

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

Coloured covers/  
Couverture de couleur

Covers damaged/  
Couverture endommagée

Covers restored and/or laminated/  
Couverture restaurée et/ou pelliculée

Cover title missing/  
Le titre de couverture manque

Coloured maps/  
Cartes géographiques en couleur

Coloured ink (i.e. other than blue or black)/  
Encre de couleur (i.e. autre que bleue ou noire)

Coloured plates and/or illustrations/  
Planches et/ou illustrations en couleur

Bound with other material/  
Relié avec d'autres documents

Tight binding may cause shadows or distortion along interior margin/  
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure

Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/  
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.

Additional comments:/  
Commentaires supplémentaires:

Coloured pages/  
Pages de couleur

Pages damaged/  
Pages endommagées

Pages restored and/or laminated/  
Pages restaurées et/ou pelliculées

Pages discoloured, stained or foxed/  
Pages décolorées, tachetées ou piquées

Pages detached/  
Pages détachées

Showthrough/  
Transparence

Quality of print varies/  
Qualité inégale de l'impression

Continuous pagination/  
Pagination continue

Includes index(es)/  
Comprend un (des) index

Title on header taken from:/  
Le titre de l'en-tête provient:

Title page of issue/  
Page de titre de la livraison

Caption of issue/  
Titre de départ de la livraison

Masthead/  
Générique (périodiques) de la livraison

This item is filmed at the reduction ratio checked below/  
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	12X	14X	16X	18X	20X	22X	24X	26X	28X	30X	32X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

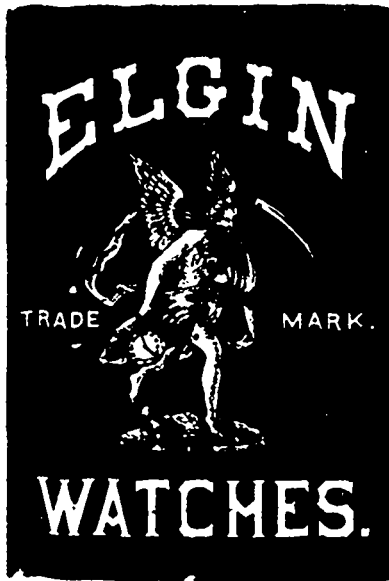


A JOURNAL DEVOTED  
TO THE INTERESTS

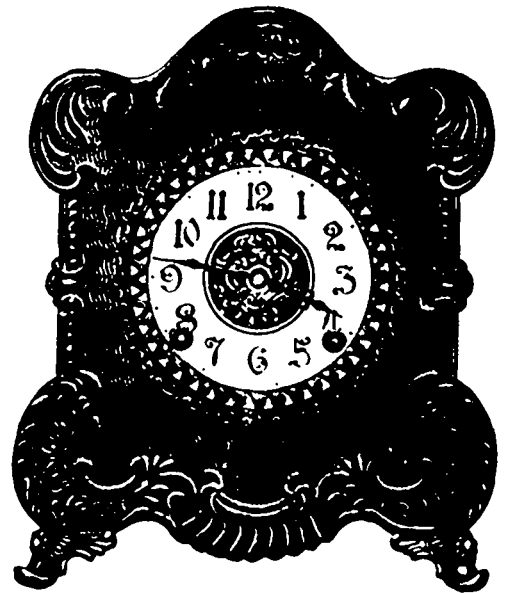
OF THE JEWELRY  
AND KINDRED TRADES

TWENTY-FIRST YEAR.

NUMBER 6.



*Ingraham*  
*Clocks. . .*



The T. H. LEE & SON CO., Limited, TORONTO,  
AGENTS FOR CANADA.

WADSWORTH CASES.

**THE T. H. LEE & SON CO.,**  
LIMITED,  
1 Wellington Street East,  
TORONTO.



1091



# 20<sup>TH</sup> CENTURY JEWELERS' HERALD



We  
ask  
you to look  
in the pages of the  
20th Century  
Jewelers' Herald  
for March, 1900.

This Journal is published  
in your interest fully as  
much as in that of its  
publishers.

**P. W. ELLIS & CO. TORONTO.**





# Have You Seen

the new H. & A. S. Unbreakable Collar Button and Stud in Gold, Silver and fine 1-10 Plate?

## Our New Line of Pearl Jewelry

has claimed our special attention this season. Our range of patterns in Scarf Pins, Brooches and Pendants is unexcelled.

### Fine Rope Chains a Specialty.

## H. & A. SAUNDERS,

Manufacturers of Artistic Gold Jewelry,  
Solid Gold and High Grade Seamless  
Gold Filled Chains.

Address all communications to office:

20 & 22

ADELAIDE STREET W.

TORONTO, ONT.



# FOR 1900.

Although this year does not open the 20th century, it will inaugurate a great many changes and improvements in our business.

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

## Our New Lines

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

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

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

**CALL AND SEE US WHEN IN THE CITY.**



# SAUNDERS, LORIE & CO.,

*Manufacturers of*  
*FINE GOLD AND SILVER JEWELRY,*

114 BAY STREET,

- - -

TORONTO.



TORONTO, ONT., APRIL, 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 of new advertisements must reach us not later than the 10th 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.



REGISTER YOUR PARCELS.

WE think that every jeweler should make it an invariable rule to register every package he sends out of his place by mail.

The mailing facilities are now so rapid and inexpensive that they have in a large measure taken the carrying of small packages out of the hands of the express companies. While they are inexpensive, however, there is still the danger, and a real one it is, that occasionally a parcel will go astray, either through misdirection or through the fault of the post office. Unless the parcel is registered there is no means whatever of ascertaining what has become of it. The post office authorities say, "if it came we of course delivered it, and we know nothing more about it" and there the matter will end as far as they are concerned, and you will probably be out the contents of your parcel.

In such a case the sender often thinks the firm to whom it was addressed should be responsible in some way for the loss, and he can hardly be made to believe sometimes that the parcel was not received all right, but lost or mistaid through the carelessness of the receiver.

In cases where a parcel is sent *unregistered*, the sender

should be obliged to stand all the loss and that without any question if that parcel goes astray.

The only way to prevent such losses is to register all parcels. When a parcel is registered not only is there more care exercised in handling it, but a written receipt is always taken for it on delivery, which is available as a proof of who is really responsible for the loss.

We have heard of several cases of lost packages during the past few months, all of which have occasioned loss and no little inconvenience, and all of which might have been avoided had the parcels been registered. This is only a very small matter we know, but it is these small matters sometimes that cause trouble and discord between the buyer and seller where none should exist, or indeed is necessary, were common prudence exercised.

SHALL WE STOP ADVERTISING?

THE up to date business man advertising, and when we say advertising we mean advertising with brains in it, is the life of his business. He would just as soon think of stopping his expense for sweeping, cleaning or insurance against fire, as his advertising. Why? Simply because he has learned from experience that it pays him to advertise, and that, provided it is done properly and judiciously, no money he spends brings him a better return.

Some people have an idea that they can afford to do without advertising in good times. The result is that when hard times come around they are generally too poor to pay for it, and even if they were, it is often left until it is too late to be of much benefit to help in propping up a decaying business.

To be really effective, advertising must not only be bramy, but continuous. You must keep your name before the public right straight along, as well as always have something new to say to them. This is well illustrated in the following small skit which has been going the rounds of the press recently:

"Shall we stop our advertising for a while now?"

This is a question that some business men are apt to ask themselves.

Suppose your engineer asked you

"Shall I stop putting coal on my fires, sir?"

What would you reply?

Why no—unless you want the engines to stop."

The advertiser who thinks of discontinuing may argue, "We have been advertising so long and so steadily that our name and specialties are well known, and we intend to advertise again when business is better in our line than it appears to be now; in the meantime our business won't stop."

No; neither will the engine stop the minute the men suspend shovelling in the coal. The point is, however, that when the engine is to be started again, ten times as much will have been lost in power as had been saved in fuel or feed.

Using up reserve force never pays.

It is a loss however it may be looked at. The buying public is prone to forget. It is, moreover, much more difficult and much more expensive to regain a lost customer than to prevent him straying away.



## "TWO WARS."

**W**E publish elsewhere in this issue an editorial article with the above caption from the columns of the December issue of our contemporary, the *Manufacturing Jeweler*, of Providence, which is so wide of the actual facts that we think it calls for some comment.

The editor of the *Manufacturing Jeweler* is evidently not only strongly pro-Boer, but one who has failed to acquaint himself with the facts of the case before he trotted out his editorial opinion.

Passing over the early part of his article where he states that every battle that had been fought has either resulted in a British defeat or else has been a drawn contest, we need only say that his memory must be exceedingly short if he failed to remember the British victories of Dundee, Elandslaagte, Belmont, Gras Pan and the Modder, in all of which the Boers were driven from entrenched positions of their own choosing and by frontal attacks in the face of apparently insuperable difficulties. One has only to read the letters of even the American war correspondents, such as Ralph Julian, to learn that these achievements of British soldiers were not only executed under the foregoing circumstances, but that their gallantry and heroism has never been excelled in the annals of war.

The further statement that the reason for British reverses lies in the fact that her soldiers being such by profession, have no heart in the work, while their Boer adversaries are one and all fired with enthusiasm in defence of their country and homes, is so absurd as only to be stated to carry its own refutation to any one conversant with the facts. It is a well known fact that never has the morale of the British army been so high as it is at the present time. The short term service and the constant army reforms have so improved the condition of the British soldier that it is now possible to get recruits of a much higher class than formerly. The abolition of commission by purchase and the granting of them for conspicuous gallantry to those who have risen from the ranks, has imbued the entire army with a spirit of emulation and devotion to duty. But away beyond all this the editor of the *Manufacturing Jeweler* must certainly have forgotten that over 30,000 colonial troops are fighting shoulder to shoulder with those of the mother country in defence of the old flag in South Africa. Was it not because their hearts were thoroughly in the work that Canada, Australia and New Zealand have sent 6,000 of their bravest and their best almost half way around the earth to battle for the integrity of the Empire of which they are proud to form a part? But even without the volunteer troops from these far away colonies, what shall be said about the 25,000 colonists of Cape Colony and Natal who have taken up arms and are bravely fighting in defence of their country. Are they fighting for hire rather are they not fighting for their homes, seeing that up to the present almost all the fighting has been done to resist the invasion of British territory.

No, the real reason for British reverses has been, that the Boer ultimatum was made at a time when *they* were fully ready for war, having, as every well informed person knows, been steadily preparing for the past ten years for this very eventuality,

whereas the British, expecting that the matter would be solved by diplomacy instead of the sword, were quite unprepared to commence an aggressive campaign at once. The outbreak of hostilities found the Boers fully ready and everything was in their favor. They outnumbered the British troops five to one, they were armed with the best rifles and guns that human ingenuity could invent or money could purchase. They knew every foot of the country as a boy knows his A, B, C, and last but not least they were guided by the advice of ablest military men that the armies of continental Europe could furnish. With everything in their favor, and only a mere handful of "hired professional British soldiers" to oppose them, why was it that they did not sweep over the whole of Natal from Majuba to Durban as they boasted they would at the opening of the war. Why was it that Gen. White and his intrepid 12,000 British soldiers was able to stem the Boer invasion of Natal and hold an army of probably 35,000 Boers at bay for over four months until Gen. Buller was able to mass enough men to carry what was considered to be impregnable positions and relieve the beleaguered garrison. The fact is that although the Boers are splendid fighters to hold entrenched positions, they have little heart for attack. At Ladysmith, Kimberley and Mafeking, all of which places they have been besieging for months with forces probably three times as large as the garrisons, they have simply waited around like packs of hungry wolves and trusted to their "Long Toms" and starvation to compel them to surrender. If the battles of Dundee, Elandslaagte, Belmont and the Modder are any criterion, we are safe in asserting that had the positions of the besiegers and besieged at Ladysmith, Kimberley and Mafeking been reversed, the British would have stormed and taken all three places within a week after they were invested.

The most peculiar statement in the whole article is that "The conditions on both sides are too nearly parallel with the conditions which existed in this country in 1775 and 1776 for whole-souled Americans to waste much sympathy upon a country which is trying to destroy two free republics. Senator Mason, of Illinois, erratic and bombastic as he is at times, certainly struck a true and popular chord in his speech in the Senate on this subject." This statement is so utterly opposed to the actual facts that, did not the article bear evidence of the editor's sincerity, we should say that he was poking fun at the credulity of his readers. It seems to be either this, or an evidence, as Mark Twain would put it, of his dense comprehensive ignorance of the question. If he had stated that the condition of the British and other outlander residents in the Transvaal was somewhat similar to that of the American colonists in 1775-6 he would have been somewhat near the truth, but even this would have failed to give a fair idea of one tenth of the wrongs and injustice under which they suffered from their Boer oppressors. The editor of the *Manufacturing Jeweler* has evidently not studied the merits of this controversy at all, for had he read the current literature upon the subject he never could have served up such rubbish to his readers as he has done in this article. We are satisfied that no other people in the world than those of Great Britain would have stood one-half of the ill treatment that they have stood for the past six years from a half civilized



people governed by an oligarchy masquerading under the name of a republic. President Kruger and his hangers on presided upon the well known tolerance of the British Government until their cup of iniquity was brimful, and if Britain at last took a firm stand on the matter it was only because it was forced upon her by the impertinence of a country which owes its very existence to British blood, British money and British fair mindedness. The contrast between the freedom and tolerance extended by Great Britain to the Boer population of Natal and Cape Colony where Britons and Boers have equal privileges and equal rights, is curiously suggestive when compared with the way in which these same rights and privileges have been trampled under foot by the Transvaal Government, and the British Government would have been recreant to its own honorable traditions and the duties it owes to civilization, had it not at last undertaken to vindicate the rights of its downtrodden subjects in South Africa.

We are loth to believe the statement of the editor of the *Manufacturing Jeweler* in regard to Senator Morgan's speech being a reflex of American opinion in regard to the South African war. If it is, it only shows how easily the masses of the people can be misled by political demagogues who are always willing to sacrifice truth for votes no matter what the consequences may be. We prefer rather to believe that the heart of the American people is with Great Britain in her struggle against oppression, and that their real sentiments are better expressed by such men as General Alger, late Secretary of War, or Captain A. T. Mahan, the foremost naval writer of the present day, than by such demagogues as Senator Mason, Colonel Bryant, or even Congressman Finnerty. In a recent number of the *North American Review*, Capt. Mahan has an article on the Transvaal war in which he examines Britain's course of action from the standpoints of rights, duty, and policy, and finds it justified on all these grounds. His concluding words as to Britain's imperative duty to take action in the interests of its citizens in South Africa are so pertinent and convincing that we reproduce them. "A government is not worthy to live that, having shown to all its subjects the impartiality and liberality which Great Britain has to British and Dutch alike throughout South Africa, should supinely acquiesce in the conditions of the Transvaal as depicted, or fail to take heed that the Dutch Africander, as a class, has so little learned the lessons of political justice and true liberty that his sympathies are with the Boer oppressor rather than with the Uitlander oppressed. Under such conditions it would have been Imperial suicide to have allowed the well known, though undervalued, military preparations of the Transvaal to pass unnoticed, defiant oppression to continue, and the disaffection to come to a head, until the formidable momentum for revolt should be found in a day of Imperial embarrassment. To every subject of the Empire, the Government owed to settle at once the question, and to establish its own paramountcy on a basis that cannot be shaken lightly."

In regard to the concluding part of the *Manufacturing Jeweler's* article, making a comparison between the American Filipino war and the British-Boer war, we will only say with Mrs. Malaprop, "comparisons are odorous." You can't compare

them, because they are thoroughly dissimilar in every particular. Although the United States ran up against what is probably the rottenest fighting nation on the face of the globe when they tackled Spain, we hold they were none the less justified in their war or deserving of credit on that account. And so it is in the case of the conquest of the Philippines. It's certainly like fighting fleas, but it's got to be done, and it will be thoroughly done before they stop; and civilization undoubtedly will be a gainer thereby in the long run.

In conclusion, we may be allowed to quote the last three sentences of the *Manufacturing Jeweler's* article, and substitute the words Boer and British for Filipino and American, with which changes they will be just as true and as pertinent to the South African situation as the original is to that of the Philippines: "The South African Boers themselves, outside of a few leaders who hoped to achieve distinction and wealth by founding an independent nation, are more than satisfied to have the protection of the British flag. Wherever the British flag goes, there also go education, civilization and increasing wealth. In ten years from now the people of South Africa will be as loyal adherents of Great Britain as are the citizens of Canada or Australia."

---

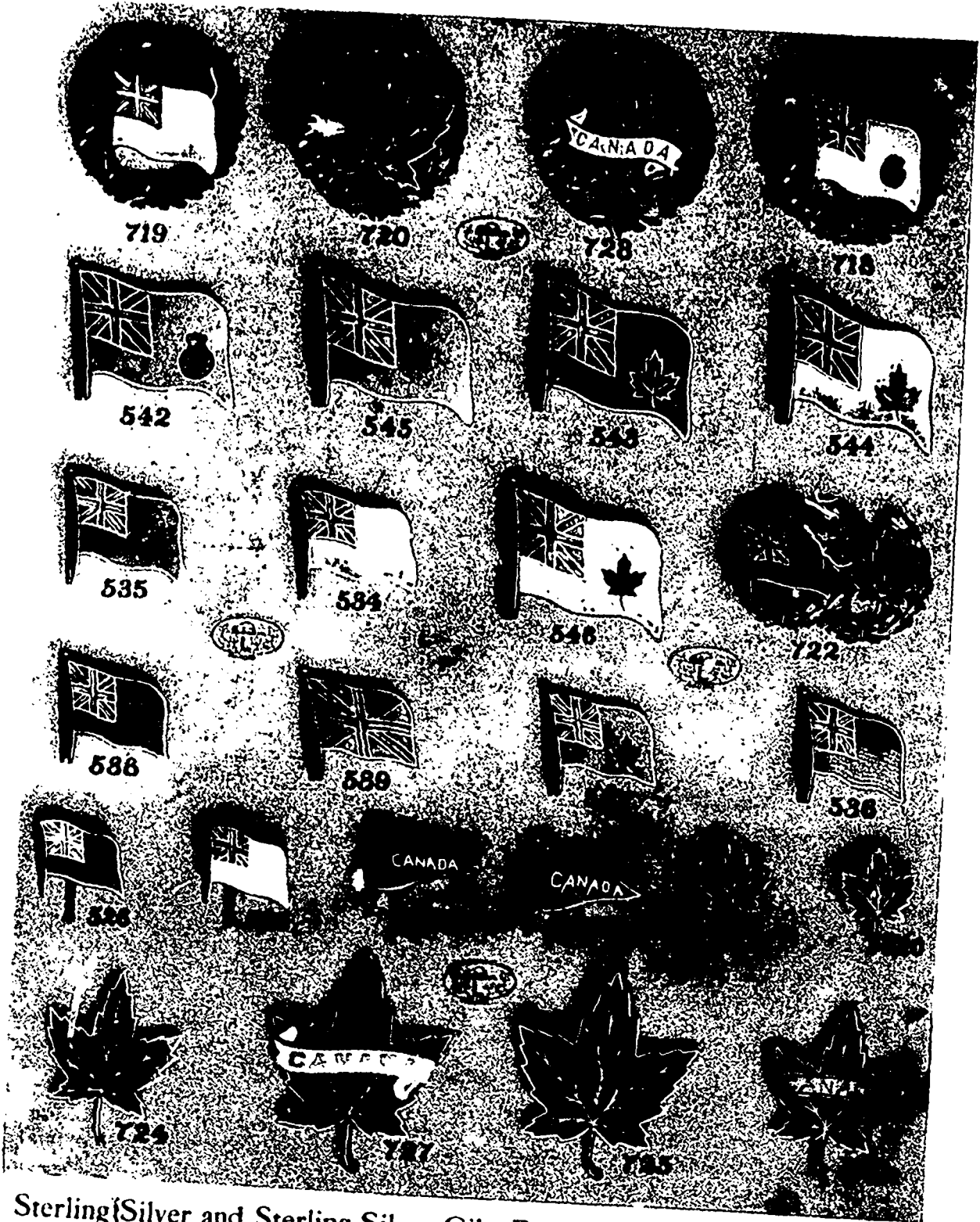
THE New York Standard Watch Co. recently filed in the office of the Secretary of State papers for a voluntary dissolution of the corporation under Section 57 of the Stock Corporation law. The business is now conducted by a corporation formed under the New Jersey laws.

TO GET MEDALS.—Washington, D.C., Feb. 28.—A joint resolution has been introduced in Congress authorizing the Secretary of the Navy to make arrangements to have bronze medals struck off, commemorative of the naval battle of Santiago, at an estimated cost of \$20,000; the medals to be distributed to the officers and men of the ships of the North Atlantic Squadron who participated in that battle on July 3, 1898.

ENGRAVERS' STRIKE SETTLED.—Sag Harbor, L.I., March 17.—The strike of the engravers of the Fahys Watch Case factory has been settled and all the employees who have not left town to seek employment in union shops resumed work in their department this morning. Executive Officer Hurling and the local strike committee conferred with manager H. F. Cook, and the outcome is that the men and the apprentice boys go back on the same time schedule and pay per week.

MOTION DENIED.—A motion to advance the case of the Elgin National Watch Co. versus the Illinois National Watch Co., now on the Supreme Court calendar, has been denied by the chief justice. This is a case that came from the Seventh United States Circuit of Illinois and is an issue over the right to the name "Elgin" as a trade mark. The question hung on the contention that the name of a town or city could not be an exclusive trade mark. The plaintiff company sued the defendant company for using that word in behalf of its trade, and the case has gone from the lower courts up to the Supreme Court of the United States for final adjudication. The denial of the motion for advance will postpone the hearing of the case for a long period.





Sterling Silver and Sterling Silver Gilt, Enamelled Brooches, Stick Pins, Hat Pins, Etc.

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



More or less OLD GOLD comes into every jeweler's hands. In no way can it be better disposed of than by sending it to us. Experience and proper facilities enable us to give accurate valuations, and the returns are promptly made in



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.



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.

**GEO. H. LEES & CO.,**

**Gold Refiners,**

**Hamilton, Ontario.**



# NEW GOODS for 1900.

---

We desire to inform the jewelry trade of Canada that we are now fairly settled down in our new premises, 50 Bay Street, Toronto, where we are showing the largest and most complete line of

## **STERLING SILVER GOODS**

ever seen in Canada. These consist of Staple and Fancy Articles in Flat and Hollow ware, specially adapted for the Jewelry Trade. Our styles are the newest and most elegant ever offered to the Canadian jewelry trade, and our prices are right as usual.

---

## **WM. ROGERS' FLAT WARE, W<sup>M</sup> ROGERS.**

as every jeweler knows by experience who has handled it, is the best on the Canadian market. The prices are exactly the same as ordinary goods of other makers, while the styles and finish are unexcelled. They are profitable goods to handle and are sure to make customers for you.

---

## **SIMPSON, HALL, MILLER & CO.,**

**A. J. WHIMBEY, Manager,**

**Manufacturers of Fine Electro Plate and  
Sterling Silver Flat and Hollow Ware.**

**50 BAY ST.,**

**TORONTO.**



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.)*

In spite of all the pessimists in the world, mankind was never more ready to appreciate great deeds than it is to-day. The British Empire has afforded many striking instances of this during the past stirring months, with their repulses and victories and deeds of heroism and splendid valor. But apart from the deeds in the field, the deed that has aroused the sentiment of the empire in general more than any other single thing, is the equipment and maintenance in the field of about six hundred mounted men by Lord Strathcona. To equip and maintain and send seven thousand miles over the seas such a body of men and for such a purpose is unprecedented in the history of the world, and it is no wonder that it has aroused enthusiastic admiration. In Montreal especially, where we know Lord Strathcona so well, and have so many reasons to admire his princely philanthropy, his present patriotic munificence has warmed the hearts of everybody, and when it was announced that his force would stop over here and parade our streets, we all prepared to give it a royal greeting. A public holiday was declared, there were as many flags and flowers as on Jubilee Day, and the streets for miles were lined with crowds of cheering citizens. Old and young, rich and poor, of both sexes joined in the celebration, and it was certainly a sight that those who saw it will never forget. As a contemporary says: "His Lordship is a Montreal citizen; he is President of the Bank of Montreal; he is Chancellor of the chief university of Montreal; he gave a princely sum towards the erection of this city's noblest hospital; he has given munificent donations to all our leading institutions of benevolence; he erected, at his own cost, one of the handsomest and best equipped ladies' colleges in the world; his capital fructifies a number of mercantile enterprises, and largely to him is due the construction of the Canadian Pacific Railway. Not content with such services he, for years, has devoted his energies, his wealth, his talents, to the duties of the official representative of Canada at the Metropolis of the Empire, which he has done so much to consolidate, to strengthen, to honor, by a noble career." The sturdy troopers we welcomed were drawn from all parts of an area larger than any European country. Some of them had traversed hundreds of miles on foot over ice and

snow of a region fringing the arctic circle. Others were drafted on the prairies, or in the mining districts of the North-West and British Columbia. From farms and offices and colleges others were recruited, all of them the cream of Canada's manhood, and all inspired with devotion to the British Crown, as "Soldiers of the Queen." The spectators cannot have been fewer than 150,000, as for four miles the sidewalks were packed three to four and five and six deep, and every window and cogn of vantage were bright with the smiling faces of innumerable women. As for flags, one store alone sold over five thousand Union Jacks, and among the most richly decorated stores were those of the jewelers, many of whom closed up for the afternoon. Truly Monday, March 12, will be a day long remembered in Montreal.

Messrs. Poulin & Co., jewelers, Quebec, whose recent business troubles we noted, have dissolved, and the business in future will be continued by Frederick B. Poulin, under the style of P. E. Poulin & Son.

One of the notable local events of recent date has been the burning down of the Theatre Francais and some adjacent properties on St. Catherine Street East. Among the sufferers were Mr. Jean M. Grothe, jeweler, whose loss was \$7,000, insured, and Rosenthal & Co., jewelers, whose loss was \$5,000, insured. Fortunately the theatre was empty at the time and no lives were lost.

The many friends of Mr. Alfred Eaves will regret to learn that he has been confined to his apartments at the Windsor Hotel with an attack of bronchitis for about a fortnight, but, happily, he is now convalescent.

Trooper Andrew James Halcro, C. Squadron, Strathcona's Horse, is oldest son of Capt. W. Frank Halcro, Hudson, Que., and is twenty-three years of age. Six years ago he was employed by the Montreal Watch Case Co., and for some time after was a member of the Duke of York's Hussars, Montreal. He left two years ago for Rossland and Nelson as assayer in the mines, and there experienced what roughing it means. Thence he joined his present troop. He was given a great send off by his old friends.

Mr. Richardson, jeweler, Granby, Que., has had his stock damaged by fire. Fortunately it was insured.

Messrs. P. F. Bowen & Co., are also recent sufferers by fire, having had their stock burnt out. Fortunately, in this case, too, the insurance had been attended to.

Messrs. Barre Bros. & Co., Ltd., have now definitely decided to remove to Montreal. Judging from their past career they may be expected to make things "hum."

Vezina Victor has registered as proprietress of the firm of Adj. Vaillaincourt & Cie, jewelers, Montreal.

Mr. Jacob Levy, representing Levy Bros. & Co., Hamilton, was in Montreal during March.

The many friends of Mr. Jas. A. Pitts, jobber, Temple Building, Montreal, will regret to learn of the continued illness of Mrs. Pitts in New York.

The familiar face of Mr. Walter Barr was seen being carried around the streets of our city last month on the same sturdy old pair of stilts.





Mr. Chas. Liffiton has accepted a position with the Montreal Watch Case Co. He is a son of Mr. W. T. Liffiton, of the old firm of Liffiton & Chandler, the same having been former clerks of Mr. John H. Jones. Charles has been traveling for his father.

There are two items of news concerning the American Waltham Watch Co.'s office in Montreal which will be read with great interest. The first is that "Tommy" Mackenzie, the alert and notable shipper, has discarded short "knickers" for long "pants." Tommy sought to change his spots in a most inostentatious manner, for he is a modest lad, but Mr. Harmon was not going to let such an auspicious occasion pass without some demonstration, and, so, Tommy, that same day, found that he had a surprising number of journeys to make to the wholesale trade and was astonished when he found what an interest was being taken in his "breeches." Tommy, however, was rewarded with several handsome testimonials, and by the time night had come had grown several feet taller. The other item of much interest is that Mr. Thomas McGovern Robertson, the able watch doctor of the firm, accompanied Mr. Harmon to Boston. It was Mr. Robertson's second visit to the canned bean and tomato sauce city, but as he still remains innocent of urban wiles (a very exceptional case) Mr. Harmon toted him along so as to keep his innocence still free from stain. That was surely true philanthropy!

A ghastly discovery was made shortly after one o'clock on the afternoon of March 19, by Aime Martin, a young man who was employed for some months as clerk and assistant to J. B. Boivin, watchmaker and jeweler, 1578 Notre Dame Street, corner of St. Vincent. Mr. Boivin was to have left for St. Vincent on Thursday night, and his clerk went to the store as usual on Friday and Saturday, but as he supposed his employer was at St. Hyacinthe, he did not trouble about his non-appearance. This afternoon, however, as Mr. Boivin was to have come home the previous evening, the young man, after dinner, went to his employer's apartments, only to find him stretched out dead, and with every appearance of having been there some days. The body was just beginning to decompose. Young Martin immediately ran for assistance, and the police and coroner were notified. Mr. Boivin was originally from St. Hyacinthe, and was about forty years old.

Mr. Archibald Blue, of the Ontario Bureau of Mines, has received a letter from Mr. George Edwards, the millionaire silverware manufacturer, of Bridgeport, Conn., saying that the corundum lands which he controls in Eastern Ontario will be at once developed. He states that orders have been given for the erection of a building and equipment on the York branch, a tributary of the Madawaska, in the Township of Raglan, on which corundum has been discovered.

The Ville Marie Bank case has given Montreal and the Dominion many surprises, and the recent trial of Baxter and Lemieux for conspiracy to rob the bank has furnished another. Before a jury could be empanelled, it was necessary to call two hundred tailsmen, including some of the most prominent citizens, a fact almost unprecedented in the history of celebrated cases. As a side issue of interest, the demand of assent upon Baxter, made by R. Ridgeway, recalls the failure of J. B. Williamson. Baxter is contesting the demand,

alleging among other things that Ridgeway holds as security large quantities of diamonds and precious stones and jewels of a value far in excess of any pretended or alleged claim which he may have against Baxter, or J. B. Williamson, whose name appears upon the back of the note. It will be remembered it was the discovery through the Ville Marie Bank case that Williamson was in the hands of the money lenders which was the immediate cause of his being forced to assign.

Mr. Jas. A. Pitts, with his usual up-to-date energy and foresight, has added a full line of photographic supplies to his already large assortment of stock. He has engaged Mr. Rice, an expert, to push this business.

Mr. Goldenstein is looking for bigger (family) premises. Thus do the coming of the little ones ever add a story to the houses our wives choose for us and increase the size of our front doors.

Mr. Robert McKenzie, of Smith, Patterson & Co., and formerly with the American Waltham Watch Co., was in the parade with Lord Strathcona's Horse, in his capacity as a Highland Cadet. "Tommy," his brother, although not a member of any regiment, tramped around the city just the same, and displayed the greatest enthusiasm.

All the wholesale jewelers closed during the reception of Lord Strathcona's Horse.

The store of Mr. M. Cochenthaler was one of the most profusely and tastefully decorated of any in the city during the reception of Lord Strathcona's Horse, and on St. Patrick's Day.

The city of Montreal was green all through on St. Patrick's Day and the people turned out as a body. Irish flags floated on every street and almost everyone wore the "dear little shamrock." The Irish soldiers have done nobly in South Africa, and the command of Her Majesty that Irish regiment shall wear the Shamrock is a fitting recognition and will do more to foster good feeling and further the union of hearts than a bushel of acts of parliament. Englishmen, Scotchmen and others who would never wear the shamrock when it was too often taken to be the emblem of disloyalty, will now cheerfully sport it on every anniversary of Ireland's patron saint.

We have in Canada gold, silver, nickel, iron, copper, lead and coal in abundance; it is probable that we have in our corundum deposits some sapphires. Mr. Blue, of the Ontario Bureau of Mines, now tells us that there are most likely diamonds in Ontario. It seems very probable that soon the jeweler will not have to go farther than the Dominion for any of his materials.

So far as the snow is concerned and so far as Montreal is concerned, the last part of the winter has been of the old-fashioned sort and the streets of our city are a sight for the gods and little fishes. On many of them the "beautiful" is piled up seven or eight feet high, and what we shall do when the spring thaw sets in in earnest Thor himself only can tell. Already when the sun is out for a few hours good old Craig Street is a morass and a quagmire and a deep dark raging torrent all in one, and if no one is drowned presently it will only be because of the interposition of a kind Providence.

HOCHELAGA.



## OUR SUCCESS IS THE TRIUMPH OF PRINCIPLE.

*This success with its consequent expansion has rendered necessary the occupation of larger premises which we have secured at*

**24 Adelaide Street West,**

*where we occupy the entire building, affording us nearly 10,000 square feet of floor space.*

*We work from the principle that our customers' interests and our own are identical.*

*We do not force on them unsalable or undesirable merchandise.*

*When goods bought from us prove unsalable we find pleasure in exchanging, always allowing full price for goods we take back.*

*This, of course, does not apply to prescriptions or wares made especially for customer.*

**OUR CUSTOMERS ARE OUR FRIENDS.**

**THE COHEN BROTHERS, LIMITED,**

**24 ADELAIDE STREET WEST,**

**TORONTO, CANADA.**





*" Knowledge is power."—Bacon.*

*" So rapid has been the growth of optical knowledge and so recent and numerous its great discoveries that the efficiency of yesterday becomes the incompetency of to-day."—Cohen Brothers.*

**Refraction and  
How to Refract.**

By **JAMES THORINGTON, A.M., M.D.**

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

300 pages solid sense, 200 illustrations. The best test book on optics that has ever been written.

Sold by  
**THE COHEN BROTHERS, Limited.**  
Price, \$1.50.

**Retinoscopy (The Shadow Test.)**

By **JAMES THORINGTON, A.M., M.D.**

From the *Medical Record*, New York :  
—It presents a clear, terse, thorough exposition of an objective of determining the Refraction errors. Not one important fact omitted. Not one unnecessary word inserted.

An Advance Course in Optics for \$1.10.  
**THE COHEN BROTHERS, Limited,**  
**TORONTO.**

**Diseases of the Eye and Ophthalmoscopy.**

By **DR. A. EUGEN FICK**, of the University of Zurich. Translated by **ALBERT B. HALL, A.B., M.D.**

Published in 1900. 488 pages. 158 illustrations, many in colors, a glossary, beautifully bound, **Price \$4.50.**

This book is a marvel of conciseness.

**THE COHEN BROTHERS, Limited.**

**Gould's Medical Dictionary.**

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

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

Price \$1.25.  
**The COHEN BROTHERS, Limited.**

**Eyesight and  
How to Care for it.**

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

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

Price 45 cents.  
**The COHEN BROTHERS, Limited.**





# THE OPTICAL INSTITUTE of CANADA

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

NEXT CLASS commences 2 p.m., April 16th.  
Secure your seats in advance. Tuition  
fee \$25 on entering.

Write for free prospectus and see what  
hundreds of past students have to say  
about it. Address,

**W. E. HAMILL, M.D.,** 11 King St. West, Toronto.



## DETROIT OPTICAL INSTITUTE.

The best course of Personal or Correspondence Optical Instruction for beginners or advanced students. Established 14 years.

FOR PARTICULARS ADDRESS

**JOHN S. OWEN, M.D., PRINCIPAL,**  
23 EAST ADAMS AVE., DETROIT, MICH.

### THE Jebb Optometer

is an instrument capable of diagnosing defects and **accurately measuring** the refractive errors in the eye promptly, and without the use of a Mydriatic.

**Simplicity** and **accuracy** are the two leading features.

Correct results arrived at by a simpler and quicker method.

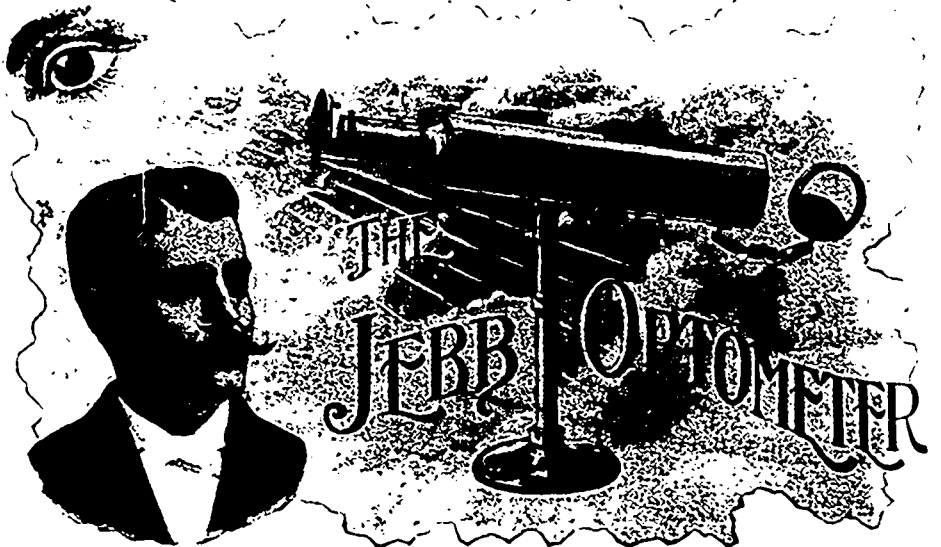
Simplicity and accuracy in testing children's eyesight.

All other instruments aim at the correction of imperfect vision, but the **Jebb Optometer** reveals the true condition and makes it easy and quick to select the correct lens.

The only Optometer made confining the whole within itself, as the instrument renders rays of light parallel within the length of the tube, thus making the twenty feet usually used for test cards superfluous.

NO ONE CAN AFFORD TO BE WITHOUT IT if he desires to keep pace with refractive science.

For Sale by All Leading Jobbers, or address the inventor,  
**THOS. B. JEBB,** - - - - - **ORILLIA, ONT.**





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

All communications must be addressed to Dr. John E. 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."

**A. C. Out.:** "A lady fifty years of age required a pair of plus 3 D.S. for reading and near work. She came back in about a week complaining that they made her eyes ache. She brought her old ones with her which she had used for about four years, they were twenty-six inches. I gave her instead of plus 3 D.S. a pair of plus 2 D.S., supposing that on account of her using the weak glasses so long that she could not stand the plus 3 D.S. Would this be the trouble? I have had several cases like this."

Your views in this case are no doubt correct. A change from her ordinary glasses to the plus 3 D.S. was more than she could stand. In all cases of Presbyopia we endeavor to ascertain what glasses have been worn and usually find that about one-half or three-fourths D.S. stronger is all that can be worn with comfort, although in some cases the test calls for one or two D stronger. The reason why such cases occur is most probably due to disturbing the harmony that has evidently existed between Accommodation and Convergence.

**B. T. L. Out.:** "Why should not more than one-half the prism correction be given and that divided between both eyes? What is the reason for not giving the full amount?"

Suppose you have a case of latent Convergent Strabismus in which the total amount of latent Convergence is ten degrees. When the full correction is placed before the eyes it will be impossible for the eyes to turn to the right or to the left without meeting with double vision. In many instances Diplopia will be produced by the slightest turn of the eyes to either side. Such lenses would not be satisfactory to any patient, and consequently it is necessary to give a partial correction. It has been found by experience that a half correction gives the best satisfaction in the majority of cases and it is necessary that this half correction, which in this case would be five degrees, be divided equally between the two eyes. In this case we would place a two and one-half or three degree prism before each eye base out, to be worn for distant vision, as the patient will find it easier to remove the prisms for reading. In many cases a pair of one degree prisms cannot be borne by the patient because of the peculiar effect produced by the lenses.

**V. O. Que.:** "Would the Ophthalmoscope be of any use, and if so in what way?"

We are of the opinion that an Ophthalmoscope would not prove to be an actual necessity in your practice. In order to use the instrument to any advantage, you would have to have a room that could be made dark and in which an artificial light could be placed. The instrument is merely another method of examining the eyes aside from that of the trial lenses and test card. But on account of the tedious method of examination we do not consider it of much practical use to an

optician. It may be used for correcting or estimating errors of refraction, but even after its use the trial lenses must be resorted to for final adjustment. The only absolute use for which the Ophthalmoscope may be applied is in examining the inside of the eye for diseases. An expert may use it for this purpose whilst the pupil remains its normal size, but even then in some cases it is impossible to see anything in the eye. Hence, in order to make a satisfactory examination of the eye for any purpose, the pupil should be dilated, and if it is not dilated the time spent in experimenting with the instrument avails little or nothing.

**M. B. Out.:** "What is your opinion of the Maddox double prism test?"

In our experience we have found the Maddox double prism test to be entirely unreliable, especially when used close to the eyes. Probably the reason for our adverse opinion or rather that our experience with it has been so unsatisfactory may be ascribed to the fact that the three lights as seen through the double prism test are all alike, and therefore, as there is a constant desire on the part of nature, to reduce the number of images, an unconscious effort is made to obtain that result. The very fact that the patient knows there is but one light there, but sees three lights all looking alike, he will unconsciously endeavor to bring them all together, thus cause a spasm of one or more muscles from the vertical direction when the vertical muscles are being examined. We have found this unconscious spasmodic condition to exist in a normal eye, as was proven by various other tests, thus proving conclusively that a similarity of images seen through the prisms rendered the tests unreliable. The little instrument known as the rod test we have found in our practice to be all that can be desired for a simple instrument and have such confidence in it that we would be willing to select it as the best of all methods in examining the rotary muscles of the eye. The reason why this rod test is so satisfactory and reliable is because the image as seen by one eye is so entirely different from the other that there is no effort on the part of nature to bring the images together. Consequently the bar of light as seen through the test will remain where it should with the normal eye or will move aside when the abnormal condition is present, in spite of the efforts one can make to bring the images together. Probably the reason for this is because the patient's attention is directed to the real light or the bar of light as seen through the test, it being found impossible to direct attention to both at the same time. As a result the attention is directed to one eye, whilst the muscles of the other will relax and permit the eye to move wherever it may be inclined.

## REPAIR OF FIELD GLASSES AND TELESCOPES.

Among the multitude of repairs constantly brought in to the provincial watchmaker, probably the most puzzling and difficult to deal with are general optical repairs and alterations. Still many of them can be done successfully by the use of a little thought and intelligence. Every holiday when people are leaving town they generally overhaul their field glasses, telescopes, tourists, aneroids, compasses and hand cameras, and if



# SMOKE GLASSES.

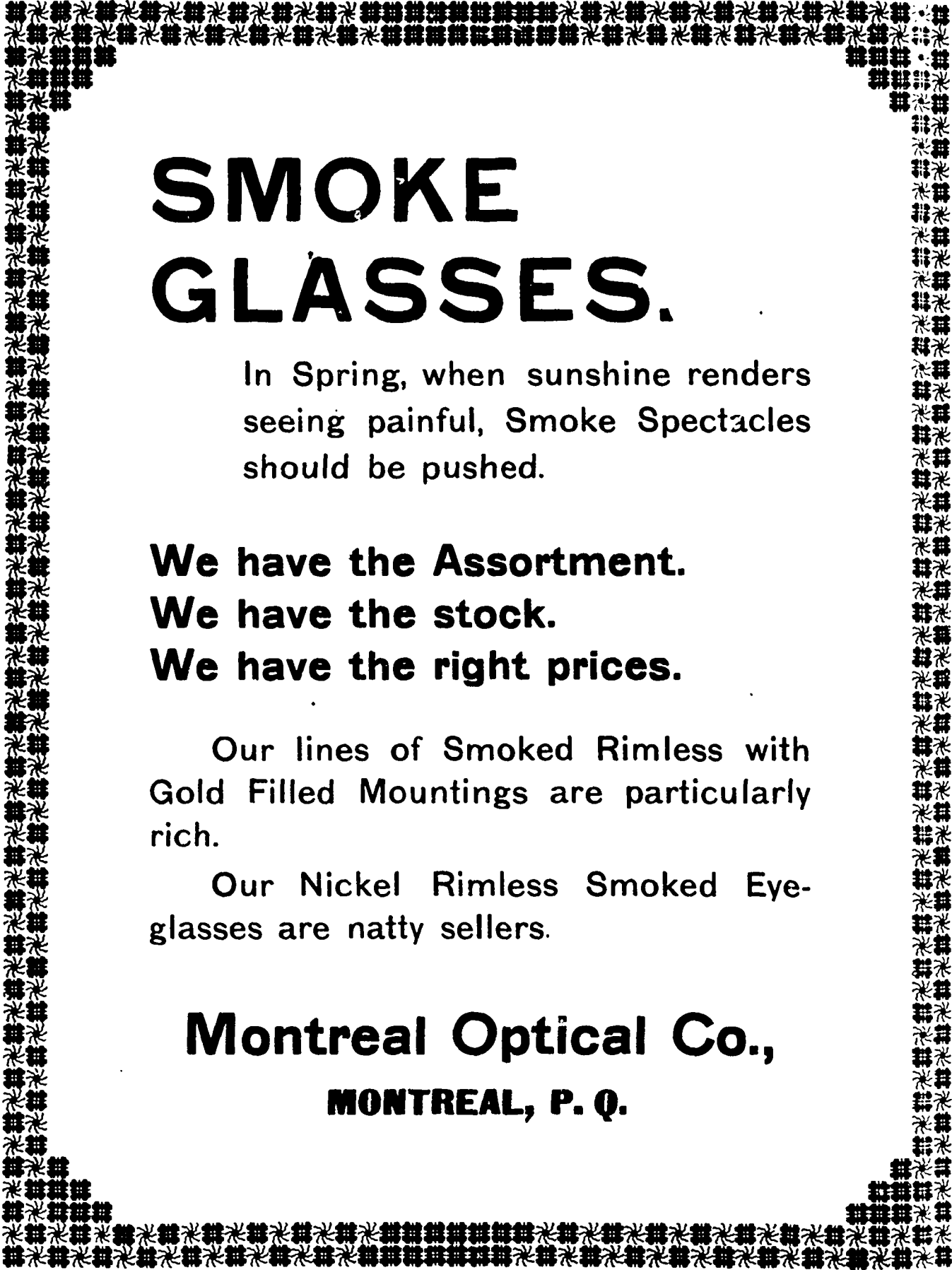
In Spring, when sunshine renders seeing painful, Smoke Spectacles should be pushed.

**We have the Assortment.**  
**We have the stock.**  
**We have the right prices.**

Our lines of Smoked Rimless with Gold Filled Mountings are particularly rich.

Our Nickel Rimless Smoked Eye-glasses are natty sellers.

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





# COUNT YOUR CHANGE.

*Gold is money.*

*Gold-filled spectacleware is so much money  
plus cost of making.*

*The more gold the more money.*

*The higher the quality of the gold the more  
money.*

*The manufacturers who refuse to state the  
quantity and quality of gold used in  
their spectacleware are like people  
who object to you counting the change  
they give.*

M. Co. 0 Filled Frames are guaranteed to be  
 $\frac{1}{10}$ -10k with  $\frac{1}{5}$  Cables,  $\frac{1}{5}$  Bridges and solid gold  
end pieces.

M. Co. 0 Filled Frames are data and have a  
ten year guarantee backed by 27 years  
of honorable merchandising.

**MONTREAL OPTICAL COMPANY,  
MONTREAL, P.Q.**



## Every Jeweler

Should keep his valuables  
over night in one of our

CHROME STEEL LINED

Jewelers' Safes.

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

**J. & J. Taylor,**

Toronto Safe Works,

— Toronto.



out of repair take them to the nearest watchmaker's with a view to having what is necessary done to them. In the case of field glasses the most common fault is in the screw and stop-pin: the former are generally stocked by wholesale houses with suitable tops. In case the thread of the new screw is not exactly the size of the old one the stop pin can easily be made and fastened in by bending a piece of brass wire up in the hand vices to the proper size. Should one of the object glasses be broken it will necessitate getting a new pair of object glasses of the same size from the wholesale house, where, as a rule, they are stocked in all the running sizes. Some retailers think they can be matched, but such is rarely the case, and as they are the most expensive part of the glass this involves considerable expense. The object glasses of field glasses run in the following sizes: 15 lines diameter, 17, 19, 21, 24, 26 and 28 lines. In the case of the lenses of the eye-pieces, if belonging to a six-lens field glass, the lenses are stocked in the rough, and can be had from the wholesale house for a few pence, and then it is not a difficult matter to cut them down with a pair of shanks, and grind the edges to the required size. Care should be taken that it should be fitted to the eye-piece accurately, so as not to allow of any shake, otherwise they will not be properly centered. If the eye-piece lens of an 8 or 12 lens glass requires replacing, the only plan is to order a pair to match the old ones, as, being achromatic, it is beyond the skill of the ordinary retailer to do it himself. Such things as binocular telescopes are much more difficult to repair. Should one of the lenses in the inner draw-tubes be broken, it can be matched as regards focus by the wholesale house, and then cut down and ground to the required size, after which it can be burnished into the cell. Sometimes stains appear on the lenses, more especially in the object glasses, which will not wipe off. These can only be removed by repolishing the surfaces. In some cases spots appear underneath the surface of the glass. These are caused by the Canada balsam, which cements the lenses together, giving way, (generally through damp). They will then require rebalsaming, which is a somewhat difficult job for an ordinary man to do who is not used to the class of work. If the shopkeeper decides on doing it himself, it will necessitate his taking the lenses apart and rebalsaming them. In this case it is best, after taking them out of the cells, to put them on a steel plate over a smokeless jet, and when the Canada balsam is sufficiently melted separate the lenses, clean them thoroughly with methylated spirits and re-cement with good clear balsam, care being taken that each lens is exactly central to the one it is cemented to, and all air bubbles removed. If the object glass of a telescope is broken, a new lens to match can be easily obtained from the wholesale house up to 19 lines diameter, above which size it is generally necessary to order specially. In the case of the older makes of telescopes the object glasses are often burnished on the cell instead of being screwed in, thus rendering the fitting of a new lens much more difficult. Some of the very old telescopes are fitted with object glasses, the space between being filled with oil; these last are now quite out of date and not worth replacing. If the body of the telescope gets dented it will necessitate the removing of the leather covering, and knocking up the dent to its proper place by means of a smooth-faced hammer and a triblet. If very badly dented

it will probably be necessary to unsolder the end pieces, and after removing the dent, resolder them. The interior can then be blacked with a dull black made of methylated spirits mixed with lamp black, the body being warmed first and the black being put on with a camel's hair brush, a new leather covering can then be sewn on by any local saddler. In field and opera glasses customers often complain of their seeing two rings, and getting a double ring of the object looked at. This is generally caused by a fall having altered the position of one of the tubes so that they are not in the same plane. This can, as a rule, be corrected by grasping the glass firmly with both hands whilst looking at some object and bending them back to their original position: in some cases it may be caused by the glasses themselves being either too broad or too narrow in the center; this is why many people prefer a jointed field glass. In such delicate glasses as the Poro Binoculars made by Goerz, Teiss, Vogtlands and others it is as well not to attempt to repair them, as should the prisms get shifted their readjustment is a troublesome matter.

---

#### NERO'S EYE GLASS COPIED.

---

The eyeglass carried by Edmund D. Lyons, who plays Nero in C. F. Whitney's production of "Quo Vadis," recently running at McVicker's Theater, Chicago, is a very curious affair. It is an immense emerald set in the folds of a serpent's body. This is historically correct, as we are told that the tyrant was near sighted and used a large emerald cut so that it rectified this defect. Nero lived, of course, long before modern oculists began to exercise their science. The serpent which Mr. Lyons carries is made of woven gold wire, the body twisting midway into a circle, into which the emerald is set. Beyond this fold the body narrows to the head, the emerald being repeated in the eyes. This unique eyeglass is attached to a golden cord.—*Ophthalmic Record.*

---

A BURGLAR succeeded in gaining an entrance into the store of E. G. Webster & Son, manufacturers of silver plated ware, 10 Maiden Lane, Wednesday evening about 7 o'clock, but was captured before he could get away with his booty. An employee of the drug store of Parke, Davis & Co., who happened to be going up Maiden Lane that evening, noticed two men acting suspiciously in the vicinity of the Webster store, and after he had passed decided to go back and look again. When he did so he noticed one man, evidently a watcher, as well as a hole in the glass door of the establishment. He notified Policeman Sullivan, who hurried to the scene, and who, crawling through the hole, caught a young man hiding behind a counter. The thief had broken into a show case and had stolen three or four small articles in silver plated ware of comparatively small value. In the Centre St. Police Court, Thursday, the burglar gave his name as Frank Powell, 22 years old, and stated that he was a stranger in the city. He pleaded not guilty, waived examination, and was held for trial in \$1,000 bail by Magistrate Hogan.



## What's the Matter With the Canadians?

**On The Field** in various lines of endeavor Canadians have frequently demonstrated their fitness, a fitness too often scoffed at at home until demonstrated abroad and acknowledged in other countries. This is hardly as it should be.

**This School**, as an educational establishment has time and again proven its fitness both at home and abroad. The present class contains more Americans than Canadians, among them two of the most advanced workmen who ever entered, this fact speaks volumes, and would be even more gratifying than it is were it not for an evident lack of appreciation of the great and onerous work we accomplished in our own country. Our work does not consist of making and repairing timepieces, but of teaching young men their trade properly-- a most difficult task--it alone is our work, we excel in it and experts accord us the highest reputation in that line. Here is our creed :

**A Canadian should neither attend this school nor yet stay away from it simply because it is in Canada and is conducted by a Canadian.**

This proposition goes right to the root of the matter, anyone who dissents therefrom implies that Canadians are "too slow," too narrow to recognize things meritorious originated in their own country until removed therefrom and applauded outside, that they lack progress, true enterprise, high aims and worthy endeavor, and that they put in their time at the expense of their opportunities.

There is not a young workman-- we will not mention old ones--in this country, but should know that which we teach, they are sorely in need of that knowledge, but only too often they know it not.

**Circulars Free of Charge on application.**



**CANADIAN HOROLOGICAL INSTITUTE,**

115 to 121 King St. East,

**H. R. PLAYTNER,**  
Director.

**Toronto, Ont.**



EDITED BY M. M. COHEN, TORONTO.

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

**GENEROUSITY IN LITTLE THINGS PAYS.**—Doing little jobs—adjusting or tightening the spring of an eyeglass and a long list of etcetras.

People often ask prices without expecting to be charged. They are annoyed if they are.

Seek opportunities for showing courtesies.

If a person comes to your store wearing crooked spectacles ask for the privilege of truing them.

It takes but a moment.

The effects are good.

It does not matter who sold the spectacles.

Conversation can be brought about while you are working, which properly followed up often induces the replacement of steel with filled or filled with gold, or the style may be considered and a pair of rimless sold. Again when glasses are so strong that the wearer is dependent upon them a duplicate pair may be considered.

"Stylish" consideration is one of the safest grounds. Some time ago, a customer of the Cohen Brothers, Limited, called with his sister and her husband. She was fairly fair and fifty, her husband somewhat older, they were of the Darby and Joan order. "If you consider appearances and want something

fashionable I should recommend rimless glasses" I told her "But I don't care about my appearance" she replied. "But I do" remarked her husband, "make them as you suggest."

Be above 5 cent charges. Let them go and they will do \$5.00 worth of advertising.

Business is business, but business methods of the last decade are not the business methods of this.

There will be found people who will occasionally take advantage of you, but as a rule, like produces like, liberality begets liberality.

Success is for those who adapt themselves to every change of circumstances, while fortune awaits those who foresee these changes and take advantage of their foresight.

There are those who have read my articles in the past, and who possibly may read them in the future, who may remark "Following your advice means constant expansion, constant hustling. Can we never arrive at a point when we can be content with our business as we may have it?"

Can you be satisfied to note sure signs of decay in the enterprise which you nursed through the best years of your life?

Nature knows no stand-still. It is a question of moving forward or of sliding backward.

Aggressive or retrogressive. These are the alternatives. There is no "between."

"From hour to hour we ripe and ripe,—

And then from hour to hour we rot and rot."

These words of Shakespeare apply to our economic being (for such we may consider our money-making or wealth-producing lives) as well as to our physical and mental being.

We must keep pushing for more and more trade. We are certain to lose some which we have. It must be replaced and more added.

We must keep advancing or we will be forced out of the race by the hustlers who do.

(To be continued.)

## In matter of Easter presents.

Gifts of cards, pretty but useless are gradually falling into disuse. The useful and ornamental are combined in jewelry or silver articles.

We have stocked ourselves especially to meet this Easter demand. We invite you to inspect our richly varied collection of Easter gifts.



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

No. 43

## Hazardous Spectacle fitting.

Unless one understands the human eye it is indeed risky attempting to fit glasses, and this includes experimenting on oneself.

We have made a special study of the human eye and fit glasses to them according to the most scientific up-to-date methods. Satisfaction guaranteed.



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

No. 44.

## Spring showers render umbrellas appropriate and useful gifts.



Our collection of umbrellas is artistic, not the kind or quality usually found in dry goods stores, yet at about dry goods store's prices.

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

No. 45.





APRIL 1900.

# DO YOU WANT PAPER BOXES?

Cards, Tags, Twine,  
Jewellers' Cotton  
and Bags,

Plush Boxes,

Velvet Boxes,

Leather Boxes,

Silverware

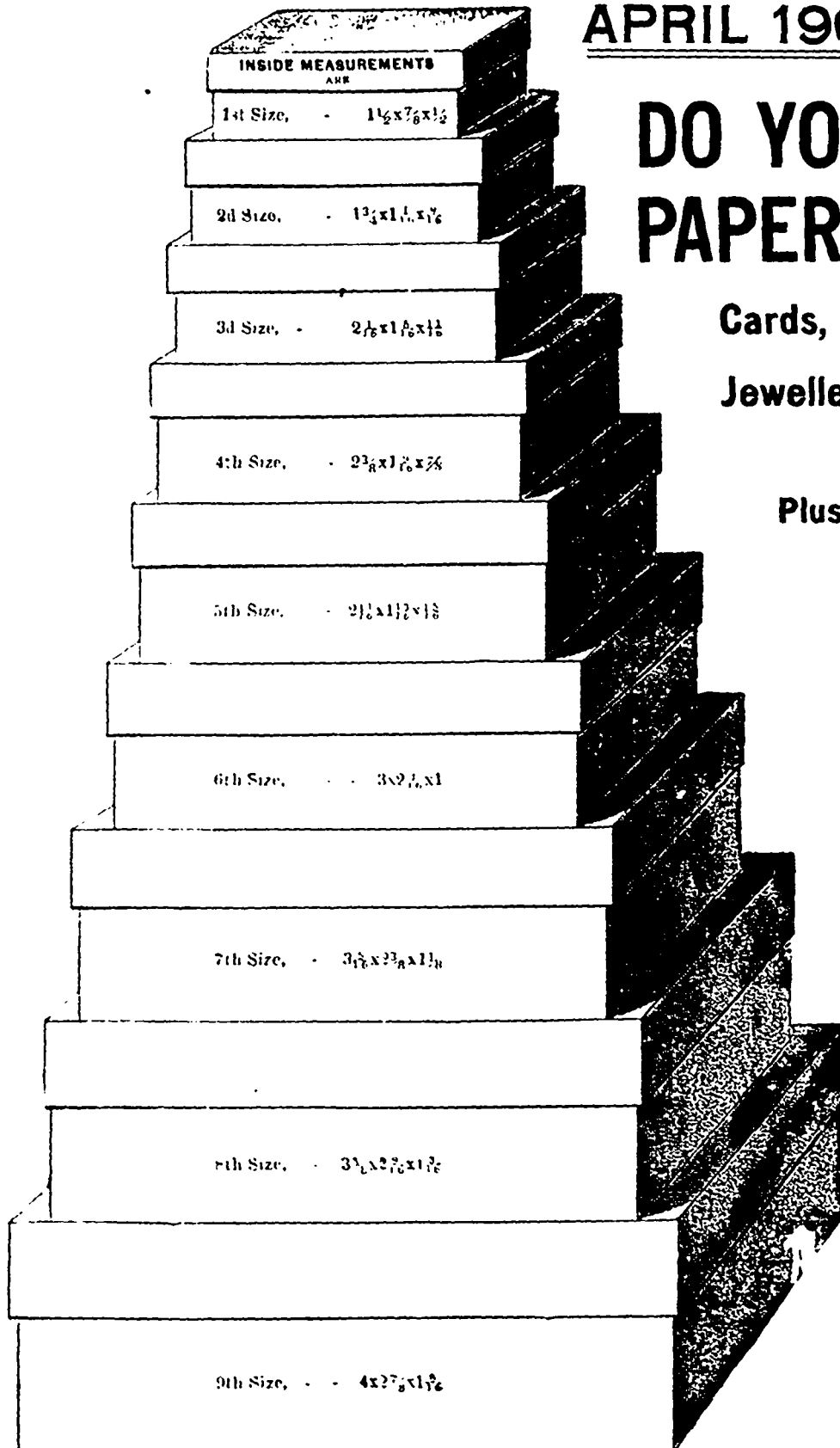
Cabinets,

Grips,

Trays,

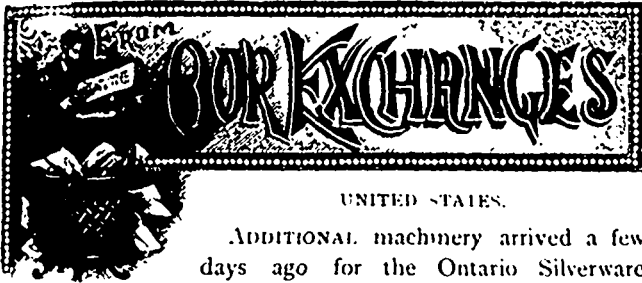
Telescopes,

&c., &c.



WE ARE LEADERS  
IN ALL THE . . .  
ABOVE LINES. . .

The J. COULTER CO., Limited, 130 King St. W., Toronto, Ont.



## UNITED STATES.

ADDITIONAL machinery arrived a few days ago for the Ontario Silverware Co., Muncie, Ind., which will give employment to 50 men when placed in position.

TREASURER ROYAL E. ROBBINS, of the American Waltham Watch Co., who has been at Lakewood, N.J., the past month, has been much benefited in health by the change of climate.

HIGH SPRINGS, FLA., lost 23 out of its 30 business houses by fire on the night of March 12, supposed to be incendiary. Among the losses reported is that of George Youmans, jeweler, \$1,000; no insurance.

JEWELER FINED.—Passaic, N. J., March 1.—In the case of Wm. W. Thompson, indicted and convicted on complaint of Patrick McMahon and others for conducting a watch club, Judge Barkalow has refused to accept Lawyer Ryan's contention that a watch club was not a lottery. He, however, fined Mr. Thompson only \$20.

OVER 400 employees of the Keystone Watch Case Co. met Saturday night, at 707 N. Broad St., and organized a union. Charles F. Munger was elected president. He is one of the executive committee of the International Association of Watch Case Engravers of America. About 75 per cent. of the locked out engravers are now working.

A TAKIR struck Niles last week with a new game. He called upon all the jewelers in town and offered to pay the cost of repairs on a watch that had been left. He could not state exactly the time it had been left, but insisted that there was a watch there for him. A consultation of jewelers revealed the fact that he was a swindler. He got out of town in time to avoid arrest.

CAS H. HULBURD, president of the Elgin National Watch Co.; J. M. Cutter, general manager of the same company, and Jacob Franks, president of the Illinois Watch Case Co., have been appointed members of the committee to receive Admiral Dewey May 1. Otto Young, of Otto Young & Co., has been appointed a member of the finance committee for Dewey Day.

THE Directors of the American Waltham Watch Co. met on Monday, March 5, and declared a semi annual dividend of 4 per cent., payable March 15, to stockholders of record March 5. The company's balance sheet, Feb. 1, showed no debt and \$300,000 cash on hand. The past year's earnings have been at the rate of upward of 11 per cent. on the capital, which was recently increased to \$4,000,000.

JOSE VALMACEIDA, the young thief who robbed Edgar W. Hodson, jeweler, Devonshire St., Boston, of \$2,000 worth of diamonds, about a fortnight ago, throwing flour into the eyes of the dealer and making off on the run with a package of precious stones, was sentenced last Wednesday, in the

Superior Criminal Court to a term in the State Prison, at hard labor. The time limit is 10 years maximum, or seven minimum, the latter contingent upon good behavior.

BOSTON, MASS., Feb. 28.—A case which has some appearances of involving a murder was reported to the police late last night. Carl J. Thorpe, jeweler, with an office at 375 Washington St., this city, returned to his home at 34 Harvard St., Cambridgeport, about 8:30 o'clock, with an insignificant looking wound on his mouth. Less than two hours later he was dead. Before he died he told his wife that he had met four men in a barroom and that he had trouble with them.

SILVER DEPOSIT PROCESS PROTECTED.—The suit brought by the Alvin Mfg. Co., New York, in the United States Court at Trenton, N.J., against John H. Scharling, of Newark, for infringement of their patent relating to silver deposit ware, has been decided by Judge Gray in favor of the Alvin company. The patent involved relates to the decoration or ornamentation of glass articles with an open or net work of silver, and covers both the process employed in depositing the silver and the article itself.

## GREAT BRITAIN

*From Watchmaker, Jeweler and Silversmith.*

THE GEM MARKETS.—Amsterdam, February 24th.—Business in diamonds has again been much the same as during the past four months, and large numbers of workpeople of all three branches of the trade are still without employment. There was during the month a fair demand for middle quality *milés* and also for middle quality and fine small brilliants. For larger stones there was not much demand. Roses were also sold, but in small quantities. Several foreign buyers and brokers, including several Americans, visited our city, but much business was not done with them as prices are high and are expected to go higher still. *Kappen* and *Enden* sold readily, but there were very few of these on the market owing to the great scarcity of rough.

PARIS, February 23rd.—Our diamond market during the past month was a little more favorable than it has been during the past two months, mainly owing to the coming exhibition. There was a fair demand for all classes of middle quality brilliants, especially *milés* and showy large stones suitable for mounting. Small brilliants and roses were also sold in small quantities. A few large parcels of cheap sapphires and rubies were sold, mainly for export. There is a good demand for fine pearls and emeralds.

LONDON, February 28th.—There has been no improvement during February, and the trade is still remaining very dull. At a meeting of the De Beers Company on the 23rd. inst., Mr. Rhodes anticipated the price of diamonds being still higher owing to the production having ceased during the past four months and the existing scarcity of diamonds in the market. The syndicate will be sending their last shipment from Kimberley on March 5th. There is a rumor current that there will be another rise of 5 per cent. We give it for what it is worth.

ANTWERP, February 23rd.—Things here are in a shockingly bad state. There is no business whatever doing, cutters without number are out of work, and many of them with their families are in a state verging on starvation.



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



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



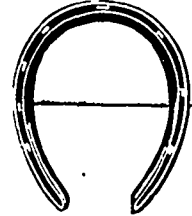
373 374

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

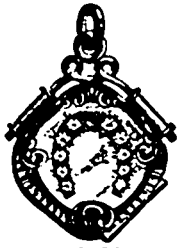


1504-SASH BUCKLE.

### HORSE SHOE BROOCHES.



**GOLD PLATE.**  
2850—Small  
2851—Medium  
2852—Large.  
**STERLING SILVER.**  
2853—Small  
2854—Medium  
2855—Large



1884

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

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

Our Canadian Representative,  
**MR. GEO. E. SMITH,**

350 King Street, KINGSTON, ONT.

Manufacturing Jewelers and Silversmiths,  
100 Richmond Street,

PROVIDENCE, R.I., U.S.A.



1874

### BIRTH STONE BANGLE RING.



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

BIRTH STONE.  
MAY—EMERALD.

THE  
Central

| Discovers false friends |  
| and ensures true lovers. |

### KLONDIKE BANGLE RINGS.



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

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.

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.



## TWO WARS.

—  
 "Thrice armed is he who hath his quarrel just."  
 —

When President Kruger of the South African Republic announced that if England must take Dutch republics she would have to "pay a price that would stagger humanity," many believed that he was, in the popular phrase, "talking through his hat." The English people expected to see their legions march to Pretoria and Johannesburg, with only such resistance as a few unorganized farmers might present. The English government started in to teach "Uncle Paul" his manners, but up to this date, "Uncle Paul" seems to be doing all the teaching. Instead of seizing and laying waste the Boer towns and cities, the English troops have had all they wanted to do to keep the Boers out of the larger places in British territory. Up to this writing, every battle that has been fought, (although the story of these battles has been told only by the British) has either resulted in a British defeat, or else it has been a drawn contest. The Boers have taken large numbers of English prisoners, and are unable to exchange them because the British have no Boer prisoners to trade.

One reason for these constant British reverses lies in the fact that the British soldiers are soldiers by profession, having no heart in their work, while their Boer adversaries are each and all fired with enthusiasm in the defence of their country and their homes. The Boers know full well that defeat means the annihilation of the Dutch republics and the domination, for all time, of the British in South Africa. Under such conditions, can it be wondered at that these rude farmers, unversed, perhaps, in the subtleties of education and civilization, but well trained in Nature's school, and born almost with guns in their hands, should be more than a match for equal numbers of British paid soldiery?

Yet after all, even those who sympathize most sincerely with the Boers in their struggle, can see no ultimate result except British success. But it is very evident that the price paid will indeed "stagger humanity."

The American people quite naturally sympathize with the British in their general aims and aspiration, but most of us have to make an exception in regard to this conflict with the Boers. The conditions on both sides are too nearly parallel with the conditions which existed in this country in 1775 and 1776 for whose-souled Americans to waste much sympathy upon a country which is trying to destroy two free republics. Senator Mason, of Illinois, erratic and bombastic as he is at times, certainly struck a true and popular chord in his speech in the Senate on this subject last Monday.

In the general interest which exists as to the war in South Africa many people almost forget that the United States is

engaged in a little war on its own account in the Philippines. Some people try to draw an analogy between our own position in regard to the Philippines and the British position in regard to the Boers. But the cases are not at all parallel. The Philippine Islands became the property of the United States through their conquest from their owners, the Spanish. The Filipinos, pending the settlement of affairs by treaty with the Spanish, attacked the United States troops and endeavored to capture from the United States what the United States had taken from Spain. Of course, to have withdrawn under those circumstances would have been impracticable as well as cowardly. The United States troops have beaten the insurgents in every battle. The only difficulty has been to get near enough to them to fight them, and the whole insurrection is now practically broken up and destroyed. The Filipinos themselves, outside of a few leaders who hoped to achieve distinction and wealth by founding an independent nation, are more than satisfied to have the protection of the American flag. Wherever the American flag goes, there also go education, civilization and increasing wealth. In ten years from now, the Philippine Islands will be as loyal adherents of the United States as the citizens of Kansas or Illinois are to-day. — *Manufacturing Jeweler.*

DEATH OF JOHN W. SENIOR. The funeral of John Westlake Senior, publisher of the *Jewelers' Price List*, occurred Wednesday last, the services being held at his late residence, 394 Sixth St., Brooklyn. Mr. Senior has been long known to the jewelers of this country, particularly the manufacturers and jobbers of New York, through his many years of connection with the journals of this trade. His death, which occurred March 5, was due to Bright's disease, from which he had been suffering for about a year.

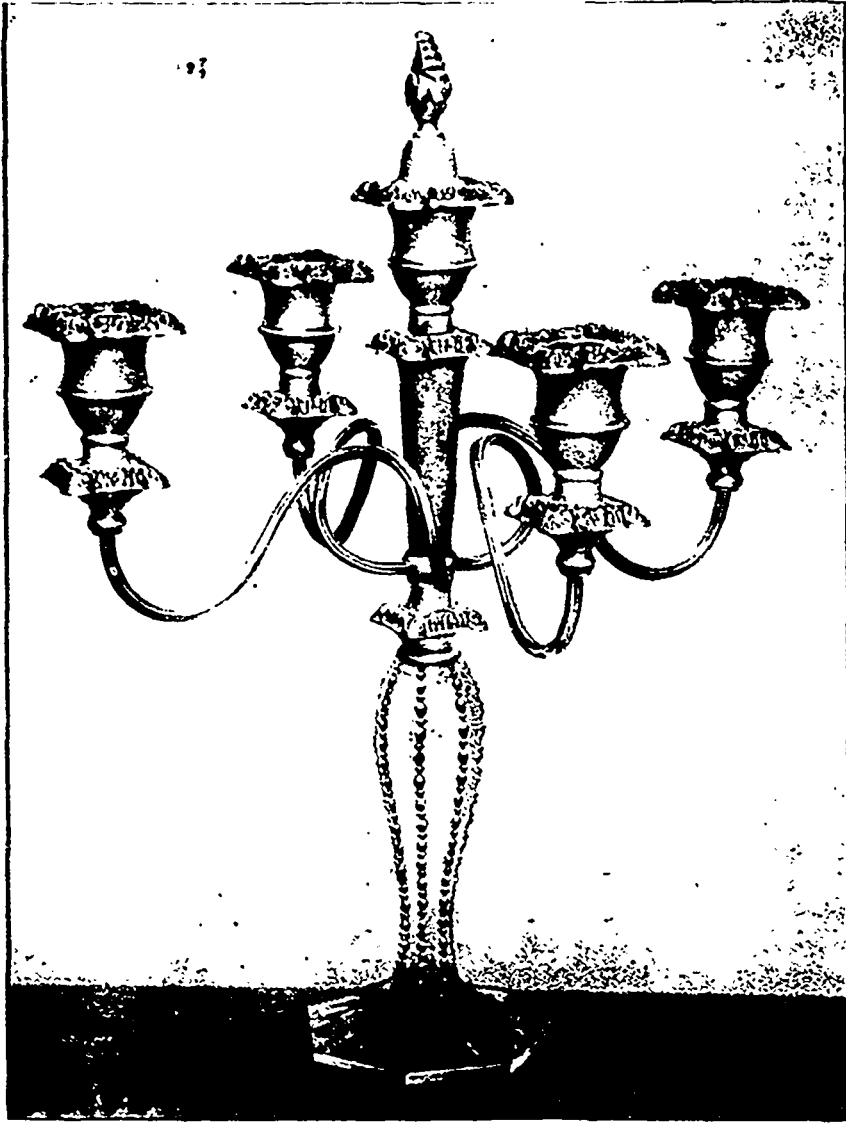
THE Newmark *News* publishes the following statistics of the jewelry industry of that city: "The manufacture of jewelry is carried on extensively in the city. The 70 jewelry and four watch case establishments have a combined capital of \$4,591,372, employ 2,280 hands, whose annual wages amount to \$1,598,288, and by their combined effort, goods valued at \$5,636,084 are produced. The artistic merit and workmanship of the jewelry manufactured in Newmark have won a reputation for this branch of our industry equal to the best."

A NEEDED VACATION. Theodore W. Foster, head of the Theodore W. Foster & Bro. corporation of this city, has gone to Jamaica, W.I., for a visit to his daughter who resides there. This is the first vacation from business cares that Mr. Foster has taken in nearly fifteen years. As a matter of fact it is unusual for a business man to stand the constant strain of business for such a long time without interruption, and have no collapse of the mental system, although Mr. Foster has done so without apparent injury. The mammoth business of the Theodore W. Foster & Bro. Co., has been built up chiefly through his energy and business ability, and there is no question but that the present trip will be greatly to his benefit, both in health and strength, and he will return refreshed and invigorated.



# THE TORONTO SIL

**Silversmiths** and **Manufacturers of**



**E.P. CANDELABRUM. With Cut Glass Base.**

No. 889.-5 Light, \$23.50 List.

" 889.-3 " 18.50 "

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

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



# VER PLATE CO., LIMITED.

## Electro Silver Plate.



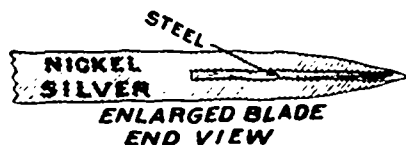
No. 502 E.P. 5 Piece Tea Set. \$36.00 List.



"NORDICA." Still another one of our New Patterns in Plate.



Our New Patent Nickel Silver E.P. KNIFE. Showing a cross section where the steel is inserted in the blade. We have other patterns besides "York Rose."



FACTORIES AND SALESROOMS:

King Street West, TORONTO, CANADA.



# LARGER AND BETTER THAN EVER.

## During the Past Month

our increasing trade has compelled us to enlarge our factory premises and add a quantity of the latest and most improved labor saving machinery.

## Our New Lines

for the Spring trade are well in hand and will be with our travellers in a few days. We aim to give you

“New” Goods,

“Natty,” Goods,

“Salable” Goods,

and goods on which you can make a good profit.

## If You Want Rings,

of any style, whether set with Diamonds, Pearls, Opals, Olivines, or any other kind of stone, remember that we are the leading ring manufacturers of Canada.

Our styles are the newest and nattiest, our stock is the best assorted and our prices are always right

We are also showing a specially fine assortment of Pendants, Lockets and Scarf Pins, all of the newest designs. They are up-to-date goods and no live jeweler's stock is complete without them.



**J. J. ZOCK & CO.,** Manufacturers of Fine Jewelry.  
Repairs promptly attended to.

34 Adelaide Street West, TORONTO.



## LITERARY NOTICES.

CAPE TOWN TO LADYSMITH.—The Copp, Clark Company, Limited, have just published in book form the letters written from South Africa by the late Mr. G. W. Steevens to the London *Daily Mail* from Oct. 10, the day he landed in Cape Town, on the very eve of the war, to Dec. 6, when within a few days of his fatal illness he wrote the wonderful word-picture, "In a Conning Tower," where he shows us the Naval Brigade manfully playing their part in the defence of Ladysmith. The volume will be treasured by all who read it as a memorial of a man who had won, in a brief career, a well-deserved eminence among his comrades of the press. His friend, Mr. Vernon Blackburn, has added a "Last Chapter," telling us something about Steevens himself. Unlike many who have gathered fame at an early age, he was unspoiled by his success. He had a singularly winning character. One cannot pay a better tribute to his memory than to say, as can be said with truth, that in his few years of strenuous, active life he had made a host of friends and not one enemy. In this, his last work, as in his other writing, the two most prominent features are the wonderful vividness of the descriptions and the simple directness of the narrative. His classical training at Oxford left him the pregnant phrase and the forceful epigram ever at hand, while his experience as a journalist had taught him the folly of long and tedious descriptions. He had, too, a great faculty for entering into the spirit of the thing. Look at his first impression of Cape Town.

"After the surprise of being ashore again, the first thing to notice was the air. It was as clear—but there is nothing else in existence clear enough with which to compare it. You felt that all your life hitherto, you had been breathing mud and looking out on the world through fog. The town itself 'seemed half Western American with a faint smell of India—Denver with a dash of Delhi. . . . Cape Town itself—you saw it in a moment—does not hustle. The machinery is the West's, the spirit is the East's or the South's."

The following extract from Mr. Steevens' description of the battle of Landslaagte calls for no comment.—

"As the men moved forward before the enemy the heavens were opened. From the eastern sky swept a sheer sheet of rain. With the first stinging drops horses turned their heads away trembling, and no whip nor spur could bring them up to it. It drove through Mackintoshes as if they were blotting paper. The air was filled with hissing; under foot you could see solid earth melting into mud, and mud flowing away in water. It blotted out hill, dale and enemy in one grey curtain of swooping water. You would have said that the heavens had opened to drown the wrath of man. And through it the guns still thundered and the khaki column pushed doggedly on.

The infantry came among the boulders and began to open out. The supports and reserves followed up, and then in a twinkling, on the storm-pitted hill face, burst loose that other storm—the storm of lead, of blood, of death. In a twinkling the first line was down behind rocks firing fast, and the bullets came flicking around them. Men stopped and started, staggered and dropped limply as if the strings were cut that held them upright. The line pushed on; the support and reserves followed up. A colonel fell, shot in the arm; the regiment pushed on. They came to a rocky ridge about twenty feet high. They cling to cover, firing, then rose, and were among the stinging bullets again. A major was left at the bottom of that ridge with his pipe in his mouth and a Mauser bullet through his leg; his company pushed on. Down again, fire again, up again and on! Another ridge won and passed—and only a more hellish hail of bullets beyond it. More men down, more men pushed into the firing line—more death piping bullets than ever. The air was a sieve of them; they beat on the boulders like a million hammers; they tore the ground like a harrow.

Another ridge crowned, another welcoming, whistling gust of bullets—more men down, more pushed into the firing line. Half the regiment was down; the men puffed and stumbled on. Another ridge. God! Would the cursed hill never end? It was sown with the seed of blood and death behind, it was edged with stinging fire

before. God! Would it never end? On, and get to the end of it! And now it was surely the end. The merry bugles rang out like cock-crow on a fine morning. The pipes shrieked of blood and the lust of glorious death. Fix bayonets! Staff-officers rushed shouting from the rear, imploring, cajoling, cursing, slamming every man who could move into line. Line—but it was a line no longer. It was a surging wave of men—Devons and Gordons, Manchester and Light Horse—all mixed inextricably; subalterns commanding regiments, soldiers yelling advice, officers firing carbines, stumbling, leaping, killing, falling, all drunk with battle, shoving through hell to the throat of the enemy. And there beneath our feet was the Boer camp and the last Boers galloping out of it. There also—thank Heaven, thank Heaven!—were squadrons of Lancers and Dragoon Guards storming in among them, shouting, spearing, stamping them into the ground. Cease fire!

"It was over—twelve hours of march, of reconnoissance, of waiting, of preparation, and half an hour of attack. But half an hour crammed with the life of half a life-time."

The pages of the book bristle with such stirring passages. In describing the home-coming of the Dundee column to Ladysmith, he writes, —

"Rents in their khaki showed white skin; from their grimed hands and heads you might judge them half red man, half soot-black. Eyelids hung fat and heavy over hollow cheeks and pointed cheek-bones. Only the eye remained the sky-blue, steel-keen, hard, clear, unconquerable English eye—to tell that thirty-two miles without rest, four days without a square meal, six nights—for many—without a stretch of sleep, still found them soldiers at the end."

Of the dreariness of the siege Mr. Steevens gives a most interesting picture, relieving it by glimpses of the humorous side of things. His chapter on the sailors in full of merry conceits. Here is the commanding officer's opinion of a pertinaciously annoying Boer artilleryist:—

"That gunner," said the Captain, waving his stick at Surprise Hill, "is a German. Nobody but a German atheist would have fired on us at breakfast, lunch and dinner, the same Sunday. It got too hot for us when he put one ten yards from the cook. Anybody else we could spare. Then we had to go."

But here also there comes a touch of longing homesickness:—

"Even as the constant blue jacket says, 'Right Gun Hill up, sir,' there floats from below, ting ting ting ting, ting Five bells! The rock-rending double bang floats over you unheard, the hot iron hills swim away. Five bells and you are on deck, swishing through cool blue water among white-clad ladies in long chairs, going home."

The moment's dream of the homeward journey on the liner's deck was not to be realized. A few weeks more and there was the mid-night funeral in Ladysmith cemetery, under the falling rain, with the Boer searchlight from Bulwan flashing through the darkness. He had gone home.

RICHARD KIPLING'S new animal story, "The Elephant's Child," is a feature of the April *Ladies Home Journal*. It is the first of a series of "Just So" stories, and describes, with Kipling's inimitable drollery, how the elephant got his trunk. Rev. Cyrus Townsend Brady begins an interesting series of articles on his experiences as "A Missionary in the Great West," and Julian Ralph writes of "The Choir Boys of England." The now almost forgotten "Mysteries of the Century," which held the centre of the world's stage in their day, are graphically recalled, and "Singing 'The Messiah' on the Plains" gives a close view of the life of a music-loving Swedish community in the West. Edward Bok, in decrying "The Ease With Which We Marry," suggests some restricting, uniform legislation, and speaks plainly on divorce. Ian Maclaren pays his respects to "The Genteel Tramps in Our Churches," and "An American Mother" writes of "The American Woman in the Market-Place." "Through Picturesque America" is begun in the April Journal, two pages being devoted to views of the natural beauties of our country. "A Successful Country House in New England" and "Wellesley Girls in the Play" are among the other notable pictorial features.



"SILVER  
... PLATE  
THAT  
WEARS"

MARSH AND  
GUARANTEED BY



## YOUR SHOW WINDOW

will be a center of attraction, if it contains our late designs in Fluted Hollowware.

Not only will it attract attention, but with a display of wares which are noticeably high grade, it will appeal to the most desirable class of trade—those that have money to purchase the more expensive jewelry and "*Silver Plate that Wears.*"

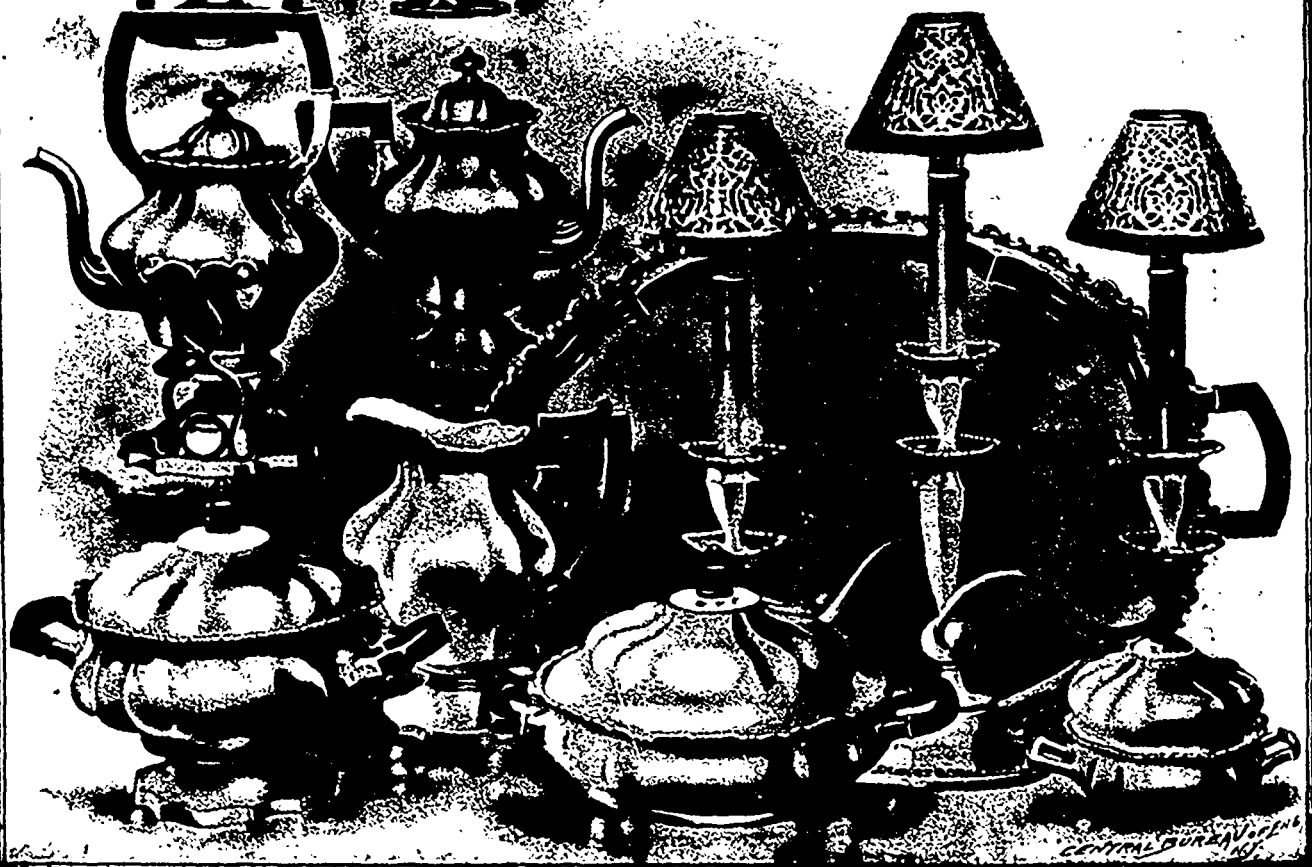
The Tea Set and all pieces shown here are now ready for delivery. The Candelabra can be furnished with the "Meriden" candle lamp (in which is an ordinary candle fed automatically) or wired and fitted with electric candles. In either case, Cuirass shades as shown can be used.

Send for illustrations and lists, asking for the No. 2043 ware, or see the line at our various branches.

INTERNATIONAL SILVER CO.  
SUCCESSOR TO

**Meriden Britannia Co., Meriden, Conn.**

NEW YORK: 9-11-13 Malden Lane 208 Fifth Ave. 1128-1130 Broadway  
CHICAGO: 147 State St. SAN FRANCISCO: 134 Sutter St.  
HAMILTON, ONTARIO, CANADA





To every branch of activity which concerns the homemaker the April Journal brings helpful suggestions or advice. By The Curtis Publishing Company, Philadelphia. One dollar a year; ten cents a copy.

THE TRANSVAAL FROM WITHIN: A Private Record of Public Affairs; by J. P. Fitzpatrick, author of "The Outspan." Toronto: William Briggs.

Whoever wishes to have a clear understanding of England's case against the Boer oligarchy, and to be able to answer intelligently and fairly the many questions which arise about the causes of the present war, should read Mr. Fitzpatrick's book. The writer is a South African by birth, has lived in the Transvaal since 1884, and was secretary of the Reform Committee in Johannesburg at the time of the Jameson Raid. He calls his book a presentation of the case for the Outlander. It was written in August, 1896, in the hope of removing the very grave misunderstandings which existed concerning the occurrences of 1895-6 in the Transvaal, and the conditions which led up to them; but its publication was delayed for three years by the bond which the reformers were required to give on their release from prison, May 30th, 1896, "for the term of three years, neither directly nor indirectly, to meddle in the internal or external politics of the South African Republic." In June, 1899, the book, as first written, was privately circulated, and in September it was published, with the addition of several chapters, treating of later events. In his preface, the author says: "The reader is not invited to believe that the case is presented in such form as it might have been presented by an impartial historian. It is the Transvaal from within, by one who feels all the injustice and indignity of the position."

We would then not unnaturally be prepared for a somewhat passionate and intemperate appeal for our sympathies, but the calm and reasonable statement of facts that meets us is in itself a strong argument for the justice of the cause. The facts themselves are so damning to the Boer government that no violence is called for in their presentation.

From the closely woven narrative dealing with matters of the keenest interest, it is difficult to select passages for quotation, and, while presenting a few extracts, we confidently refer our readers to the volume itself for a satisfactory consideration of the whole subject.

"It is not too much to say," writes Mr. Fitzpatrick, "that the vast majority of people in Europe and America are indebted to Dr. Jameson for any knowledge which they may have acquired of the Transvaal and its Uitlander problems. Their's is a disordered knowledge, and perhaps it is not unnatural that they should in a manner share the illusion of the worthy sailor who, after attending divine service, assaulted the first Israelite he met because he had only just heard of the crucifixion. A number of worthy people are still disposed to excuse many things in the Transvaal because of the extreme provocation given by the Jameson Raid." The restrictions upon English education are considered to be "not unnatural when one remembers the violent attempt to swamp the Dutch." The excessive armaments are held to be "entirely justifiable, considering what has happened." The building of forts is "an ordinary precaution." The prohibiting of public meetings is "quite wrong, of course, but can you wonder at it?" Many of these worthy people will no doubt learn with pained surprise that all these things were among the causes which led to the reform movement of 1895-6, and are not the consequences of that movement as they erroneously suppose. The Press Law and Public Meetings Act had been passed; arms had been imported and ordered in tens of thousands; machine guns and quantities of ammunition also; forts were being built, the suppression of all private schools had been advocated by Dr. Maassena—all long, long before the Jameson Raid.

One of the Boer soldiers, raiding a farm in the northern part of Capetown, is reported to have said: "We don't mind Rhodes, but give us old Franchise; that's the man we want. And this illustrates the attitude of the majority of Boers towards the extension of the franchise. This subject, complicated as it is by the many and peculiar changes in the laws, is clearly set forth by Mr.

Fitzpatrick. He quotes from a speech made by Mr. Chamberlain in the House of Commons, July 28, 1899: "On May 10th, 1881, at a conference between representatives of her Majesty and representatives of the Transvaal, the president, Sir Hercules Robinson, asked this question: Before annexation had British subjects complete freedom of trade throughout the Transvaal? Were they on the same footing as burghers of the Transvaal?"

"Mr. Kruger replied: They were on the same footing as the burghers.

"Sir H. Robinson: I presume you will not object to that continuing. Mr. Kruger: No. There will be equal protection for everybody.

"Sir Evelyn Wood: And equal privileges?"

"Mr. Kruger: We make no difference, so far as burgher rights are concerned. There may, perhaps, be some slight difference in the case of a young person who has just come into the country."

Now there is a distinct promise given by the man who was president of the Transvaal State that, so far as burgher rights were concerned, they made and would make no difference whatever between burghers and those who came in. The root of the difficulty which I have been describing lies in the fact that this promise has not been kept.

In 1876 was passed the first law on burgher and electoral rights, and this remained in force till 1882. "By it the possession of landed property, or else residence for one year, qualified the settler for full burgher privileges." In 1882, 1890, 1891, 1892, 1893, successive laws and amendments were passed limiting electoral rights. Finally, in 1894 a law superseding all others left the matter in this position:

"The immigrant, after fourteen years' probation, during which he shall have given up his own country and have been politically emasculated, and having obtained the age of at least forty years, would have the privilege of obtaining burgher rights, should he be willing and able to induce the majority of a hostile clique to petition in writing on his behalf, and should he then escape the veto of the president and executive."

"In 1893 a petition signed by upwards of 13,000 aliens in favor of granting the extension of the franchise was received by the Raad with great laughter. But notwithstanding this discouragement, during the following year a monster petition was signed by 35,483 Uitlanders—men of an age and of sufficient education to qualify them for a vote in any country. The only response made to this appeal was a firmer riveting of the bonds."

Mr. Fitzpatrick speaks in warm terms of the few progressive (relatively speaking) members of the Volksraad who opposed the president on this measure, and reports fully in the appendix the speeches of those members of the committee who favored the extension of the franchise.

The attitude of the president throughout is illustrated by the following passages:

"When remonstrated with on this subject of the refusal of the franchise, the president, who was in his own house, stood up, and leading his adviser by the arm, walked into the middle of the street and pointed to the Transvaal flag flying over the government buildings, saying: 'You see that flag! If I grant the franchise I may as well pull it down.'

"When, before resorting to extreme measures to obtain what the Uitlanders deemed to be their bare rights, the final appeal or declaration was made on Boxing Day, 1895, in the form of the manifesto published by the chairman of the National Union, President Kruger, after an attentive consideration of the document as translated to him, remarked grimly: 'Their rights! Yes, they'll get them over my dead body.'

In dealing in committee with the petition spoken of above, the president said: "He had been told by these people that 'if you take us on the same van with you, we cannot overturn the van without hurting ourselves as well as you.' *Ja*, that was true; *Maar*, the president continued, 'they could pull away the reins and drive the van along a different route.'

How needful it was that the reins should be pulled away is



# THE DUEBER HERALD

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

Vol. I.

CANTON, OHIO, APRIL, 1900.

No. 13.

## TWO QUESTIONS AND A THOUGHT.

Put on your Thinking Cap.

Why do the management of the Dueber-Hampden Works so persistently and so doggedly urge investigation of all their claims?

And why is it that they break the general rule and persistently and doggedly urge a study of the watch situation, instead of scattering broadcast a few high-flown sentences and letting it go at that?

Can you answer the questions?

1  
 The Dueber-Hampden Works are the largest, best-appointed watch manufacturing plant in the world.

2  
 The Dueber-Hampden Works have exposed and defeated practically every abuse in the watch industry, and are the successful champions of Honesty in watchmaking.

3  
 The Dueber-Hampden Works are the only watch manufacturing plant in America producing a complete watch (movement and case).

4  
 The product of the Dueber-Hampden Works is absolutely peerless.

## NEW LIGHT ON AN OLD MAXIM.

"Give the people what they ask for" is, if judiciously applied, an excellent business maxim; but it is bad and unsound business policy if obeyed implicitly and carried to extremes.

The man who asks for cheese, does not want to be sold butter. But there may be two kinds of cheese; and if the customer asks for the inferior brand, it is the dealer's business to suggest that there is a better one, on the chance that the customer may not be aware of it.

The man who walks into your store and asks for a certain article, calling it by name, does so because, in all likelihood, he has somehow become impressed with what he believes to be that particular article's merit. He believes it to be a good article. He buys it on faith.

Then is your time to talk.

If you have reason to think that your customer requests that particular article because he is ignorant of the existence of a better one, inform him. If there is none better, close the sale at once and tell him he's buying the best.

To sell an inferior article, simply because it is called for, without attempting to enlighten your customer, means, that if the purchase proves unsatisfactory, you get all the blame; on the other hand, to sell on the strength of urgent recommendation, what you know to be a superior brand, though an inferior brand was requested, will invariably result in a satisfied customer and win for you the customers complete faith and confidence.

The dealer's duty to himself and to his customers does not begin and end with the operation of making a sale. He must make a profitable sale for himself and a profitable purchase for his customer.

Therefore, let the dealer be posted on all the goods he sells.

## "PRETTY GOOD, IS IT NOT?"

Cazenovia, N. Y.  
 Dueber-Hampden Watch Co., Canton, O.  
 Gentlemen: Some time ago I wrote you of the good performance of one of your watches. I send you the rate for a week as kept by the owner, who is depot agent of the E. C. & M. R. R. at this place. I asked him to compare it with the telegraphed time each day and note the rate. The variation is scarcely perceptible.

Pretty good, is it not?  
 Yours,  
 J. W. HULL,  
 Horologist and Optician.

## "CANNOT BE BEATEN."

Cumberland Valley R. R.  
 I am engine house foreman at White Hall Station. Have been carrying one of your railway movements in one of your fine gold-filled cases. It has not been further than eight seconds away from the correct time and cannot be beaten by any watch made

W. H. WISE.

## "Would not be without them."

Chicago, Ill.  
 My "pard" and I carry on our engine Dueber-Hampden 17-jewel watches Nos. 709,346 and 857,004. We are very much pleased with them, and can safely say we are always on the dot. They give the best of satisfaction and we would not be without them

J. F. JORDAN,  
 W. H. CRAWFORD.

## ANOTHER RECOMMENDATION.

Dayton, O.  
 I am an engineer on the C., H. & D. R. R. I have used one of your best Hampden watches for the last ten years, and it has given me the best of satisfaction. I would recommend it to any railroad man for keeping good time.

CHRIS. L. SWIFTMAN.

## "THE FINEST IN THE WORLD."

Cumberland Md.  
 I am conductor on the B & O. R. R. It is a question of seconds with the Dueber-Hampden watches, for the one I have got is one of the finest in the world.

J. R. FISHER.

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



plainly shown by the account of the chief points of Boer misgovernment. How ready the Outlanders were to throw in their lot entirely with the Republic may be seen by reading the text of the manifesto: "The three objects," it says, "which we set before ourselves are: (1) The maintenance of the independence of the Republic, (2) the securing of equal rights, and (3) the redress of grievances."

The deplorable story of the Jameson Raid is told in detail, and it is plain that the Johannesburg reformers were heavily sinned against in this matter; but we can do no more than refer to it here.

Stem and unhesitating as is Mr. Fitzpatrick's exposure of injustice, bad faith and corruption among the Boers, he yet shows his appreciation of their better qualities. Unmistakable as is his loyalty to England, he does not count her blameless in her dealings with South Africa. His concluding words may be painful, but they remind us in these anxious days that there are worse evils than war, and stir us to that loyalty which, nobler than instinct, desires the highest good of its beloved country.

"Appeal," he says, "has been made to England. Only the blindest can fail to realize how much is at stake, materially and morally, or can fail to see what is the real issue, and how the mother country stands on trial before her children, who are the empire. Only those who do not count will refuse to face the responsibility in all seriousness, or will fail to receive in the best spirit the timely reminder of past neglect. If the reproaching truth be a hard thing to hear, it is, for those whose every impulse jumps towards championing the great home land, a far, far harder thing to say. Unpleasant it may be, but not without good, that England's record in South Africa—of subjects abandoned and of rights ignored, of duty neglected and of pledge unkept, of lost prestige and slipping empire—should speak to quicken a memory and rouse the native sense of right, so that a nation's conscience will say, 'Be just before you are generous! Be just to all—even to your own!'

**COLORING PLASTER ARTICLES.**—Frequently, in order to obtain colored plaster objects ochre or powdered colors are mixed with the plaster. This means leaves much to be desired, because the mixture is not always perfect, and instead of the expected uniform color, blotches appear. Here is a more certain method: Boil Brazil-wood, log-wood or yellow wood in water, according to the desired color, or use extracts of the said woods. When the dye is cold mix it with plaster. The dye must be passed through a cloth before use. One may also immerse the plaster articles, medals, etc., in this dye, but in this case they must be left for some time and the operation repeated several times.

**GILDING** by the mercurial process is in vogue with amateurs to obtain a greenish reflection of a particular type, and again because it is impossible by this process to make an absolute failure. The gilding is obtained by an analysis of gold and quicksilver of definite proportions deposited on the surface of copper and rubbed with a scraper brush; then the quicksilver is evaporated over a slow fire and the deposit of gold remains adherent. This amalgam requires at the maximum half a gram of gold per square decimeter. [The square decimeter is equal to about 15½ square inches, the decimeter being the tenth part of the meter, which is 39.368 inches in length.] With the same quantity of gold a surface of a thousand square decimeters can be gilded by the galvanic process; that is to say, a surface a thousand times as great, but with a coating a thousand times thinner. The galvanic process, at the same price, will give a coating of gold thicker and more resisting than quicksilver, but the difficulty is to ascertain the thickness. A thin deposit is often more brilliant at first than a thicker, and usually differs only in the durability. In this matter it can be said that we ought not to judge by appearances, but on the other hand it is one where the apparel makes the mistake. By this process the greenish reflection so prized by amateurs can be obtained. It suffices after giving the coating of gold, to place another of quicksilver. The amalgam is disposed of in the same way, by placing the object over a gentle fire, under a close cover to convey away the mercurial fumes.



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. GLO. J. VANSTONE has opened up a jewelry business in the town of St. Mary's, Ont.

MR. F. C. McDONALD, jeweler, of Hensall, Ont., graduated from the Detroit Optical College in March.

UNCLE LEVEL'S slipped from the platform of a car, badly straining his ankle. We are glad to learn that he is again about.

MR. R. B. HILMAN has removed his jewelry business from New Dundee to Port Elgin, Ont., where he proposes to carry it on in future.

JEWELER J. H. PELLIER, formerly of St. Anne la Pacatiere, Que., has removed his business to Frazerville, Que., where letters will find him in future.

MR. F. B. STEACY, son of the late I. B. Steacy, of Brockville, has succeeded to his father's jewelry business and will carry it on as heretofore, under the style of F. B. Steacy.

WE COMPLIMENT the *Canadian Optician* on its new and pretty cover. It is printed in gold and bronze blue and graced by an excellent portrait of Mr. F. W. Nolte, Victoria's optical expert.

MR. R. J. SIME, representing the Jubus King Optical Co., is at present touring the Dominion in the interest of the De Zeng Refractometer, and incidentally putting in a good word for the Anchor Guard.

GONE WEST.—Mr. John Asseltine, formerly in the employ of Mr. F. Coates, jeweler, Kingston, has taken Horace Greeley's advice to "go west," and left last month to take up his residence in Great Falls, Montana, U.S.

THE COHEN BROTHERS, Limited, are completely settled in their new premises at No. 24 Adelaide Street West. They have fitted up their new home comfortably, and will be glad to receive their many friends and customers.

MR. NAPOLEON JALBERT, after being out of the jewelry business for some years, has again opened up on his own account at 1837 St. Helen Street, Montreal, where he desires that THE TRADER will find him regularly as in years gone by.

THE SUCCESS which has justified The Cohen Brothers' recent expansion is another victory for Canadian industries. It is only a few years since all spectacles were imported. To-day most of our high grade spectacleware is made in Canada.

REMOVAL.—Mr. John W. Gabriel, jeweler, of Halifax, N.S., has removed his place of business to 285 Barrington Street in that city. He does us the compliment of saying that he can't do without THE TRADER, and wants us to be sure to have it follow him to his new address.



# LEVY BROS. CO., LIMITED,

Hamilton, Ont.

## YOU CAN MAKE MONEY IN 1900.

Jewelry, so long unfashionable, is coming into favor again. Bracelets, Brooches, Neck-chains, Earrings will be worn.

## WE HAVE ALL THE LATEST NOVELTIES

in these lines and our travellers will show them to you if you wait.

## DO NOT BE DECEIVED WITH CHEAP GOODS.

# HIGH-CLASS, LOW PRICED GOODS

is what you require to make your business successful.

We have them.

## In American and Swiss Watches

you will find our stock complete. Our prices are as low as any. Where they are not as low we will always rectify the error.

PRECIOUS—**DIAMONDS.**—STONES.

OUR STOCK WILL BE FOUND LARGE, VARIED, LOW PRICED.

**CLOCKS** of the Best Makers always on hand.



MESSRS. H. & A. SAUNDERS report that they are still working two or three nights every week to enable them to keep up with their orders. Their H. & A. S. gold filled chains are meeting with great success and are much appreciated by the trade.

THE MONTREAL OPTICAL Co.'s travellers have been in hard luck. Uncle Levetus has been laid up with a strained ankle, Mr. Forsythe was a victim of the grip, and Mr. Butler detained by storms. They are all hustlers and will soon make up for lost time.

MESSRS. H. & A. SAUNDERS intend shortly putting on the market a new collar button and stud on which they have been working for some months past. It is made in 10 and 14k., sterling, and 1/10 plate, and every live jeweler should send for a sample.

MR. A. H. BOOTH, jeweler, of Sudbury, Ont., is enlarging his store by fitting it up with new wall show cases and other up-to-date fittings. When the alterations are completed, Mr. Booth expects to have one of the prettiest jewelry stores north of Toronto.

MR. JULIUS SAUNDERS, manager for H. & A. Saunders, reports that notwithstanding the increase they made in their factory in January last they will soon have to enlarge again and take on more hands so as to keep up with the increase in their business, which up to date has been very large.

MR. HARRY B. THORNBURY, secretary of the wholesale jewelry firm of C. G. Alford & Co., New York, died last month from pneumonia after an illness of one week. Mr. Thornbury was born in Canada and went to the States when he was fourteen years old. He was prominent as a Mason.

MR. HERBERT KENT, of the firm of B. & H. B. Kent, the well-known Yonge Street jewelers, of Toronto, spent about a fortnight in New York during the early part of March, during which time he succeeded in picking up a splendid assortment of fashionable jewelry, bric-a-brac and diamonds.

MESSRS. GEO. H. LEES & Co. report that the relief of Ladysmith and the success of the British armies in South Africa has made such a boom for British and Canadian flags that they find it difficult to fill the orders with their usual promptness. They are also getting out a line of souvenir bangles which they hope to have in shape to show their customers in a few weeks.

MR. A. R. HARMON, of Montreal, the Waltham Watch Company representative in Canada, paid a flying visit to Toronto for three days last week. He reports their factory as still exceedingly busy and away behind orders even on high grade movements. While ladies goods are getting slightly more plentiful, men's watches will be scarce for some time to come.

THE J. COULTER Co., Limited, Toronto, report a great increase in business for the past three months over former years. Judging the balance of the year from the past they will no doubt have a large year's business as they have been running full time during January, February and March with a large staff of employees. The prospects for the year seem to be very bright.

PEOPLE GOING THROUGH the factory and warehouse of the Cohen Brothers, Limited, are impressed with the wonderful brilliancy of the light. This is due to the use of the solar prisms which are inserted in their windows, these prisms taking the light from above, and so bending the rays as to throw an even light along the entire eighty feet, which constitutes the depth of their building.

THE FOLLOWING STUDENTS completed a course of instruction under Dr. W. E. Hamill at the Optical Institute of Canada during the March class, viz.: H. H. Mitchell, Oshawa; R. Robertson, Hagersville; J. W. Armstrong, Toronto; Dr. J. V. Frazier, La Placette, Michigan; W. N. Stock, London; H. L. Shaw, Waterloo, Quebec. Next class commences April 16th at 2 p.m.

BRANCHING OUT.—Mr. K. Bezanson, the well-known jeweler, of Montreal, N.B., has just opened up a branch store at North Sydney, C.B. where he proposes to carry a full stock of up-to-date goods and cash business. The fixtures and fittings generally of the new store will be of the latest design, and this branch will be under the management of Mr. Frank Bezanson, son of the proprietor.

FOR EUROPE.—Mr. Harry Ryrie, of Ryrie Bros., left Toronto for Europe *via* New York on the 26th March, on a buying trip for his firm. As usual he will visit the markets of Italy, Austria, Germany, France and Great Britain in search of novelties of every kind, and if he don't succeed in obtaining them he will surely belie his past record. We wish him a prosperous trip and *bon voyage*.

OUR READERS will learn with regret that Mr. George Galloway, head accountant in the firm of P. W. Ellis & Co., was about six weeks ago forced to undergo an operation at the St. Michael's Hospital, Toronto, for appendicitis. This, we are pleased to say, was eminently successful, and he has been steadily recovering ever since and expects to resume his regular duties again at an early day.

HYMENEAL.—The marriage of Frances Charlotte, daughter of Mr. W. P. Cooke, the well-known jeweler of Port Arthur, to Mr. George T. Liddle, was solemnized at the Baptist Church in that town on the afternoon of Tuesday, the 27th March. The bridal couple left on their tour, carrying with them the hearty congratulations and good wishes of a large circle of friends and acquaintances, in which THE TRADER is glad to join.

THE BOX of chocolate presented by Her Majesty the Queen as a Xmas gift to the late C. E. Jackson, of Toronto, was exhibited last month in the window of Wanless & Co., the Yonge Street jeweler. Mr. Jackson was a member of the first Canadian contingent for South Africa, and was killed in action at Paardeburg, South Africa, on the 18th February, during the attack on Gen. Cronje's forces in which our gallant Canadians bore so prominent a part.

A PECULIAR ACCIDENT.—The plate glass show window in Mr. Frank Coates' jewelry store, Kingston, Ont., was last month smashed by the cross arm of the electric light pole falling on it. A man was adjusting the wires, and the cross-arm broke. In order to save himself from falling, he let go the arm, which ran down the wire, and struck the window in the middle, shattering the pane. Mr. Coates suffered considerable inconvenience by the mishap.

FOR SALE.—As will be seen by the advertisement on another page of this issue, the executors of the estate of the late Thomas Allen, of Montreal, are offering his retail jewelry business on St. Catharine Street in that city for sale by private tender. This business has been in operation for over thirty years, and has always been a paying one. It therefore offers an unusual opportunity for any retail jeweler with some capital to step into a well-established and paying business at comparatively little outlay.

MESSRS. J. J. ZOCK & Co. have been even more than busy during the past month in every department of their business. Mr. Zock says that although they have enlarged twice within two years they are still cramped for room, and he has therefore just completed arrangements to lease the entire lower flat of the building they are in, formerly occupied by the Cohen Bros. Company. He has ordered new and improved machinery for fitting up the new premises, and expects to occupy it as soon as the necessary alterations can be completed.

A WELL-KNOWN BRANTFORD JEWELER SUDDENLY CALLED AWAY.—Mr. A. B. Wilks, of Brantford, while going down stairs in his house on the evening of Saturday, the 24th February, accidentally missed his footing and was precipitated on his head, rendering him unconscious for some time and subsequently resulting in concussion of the brain. He only survived the shock a short time and passed quietly away on the following Sunday afternoon. Mr. Wilks was a single man, thirty eight years of age, and resided with his father at the time of his death.

MR. W. W. COLE, well known by every jeweler in Ontario and the Eastern Provinces, is now on his spring trip through Quebec and the Maritime Provinces, and we believe that every jeweler will give him their hearty support, as he is now a member of the largest concern in Canada in the manufacturing of jewelers' cases, paper boxes, etc. Mr. Cole is the Vice-President of the J. Coulter Co., Limited, of Toronto. He has done all in his power in the past nine or ten years to please his customers, and we wish him prosperity in this year's work as he has had in the past.



# THE FULTON JEWEL MFG. CO., LIMITED,

See our samples  
before placing  
orders elsewhere.

MAIL ORDERS  
PROMPTLY  
ATTENDED TO.



New Goods,  
New Styles,  
Rock  
Bottom  
Prices.

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



**DEAD.**—Mr. W. J. Morley, jeweler, of 764 Yonge Street, Toronto, died at his residence on the 10th March after a very short illness. It appears Mr. Morley caught a severe cold which he neglected, and it developed into pneumonia which resulted in his death within a week. What made the bereavement all the more distressing to his many friends was the fact that his sister-in-law, who lived with his family, died of pneumonia only a few days before Mr. Morley under almost precisely similar circumstances. His family have the sincere sympathy of the trade in their bereavement.

**DEAD.**—Mr. Gottfried Strauss, a well known and highly respected resident of Toronto, died at the residence of his son-in-law, Mr. E. Scheuer, 209 Sherbourne Street. Deceased had been ill only a few days. He was born in Germany in 1819, and had lived in his native country until ten years ago, when he came to Canada. He took up residence in Toronto, and had lived here ever since. Mr. Strauss was a member of the Liederkrantz Club, and attended the Holy Blossom Synagogue. He leaves five children, Mrs. E. Scheuer, Mrs. B. Scheuer, Mrs. B. Strauss, Mrs. E. Youngheart and Miss Strauss.

**A DRAWING CARD.**—Frank T. Proctor, of 344 Yonge Street, Toronto, one of the most wide awake jewelers in the city, had a very attractive drawing card in his shop window last month in the shape of an ingeniously arranged automatic device made of cardboard. This represented President Oom Paul Kruger, dangling upon the end of a rope thrown over a limb of a tree, the other end of which was being manipulated by General Lord Roberts. Coming as it did during the excitement of Cronje's surrender and the relief of Ladysmith it attracted a great deal of attention from the curiously disposed.

**HONOR TO A WELL-KNOWN HAMILTON JEWELER.**—At the annual session of the Grand Council Royal Templars of Temperance of the Province of Ontario, which was held at Milton about a month ago, Mr. George H. Lees, the well-known manufacturing jeweler of Hamilton, one of the hardest working and devoted templars in Canada, was elected as Grand Past Councillor. If we remember rightly Mr. Lee has filled almost every office in the gift of this organization, even up to Grand Councillor, with conspicuous faithfulness and ability, and it is therefore a pleasure to his friends to see that his sterling merits still continue to receive the recognition which they deserve.

**NO FIGURES ON THE DIAL.**—It has been decided by Mr. J. J. Lemox, architect of the Toronto's new City Hall, that on account of its immense height from the ground, the new clock which it is proposed to place in the tower of that building, will not have any figures on the dial. He says that although the dial will be eighteen feet in diameter the figures could not be discerned from the ground, hence his decision. From what we know of such matters we should say that as people usually tell the time by the relative position of the hands the average citizen will be able to do just as well without figures on this dial as with them. This innovation will be watched by the trade with interest anyway.

**PNEUMATIC CLOCKS.**—A special meeting of the Property Committee of the Toronto City Council was called last month for the purpose of considering the question of clocks for the City Hall. Mr. Lemox, the architect of the building, recommended the pneumatic system, for which preparation had been made by putting in the necessary tubing during the construction of the building at a cost of \$750. In the latter part of 1895 tenders were obtained, and that of Messrs. Ambrose Kent & Son, of Toronto, was the lowest for forty clocks at \$1,145. Mr. Kent was present and showed a sample of the dial proposed to be used, of plate glass, twenty-four inches in diameter for the court-rooms and eighteen for the other offices. It was recommended that this tender be accepted.

**SUDDEN DEATH OF A MONTREAL JEWELER.** Mr. J. H. Boivin, jeweler of Montreal, was found dead in his room over his establishment at the corner of Notre Dame and St. Vincent Streets on the afternoon of Monday, March 10th. He was seen for the last time alive on the Thursday evening previous, when he said that he would start the next morning on a visit out of town to return Saturday.

According to all indications, he died Thursday night, for no one saw him alive afterwards. Mr. N. Fortier, photographer, who keeps a shop over Boivin's on the third floor, had his suspicions aroused on Monday morning, and sent for some keys to open the door. Mr. Boivin's body was found on a sofa, the face being much discolored. The dead man was subject to weakness of the heart and last year about this time he was found unconscious in his rooms.

**MESSRS. SAUNDERS, LORIE & CO.,** finding even their present enlarged quarters on Bay Street altogether too small for their growing business, have taken a lease of the premises, 67 Adelaide Street West, formerly occupied by the American Watch Case Company before they built their new factory on King Street West. Saunders, Lorie & Co. have spent a great deal of money during the past two months in fitting up their new factory with the latest machinery and labor-saving devices known to the trade. To this end Mr. Lorie paid a visit to Newark, Philadelphia and New York, and brought back with him a great many new ideas, which he has put into operation here. The firm expect to be settled down in their new premises about the middle of the present month.

**STRIKING AT DEPARTMENT STORES.**—One of the outcomes of the prosecution of the T. Eaton Co., Ltd., by the Retailers' Association for misrepresentation of goods in their advertisements, is the introduction of a bill in the Ontario Local Legislature this Session by Mr. Hill, M.L.A., member for West York, to amend the Ontario Companies Act, providing that in the case of any incorporated company engaged in the business of merchants or mercantile enterprises, the president and secretary shall be liable for every act committed by or on behalf of the company. The preamble sets forth that corporations and companies may do things with impunity which, in the case of private individuals, would be punishable under the Criminal Code. The bill is inspired by the Toronto Retail Merchants' Association, who refer particularly to the misrepresentation of goods.

**THE COHEN BROTHERS, Limited,** last month accomplished a wonderful feat in moving. On Friday until noon their entire factory was running as usual. At one o'clock the regular work in the frame room was stopped and by the following Tuesday noon all the machinery, shafting, belting, pulleys, electric, gas and water fixtures were all in working order in their new premises. It was not until three o'clock that the lens and prescription department shut off their power and by Tuesday at 7 a.m. all was running smoothly. On Monday they experienced considerable difficulty with one of their motors which caused much delay. "This place will be running by to-morrow morning if we had to stay here all night," said the manager of the lens-room on Monday. He left the place himself at 7:30 Tuesday morning, but the prescription department was running when he left it.

**HURRAH FOR THE SHAMROCK.** The command of Her Majesty that on account of the heroic gallantry of the Irish regiments engaged in the South African war, they should henceforth be allowed to wear Ireland's National Emblem, the dear little shamrock, on every recurring anniversary of Ireland's Patron Saint, Saint Patrick, has been most enthusiastically received throughout the British Empire, not by Irishmen only, but by English, Scotch and British and every other nationality. The green flag and the shamrock hitherto almost exclusively used by those whose aim was separation from Great Britain, has now been adopted as the emblem of loyalty, and has by Her Majesty's action been purged from all suspicion of disloyalty. The shamrock will hereafter be worn on St. Patrick's Day (as it was on the 17th of March last) by Britons of every nationality, and will be known as the badge of Unity instead of division as heretofore. So may it be forever.

**SLEIGHING PARTY.**—One of the jolliest and most enjoyable sleighing parties Toronto has seen this winter was held during the early part of last month by the employees of Ambrose Kent & Son. The party drove to Weston, where a most enjoyable time was spent at the Eagle House. After an excellent supper, the chairman, Mr. W. L. Wilkinson, proposed the toast of Queen and Country, and in response to the other toasts Mr. Luke spoke for the store, Mr. J. Kent for the





# The Perfected American Watch.



A GOOD watch is a necessity of civilization. Many a man has lived to a ripe old age without taking closer note of time than he could from the sun's advance or the recurrence of his desire for food. So, many have dwelt within sound of the locomotive without ever having travelled



by railroad train. Such persons are as milestones by which the surrounding community marks its progress. Everyone may not always feel the need of a good watch. The same may be said of bread or of meat; but there often comes the moment when a reliable watch is master of the situation. That is the necessity; and the point is the possession not only of a pocket time-piece, but of a good one. With a good watch one need never be late nor hurried. A poor watch is worse than none.

The order of our daily doings is regulated by the little monitor that tells the moments. It may be accurate when we are not, but it is seldom wrong without misleading. A poor watch is dear at any price; a good watch is worth its cost. A reliable watch is a splendid investment. It gives better return and depreciates less in proportion than any other article of personal wear or use. Like the human heart, it works unremittingly. If treated with common care and cleaned as occasion requires, it will, excepting accidents, outlive its wearer. Though the case be thinner at the end of twenty years than it was when new, the movement, if originally good, will be as vigorous and exact as the day it left the factory. Moreover, it never goes out of vogue. How much is an overcoat that cost you \$40 worth after five years' wear, compared with a watch that cost the same?

We are speaking now about the WALTHAM watch, and to the person who is not carrying one. Eight million people have them. To such the watches have told their own story.

SELLING AGENTS,

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



office staff, Dr. Geiger for optical department, Mr. Westby for the watch repairing department. Mr. J. McCauley, on behalf of the factory, presented Mr. Lackie, who is going to the Paris Fair, with a handsome watch suitably engraved. Mr. A. J. Brown presented Hosi Sellis with a large signet ring from the firm's baseball club in recognition of past favors. Mr. Wilkinson presented Joe White with a handsome gift. The party reached home in good time, tired, but thoroughly pleased with their trip.

**A TRUE PATRIOT.**—The son of the Rev. A. Findlay, of Barrie, Ont., was one of the gallant young Canadians who gave up his life at the battle of the Modder just previous to General Cronje's surrender. In reply to a resolution of sympathy from the council of the town of Barrie, Mr. Findlay replied: "The fact that our gallant son fell in defence of the Empire and the rights and liberties of British citizens is to us a source of comfort. If this cruel war has the effect, which doubtless it will, of welding more closely together the varied interests of our noble Empire, while it secures for the down-trodden and oppressed those rights and liberties which under the British flag will be theirs, we feel honored in being permitted to bear a share of the terrible price, by which those blessings are being purchased." This has the right ring about it; and while condoling with Mr. Findlay upon his irreparable loss, we must admire the spirit in which he takes it, and his wish that out of the present evil may come good to mankind.

**THE BUSINESS OUTLOOK.**—Trade generally during the past month has been quiet, especially during the last two weeks. The reason given for this by dealers throughout the country is that the unusually severe snow storms blocked the roads so completely as to prevent the farmers from hauling their grain to market, and consequently they did but little buying. This has been especially true of the jewelry trade during the first two weeks of March, but the latter half of the month has shown a decided improvement, and most of our jewelers have been fairly busy and making more than the average number of sales. American watch movements keep scarce and prices are as fully maintained as during the holiday season. Watch cases have stiffened somewhat in price on account of the advance in labor, more particularly in the engraving department of all the factories owing to the strike in the United States. Clock manufacturers are as busy as during last year and prices remain normal. In gold and plated jewelry the demand continues very brisk and appearances indicate that prices of last year will be maintained during the coming season.

**MR. E. SAUNDERS,** of Saunders, Lorie & Co., manufacturing jewelers, of Toronto, arrived home about the middle of March, crossing the Atlantic on the steamer *Lucania* and coming by way of New York. He reports a first-class trip in every way, and although diamonds were scarce and dear he managed to pick up some very nice lots of unset stones. Mr. Saunders says that the general impression amongst the diamond merchants of Great Britain and the Continent is that the price of diamonds will go up slightly in the near future, and that it certainly will not rule lower than at present for a long time to come, if at all. As is well known to the trade, the world's diamond supply is practically in the hands of one syndicate whose interest it is to keep prices up to their present standard as long as possible in order to recoup themselves for their tremendous loss during the present war in the Transvaal. It is said in England the first shipment of diamonds from Kimberley since its relief by General Lord Roberts is now on the way, and as the bidding for it will be very spirited, an advance of at least five per cent. on present prices is expected for it.

**ASTONISHING.**—We were somewhat astonished to learn the other day that the number of students who attend the Canadian Horological Institute from the United States is yearly increasing, and that if it keeps up at its present ratio it will only be a matter of time when the students from the other side of the line will far outnumber our Canadian students. It is singular that the same state of affairs obtains at the Veterinary College in Toronto, the fame of which is so great in the United States that more than one-half of the students for years past have been from across the line. While this is in a

manner to be regretted in the case of the Horological Institute, it must also be a source of pride to Principal Playtner that his school has intrinsic merit enough to draw so many students from a country where competition in this line is even more than keen. It certainly speaks volumes for the high standard of his institute, and the practical results which come from its course of instruction. The old book says: "A prophet is not without honor, save in his own country." It almost looks like it, in the case of the Canadian Horological Institute.

**A TORONTO CROOK NABBED.**—Early on the morning of the 27th March, as Police Constable Crowe, of Toronto, was patrolling his beat on Yonge Street, he saw a man acting in a suspicious manner on West Richmond Street and followed him around until he entered a house at 188 West King Street. Here the policeman spoke to him, and, after a little questioning decided to place him under arrest on a charge of vagrancy. At the station the prisoner gave the name of James Phillips, but he was afterwards identified as one Fred. Thornton, a Toronto crook with a long and very bad record. In his pockets were found 38 gold plated watches, 119 rings, 48 penknives, 4 magnifying glasses, 4 match boxes and several other small articles. Phillips offered no explanation as to how he came by the valuables, and was placed in the cells to await developments. Only a short time elapsed before Constable Patterson reported at headquarters that Johnston & McFarlane's store at 110 Yonge Street had been entered by a rear door, and a large amount of jewelry carried off. The valuables found on Phillips were afterwards identified as part of the stolen property, and the prisoner was then charged with the shop-breaking. He pleaded "not guilty" and was remanded for a week for trial.

**CORUNDUM DEVELOPMENT IN CANADA.** Mr. Archibald Blue, director of the Ontario Bureau of Mines, last month received a letter from Mr. George Edwards, the millionaire silver manufacturer, of Bridgeport, Conn., U.S.A., saying that the corundum lands which he controls in Eastern Ontario, would be at once developed. Mr. Edwards is the chief figure in the syndicate organized last summer by Mr. B. A. C. Craig, of Toronto. He states that organization has been completed, and that orders have been given for the erection of a building and equipment on the York branch, a tributary of the Madawaska, in the Township of Raglan, and on which corundum has been discovered. The contract of the syndicate with the Ontario Government calls for the erection of works with a capacity of one hundred tons per day. The corundum rock on this basis, providing the mill runs 300 days in the year, should produce 4,500 tons of pure corundum per annum. The syndicate has a bona fide offer from one of the largest emery wheel manufacturers in the United States to take 3,000 tons annually if it has a monopoly of the Canadian product. The syndicate has refused this offer, because it has offers from Germany, England, and the United States to take all its product. Already emery wheels have been manufactured from the corundum on the York branch by the Prescott Emery Wheel Co., the Hart Emery Wheel Co., of Hamilton, and half a dozen firms in the United States, and will be exhibited at Paris.

**NOT AN OPTICAL ILLUSION, BUT AN OPTICAL "AT HOME."**—The Cohen Brothers, Limited, are nothing if not original. We are familiar with Gymhankas, Smoking Symposiums and other fashionable frills, but a real live Optical "At Home" furnishes the scratch mark for the new century. The "At Home," which was held in the Forum Hall on the evening of the 17th of March as a sort of house warming for the new premises of the Company, was a delightful gathering of the officers and the employees and friends, and numbered upwards of a hundred. Dancing was indulged in until the "wee sma' hours," plentifully interspersed with edible and musical numbers, and a "real live cake walk." In a short speech, Mr. L. G. Amsden, the Secretary of the company, briefly referred to the part the employees had borne in creating a Canadian industry, and pointed with pride to the fact that of the large staff of experts in the employ of the firm not one had been imported, but all had received their training in their present employ. "Not only do we make the best spectacleware on earth, but we make the skilled mechanic with-



# For Spring Trade.



*We have the most complete line carried in Canada.  
In addition to our regular line of*

## HOLLOW WARE,

*to which we are adding a number of new and salable  
designs, we have the goods of the*

**Meriden Silver Plate Co., the Victor  
Silver Co. and the Derby Silver Co.**

*We also carry a full line of Sterling Silver, both  
Hollow Ware and Flat Ware.*

*The goods of the Meriden Cut Glass Co., which we  
carry, are too well and favorably known to the trade to  
require any comment.*

*In Flat Ware we have added some of the newer  
patterns of the Star Rogers Bro. Goods, of Waterbury,  
among them being the latest designs, the "New Cen-  
tury" pattern. Kindly give the lines a look over when  
our travellers call. They will certainly interest you.*

---

# Standard Silver Co.

TORONTO, CANADA.



out which success is impossible," was the concluding remark. Mr. Harry Scarboro, the youthful prescription artist of the company, replied upon behalf of the employees in an oration that was as clean cut as his own handwork. He said: "You know that in the grinding department we use sponges to suck up the water from the stones; well, some workmen are like these sponges, they suck up everything that comes, but they never give anything until they are squeezed, not even honest work."

**SILVER WEDDING**—Mr. George Andrew, the well-known jeweler of Winnipeg, and his wife, celebrated their silver wedding last month, and the gathering of relatives and friends was one of the most enjoyable of the season, being attended by over one hundred people. The lovely home of the host and hostess was beautifully decorated with flags, roses, carnations, hyacinths, evergreens and palms, presenting a decidedly tropical appearance, while the event which was being commemorated was exemplified by a handsome bannerette, the work of one of the friends, which hung in the centre of the drawing-room, with the inscription "1875-1900." Evans' orchestra was in attendance, discoursing sweet music throughout the evening. Numerous presents of silverware attested the high esteem in which Mr. and Mrs. Andrew are held. Besides being congratulated by their many friends, the happy couple were presented with the following address: "Dear Mr. and Mrs. Andrews:—The undersigned, some of your most intimate friends, feel that they cannot allow this auspicious opportunity to pass without conveying to you some idea of the high regard and esteem they bear for you. Many of us have been closely associated with you for a great number of years, some since the commencement of your married life, the silver anniversary of which we are gathered together to celebrate. Believe us that our hearts are filled with the kindest thoughts and best wishes for your future welfare, and we ask you to accept from us the accompanying slight token of our esteem and friendship, to serve as a reminder in years to come of this happy gathering." The gift which accompanied the address was a case of very handsome pearl handled knives, forks and solid silver dessert spoons, all of which were suitably engraved.

**A HALIFAX JEWELRY CASE.**—Our readers will doubtless remember the case of Michaels v. Michaels some months ago arising out of the failure of the firm of Levy & Michaels, of Halifax. The cause of the action was the recovery of \$10,000 evidenced by a promissory note made by Mr. A. L. Michaels in favor of his then partner, Mr. Levy, and by the latter transferred to the wife of Michaels. Mr. Levy subsequently died, and later on, before the note matured, the firm carried on by Mr. Michaels the surviving partner, failed. Mrs. Michaels thus became one of the principal creditors of her husband's insolvent estate, and she sued for the amount of the claim and was non-suited. From this decision Mrs. Michaels appealed. The question for the decision of the court was: Had this note been acquired "otherwise than through her husband?" If so the provisions of the Married Woman's Act vested in the wife the right to hold the note. The judge thought it had been acquired otherwise than through her husband and that the appeal should be allowed with costs. The Chief Justice held that under Chap. 94, Revised Statutes, and the present Married Woman's Act, while she could not under common law enter action against her husband she had power to hold, take and enjoy personal property even against her husband. He thought the same right to hold a promissory note was vested in the wife as if it were a watch. The husband could not withhold it or make it his property. Justice Townshend, in reading his judgment, affirmed that married women cannot contract with husbands. In indorsing this note Levy transferred the contract as indorsing transfers all the rights of the indorser. The indorsee becomes a partner to the contract. The note was thus involved. She could not recover. The appeal should be dismissed. Justice Meagher agreed with Justice Townshend. He thought a wife could not make a contract with her husband under the statutes. This property came in a shape involving contract. The appeal should be dismissed. The result of the above is that the appeal fails and the original decision stands.

**TARIFF CHANGES.**—The speech of the Hon. Mr. Fielding, Minister of Finance, delivered on the 23rd March, has been received throughout Canada with curiously different feelings, probably according to how it has hit people. To "free traders" it is but a stepping-stone on the highway to absolute free trade as they have it in England and only another proof that the ultimate goal of Canadian tariff reformers is just that and nothing else. Protectionists on the contrary, see in it a real menace to existing Canadian industries, many of which they predict will be adversely affected by this reduction of duty on English goods. They argue that so far as the loyalty of Canada goes, it has been just as clearly manifested by our former discrimination of 25% in favor of British goods as it will be with the 33% preference now proposed to take effect on the 1st of July next. They also argue that Canada's true interest demands that we shall do nothing in the way of tariff changes to cripple, but rather to strengthen our existing manufacturing industries and to induce more new ones to go into operation. Viewed from this standpoint, they say that it will not advantage Canada to admit British manufactures at a rate of duty low enough to displace the product of Canadian workshops and thus take the bread out of the mouths of Canadian artisans as this change surely will do in many lines. They hold that Canada can best serve the Empire by making herself prosperous, strong and self-reliant, and that anything that interferes with this, will work harm instead of good to this country. So far as our judgment goes, we are afraid that this last reduction on British manufactured goods will not only unsettle trade for some time, but seriously affect the output of Canadian factories in many lines which come into direct competition with them. Of course, only experience will show just how much and how many of the competing industries will be affected, and it is not improbable that the present world-wide prosperity of which we are having our share may prevent Canadians from realizing just at once how much this latest change is going to adversely affect them. But come it will sooner or later, and this country will again have to learn the lesson that even a "revenue tariff" is unsuited for the needs of Canada, and that nothing short of straight out and out protection will either hold or build up our manufacturing industries. As we said in our last issue when this change was rumored, the tariff is a bad thing to monkey with, and probably about as dangerous as the buzz saw.

**DIED ON THE FIELD OF HONOR.** Although the war in Africa has undoubtedly added many laurels to the Dominion of Canada whose gallant sons have proved themselves worthy descendants of the race from which they sprang, it has also a melancholy side when we think of the splendid lives which have been cut short in the service of the Empire and of liberty. One of these, Roland D. Taylor, son of Mr. E. W. Taylor, the well-known jeweler of Charlottetown, P.E.I., was amongst the killed at that gallant fight made by the Royal Canadian regiment at Modder River when Gen. Cronje and his men were brought to bay and so cornered up that they had eventually to surrender. Mr. Taylor has the sincere sympathy of the entire jewelry trade of the Dominion of Canada in his bereavement, and it may be of some consolation for him to remember in this hour of sorrow that his gallant son gave up his life in defence of justice and liberty and that his name will forever be held in loving memory by the Canadian people. The following tribute to his memory is clipped from *The Patriot*, of Charlottetown, and we are glad to give it a place in our columns: "He died fighting for his country! No more glorious epitaph can be written on the stone which marks the hero's grave. To-day it is the painful duty of *The Patriot* to give the casualty list of last Saturday's battle at the Modder River, in which the Canadian regiment were engaged. Among the killed appears the name of Private Rowland D. Taylor, of Charlottetown, P.E.I., and among the wounded are numbered Privates Lane and Wayne, of Rocky Point and Hunter River respectively. Private Taylor was the eldest son of our respected townsman, E. W. Taylor, Esq. He joined the Charlottetown Engineers nearly two years ago, and when the call came last October for volunteers for the war in South Africa, was one of the first on the Island to offer his services. Having passed the medical examination, he left in the first contin-



gent under command of Major Weeks. Private Taylor was associated with his father in the jewelry business and was hardly past his majority. Of exemplary life, quiet and unassuming, he possessed the qualities which make the hero and win for England the supremacy of the world. His is the first Islander's (of the contingent) name to appear among the killed in the Transvaal war. It will be written on the scroll of fame, and his memory will long be kept green in his native province. When volunteering for the front it is said that Private Taylor exclaimed, 'My father is an Englishman, and I am an Englishman, too!' To-day the flags of the city are flying at half mast, and the entire community mourns the death of this gallant soldier. Over the deep grief of the parents and family, the press can only draw the veil of public sympathy.

THEY HAVI HAD ABOUT ESOTIC. That the Boer leaders are about satisfied that the game is pretty nearly up may be inferred from the attempts they have recently made to make terms direct with Great Britain, as well as their unemitting efforts to get some of the great Powers to interfere. Oom Paul, crafty and ignorant as ever, cabled direct to Lord Salisbury, and wanted to know, now that British prestige had been restored, if they couldn't let up awhile, and argue the point over again. He professed his willingness to let bygones be bygones, and call off his dogs of war, if the British would guarantee the absolute independence of the Republics, hold blameless all of the rebel British subjects in Natal and Cape Colony, and accept the terms the Boers offered, and which were refused by the British before the war commenced. This offer reads strangely in contrast to that said to have been stated by President Kruger a few months ago, that Great Britain should pay the Boers a war indemnity of about \$100,000,000, and allow them to annex those parts of Natal and Cape Colony that they had overrun. Even to President Kruger's modified proposals there could only be one answer from any self-respecting people who have been used as the British have been by the Boers, and that a decided refusal to treat on any other terms than *unconditional surrender*. Foiled in this method, President Kruger has tried Government after Government in order to get them to intervene, but so far, although several of those in Europe would like to do something to help the Boers, they have all declined the job, with thanks. The United States is the only country that has done anything at all, and even that was probably inspired more by the exigencies of local politics than of any desire to help the Boers. Indeed, the Democrats, in order to offset its effect on the approaching federal elections, assert that it was a put-up job between the Governments of the United States and Great Britain that the former should offer to mediate in the war if it met with the approval of both the combatants. Lord Salisbury's answer to this advance was that it was practically a purely domestic quarrel, and Great Britain could and would not allow any other country to meddle in it. While no doubt this reply was expected and was perfectly satisfactory to the American Government, it was like a bucket of ice water to those European Powers who were hankering for interference, as it was a distinct intimation to them that any meddling on their part would be taken as a *casus belli* by Great Britain. The stand taken by the British Government, and approved of by the entire people of the British Empire, is that the Boer Republics, having unjustly and unfairly started the quarrel, must put up with the consequences, which will be the absorption of their territory into the British Empire. Under the British flag and British laws, they will have every liberty that honest men can desire, except that which they appear to think their birthright, that of oppressing the Outlanders. After this war is over, Britain and Boer will be on an equality all over South Africa.

THE WAR. Since our last issue went to press, the whole aspect of the war in South Africa has undergone a complete transformation. The rebel of Kimberley was speedily followed by the defeat of General Cronje's army and its capture, the relief of Ladysmith, and the retreat of the Boer army in Natal northward to the apex of the historic triangle which has always been the battleground between the British and the Boers in former wars. These two memorable victories—the capture of Cronje's army and the relief of

Ladysmith—coming as they did on the anniversary of Majuba Hill, that great day of Boer rejoicing, has thrown a wet blanket over the hopes and aspirations of the burghers that they will probably ever recover from. These victories have, as we predicted, only been the prelude to further successes on the part of British arms, for not only has Bloemfontein, the capital of the Orange Free State, been captured, but the Boers have been driven entirely out of Northern Cape Colony, which they have held ever since the war commenced, and the entire strength of their forces thus occupied have either been forced to surrender to the British or beat a hurried retreat towards Kroonstad, the present headquarters of the allied burghers, with a strong probability of their being intercepted and captured *en route* by General French. The only fly in the British ointment at present, from a British standpoint, is that Mafeking has not yet been relieved. If reports are true, the gallant garrison are now in sore straits, and relief cannot reach them any too soon. It would be a great shock to the British people if the brave fellows who have struggled for the past five months, and, so far, won against overwhelming odds, were either captured or forced to surrender by the Boers. Their commander, Colonel Baden-Powell, is one of the heroes of the war, and everyone would be glad to see him released from his enforced captivity at Mafeking, and have an opportunity of exercising his great talents in some wider sphere of action before the war is over. That Mafeking has been able to hold out so long is, without doubt, owing to the foresight and nerve of one of Baden-Powell's subordinates, Lord Cecil (eldest son of Lord Salisbury, Premier of Great Britain), who last year, on learning from the Government contractor of the amount of stores being sent to provision that town, ordered him, on his own responsibility, to increase the amount fourfold, giving therefor his own personal notes for the amount, in case the British Government refused to pay for them. Had it not been for this foresight of Lord Cecil, there is but little doubt that Mafeking would long ago have been starved into submission. General Lord Roberts has taken up his headquarters in President Steyn's official mansion in Bloemfontein, and is quietly engaged in pacifying and bringing under British rule the large area of the Orange Free State now in the hands of the British. President Steyn and his army were chased from pillar to post for three days before the British entered Bloemfontein, and the Free State President—or, rather, the late President, as General Lord Roberts puts it—is said to have beat a rather hasty retreat from his capital in order to avoid capture. It is significant that the entry of General Lord Roberts into Bloemfontein was accompanied by every sign of rejoicing on the part of the Free Staters who remained there, and the reports that nearly half of the burghers of the Free State were opposed to the war, and will gladly hail peace even under the British flag, is being daily verified by events. While the main British army is recuperating, General Lord Roberts and his staff are making preparations for an advance when the proper moment arrives. This will probably be just as soon as Generals Gatacre, Brabant and French have cleaned up and pacified all the southern part of the Free State, and sufficient stores of food and ammunition have been collected at the great military depot he is now forming at Bloemfontein. Once this work has been completed and the relief of Mafeking accomplished, we venture to predict that a general advance will take place simultaneously by General Buller's force on the right in Northern Natal, General Lord Roberts with the main British army from Bloemfontein in the center, and on the west by General Lord Methuen's army, either from Mafeking or some other point on the railway within striking distance of Kroonstad, Johannesburg and Pretoria. Assailed almost simultaneously in front and both flanks, it is almost impossible that the Boers can long withstand the disciplined valor of the British armies, which will now outnumber the burghers, probably two or three to one. From now on, the war will enter upon an entirely new phase, and we shall be surprised indeed if the Boers do not find that, however successful they may have been at the outset, when they outnumbered the British five to one and had everything in their favor, they will find that they have yet much more to learn about scientific warfare than they ever expected.



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.

**CLOCKMAKER** wanted. Must be a good man, and have a knowledge of watch work. A. Kent & Sons, Toronto.

**CAN** anyone furnish me with the *Keystone* for November and December for 1888. Address, stating price, to W. A. Purvis, Renfrew, Ont.

**FOR SALE**, or will exchange, a chronometer in good running order for a grandfather's hall clock; case and movement to be in good condition. For particulars, apply to Chas. F. Dyke, Yarmouth, N.S.

**FOR SALE**, at a bargain, a jeweler's safe, with trays; weight, 1,800 lbs.; good as new. Also, a stock of jewelry, including tools, lathe, &c. Apply to T. G. Benson, Indian Head, N.W.T., Assinboia.

**FOR SALE**.—Jewelry business in good lively Ontario town of 4,000. Small stock; splendid retail trade; centrally located; rent low. Good reasons for selling out. Address D, care of TRADER Publishing Co., Toronto, Ont.

**GOOD** jewelry and optical business for sale. Established 1886. No opposition. Excellent repair trade. Double shop, with dwelling, in a healthy Muskoka town. Address, Joseph Gaynor, Gavenhurst, Muskoka.

**HAVING** property in the district of Parry Sound, with good indications of minerals (gold and copper-bearing quartz, also garnet free from mica), I will make it worth while to any person finding developing funds. For further particulars, address P. O. Box 383, Parry Sound.

**JEWELER'S** safe wanted. State size and price. Address, T. H. Brown, Nelson, B.C.

**JEWELRY** business for sale in Southern Manitoba. Small capital required; good repair trade; large field; correspondence solicited. Address, Jewelry Business, care of Box 890, Winnipeg, Man.

**JEWELRY BUSINESS** for sale in Owen Sound, one of the best towns in the province; the oldest established business in town and the best stand; wishing to retire the only reason. Address, Box 17, Owen Sound.

**RARE BUSINESS CHANCE**.—Owing to the sudden death of Mr. H. B. Wilks, of the City of Brantford, that excellent business is for sale at a big bargain. Stock will be removed, if desired. A purchaser need only buy the shop furniture in order to obtain possession. Wm. E. Jones, Stratford, Ont.

**SITUATION** wanted by first-class watchmaker; also, good salesman. Good references from present employer. Box 127, Ingersoll, Ont.

**SITUATION** or location wanted to start in business. Graduate of Woodcock's Horological Institute; also, Canada Business College. Satisfaction guaranteed in any branch; also, references. Address, E. O. L., Box 26, Selkirk, Ont.

**SITUATION** wanted by a watchmaker with about ten years' experience at watch, clock and jewelry repairing. Have my own tools, with an American lathe, and can furnish best of references as to character and ability. Address, Watchmaker, 136 Gladstone Ave., Toronto.

**TRAVELLER** having through knowledge of the jewelry lines and with good trade connection through Manitoba and the N.W.T., is open for engagement to represent a good jewelry or material house in Manitoba. Address Jeweler, Box 984, Winnipeg, Man.

**WANTED** to purchase, one or two second-hand wall cases. State size, condition and price. S. Eastwood, optician, New Glasgow, N.S.

**WANTED**, an expert mechanic, engraver, and optician as well. A permanent job to the right man. Must have best of references. R. Curry, Sydney, Cape Breton.

**WANTED**, engraving machine in good order. State price and make of machine; also, send samples. F. S. Schneider, Box 654, Peterborough, Ont.

**WATCH** repairing and jewelry business for sale in the thriving manufacturing town of Hespeler. Good repair trade; rent low. Reason, other business. Address, W. J. Brickentidge, Hespeler, Ont.

**WANTED**.—A man of good address, capable of doing first-class watch, clock and jewelry repairs. Must be strictly honest and temperate. Address, stating experience and salary expected, to F. W. Coates, Kingston, Ont.

**WANTED**.—Position as clerk or manager of jewelry store. Over (19) nineteen years connected with the firm of Davis & McCullough, Hamilton. Willing to start on a very small salary. Address, W. R. Davis, Hamilton, Ont.

**WANTED**.—An improver. One that has had about two years at watch, clock and jewelry work, and wishes to perfect himself in same, as well as optics, etc.; one not looking so much for wages as advancement. Address, W. A. Purvis, Box 97, Renfrew, Ont.

**WANTED**.—A young man, unmarried, who has served his time with a competent watchmaker; also, having some idea about repairing jewelry. He must be able to give good references as to character and workmanship; also, furnish his own tools. Apply to D. K. Cook, Russell, Ont.

**YOUNG MAN**, thoroughly acquainted with the jewelry trade, wants position with jewelry house, either in the house or on the road. Apply, Chas. E. Chatfield, Baden, Ont.

## THE EXECUTORS

of the Late Thos. Allan offer for sale  
the Old-Established

## Jewelry and Optical Business

Carried on as "Thos. Allan & Co."  
for the past thirty years.

THE BUSINESS TO BE SOLD AS A RUNNING CONCERN.

For further particulars apply

D. W. ALLAN,  
2266 St. Catherine Street, MONTREAL

## THE LEDOS MANUFACTURING CO.,

34 and 36 Pearl St., NEWARK, N.J., U.S.A.

Manufacturers of

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

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



ASK YOUR JOBBER FOR OUR GOODS. For 18s, 16s, 12s, 6s, 0s Sizes




# MOST BEAUTIFUL WATCH CASES EVER SHOWN IN CANADA.

The latest styles and patterns of JAS. BOSS filled cases have created a favor in the watch case market the world over. Their superiority in merit, style and shape is universally conceded. As sole agent in this country for these celebrated cases we have just received complete lines of the greatly admired new styles, and hasten to announce this rare opportunity to purchasers of spring case stock. We are now more than ever

**HEADQUARTERS**

FOR EVERYTHING THE JEWELER NEEDS  
IN HIS BUSINESS.

**ELGIN AND WALTHAM MOVEMENTS.**

Diamond Goods.

Cut Glass.

Leather Goods.

Clocks.

Gold and Plated Jewelry.

Umbrellas. Ganes.

Silver Novelties.

Toilet-Ware.

Music Boxes, etc.

---

## JAMES A. PITTS,

ROOMS 222, 224, 226,  
TEMPLE BUILDING.

**MONTREAL.**

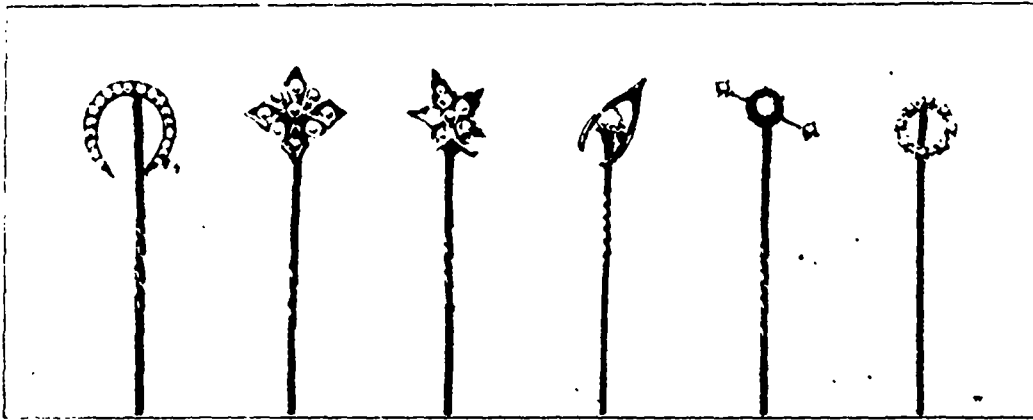




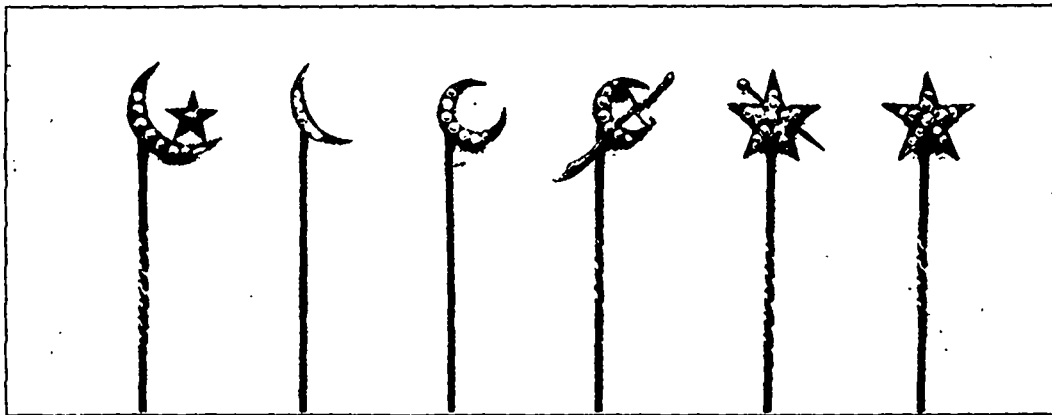
**A Special From Our Jewelry Department.**

ILLUSTRATIONS FULL SIZE.

**GOLD SCARF PINS—SET WITH REAL PEARLS.**



105	108	118	110	117	111
\$3.60 each.	\$5.40 each.	\$4.40 each.	Opal \$2.00 each.	Doublet Centre \$3.20 each.	\$4.40 each.



100	113	114	103	104	106
\$4.00 each.	\$2.40 each.	\$2.80 each.	\$4.00 each.	\$4.00 each.	\$3.60 each.



101	116	107	109	102	115
\$4.00 each.	\$3.20 each.	\$4.00 each.	\$2.60 each.	\$4.00 each.	\$2.80 each.

Prices Subject to Catalogue  
and Cash Discounts.

**The Goldsmiths' Stock Company of Canada,**  
LIMITED.  
COR. YONGE AND WELLINGTON STS., Toronto, Ont.