, 1b.; Chartrand, 2b.; Scarborough, ss.; Mignault, 3b.; Vezina, r.f.; Malouf, c.f.; Barrette, l.f.

GRANT'S GREAT GUARD is the name of a guard recently invented by Prof. Samuel Grant, of the firm of Henry Grant & Sons, Montreal. The manufacturers of all guards claim adjustability which is accomplished by twisting the metal. Grant's Great Guard is made from stiff metal and adjusted by means of a binding screw.

MR. A. MARKS, the genial representative of H. & A. Saunders, has been out this season with the H. & A. S. chains exclusively, and is so much gratified at the results of his work that he is now anxious to carry nothing but this popular line, and the firm is seriously considering the advisability of employing him in this capacity only.

MOST of the opticians visiting the Toronto Exhibition viewed the new premises of the Cohen Bros., Limited, and expressed great admiration of the systematic management of their factory, and particularly of the cleanliness. Every feature of the place was found to be strictly up-to-date, and a cordial welcome was extended to all visitors.

ADVICES from Croyden from the manufacturers about the middle of September, announce the shipment from England of the works and bells of the great Toronto City Hall clock. The firm expect that it will be delivered in Toronto before the end of September, when the workmen they are sending along with it will at once proceed to put it in place and set it going.

MR. J. E. WILMOT, jeweler, of Ottawa, suffered a bereavement on the 10th September in the death of his father, Mr. Nathaniel Wilmot, a well known and highly respected citizen of Kingston, Ont. The deceased gentleman was aged sixty-five, and had occupied some very responsible positions in the municipality, and was chairman of the Board of Works at the time of his death.



# LONG

...THE GRA

HIGHEST AWARD,

AT

# PARIS EXPO

# A. WITT

MANUFACTURER OF

# LONGINES AND

# NEW YORK





**INES.**

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**ND PRIZE...**

**AS ALWAYS,**

**THE**

**SITION, 1900.**

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**NAUER,**

**THE CELEBRATED**

**AGASSIZ WATCHES**

**and GENEVA.**





# LEVY BROS. CO., HAMILTON. Limited.

Have Many Pretty European Novelties to Show.

.. ALL THE LATEST IN ..

American Jewelry and Novelties.

American and Swiss Watches.

Hemsley Souvenirs,

Artistic Enamelled Novelties.

Ingraham and New Haven Clocks.

Seth Thomas Regulators.

A Full and  
Complete  
Line  
To Suit the  
Most  
Fastidious.

Prompt  
Despatch.

MATERIALS AND TOOLS.



We hear that Mr. Julius Saunders has just returned from his semi-annual trip to the principal points in the Maritime Provinces. He states business was fair, but as we learn that their factory has been running every night since his return, and also that the firm refuse orders for October delivery, it appears as if he must have under-rated his orders.

SAUNDERS, LORIE & Co. report a great number of visitors to inspect their new factory during the Exhibition, all of whom expressed themselves as both very much surprised and pleased at their up-to-date methods of manufacture and splendid equipment of labor-saving machinery. They made a large number of sales as a result of their enterprise in entertaining the trade.

READY FOR ANYTHING.—In a baseball match on Saturday afternoon, Sept. 15th, the team from the Hemming Mfg. Co., of Toronto, defeated the representatives of H. & A. Saunders by a score of 6 to 2. The victors consider themselves equal to any fortune and have shied their castor into the ring, and want any other Toronto firm to take up their defi. We trust they will be accommodated.

THE TORONTO SILVER PLATE CO., Limited, are a marked illustration of a thoroughly up-to-date, and of a progressive and aggressive company, inasmuch as they not only send a direct representative to Australasia, but have now a London, England, sample room at 23 Thavis Inn, Holborn Circus, where they are quietly exploiting the British market in a very satisfactory way.

HYMENIAL.—As our last issue was in press (August 29th) Mr. Robert Thompson, with the firm of A. H. Dewdney & Co., Toronto, was united in matrimony to Miss M. E. Cheshire, of this city. The bridegroom's friends in the employ of the firm, marked their appreciation of the occasion by presenting him with a handsome marble clock, and wished the happy couple long life, happiness and prosperity.

GEO. H. LEES & Co., ask us to announce that the enlargement and alteration of their premises has taken considerably longer time than they anticipated, and that in consequence they have been obliged to disappoint some of their customers in not filling orders with their usual promptness. At last, however, they have everything in good shape, and will make things hustle for the fall and holiday season.

FIRE AT OAK LAKE, MAN.—A destructive fire swept the little but thriving town of Oak Lake, Man., on the 7th of last month, causing a great deal of loss to the merchants doing business there. Amongst the sufferers was Mr. J. Orr, jeweler, whose premises and stock were destroyed. We understand Mr. Orr had a partial insurance upon his property, but the particulars regarding it have not yet been made public.

SIX TRAVELLERS.—The Toronto Silver Plate Co., Limited, have now six travellers, viz., Messrs. Fidler, Grundy, Walker, Ryan, Hills and Gooderham. Manager Gooderham still includes himself on the travelling staff; although a very busy man he makes time to look after large trade in certain localities. If you have not yet received a copy of The T.S.P. Co.'s new catalogue, you should write to them for one.

MR. ANSELL LEO, President of the Montreal Optical Co., has succeeded in perfecting an automatic machine by means of which interchangeable perfection bifocals are made. By interchangeable is understood that the uppers and lowers interchange, and together exactly fit a standard frame. The advantages of interchangeable perfection bifocals are too obvious to mention. Opticians interested should communicate with the Montreal Optical Co.

PRIZE TROPHIES.—The Toronto Silver Plate Co., Limited, still continue to make a specialty of this line, and the larger trophies now in hand making are the Senior Lacrosse League trophy, which order they received through Messrs. N. Bilsky & Co., of Ottawa, they also recently made up the Junior League trophy, the order coming through the same source. The Cosby Challenge Shield and the Piano Makers' Baseball League trophy are also important orders of this kind going through.

THREE SMALL GIRLS, named Elsie and Ruby Roper and Agnes Farquhar were bathing in the lake at Kew Beach, just east of Toronto, last month, when they got beyond their depth and would have certainly been drowned had not Mr. W. H. Revell, jeweler, of Meaford, Ont., who was was visiting in the vicinity, happened along and rescued them. Mr. Revell should be the recipient of the medal given for life saving by the Canadian Humane Society.

AMONG THE delegates from American cities attending the convention of the American Association of Opticians, in Detroit last month, many proved to be Canadians who have made their homes with "Uncle Sam." Among the Canadian delegates were: E. Culverhouse, Toronto; W. C. Maybee, St. Catharines; E. J. McIntyre, Chatham; J. A. McFee, Belleville; J. H. H. Jury, Bowmanville, J. N. White, Coaticook, Que.; W. T. Poile, Tilbury; F. Howell, Windsor, Ont.

DUEBER-HAMPDEN WATCHES.—Speaking about the scarcity of Dueber-Hampden watches this fall, Mr. W. A. Young, the company's Canadian general wholesale agent, says: "The demand for Hampden watches by the retail trade so far this season has been very large, and, from present appearances, those dealers who do not anticipate their wants, and place their orders for later delivery, will most assuredly have difficulty in getting them when wanted, as, without doubt, there will be a watch famine before the snow flies."

IN TOWN.—Mr. Abraham Levy and Mr. W. E. Boyd, president and secretary-treasurer of the Levy Bros. Co., Limited, of Hamilton, were in the city for a couple of days last month on business for their company. They say that they are having an unusually busy fall season this year, more especially in diamonds, of which they make a specialty, and are probably the largest importers in the Dominion. Their stock, they say, is now complete in every line, and their travellers are meeting with much success all over the road.

MR. WILLIAM DAVIS, for many years engaged in the retail jewelry business in London, Ont., but who retired last year, has just returned from Paris, France, where for the past three or four months he has been engaged in assisting in the arrangement of the Canadian Government exhibits. Mr. Davis speaks in the highest terms of this great exposition, and says it is really an education to any person to study the exhibits thoroughly. He looks the picture of health, and says he feels a great deal better for the change that the trip has afforded him.

WATCH YOUR MONEY.—Inspector Stark, of the Toronto police force, has in his possession a very badly forged ten dollar note on the Molsons Bank, a sample of a great many more which are going around the city. This particular note, which was passed on an east end merchant and seized by the bank, is numbered 78,538, and the name of the manager, "Jefferson," is written in lead pencil and is minus one "f." It is said by bank men to be a very inferior imitation of the genuine Molsons bill, but all the same it should be carefully looked out for.

MR. A. R. HARMON, of Montreal, Canadian representative of the American Waltham Watch Company, spent a week in Toronto during the Exhibition. He says there appears to be no let up in the demand for Waltham watches, and cannot promise any great increase in the quantity allotted to Canada this fall. Strange to say the demand for high-grade is even more pronounced than for cheap goods, showing plainly that the public are demanding a better class of goods than formerly. It seems to be a favorable time for jewelers generally to introduce high-grade watches with success.

MR. R. CURRY, of Sydney, C.B., has moved into his new store on Charlotte St. The premises have been thoroughly renovated and transformed into a model jewelry store. Mr. Curry will occupy the entire building, using the top floor for workshop, and the second floor as an optical parlor, handsomely fitted up and provided with Geneva Retinoscope, Brown & Burpee Cabinet. The optical department will be in charge of Mr. W. H. Nye, who was formerly in business in Halifax, N.S. Mr. Curry's long experience in the



# The Perfected American Watch.



THE VANGUARD is the highest quality 18 size WALTHAM movement. It was introduced in 1894 and immediately became the foremost watch for railroad men. It is the best 18 size movement one can buy. CRESCENT STREET, APPLETON, TRACY & CO., and RIVERSIDE 18 size. All are made in VANGUARD model. This model has many points of superiority. Important among them are the following :

**FIRST.** Its solidity and strength. While the frame of the ordinary movement is composed of seven parts, the VANGUARD model frame has but four parts. In this model separate pillars are dispensed with, the top plate and its support being in one piece.

**SECOND.** The location and protected condition of the balance wheel, which is placed farther from the mainspring than in the ordinary full plate movement and accordingly is less liable to polarization that might accrue from a slight degree of magnetism in the mainspring. The value of this improvement will be apparent when it is considered that should the balance wheel, which in a quick train watch normally vibrates 18,000 times per hour, make but ten vibrations more or ten vibrations less per hour, the watch will have gained or lost forty-eight seconds per day.

**THIRD.** The use of the double roller, whereby escapement friction is reduced.

**FOURTH.** The manner of securing the jewel pin in the impulse roller.

**FIFTH.** The improved tempered steel safety barrel, which secures the train of the watch against dangers otherwise likely to result from breakage of the mainspring, and also allows the use of an extra wide and long mainspring which gives the watch more than forty hours' run. This barrel may be taken out without removing the balance.

All WALTHAM railroad movements are fitted with the WALTHAM patent Breguet hairspring. This spring is hardened and tempered in form—not a flat spring merely bent into shape. IT IS NOT TO BE FOUND ON ANY OTHER MAKE OF WATCHES IN THE WORLD.

The finish of the steel parts, damaskeening of the plates, and other features of ornamentation are consistent with the excellent timekeeping qualities of these movements. Hunting are lever-setting; open face are either pendant-setting or lever-setting, as may be desired. Watch manufacturers in both America and Europe recognize the advantages of the pendant-setting watch over the lever-setting in open-face. Every high class foreign watch is pendant-setting. The convenience of a device that enables one to set the hands without opening the case is evident. Especially is this true of watches with screw front cases. In point of utility, the pendant-setting open-face watch is to the lever-setting as the low, pneumatic tire bicycle, of recent manufacture, is to the high wheel machine of former years, or as the stem-winding watch is to the key-winding. It should be born in mind, however, that this Company supplies lever-setting open-face watch movements for those who prefer them.

**SELLING AGENTS,**

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



jewelry business and the American watch factories should ensure his success in his extended business.

Mr. J. FRANK COOKE last month purchased the Cooke jewelry business located on Simpson Street, Fort William, of which he has had the active management for some nine years past. The business has been established in Fort William since the early days, being first located in West Fort during the good old days of C.P.R. construction and following the tide down on the exodus from West Fort. There has at all time been a business done satisfactory to both the proprietor and the public. It is the intention of the new proprietor, J. Frank Cooke, to visit the east for the purpose of purchasing a large stock of goods for the holiday trade.

**BURNED OUT.**—Mr. T. Shawcross, jeweler, of Paris, Ont., was one of the victims of the terrible fire which swept through that town on the 12th of September, and destroyed many of the best business blocks in the place. His total loss is placed at about \$6,000 with, we are sorry to say, only an insurance of \$2,700. A great many merchants hesitate to carry insurance up to eighty per cent. of their total stock, but while it often looks like useless expenditure, circumstances such as the Paris fire show the wisdom of doing so. It is always "better to be sure than sorry," and very few merchants are wealthy enough to carry the risk of their own insurance.

**THE FIRST ISSUE** of diplomas from the Canadian College of Optics was sent out this week to the following: F. E. Harriott, Windsor, N.S.; W. C. T. Bethel, Pembroke; F. W. Jeffs, Wallaceburg; W. J. Aelick, Manitowaning; George Watcher, Thedford; J. O. Bower, Perth; A. Pannell, Ottawa; Major Kelly, Preston; H. W. Mitchell, Winnipeg; A. H. Humphries, Arthur; F. C. Davy, Toronto Junction; H. S. Hamilton, Garden Hill. The principal, Dr. W. E. Hamill assures us that the system inaugurated by him of only issuing diplomas to those who come up to the standard prescribed by his college has met with popular favor from the first. Next classes October 2nd and November 6th.

**WE NOTICE** that our old friend Mr. John L. Shepherd, the genial New York agent of the Keystone Watch Case Company, has recently been elected president of the Commercial Travellers' Sound Money League of the United States. We have always said that John L. would never stop climbing until he got into the White House, and in our opinion the people of the United States might do considerably worse than give John L. a five years' term in the Presidential chair. In order to test John's sincerity and whether there's any money in his present office, we have drawn on him at sight for \$1,000,000. We don't want it in silver dollars or on any 16 to 1 basis, no, it must be either on a gold basis or nothing. Probably nothing.

**NEW 16-SIZE MOVEMENT.**—On the 11th September the American Waltham Company notified the trade that they will issue on the 1st November a new 16-size  $\frac{3}{4}$  plate movement in open face and hunting. This new movement has 17 fine ruby jewels, raised gold settings; double roller escapement; steel escape wheel; exposed pallets; compensating balance; adjusted to temperature and three positions; patent Brequet hair-spring, hardened and tempered in form; patent micrometric regulator; tempered steel safety barrel; exposed winding wheels, and red gold centre wheel. For fine time-keeping this will be a favorite movement, as it embraces in its make-up all the latest improvements at a price within ordinary reach.

**MR. HURLBURT**, President of the Elgin National Watch Company of Elgin, Ill., paid a hurried visit to Toronto on the 18th of last month, during which he was the guest of Mr. T. H. Lee, of The I. H. Lee & Son Company. Mr. Hurlburt says that although his Company are straining every nerve to keep pace with their orders, the demand is so far ahead of the supply that they find it utterly impossible to do so. They have increased their production over a thousand per day, and even yet they seem to be as far behind as ever. He says that his company are devoting considerable effort towards building up an export trade, and their increased production

has been built up largely with this end in view. Mr. Hurlburt is a brainy gentleman of pleasing address, who impresses people with the idea that behind his suavity of manner he has a strong will and great administrative ability. This was his first visit to Toronto, and he was both pleased and impressed with the city.

**THE STANDARD SILVER COMPANY'S** ball team added another victory to close a brilliant season's work, by defeating the Meriden-Britannia Company of Hamilton, by a score of 11 to 7, at Centre Island on Saturday, September 15th. The Hamilton boys were entertained to dinner at the Merchants', where both teams and their friends were amply looked after by Mr. H. Morgan. This is a fine record for the Standards, as they have not been defeated by a factory team this year. The Standards' team is as follows: Brown, Charlton, Furlong, Beatty, Kelly, Urquhart, Colby, Alward, Rodden. Umpire—Riggs; and the following is a list of their victories during the past season: Toronto Silver Plate Co. (2); Gold Medal Furniture Co., J. D. King Co., Roden Bros. (2); Saunders, Lorie & Co.; D. W. Thompson & Co.; Meriden Britannia Co.

**THE JEWELERS AND SILVERSMITHS** in the Canadian Manufacturers' Association are now numerous enough to form a section of their own, and it is highly probable that they will do so in the near future. As we predicted in our last issue Mr. P. W. Ellis, of P. W. Ellis & Co., Toronto, was chosen president of the association, a position he well deserves and one which he will without doubt fill with credit to himself and advantage to the association. In addition to Mr. Ellis the craft are represented on the committee by the following well known jewelers. *Executive Committee*, Messrs. George H. Lees, of Hamilton, E. G. Gooderham, W. K. George and W. K. McNaught, all of Toronto. Mr. Thomas Roden was chosen as chairman of the Reception and Entertainment Committee, and Mr. McNaught chairman of the Exhibition Committee. Mr. R. Y. Ellis was appointed as one of the representatives of the association on the Technical School Board of Toronto. Truly a pretty good showing for the jewelry and silversmith's craft.

**CAPT. H. J. WOODSIDES**, formerly engaged in the jewelry business in Portage La Prairie, Man., but who has recently been editing a newspaper in Dawson City, Yukon Territory, paid a visit to civilization down east last month to renew old friendships and to straighten out things generally. He looks the very picture of health and says that the climate of the Yukon agrees with him perfectly. He says that mining in that district is only on the threshold of its development. The old hand methods are fast giving way to the use of machinery, and it is, he says, only a matter of time when the new and improved methods will obtain altogether. By the new system steam is used to thaw the frozen ground and earth treated for gold, and the precious metal extracted just as it comes from the shafts. This system of mining can be prosecuted as well in winter as in summer, and will greatly increase the output. He prophesies a great future for that country, and says that after the placer diggings have all been worked out it will develop quartz mining that will astonish the world. Our old friend Hugh is very sanguine, but he is probably right about the riches of our Yukon country.

**AN ATTRACTIVE WINDOW INVENTION.**—Mr. Graham Kearney, son of Mr. Kearney, jeweler, of Renfrew, has perfected an invention for displaying goods in a shop window to advantage which should commend itself to the trade generally. The following description will give our readers a tolerably good idea of its get-up and general appearance: It is a revolving table, circular in shape, covered with silk velvet and mounted with a pyramid whose three sides are mirrors. The whole is given a revolving motion by a contrivance concealed underneath it. Then by a number of plate-glass mirrors in the window an indefinite number of circular tables may be seen revolving, according to the position from which the contrivance is viewed. Looking in, directly opposite, four revolving tables may be seen, and then as the beholder changes his position other tables appear, and some of those seen in the former position disappear. Looking in at the upper side of the bay window the table is not seen,



OFTEN YOU ARE ASKED FOR SOMETHING IN  
STERLING SILVER WHICH YOU HAVE NOT GOT.

## CUT THIS OUT AND STICK IT UP

FOR A QUICK HANDY REFERENCE AS TO WHERE YOU  
CAN PROCURE AN ARTICLE ON SHORT NOTICE.

WE CARRY BY FAR THE LARGEST STOCK IN CANADA, AND ARE CONSTANTLY  
ADDING TO IT AND WILL BE PLEASED TO HAVE YOU SELECT FROM IT.

- |  |                         |                           |
|--|-------------------------|---------------------------|
| Atomizers, cut glass, sterling<br>mounts.                    | Gravy boats.            | Soap boxes.               |
| Brushes, combs, mirrors, etc.                                | Ink stands.             | Soap dishes.              |
| Berry bowls (or salad bowls),<br>cut glass, sterling mounts. | Jewel stands.           | Shaving soap boxes.       |
| Bon bon dishes.  | Knife rests.            | Shaving brushes.          |
| Bread trays.   | Letter or bill fyles.   | Shaving cups.             |
| Butter dishes.   | Letter holders.         | Sugar sifters.            |
| Butter plates.   | Lavender salts bottles. | Sugars and creams.        |
| Blotters.  | Loving cups.            | Salt sets and sellers.    |
| Biscuit jars, cut glass and ster-<br>ling mounts.            | Match safes.            | Smokers' sets.            |
| Cigar jars, cut glass and ster-<br>ling mounts.              | Mucilage pots.          | Smokers' lamps.           |
| Cigarette and marmalade jars.                                | Mustard pots.           | Shoe horns.               |
| Claret jugs.   | Meat dishes.            | Soup tureens.             |
| Cups.  | Manicure goods.         | Syrup jugs.               |
| Candlesticks.  | Napkin rings.           | Tea sets.                 |
| Crumb trays and scrapers.                                    | Pen wipers.             | Tete-a-tete sets.         |
| Celery trays.  | Pen racks.              | Tea bells.                |
| Cork screws.   | Pen trays.              | Tea caddies.              |
| Coffee sets.   | Puff boxes.             | Tea strainers.            |
| Cologne bottles.   | Prize cups.             | Tea balls and holders.    |
| Flasks, silver or cut glass.                                 | Perfume bottles.        | Taper holders.            |
| Funnels.   | Peppers and salts.      | Trays.                    |
|  | Pitchers.               | Vegetable dishes.         |
|  | Punch bowls.            | Vases.                    |
|  | Razor strops.           | Waiters.                  |
|  | Salve boxes.            | Water bottles. Etc., etc. |

Also Seven Patterns in Flatware, from a Salt Spoon to a  
Soup Ladle, carried in stock.

 **W<sup>M</sup> ROGERS.** 

TRADE MARK ON FLATWARE.

# Simpson, Hall, Miller & Co.

A. J. WHIMBEY,  
Manager.

50 Bay St., Toronto.

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**BURGLARY.**—The jewelry store of Mr. F. S. Prudhomme, of Beamsville, was broken into by burglars on the night of Tuesday, the 4th September, and a quantity of valuable goods stolen. The door was wrenched open by means of a "jimmy," and thus the thieves secured access. A good description of the men was obtained, and they were very easily recognizable, as one of the trio was quite lame. Just as soon as Mr. Prudhomme discovered the theft, he set about trying to capture the thieves. He secured the aid of county constables Frank Rodgers and Wm. Hunter, and also of N. Stewart, one of the Hamilton jail officials. Word was sent to St. Catharines to be on the lookout and head the men off, and the constables and Mr. Prudhomme started in pursuit. Along the road, at Vineland, and other places, they found people who had seen the trio of thieves, and practically traced them to St. Catharines, but the police there knew nothing of them or hadn't seen anyone answering the description. Mr. Prudhomme and his friends tried all reasonable persuasion to get the St. Catharines police to help them, but could get no one to do anything; and so had to do their own police work. They sent on word, and visited Merriton and Thorold, but didn't succeed in finding their men. Nothing daunted, however, the party pushed ahead. At last they had the good fortune to run down their quarry at Niagara Falls, Ont. They gave their names as George John Keating, Chas. Hoover and Guy Thomas, and were at once taken to Beamsville where they appeared before Magistrate Riggins. They elected to be tried by the judge and were accordingly taken to St. Catharines and placed in the jail to await their trial. They claimed that they came from Pennsylvania. A watch stolen from the residence of Mrs. Smith, Clinton township, was also found in their possession. On Saturday, the 8th September, they were brought before Judge Carmen, charged with the burglary of Mr. Prudhomme's jewelry store at Beamsville. They all pleaded guilty, and Hoover, in addition, pleaded guilty to stealing a watch from Mr. A. Smith, who lives just outside the village. They were sentenced to terms in the Central Prison as follows:—Keating, ten months; Thomas, nine months, and Hoover, twelve months. Mr. Prudhomme certainly deserves great credit for the persistent and clever manner in which he effected their capture and caused their conviction for so long a term.

**THE REORGANIZATION** of the Canadian Association of Opticians, which was mooted in our last issue through a letter from Mr. E. Culverhouse, the well-known optician, of this city, has become an accomplished fact, by means of a large and what may be considered to be a very representative meeting of Canadian opticians, which was held in St. George's Hall, Toronto, on the 4th September. Among those present were the following well-known optical men: Messrs. W. H. House, Dundas; Edward J. Kibblewhite, Alton; E. D. Wilcox, Uxbridge; John H. H. Jury, Bowmanville; J. Leo, Montreal; E. F. Greenwood, Toronto; Alexander Moffatt, Bradford; William W. Woods, Brampton; H. A. McIntyre, St. Mary's; L. G. Amsden, Toronto; A. H. Humphries, Arthur; Arnold Jansen, Berlin; W. G. Maybee, St. Catharines; G. A. Deadman, Brussels; R. A. Mason, Markham; John Brodie, Tilsonburg; George Macdonald, Tweed; J. F. Daitey, Seaforth; J. D. Williams, Toronto; J. H. Porte, Picton; E. Culverhouse, Toronto; J. C. Stoneman, Hensall; Robert Robertson, Ingersoll; J. McFee, Belleville; Amnon Davis, Toronto; T. N. Richard, Bowmanville; F. E. Luke, Toronto; W. H. Hopper, Cobourg; A. E. Lewis, F. A. Ellis, H. L. Batting and H. J. Greger, Toronto. The afternoon session was devoted to preparing a constitution, and it was decided to have 200 copies of it printed for distribution among the members. In the evening the election of officers took place, resulting as follows: President—E. Culverhouse, Toronto; vice-presidents—John H. H. Jury, Bowmanville; W. G. Maybee, St. Catharines; Alexander Moffatt, Brantford; J. H. Porte, Picton; secretary-treasurer—Amnon Davis, Toronto; Executive Committee—W. A. McIntyre, St. Mary's; F. A. Ellis, W. H. Hopper, Cobourg; A. E. Lewis; Members' Committee—W. H. House, Dundas; R. A. Mason, Markham; William W. Woods, Brampton. The next place of meeting will be selected by the Executive Committee. The convention

closed shortly before midnight. In regard to the reorganization of this Association, it seems to be in the best interests of opticians generally that a strong and vigorous organization should be established. It should get to work right away, and try and have every optician in the Dominion enrolled in its ranks, because, as stated in our last issue, it seems to be only a question of time when they will have to fight for their professional lives. To do this properly and effectively, they want not only numerical strength, but proper organization, and this should be all worked up quietly before the storm breaks and the necessity for action arises. If left over until necessity forces it, it will be too late to put up an organized fight as it should be done. The Canadian Association of Opticians have plenty of work ready to their hand, and the promoters of the movement should see to it carefully that its affairs are carried on along broad and liberal lines, and not allowed to degenerate into a small tuppenny ha-penny concern that is only able to cope with small details or personal grievances. So far as we can see, the outlook for the new Association is favorable. The gentlemen at the head of it are men of experience, and have the confidence of the trade, and it depends very much how they manage its affairs during the early stages of its existence how it is going to grow and prosper. We wish it every success, any way, as it has been badly needed.

**ABOUT OVER.**—The operations of the British army under General Lord Roberts during the past month, although not particularly deadly in so far as regards actual loss of life, have been singularly successful. The strongholds defending Lydenburg which the Boers have always claimed to be practically impregnable, and which they have been fortifying for months past, have been captured by the British with but little actual loss, although they have been held with much tenacity by the enemy. From all accounts it appears that Tommy Atkins and his leaders are now able to beat the Boers at their own game, and so far as can be learned, although the British have had to attack the truly formidable positions held by the Boers, they have learned the invaluable lesson that the soldier who can put one of the enemy *hors-de-combat* and save his own skin intact, is worth a dozen soldiers, however valiant, who expose themselves and get killed or wounded. The net results of the past month's operations appear to be, Lydenburg captured, Barberton captured, Botha's army driven out of all their positions, and a great deal of their ammunition and stores captured. DeWet has been driven into the Free State again, and so hotly pursued that he is reported to have been killed; Barberton, captured by Baden-Powell, who also seized ninety-three first-class locomotives, much rolling stock, etc., a large amount of cattle, sheep and stores belonging to the Boers. During their operations the British have taken a great many prisoners, and the enemy admit to comparatively large losses in both men and horses. So black does the prospect seem for the Boers, that Oom Paul Kruger, accompanied by Secretary Reitz, has resigned the presidency of his erstwhile republic, taken French leave of his army, and put for Lorenzo Marquez, from where, it is said, he intends to take ship for Europe. General Botha (Boer commander-in-chief) is ill and disgruntled, and has resigned his position, owing it is said to ill health. In fact, the ringleaders who forced the poor, ignorant Boers into this war have been forced to recognize that the jig is up and they can fool their followers but little longer. They have scurried away from the fighting, but, like prudent knaves, they have not forgotten to take all the gold they could lay their hands on along with them, amounting to some \$12,000,000 it is said. All these things point to an early termination of the war. We are glad to note that Maj.-Gen. Baden-Powell has been appointed chief of the police force which will have charge of the Transvaal and Orange River Colonies at the conclusion of the war, and the job of pacifying them and keeping law and order. The appointment could not have fallen upon a better man. He knows the Boers from the ground up; their strong and their weak points, and they cannot monkey with him or draw the wool over his eyes. They know him well enough to both respect and fear him, while at the same time they will admit he will give them full justice. The British Government are





to be congratulated on having had the wisdom to appoint the very best man in South Africa to this important position, for without doubt, much will depend on the way in which the duties of this office are administered, whether these countries are easily and quickly pacified or not. The Boers will require for a while a man over them with a hand of steel under the velvet glove. Baden-Powell is built exactly that way, and the Boers know it, and this fact will go far towards making his work of pacification rapid and easy.

## LITERARY NOTICES.

That a text book may be made attractive to the eye as well as the mind of scholars, is proven by a new and admirable work, entitled "Elementary and English Composition," by Frederick H. Sykes, Ph. D. While intended chiefly for use in Public and High Schools, many outside the schools would do well to avail themselves of this undoubted aid to correct forms of expression. The cover is most artistic in color and design. The interior mechanism is excellent, and worthy of the Copp, Clark Co., who are the publishers.—*Toronto Globe, Sept. 15.*

Public and High School teachers have been on the lookout for a text book to really help them in conducting composition classes, and we believe the exact thing will be found in this new work by Frederick H. Sykes, Ph. D. Dr. Sykes has devised several original methods of suggesting themes for composition, which will not only make the work more agreeable to pupils, but will certainly simplify the instructor's labors. The book has a very pretty exterior, and the mechanical part throughout is in keeping with the high class work turned out by the Copp, Clark Company, publishers.—*Toronto Mail and Empire, Sept. 15.*

"One Hundred Years in the White House," opening the September *Ladies' Home Journal*, gives some highly interesting glimpses of the social life of the century, and of the home life of our Presidents since the time the Adamsons moved into the Executive Mansion as its first occupants, in November, 1800. The "Romances of Some Southern Homes," in the same issue, pictures the most notable historic mansions of the South, and recalls the incidents which made them famous—their brave men and beautiful women. Some new anecdotes attract further interest to the beloved Phillips Brooks, as a man and as a preacher. They are characteristic and exceedingly well told. Anticipating the rather radical change that fashion has decreed in woman's attire, ten special articles are devoted to the fall and winter modes. The pictorial features of the September Journal include a page drawing of "Loiterers at the Railroad Station," as A. B. Frost sees them; "The Wonders of California Gardens," and the beauties of Yellowstone Park. There are numerous practical articles and much else that is helpful in the departments. By the Curtis Publishing Company, Philadelphia. One dollar a year; ten cents a copy.

In "The Master Christian" Marie Corelli has added another striking novel to her already extended list. Always inclining to the super-natural and the sensational, this authoress has launched in her interesting story, *The Master Christian*, a straight and barbed shaft at the decadence and hypocrisy generally of the orthodox Church. She speaks with the voice of the times, and her remedy for the existing badness of the state of things is a simple return to primitive and undiluted Christianity. The story is laid in Rouen, Rome and London, in the order indicated above. A dear old cardinal, from a remote see, living according to the earliest Christian example, sleeps in a small, poor inn of Rouen, where he is visited, with much protest, by the Archbishop of Rouen and his secretary, Cazeau, a bad specimen of a lustful priest. After the visit the Cardinal's sleep is disturbed by a mournful cry from the square, where he finds a lonely

boy, whom he succors, putting him to sleep in his own couch. This boy is a reincarnation of the Christ, and is presumably the Master Christian. Questions of dogma, morality, kindness and sore need come up one by one through the tale, which deals with the fortunes of a famous woman painter and her less famous and envious betrothed, a Hungarian princess and her American and other lovers, and various high dignitaries of church and state at Rome. While it would be idle to compare *The Master Christian* and *The Christian*, they are contrasts sufficiently diverse to be interesting in that light. Marie Corelli is unmercifully long-winded at times, but even her interminable talk may be profitably read. The child, Manual, is an inspiring figure, and the account of his interview with the Pope, with "one foot on the step of the throne," is so daring as to be dramatic. Sylvie, the kissable, caressable butterfly Hungarian, turns out a tramp, and Angela tastes of Marion Crawford's irreproachable heroine. A sly thought comes to one in reading how her lover, fired by furious envy of the talent her picture shows, stabs her in the back. The suggestion that Corelli was thinking of Hall Caine's possible resentment at her near skate upon the edge of his copyright title, when she described the low jealousy of a man whose work is outdone by a woman, may not have occurred to anyone, but it did to me. However, the lover got it hot for his rash act of fury, and Hall Caine, poor little chap, also received some pinks. William Briggs brought out "*The Master Christian*," and it is difficult to get a copy in the shops, so well has it been advertised and sold. Toronto: William Briggs.



PRESERVATIVE VARNISH FOR ENGRAVING.—Caoutchouc in thin leaves, 1 part; benzine, 3 parts; zinc white, 1 part.

PLASTER FOR FOUNDRY MODELS.—Gumlac, 1 part; wood spirit, 2 parts; lamp black, in sufficient quantity to dye.

VARNISH FOR ENGRAVING ON GLASS.—Benzine, 100 grammes; jew's pitch, 25 grammes; coal tar, 5 grammes. Or: Wax, 100 grammes; jew's pitch, 25 grammes.

BRILLIANT BLACK VARNISH FOR METALS.—Essence of turpentine, 10 parts; sulphur, 1 part. Dissolve the sulphur until brown, next add the essence. The articles must be previously heated.

CLEANING GOLD WARE.—Acetic acid, 2 parts; sulphuric acid, 2 parts; oxalic acid, 1 part; jeweler's rouge, 2 parts; distilled water, 200 parts. Mix the acids and the water. With a clean cloth wet with this mixture, going well over the article. Rinse off with hot water and dry.

HARDENING IRON.—To give iron the hardness of steel, heat to redness, then rub the iron with prussiate of potassium or with sal-ammoniac, the former, however, being preferable. Next, place back into the fire and heat again to redness, and after that plunge into slightly alumed water.

TO BLANCH SILVER.—Mix powdered charcoal 3 parts, and calcined borax 1 part, and stir with water so as to make a homogeneous paste. Apply this paste on the pieces to be blanchied. Now put the pieces on a charcoal fire, taking care to cover them up well; when they have acquired a cherry red, withdraw them from the fire and leave to cool off. Next place them in a hot bath composed of 9 parts of water and 1 part of sulphuric acid, without causing the bath to boil. Leave the articles in for about one hour. Remove them, rinse in clean water and dry.



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

**FOR SALE.**—Jewelry business in good, live Ontario town. Good repair trade, no opposition. Stock and fixtures in good condition, \$1600. Low rent. Address, Jeweler, Box 13, Ayr.

**FOR SALE.**—A good position for watch, clock, and jewelry business in Toronto. Rent low. First-class chance for any good workman to get an established trade for \$600 or \$800. Move quick. Apply at the store, 1368 Queen Street west (Parkdale), Toronto, Ont.

**WANTED.**—A first-class watchmaker and optician to go to Nova Scotia. Apply P. W. Ellis & Co.

**WANTED.**—Position by good watchmaker, a good all-round man. Address, H. S. Tuer, Woodstock, Ont.

**WANTED.**—A second-hand Webster-Whitcombe lathe in good order. Address, stating price wanted, Box 243, Berlin, Ont.

**WANTED.**—A good salesman, watchmaker and jewelry repairer, single. Boozer or cigarette smoker not wanted. Apply with particulars to W. H. Ferguson, Rat Portage.

**WANTED.**—A first-class watchmaker who can do engraving. Also a good all-round jeweler, one who can do engraving. Apply, A. McMillan, 82 Spark Street, Ottawa.

**WANTED.**—A thorough practical watchmaker, with good references, middle-aged man preferred, for Vancouver, B.C. Apply by return to I. Herman, 130 Cordora Street, Vancouver, B.C.

**WANTED.**—A1. watchmaker, competent to do plain engraving and to look after optics in store, or willing to learn to. Good salary to right man. Send references. M. Bilsky & Son, Ottawa, Ont.

**WANTED.**—We require a first-class watchmaker, also a good jewelry engraver and a working jeweler. Must be first-class and trustworthy in every respect. Apply to Olmsted & Hurdman, Ottawa, Ont.

**WANTED.**—A situation at the bench, about two years' experience. Salary not so much desired as a good opportunity for improvement. Age, 18. Very best of references as to character, etc. Albert E. West, Brussels, Ont.

**WANTED** an improver. One that has had two or three years' experience at the watch, clock and jewelry business. One who wishes to perfect himself in same as well as optics. Must have some tools. Address, stating wages expected, to W. H. Wallace, Dauphin, Man.

**WANTED.**—A young man, with from two to three years' experience in hard and soft soldering and clock and watch repairing for a town in the vicinity of Toronto. Apply, stating wages expected and sending references in first letter, to L. M., care of Levy Bros., Hamilton, Ont.

**WANTED.**—Position by first-class watchmaker and graduate optician. Good salesman. Now travelling, but would like position with first-class firm where ability would warrant permanent situation. Best references as to character and ability. Address, F.A., 17 Pembroke Street, Toronto.

**WANTED.**—A young man with from 2 to 4 years' experience on watches, clocks, etc. An excellent opportunity of getting a thorough knowledge of the trade. State wages, also character and ability, must have no bad habits, or addicted to the use of tobacco etc. Address, W. A. Fenwick, Shelburne, Ont.

**GREEN BRONZE ON IRON.**—Abietate of silver, 1 part; essence of lavender, 19 parts. Dissolve the abietate of silver in the essence of lavender. After the articles have been well pickled apply the abietate of silver solution with a brush, next place the objects in a stove and let the temperature attain about 150 degrees C.

**BRONZING COPPER.**—Acetate of copper, 6 grammes; sal-ammoniac, 7 grammes; acetic acid, 1 gramme; distilled water, 100 grammes. Dissolve all in water in an earthen or porcelain vessel. Place on fire and heat slightly; next with a brush give the objects to be bronzed two or three coats, according to the shade desired. It is necessary that each coat be thoroughly dry before applying another.

**POWDER FOR SILVERING COPPER.**—Carbonate of lime, 30 grammes; cyanide of potassium, 13 grammes; crystallized nitrate of silver, 8 grammes. Reduce all to a very fine powder and put in well closed bottles. For use take a small cotton wad, charge it with water and then with the powder and rub the piece to be silvered with it. The object to be silvered must be well cleaned previously. When the silvering is done wash in hot water and dry in sawdust.

**SOME COLORED ALLOYS OF GOLD.**—Blue—Fine gold, 75; iron 25. Color of dry leaves—Fine gold, 70; fine silver, 30. English white—Fine gold, 75; fine silver, 15; copper, 10. Dark gray—Fine gold, 94; iron, 6. Pale Gray—Fine gold, 191; iron, 9. Red—Fine gold, 75; rose copper, 25. Pink—Fine gold, 75; fine silver, 20; rose copper, 5. Sea Green—Fine gold, 60; fine silver, 40. Cassel yellow—Fine gold, 75; fine silver, 12½; rose copper 12½. The above figures are understood to be by weight.

**TO BLEACH IVORY.**—Like mother-of-pearl, ivory is readily cleaned by dipping in a bath of oxygenized water or immersing for 15 minutes in spirits of turpentine, and subsequently exposing to the sun for 3 or 4 days. For a simple cleaning of smooth articles wash them in hot water, in which one has previously dissolved 100 grammes of bicarbonate of soda per liter of water. To clean carved ivory make a paste of very fine, damp sawdust and put on this the juice of one or two lemons according to the article to be treated. Now apply a layer of this sawdust on the ivory, and when dry brush it off and rub the object with a chamois.

## Gold Quartz Nuggets.



Having collected several thousand splendid gold quartz nuggets in the Seine River District, I am prepared to sell them to the Canadian jewelry trade. All of these nuggets show free gold and are specially suitable for mounting as charms or scarf pins, and are worth from \$1 to \$5 each, according to shape and the amount of gold in them. I will send assortments to the trade on approbation. These are fast selling goods and jewelers can make money on them. For further particulars address,

**J. C. SCOTT, Jeweler,  
FORT FRANCES, ONT.**



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## Links.

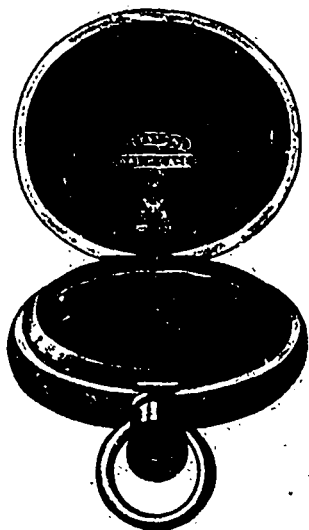
Modesty is all very well in its way, but honesty compels us to state that we have failed to find any collection of dumb-bell links, dumb-bell chain and bar connection links which compare with ours. They offer opportunities to the wide awake jeweler.

## Generals.

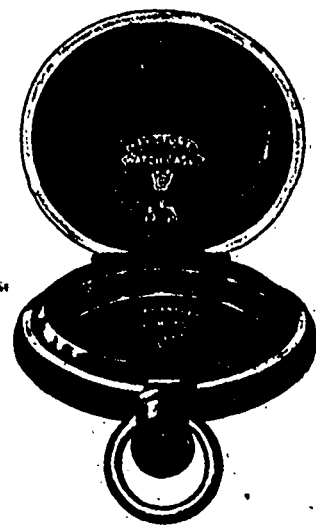
Patriotism is sweeping over Canada in a great tidal wave—Turn it into dollars by selling our "General" Charms. Every lady will want one. If you have not seen them write at once for a sample. Sent free.

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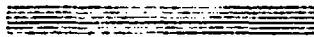


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