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THE TRADER.

TORONTO, ONT., DECEMBER, 1885.

The recognized organ of the Jewelry and kindred Industrial Trades of Canada.

Published on the first of every month, and sent free to every Jeweler and Hardware Merchant in the Dominion of Canada.

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

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

All business and other communications should be addressed to

THE TRADER PUBLISHING CO.,

57 ADELAIDE STREET WEST,

Toronto, Ont

SPECIAL NOTICE.

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

Editorial.

CO-OPERATION AMONGST RETAIL JEWELERS.

This is a measure which we have advocated in THE TRADER for years, and we quite agree with "Equity" in the present issue that very many abuses could be remedied by vigorous and concerted action on the part of the retailers themselves. This correspondent advances the idea that the formation of district associations would be far more advantageous to the retail trade than a general association, and we do not know but what his contention is correct. Such organizations would be more readily formed and probably more easily worked than a general association, and we are inclined to think that if these district associations were once got into good working order it would not be a very difficult task to effect some arrangement whereby delegates from each could be formed into one central organization, which could deal with all questions of general importance, leaving to the local bodies the task of seeing that the details were properly carried out. Such associations would, we think, be found very useful to the trade in many ways, and we propose in our next issue to go into this subject at length, and show in what way they could be made of almost incalculable benefit to the trade generally. Space

prevents us from replying fully to "Equity's" query about "personal smuggling" in this issue, but we shall ventilate it thoroughly in next month.

PROTECTION TO RETAILERS.

As will be seen by the correspondence in another part of this issue, the interest in the subject of protection to retailers has augmented rather than abated during the month which has just passed. The outcome of this discussion in the columns of THE TRADER has already been to get some of the most prominent of our wholesale jewelers to agree to the principle of protecting their customers in exactly the same manner as they themselves are protected by the manufacturer, and to pledge their influence in getting it adopted by the Canadian Association of Jobbers in American Watches. As we pointed out in a former issue, this was to be expected from our Canadian Jobbers, who have always shown a disposition to protect their customers in the retail trade by every means in their power.

There is hardly any doubt that when this question of protecting retail jewelers by refusing to sell to outside trades comes before the Jobbers' Association it will carry almost unanimously. The principal point of difference however, will, we think, be probably found in the answer to the question,

WHAT IS A RETAIL JEWELER?

On this point there is, and no doubt will be, considerable difference of opinion, but we quite agree with both of our correspondents that the keeping of a stock of watches and jewelry commensurate with his business should be made the principal test of whether a man should be allowed to buy such goods from the wholesale merchant. This general principle is, we think, broad enough to unite all differences on this subject, whether amongst wholesalers or retailers, or both combined. If asked in fairness to define who should come under the head of legitimate retailers, we should say.

(1) Practical Watchmakers actively engaged in business.

(2) Firms that make watches and jewelry their exclusive business.

(3) Firms that, although selling other goods, carry a commensurate stock of watches and jewelry, and make it a regular branch of their business.

Class 1 would embrace a large number

of practical watchmakers who, on the start, do what may be termed a "watch repairing" business, but who often develop into first class men and carry large stocks of goods. This class we regard as the germ of the jewelry business, and well worthy of encouragement as well as fair play.

In Class 2 may be found some of the largest and best appointed establishments in Canada, whose principals are neither practical Watchmakers nor Jewelers, but simply merchants who sell watches and jewelry just the same as they would dry goods or groceries. This class, as a whole, is the backbone of the trade, and as the summit of class one's ambition is to get into class two, it is evident that they are legitimate dealers in every sense of the word.

Class 3 is the one over which there will be kicking, if there is any difference of opinion at all. A little reflection will, however, show that this class have fully as good a right to recognition as either of the others, and cannot be excluded without a great deal of injustice to many practical men now actively engaged in business. As everyone knows, the bulk of jewelers sell plated ware, cutlery and optical goods, which it must be conceded, are not exclusively jewelers goods, for the two first mentioned lines may be found in any hardware or crockery store the country over, while optical goods in all large cities is an entirely separate business. In addition to these, however, a great many first-class jewelers regularly sell fancy goods, and in quite a few cases stationery is made an adjunct as well. Now we ask is the jeweler who sells stationery and fancy goods any more legitimately a jeweler, or worthy of recognition by the Jobbers' Association, than the stationer or fancy goods dealer who regularly carries a stock of watches and jewelry commensurate to the size of his business. We think not, and on reflection we think that most of our readers will agree with us. If practical workmanship were made the test, as we have shown, it would bowl out quite a number of class three, and not a few in class two who make the sale of watches and jewelry their exclusive business. If being "exclusively engaged in the sale of watches and jewelry" were made the test, it would prevent the recognition of class three, many of whom are practical jewelers, and a large number of class one, who, although practical watchmakers, simply

do a repairing business and carry no stock whatever.

THE STOCK TRST.

From this it will be seen that, with the exception of class one, which everyone will readily admit is entitled to recognition, the "stock" test is the true one with which to answer the query "What is a Retail Jeweler?" The fact that such a merchant is not a practical watchmaker has nothing to do with the question at issue, but is entirely a personal matter with the merchant himself. Everyone knows that a practical workman carrying stock has always a big pull over a competitor, with an equally large stock, who has no practical knowledge of the business, and if persons of the latter class desire to invest their good money as an experiment in the watch and jewelry business, and learn from experience that all is not gold that glitters, why should they be deprived of an opportunity to purchase a little experience. Such ventures usually work their own cure, and unless the person making it is naturally adapted for the business he will very soon get tired enough of it to quit just as quickly as possible. As one of our correspondents points out if such merchants were not recognized unless they employed a watchmaker, and the business was worth anything to them, they would very soon employ one, and thus not only compete for sales but for a share of the repair work as well. We could enlarge much more on this subject but think that enough has been said by us for the present

RIEL.

Whatever may be the faults of the present government, they certainly deserve credit for their firmness in carrying out the death sentence in the case of Louis "David" Riel, the leader of two rebellions, each of which has cost Canada millions of money to put down. Riel was a dangerous man; but when to this is added the further fact that he had not only induced untutored and almost savage Indians to rise and massacre the harmless whites that dwelt amongst them, but had actually participated with his own hand in the murder of Thomas Scott, surely justice and expedience alike demanded that his career should be stopped by the hangman. Now that the last act of the drama is played out, and the curtain has fallen so far as Louis Riel is concerned, it should be the endeavor of every

good and loyal citizen, (professional agitators who make a living by agitating, excepted), to try and allay the feelings of hostility between the French and English races, which this episode in our history has unfortunately engendered. While this is the duty of every loyal citizen, those who are endeavoring from mercenary or party motives, to make capital out of Riel's execution, by fanning the flame of national jealousy and animosity, incur a fearful responsibility the extent of which as yet they do not fully comprehend.

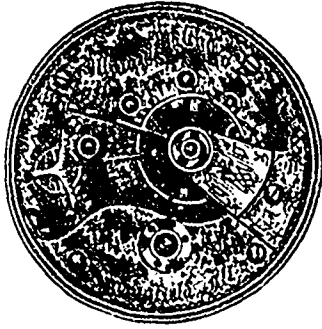
It has seemed to us a sad commentary on the patriotism of our press to see the cold-blooded manner in which some of our leading journals have handled the question of Riel's execution. The *Globe* has notably been one of the most glaring offenders and by its action has proved itself unworthy of the respect much less the support of any Canadian who has one single spark of patriotism in his composition. On this as on many questions lately it has been non-committal. While it has had many long dissertations on the iniquity of Sir John Macdonald and appeared to be quite satisfied that he at least should hang for his share in the late rebellion, it has had no decided opinion as to Riel's guilt and what his punishment should be. Its managers knew that Sir John was between the devil and the deep sea and they took care that no word or act of theirs should give him the slightest indication of what honor and the interests of the country demanded at his hands. They knew that justice and the true welfare of Canada demanded that Riel should be punished for his crimes, but they were more concerned that the premier might be able in some way to get himself out of the scrape without losing prestige, than that justice should be done in the premises. They apparently did not care for right in the matter so long as it embarrassed the government; as they themselves used to say about the *Mails* attacks on a former minister of agriculture for Ontario. "It was anything to beat McKellar."

Although they had no advice as to the disposal of Riel, and were only concerned lest the government might not hang him, now that the execution has been carried out, they are profuse in their sympathy for the late rebel and his friends. They have suddenly discovered that he was a patriot, an insane one 'tis true, but no less a patriot, and that it was a disgrace

for any civilized country to hang a crazy man, even though he were twice rebel and murderer to boot. If the government were wrong in punishing the leader of the rebellion, what arrant simpletons were our brave volunteers in risking their lives in putting down at the point of the bayonet and at a large sacrifice of valuable lives, a rebellion, that one would now infer from the *Globe's* editorials was not only just but perfectly proper. From their editorials lately we should judge that it was not Riel, Dumont, Poundmaker, Big Bear and their followers that should have been put down, but John A. and his cabinet. Instead of our brave volunteers facing the hardships of the north shore of Lake Superior, they should have taken C. P. R. palace cars to Ottawa and cleaned out the present government and put Riel and Company in their place. Such attacks as these from their standpoint may be wise ones, but we very much doubt it; they can do no possible good and can only bring the Liberal party into disrepute.

In such an emergency we think it is the bounden duty of every loyal citizen to strengthen the hands of the government in their endeavor to vindicate law and order, no matter whether they are politically in accord with them or not. Such questions should never be made political questions and the newspaper that in such a crisis seeks only the advancement of its own party to the detriment of the country should be branded as disloyal and unworthy of confidence.

For ourselves, we may say that we don't run *The Trader* on party lines. We look at all questions from a patriotic and commercial point of view and propose to let politics severely alone. We have always been and are to-day opposed to the present government in politics, but when we see them trying their best to do right, although it may be but rarely that in our opinion that they do so, we feel bound to give them any moral support that we can furnish. We believe in country before party every time, and if the party with which we have been identified for over thirty years is disposed for the sake of gaining power to seek the aid of rebels and their friends we cannot allow ourselves to go along with them. We would prefer eternal opposition for the Liberal party of Canada in preference to seeing them secure power by the aid of such disloyal allies as the friends and fellow-countrymen of Louis Riel are now



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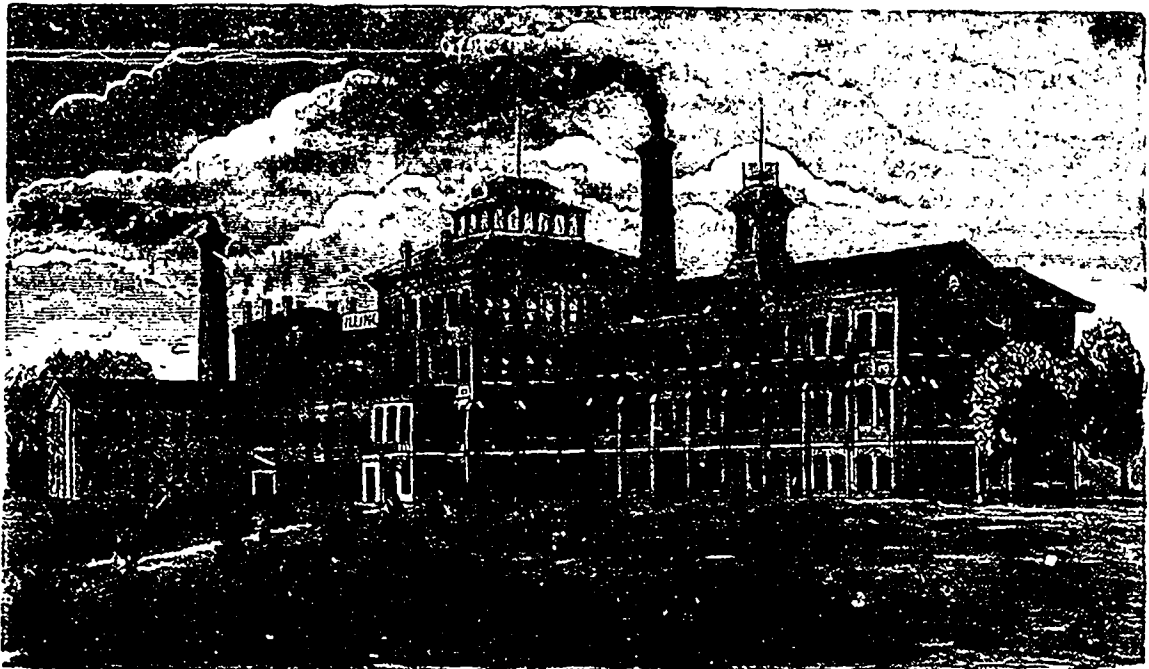


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We solicit the careful and critical inspection of the Jobbing and Retail Trade of all Canada upon our new, improved and popular movements, which we now have ready for the Holiday Market.

Our "No. 5" is the best adjusted movement ever offered for the money. It has fifteen jewels in settings, Oreide Screws in the balance, and Patent Regulator. It is an accurate timer, and wherever it is in use, it gives perfect satisfaction.

Our "Special No. 101," is manufactured only on special orders, and very recently put upon the market; but its flattering reception by the Trade, gives assurance that it is already the favorite low priced Nickel movement before the public. It has eleven jewels, the top plate being jeweled in Oreide Settings, Patent Regulator, new and beautiful pattern of Damaskeen Finish, Circled or Double Sunk Dial, as desired. Try one and you will order again.

Our No. 150, Ladies' 8 size watch, is still in the lead of all low priced 8 size movements, and is the best cheap Ladies' Watch ever produced. It has eleven jewels, is carefully finished, closely timed, and we guarantee it to give satisfaction.

These movements are all new. They have all the latest improvements. We warrant them. Every Jeweler in Canada, wishing for something fresh, novel, attractive and certain to please and satisfy his Trade, should ask his Jobber for one of the new and improved Illinois Watch Company's Movements. All Movements have Patent Pinion, and all are Quick Train.



The Illinois Watch Company

WARRANTS

EVERY MOVEMENT.



Don't Fail to see this Page next Month.

showing themselves to be. The Liberal opposition can find plenty of indictments against the present government without making political capital out of the racial hatred that will be sure to follow if the present agitation in Quebec is fostered and encouraged. We warn them that if the Riel question is the only common bond of cohesion between the Liberal party and the French people of Quebec that it will prove a very rotten foundation upon which to build. Canada is strong enough to stand a certain amount of nonsensical bluster from the people of Quebec, but if it goes too far, she will have to put the foot down firmly, and tread out with an iron heel all such disloyal sentiments as have lately been expressed in that Province. Confederated Canada is here to stay, and if the French people imagine that because they can't have everything their own way and run the machine to suit themselves, that they can break it up, they will find out their error very speedily to their cost. If it is to be a war of races, which God forbid, they must certainly go under and they will then find that the English speaking people have gained sense since Wolfe's time, and that in the new regime which will surely follow, they will find themselves shorn of many of their national laws and privileges, which makes their province so far behind the spirit of the age. The cure may be rough but it will certainly be effectual.

We see no reason why there should be any excitement about Riel's execution and had he been of any other nationality than he was, there would have never been a word said about it. Our French Canadian fellow-subjects seem, however to have taken his execution as an insult to their nationality, and at the present time it seems useless to argue with them. Perhaps when their excitement has had time to effervesce they will see that they have been wrong in so warmly espousing the cause of a traitor and murderer. For their own sake, and for the sake of Canada we trust that such may be the case. We want to live at peace with every one of our fellow-countrymen, no matter what their race or religion, and we believe that at such a juncture as this, it is the duty of every loyal citizen to do what in him lies to heal the breaches that this unfortunate rebellion has created, and to foster instead of trying to disturb the growth of a rational life which only can make us great and prosperous.

THE C. P. R.

Our great trans continental railroad is now an accomplished fact, and at the present moment one can go by an all-rail route on Canadian soil from Port Moody in British Columbia to Halifax in Nova Scotia. From "ocean to ocean" is no longer a flight of rhetoric, but the simple statement of a fact that should make every true Canadian feel a glow of honest pride as he realizes that those bands of steel which serve to connect the uttermost ends of our vast dominion, have also practically turned another page of our national history and must, in the immediate future, exercise no small influence in moulding our political destiny.

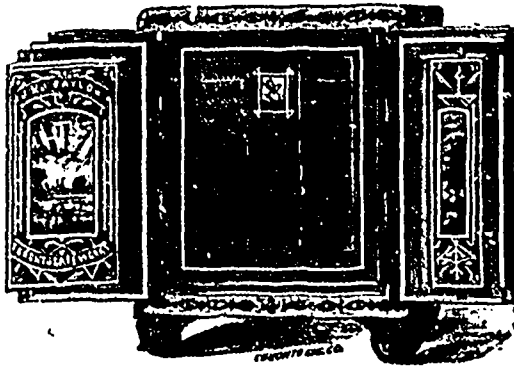
We have in time past had something to say about the folly of the Government in spending so many millions of the public in building this road and then making it a present to a private corporation. From our standpoint we have always held that the Canadian Pacific Company had, in common parlance, "a soft snap," in this contract, and they would have been very foolish to have paid for its construction out of their own pockets when they could get the country to foot the bill. However, the blunder has been perpetrated and we must now make the best of a bad bargain, and with this we dismiss our strictures on the contract and turn our attention to the road itself and its value to the people whose money has paid for it.

In spite of the dire prognostications of one section of the press, that the construction of the road would be bungled, and that it would be almost useless for practical purposes, we think that the road, when fully completed, will be the equal of any on this continent. And why should it not be so? Money was no object to the company, who had only to ask for a few more millions in order to have them. Our opinion is that the entire road has been well and solidly built, and as regards the part constructed by the company themselves, it has been cheaply built. The fact that the first through train from Montreal to Port Moody averaged twenty-four miles an hour over the entire journey without accident, is a very strong proof of its substantial construction. Anyone that ever travelled over any part of the C.P.R. can testify, that as far as depots, rolling stock and other equipments are concerned, it already stands second to none in the

world. In our opinion, its sleeping, palace and dining cars are the most elegant we have ever seen.

But after all this comes the important question, "Will it pay?" If we are to believe the Opposition press, especially the *Globe*, it won't pay for grease for the wheels. They therefore argue that all that the company ever intended was simply to make all they possibly could do out of its construction, and then, when it came to the losing game of running it, throw it back on the hands of the Government. Looked at through party spectacles, this may appear to be the situation, but we fail to see, if such had been the company's intention, why they spent such large sums of money in thoroughly building and equipping the road when they could have made so many millions more by doing the work in the cheap and useless style. We think that this at least proves that the company, whatever may have been its faults, did not intend to cribbage all they could during its construction and then, when they had squeezed it dry, throw the concern back on the country's hands. But, say some of their enemies before enumerated, even if they have acted on the square so far and continue to run it in the same manner, the thing must ultimately collapse, because it is simply a physical impossibility that it can pay. It may not pay to run it, although our opinion is that it will pay the company, and very handsomely too. We must remember that the people of Canada have, in money and lands, practically paid for the construction of this colossal railway, and that all that the company had really to pay for was the rolling stock and other equipments. When this is taken into consideration it will be seen that the real amount of capital upon which it has to pay a dividend is very small in comparison with any other railroad in America of anything like the same proportions. Further than this, the Government, in addition to its many other favors, has given it a practical monopoly of the carrying trade of the great North West for twenty years, by prohibiting the construction of competing lines which could in any way seek to interfere with its traffic.

The route of the C. P. R. west of Ontario is through one of the finest farming and grazing countries in existence, and which, in a very few years, must of necessity become one of the



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The Oldest and Most Reliable Safe Manufacturing Firm in the Dominion.

DISSOLUTION OF PARTNERSHIP.

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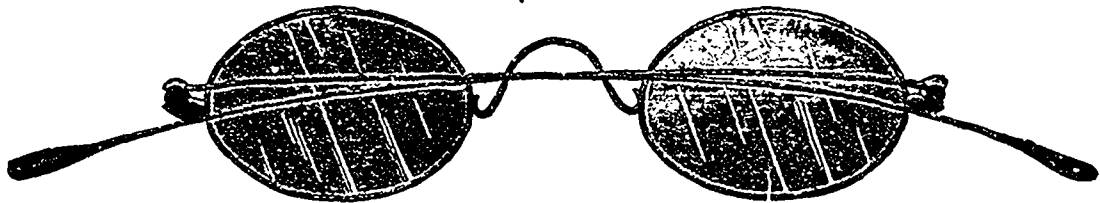
Beg to notify the Trade that they have dissolved partnership. Each will hereafter carry on business on his own account.

The Montreal Optical and Jewellery Company, L'd.

1685 NOTRE DAME STREET, MONTREAL,

BEG TO CALL THE ATTENTION OF THE TRADE TO THEIR CELEBRATED

PEBBLE : AND : ADAMANTINE : SPECTACLES



WHICH ARE USED ALL OVER THE DOMINION, AND ASKED FOR EVERYWHERE ON
 ACCOUNT OF THEIR EXCELLENCE OF FINISH AND DURABILITY.

A Large Stock of all kinds of Spectacles and Eye-Glasses

ALWAYS ON HAND.

WRITE FOR CATALOGUE BEFORE PURCHASING ELSEWHERE.

principal granaries of the world. All that this vast country wants is settlers, and the principal object of the company for years to come will be to get as many emigrants to take up land there as they possibly can. Every settler in that country will be compelled to use their road, for all their products must find their way to the seaboard over it, and all their imports must reach them in the same manner. As regards the through trade there exists a great variety of opinion. Our own idea is that the through traffic will be much more extensive than its opponents are disposed to concede. At its terminus is to be found the largest and best supply of coal on the whole Pacific coast. The trade winds and ocean currents also conspire to make it the most favorable port on the Pacific slope for traffic between the American and Asiatic continents. Before long, passenger trains will run from Vancouver to Montreal in four days, and it will be quite possible to travel from Liverpool to the Pacific ocean by the aid of our Canadian Transcontinental line in ten days. With such possibilities before us for the curtailment of time and distance, we think that the prospects for a fair share of through traffic are not of the worst description.

In conclusion we can only say, that as Canadians we are proud of the work just accomplished. Although a bad bargain for Canada, we trust that now it is built, we shall get all the service possible from it. It should be, and we think it will be a strong factor in knitting the different provinces closer together and assist in the creation of a national sentiment that will help materially to make the Dominion of Canada a great and prosperous country.

Correspondence.

To the Editor of THE TRADER :

SIR,—

In your last issue a letter appears from one who signs himself "Protection." In his letter he asks how he is to be guided in placing goods for his firm so that none may handle them but those who have a legitimate right to do so. I think the answer to that is that all who carry a stock of clocks, watches and jewelry should be considered as legitimate dealers.

"Protection" says, Mr. Beale is quite as much a stationer as a watchmaker or

jeweler. Allowing such to be the case, it does not follow that the other stationers are entitled to be classed as watchmakers and jewelers if they do not carry a stock.

The great trouble is just this: If outsiders are allowed to buy an odd watch or piece of jewelry, they give it to their customers to entice them to buy other goods from them, thus preventing the regular dealer from selling his goods and hurting his trade. I would ask "Protection," as a commercial traveler, how he would like to be told by one whom he calls upon, that they can buy movements and cases at the same rate as the firm for whom he travels. I fancy both he and the house he represents would think the manufacturers were rascals men to take the trade out of the hands of the jobbers.

"Protection" wants the watch butchers killed off—a plan that will not benefit the jobbers, as by that the watches would wear too long. He appears to speak rather slightly of Mr. Beale. I am not acquainted with either of the gentlemen, but I should suppose that Mr. Beale has trodden upon his corns. Mr. Knox tried a Horological School. Is "Protection" a graduate from Knox College of Horology? If so, I do not wonder at his superiority over the common watch butchers. But, joking aside, it is not the qualifications of watchmakers as workmen we have to do with. The public will judge that, and the incompetent workmen will have to get out of the trade. The real question at issue is simply: Are the wholesale men willing to give the legitimate dealer the same protection as the manufacturers give them? And are the retail dealers willing to have a uniform price for movements and cases, and allow none to sell below those prices—just as the jobbers do—and bind themselves by the same rules? If so, let the retail and wholesale men agree to the prices for the different grades and cases, and if any are found selling below those prices shut them off from American movements and cases. Some may want more profit than the regular prices; if so, the public will be the judge. I see Messrs. Lee & Chillas speak in the last TRADER, and I know others who are just as willing as they are.

Is the retail trade in earnest? If so, let them move in the matter is the advice of a

RETAILER.

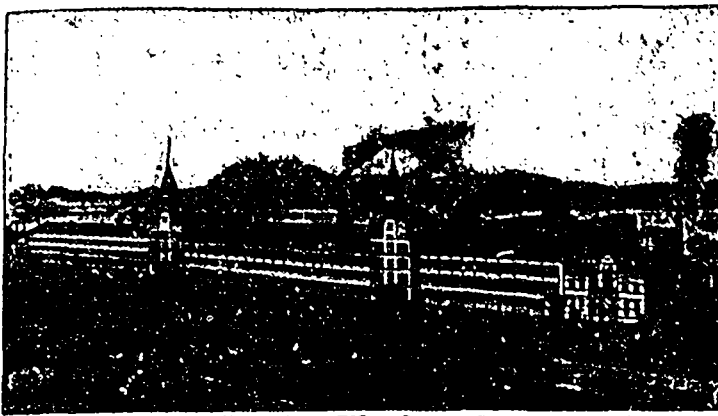
To the Editor of THE TRADER :

SIR,—In connection with the discussion now going on in your columns re watchmakers' grievance, I think the matter should be discussed from a broader stand point.

The design of the scheme advocated in certain sections is to stop the supply of watches from dealers not practical watchmakers. Well, Mr. Editor, before any man has the right to cause any branch of another man's business to be taken away on the score of its "interference," he should first give up all lines not strictly within *his own business*. We all know what a watch is, and jewelry has been described as articles made of metals and stones for personal adornment. In what sense is a pickle castor an article of personal adornment, or what connection with putting a man spring in a watch? As a matter of fact, silver ware belongs to the house furnishing or hardware trade, spectacles to the optical man or druggists. Besides these, jewelers sell musical sundries, pipes, plush goods, etc. It don't mean the case to say that jewelers *generally* sell plated ware, and have done so, *as a rule*, for that is only saying that they, *as a rule*, sell lines not strictly within the limits of their business.

If watchmakers have the right to add lines within the scope of the hardware trade, then, for exactly the same reason, the hardware man has the right to add lines within the watchmakers' trade, and so on. I say then, on the ground of personal freedom, any man has an undoubted right to buy a *stock* of watches, jewelry, silverware, stationery, hardware or any other line or lines he chooses, and to sell them without hindrance, whether he knows how to repair a watch or not. Understand, Mr. Editor, I claim the carrying of stock to be necessary, not merely selling from list or sample. The practical man has always an advantage, and, under a system of uniform prices for staples, he would have a still greater advantage. Even as it is, there are comparatively few general dealers throughout Ontario, in places having a practical watchmaker, who deal in watches, and any attempt to cut them off would only compel them to employ a watchmaker and thus repairing as well as sales would be distributed. The remedy is not in cutting them off, but in making a uniform price list.

I quite agree with watchmakers, in



Factory of the American Watch Co.-Waltham, Mass.

REMOVAL.

John Segsworth & Co.,

JOBBERS IN WATCHES, & IMPORTERS
OF ENGLISH & AMERICAN JEWELRY,

HAVE REMOVED

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No. 6 WELLINGTON ST. EAST.

Where they will be glad to see their customers.

W. MILLICHAMP & CO.

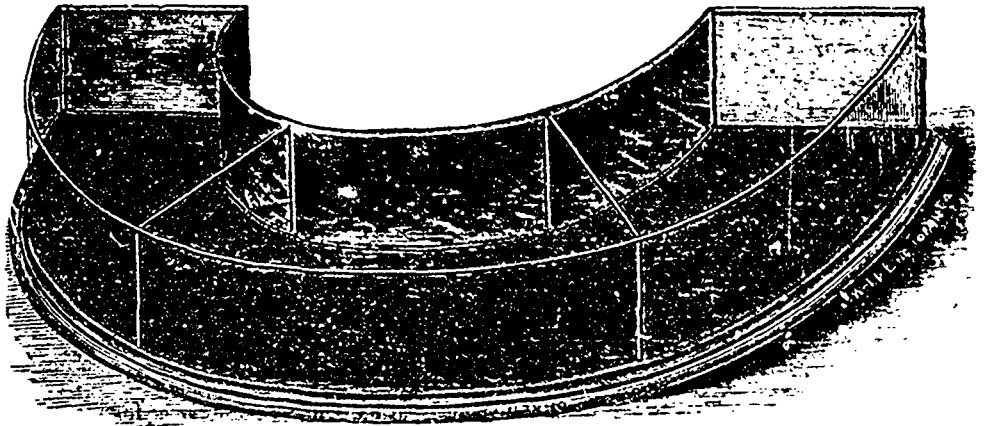
29, 31, 33, 35, Adelaide St., E., Toronto.

SHOW CASE MANUFACTURERS
and Shop-Fitters, Gold, Silver and
Carriage Platers. All kinds of Show
Cases on hand in the newest and
latest styles.

Agents for Canada for the Celluloid Show Cases.

Send for Illustrated Catalogue.

SHOW CASES.



SILVER MEDAL.

HEMMING BROS.,

29 ADELAIDE STREET EAST,
TORONTO.

1885 INDUSTRIAL EXHIBITION, TORONTO, 1885



SILVER MEDAL.



The only Medal ever awarded in
Canada for

**JEWELERS' FINDINGS AND
FANCY PLUSH GOODS.**

WRITE FOR ANYTHING YOU
REQUIRE IN OUR LINE. WE
CAN FILL YOUR ORDERS
FROM STOCK AND SEND
SMALL PARCELS BY
RETURN MAIL.



their objection to allowing general dealers who carry no stock, to sell watches from list or sample, thus making a vexatious opposition for many persons, but this is fast being remedied by the wholesalers.

Within recent times watchmakers have had four controllable grievances. First, the supplying of city dealers at lower rates than country dealers, thus enabling the city men to flood the country with catalogues and lists, at prices which the country dealer could not afford to sell at, on account of his paying more for his goods. This has been remedied by the Manufacturers' Association. Country and city dealers are now on the same footing so far as the cost of watches is concerned. Second, the selling by jobbers at retail to outside dealers, who sell from list or sample, carrying no stock. This is being remedied by the Jobbers Association. Third, the bringing in of watches by private parties from the U. S., for the use of themselves or their friends, avoiding the duty. And now, Mr. Editor, let me digress so far as to say, that you would be doing the trade generally a great favor if you would fully explain the law on this point. Many citizens and indeed many jewelers themselves believe that this kind of smuggling is within the law. If so, we can only "grin and bear it," but, if, as I believe, it is contrary to the law, the watchmakers have the remedy in their own hands. Let any one interested bring a few cases to justice and the evil will be considerably lessened. Fourth, the spirit of hostility among watchmakers in the same town and section. That spirit which causes one to run down a purchase made elsewhere, and name a sum, as its value, about the wholesale cost, simply because it was bought at the opposition store; that spirit which causes them to cut an article to the cost to take a sale from the other man. Many are not guilty in this respect, but I ask, Mr. Editor, is there a single watchmaker who does not know of such things being done? The remedy for this lies in strangling that spirit. Let the watchmakers and dealers in each district come together and agree on a general price list for all staple articles, and let every one abide by it to the letter. Should any refuse to accept this list, "boycott" him by informing the wholesale trader of the fact. The price list should be a fair one between dealer and consumer, and, I believe, there is not a wholesale firm in the Dominion who

would not willingly back up the district against the individual in such a cause. Should, however, any wholesale firm refuse, "boycott" that firm by all refusing to patronize them. This plan would very soon bring any dissenting dealer into line. For this and all general purposes section associations would be more advantageous than a large general association, but space won't admit of my naming reasons in detail.

My object in this letter, Mr. Editor, is to bring the whole matter under discussion, with the hope that the result will be a broad comprehensive scheme, acceptable to the Manufacturers' Association and conducive to the welfare of the trade. The necessity exists and the watchmakers can formulate such a scheme. Will they?

Yours truly,

EQUITY.

Selected Matter.

THE SCIENTIFIC SALESMAN.

Fine salesmanship requires brains. The mere art of selling goods is simple enough, but the knowledge of moving large quantities, of understanding how to deal with customers, to make them feel well disposed, to retain this feeling and continue their patronage, is as much a science as any taught by scholars or studied by students.

In the first place, true salesmanship requires a keen and ready insight into human nature. There are no two men alike and each one of us has peculiarities. It is necessary to study these peculiarities. One is jovial and hearty, and wants to be treated in the same spirit. Another is quiet and dignified, and must be handled with gloves. A third likes to chat and cannot be hurried, while his neighbor may be short and quick in his manner and anxious to get through. Some need to be treated to lead them into a buying mood, while others would take such an offer as a signal insult. Hence, the salesman must be thoroughly acquainted with all his customers, must know their peculiarities, and treat each in such a way that he will feel well disposed towards the salesman. The personal characteristics of a salesman, of course, constitute an important element. Some men possess the knack of making themselves popular, and popularity is one

of the essentials in the science of selling goods.

One of the most important aids towards the sale of goods is sincerity. Let the buyer be convinced that he is being dealt with in a fair and honest way, and he will not hesitate to buy liberally if he is in a mood to buy; if he can be got to accept the recommendation of the salesman on one article, he will most likely accept it on others; but let there be a suspicion of trickery or underhand work, and he will be strongly influenced to keep aloof.

A conversation with a most successful dry goods salesman in this city brought out some points that are worthy of mention. An evident desire to help the buyer in selecting goods, and pointing out the best patterns, goes a long way. "After two or three well posted men in the trade have looked through my line," remarked the salesman referred to, "I can pretty well see which are going to be the popular styles, and I give subsequent buyers the advantage of the first selections, and truthfully inform them that such and such patterns are taking. The result is that they obtain goods that move more readily; they sell them and re-order, a superstition arises that there is luck in the goods, and they always remember me, and give me a hearty welcome and a good order." Nothing will so disgust a man as to see styles grow old upon his hands, and nothing will so hinder the chances of the man who sold them in subsequent transactions. Hence, sincerity and an honest lookout for the welfare of customers are not only necessary to accomplish sales, but also the best policy in the long run. The dealer who has once been "stuck" and discovers it, as it will not take him long to do, never forgives the one who has sold him the goods, and so the one lucky sale may prove the last.

A wise salesman will never enter into an argument with a customer, be it on religion, politics, or any other subject. If you disagree at the start, you are very sure to disagree just as much at the finish, and usually stir up considerable excitement and some feeling of animosity, with nothing to show for it. The safe plan is to steer clear of all forms of controversy.

A few words of advice once given by an older brother to a young man just about to start out on the road are well worthy of repetition here, and, we fancy, should apply in the main to the young salesman behind the retail counter as



Meriden Britannia Co.

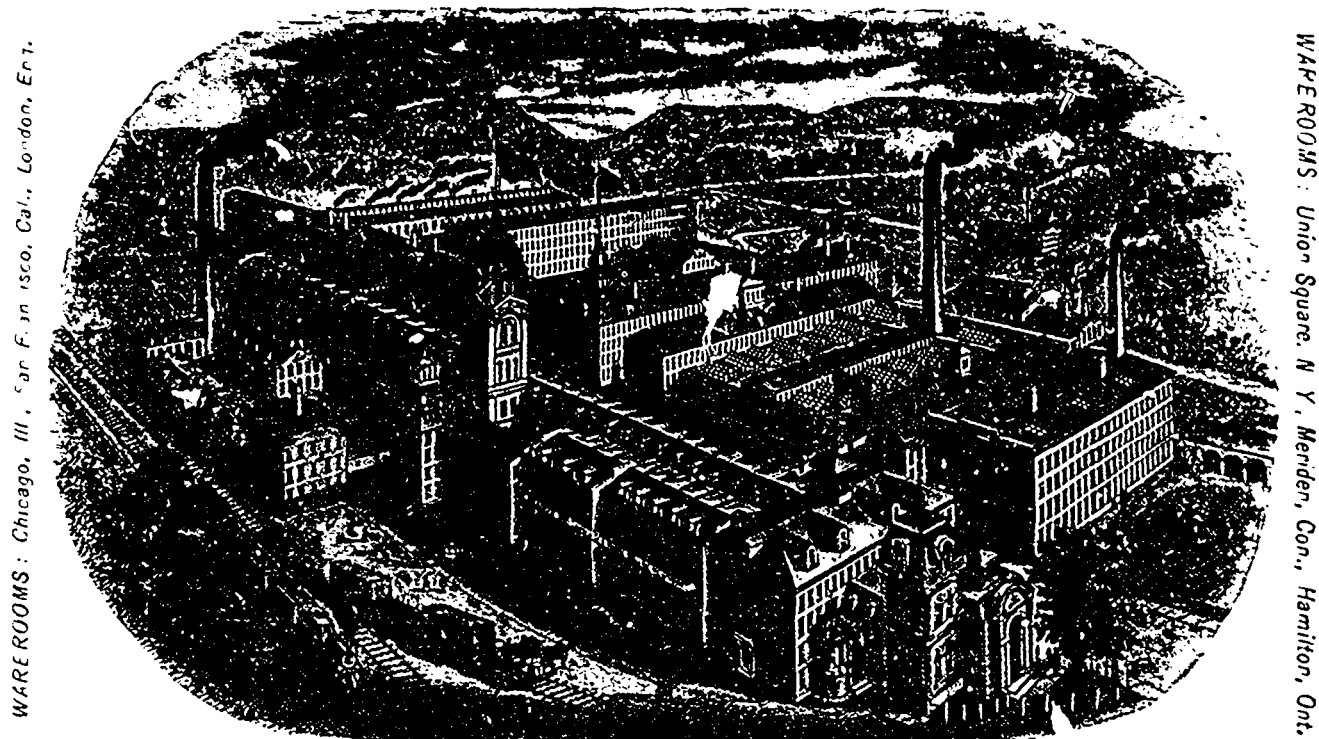


MANUFACTURERS OF STANDARD
ELECTRO, SILVER AND GOLD
PLATE.

HIGHEST HONORS OVER ALL COMPETITORS.

—AND—

Only Gold Medal Awarded at Toronto Industrial Exhibition, 1884.



WARE ROOMS: Chicago, Ill., San Francisco, Cal., London, Eng.

WARE ROOMS: Union Square, N. Y., Meriden, Conn., Hamilton, Ont.

MANUFACTORIES: Meriden, Conn., U.S. and Hamilton, Ont.



OBSERVE
this Trade Mark is stamped on all Hollow
Ware of our manufacture.

TRADE OBSERVE
1847, Rogers Bros., A 1, this Trade Mark is stamped on all
OR Knives, Forks, Spoons and
1847, Rogers Bros., XII other flat ware of our manu-
MARK facture.

The A 1 Goods are Standard Heavy Plate, and XII signifies that in addition the articles have an extra quantity of Silver on all the parts most exposed to wear.

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

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

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

well as to the commercial traveller:—
 "First of all be courteous and obliging, if a man is busy do not bother him; if there is any little favor you can do him, do it unasked. Always be as cheerful as you can—I don't mean blustering or boastful. Do not endeavor to sell him anything you know he cannot sell and another man can. When you know he has goods enough let him alone, and above all, get his confidence, so that when you say a thing he will believe it. Always try to get a chance to show your goods, but never forget that you are a gentleman, and do not assume familiarity with people unless you really know them. If you follow these rules, and have the right goods, you must succeed."—*The Merchant.*

MY WATCH.

When I was unmarried, and could do as I pleased, I never carried a watch. I never could understand the value of a watch, except as an article that might be hypothecated in a pecuniary emergency. I could always ascertain the time, because every church and sample room boasted a clock, and what was the use of purchasing what could be had for nothing?

By my system of consulting these public time-pieces I always managed to make my connections right. I never entered a theatre after the curtain had risen, or reached the station at the moment when the train was vanishing.

I was made happy in more ways than one by not having a watch. I didn't have to tell fifty people the hour every day; and I never worried about the safety of the contents of my vest pockets in a crowded horse-car.

One night I was awakened rather suddenly. I felt a strange hand under my pillow. It was a burglar's, feeling for my watch.

"I have no watch," I remarked, as politely as I could; "but you'll find a dollar brass clock in the kitchen, if you want to know the time."

In his great hurry he passed through the window, and I shuddered as I heard him trickling down through the arbor below.

But after marriage it was different. I was told that I should wear a watch, in order not to appear poverty-stricken in the eyes of the world. I argued that it would place me on a par with weasel-headed clerks whose bangs and eyebrows

meet. I was told that if I wore no watch everyone would think I had no drawing interest for an avuncular relative.

This seemed a very subtle argument in favor of having a watch. And, besides, it completely upset me. I imagined that on the same basis people would fancy I had all sorts of things in pawn that I didn't wear, such as a seal-skin overcoat, diamond rings, etc.

As a tentative measure, I got what I call to this day a "patent-medicine watch," because I bought it in a drug store. It was an advertising scheme to attract people to the patent medicine. I should much prefer to swallow the contents of a drug store than carry one of those watches a week. It had to be wound up every night, and took nearly all night to wind it. It didn't keep very good time, but I continued to wear it, that I might wind it for exercise. It superseded my dumb-bells until the stem wore the skin off my thumb and forefinger. When buried in profound meditation, it was my custom to take the watch out and wind it in an abstracted manner, just as others in a similar mood pick their teeth or whittle. I stated at home that I merely purchased the patent medicine watch to learn how to take care of and manipulate one before getting a more expensive specimen.

This bit of news gave great satisfaction. I was looked upon as a good-natured, self-sacrificing being, who would soon wear a long watch chain stretching all the way across the chest, and emptying into two pockets. As a reward I was presented with a watch.

The first day I wore it I was told I was wrong by a man who had just set his watch at some jeweler's. So I changed mine to make it agree with his. It seems it lost time, and I missed my train that night, a thing I had never done when I did not possess a time-piece.

Every few minutes I was asked the hour, to get me accustomed to pulling it out, and inside of a week I had acquired an artistic negligence and indifference of manner that was pronounced beautiful.

But the watch became eccentric. The eggs that were timed two minutes by it came out as hard as cobble-stones, and trying to regulate it by tapping it against my boot-heel, I thoroughly disorganized it, and was obliged to leave it for a week with a jeweler, who lent me in its stead, a great silver machine that I was ashamed to take out of my pocket in daylight.

In short, when I got it back I did nothing but miss trains. It was never right. It was either too fast or too slow. Sometimes I would start for the cars thinking I had ample time, and reach the station after their departure; or else I would start on a run and half kill myself to get there in time, only to ascertain that I had arrived half an hour too soon.

It would take too much ink to tell how many sorrows and tribulations that watch brought upon me. I protested against wearing it many a time, but my protests were in vain. Finally I concluded that I would allow myself to be martyred, so I still carry it, but not for use. I wind it up about once a month, and never look at it. I go by the clocks I see around me, as I did before, and catch my trains and make all other time connections right. I don't like to say anything harsh of it, because it is a nice watch, and it would be simply perfect if it could only keep the right time.—*Puck.*

HOW CROOKS WORK.

The following narrative, told by a jeweler, is full of interest, and opens up another clever scheme of those who hate to work for a living:—

"I had a novel experience not long since with one of the crooks. Not, however, as a victim, but in the way of business. Two young fellows came into my shop, and one asked me if I engraved rings. I said that I did. 'Then,' said he, 'cut some letters in these for me,' piling out of his pocket upon my showcase a handful of rings. 'What letters?' I asked. 'Oh, anything you like, M. to R. and F. to B. and C. to W., and all that sort of thing.' I saw at a glance what the rings were and told him: 'The engraving will cost you ten cents a letter which will be three times the value of the rings, which are only base metal, very thinly plated.' 'That's all right,' he replied very placidly; 'I know what they are.' 'Come,' I said; 'there is something crooked about this. What do you mean to do with those rings?' 'Well,' he answered, 'I don't mind making a clean breast of it to you. Me and my pal here have tried hard to get along working, and we don't seem to make a go of it. We can't get no work. Now we're going to play the smarties for a living awhile until we strike something better. Those rings are for the dropped-ring trick. It is pretty well played out

GOLDIE & McCULLOCH,

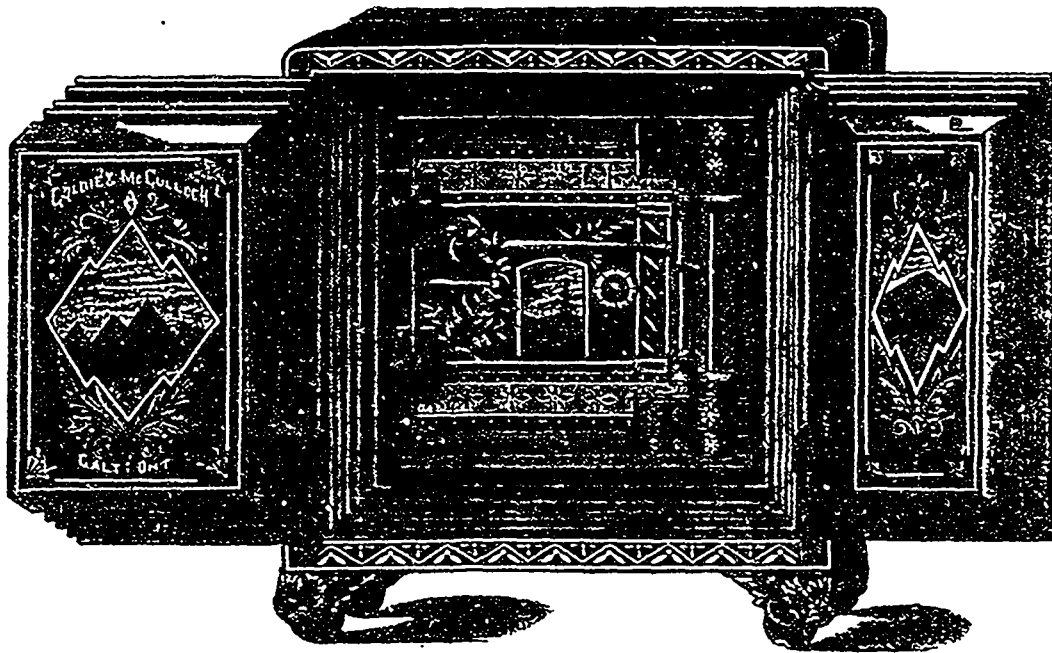
1844. ESTABLISHED 1844.

—MANUFACTURERS OF—

FIRE & BURGLAR-PROOF SECURITIES OF SUPERIOR KINDS

—ALSO—

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



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

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

E. L. WEISS, Madoc.

S. F. CULVERHOUSE, Thorold.

G. W. BEALL, Lindsay.

G. GOWLAND, Toronto.

R. W. MUNCASTER, Peterboro.

A. W. PRINGLE, Port Hope.

SMITH BROS., Kingston.

W. HARKNESS, Meaford.

WAREROOMS—NO. 56 KING STREET WEST, TORONTO.

NEXT DOOR TO THE MAIL BUILDING.

GEO. F. BOSTWICK,
REPRESENTATIVE.

here, though the fools ain't dead yet in New York, not by a large majority. But it's bully game yet out in the country, in towns of 1000 or 2000 inhabitants. One of us sees a lady walking along in a quiet sort of street, and going up close to her, pretends to pick up a ring, and says to her: 'Excuse me, lady, but did you drop this ring?' holding it out to her. Well, you may believe me or not, but it's God's truth that three out of five of them, after hesitating just a little, will say, 'Why, yes. Dear me! how could I have let it slip off my finger and not notice it?' Then one of us that is working her says that he is hard up, and hints at a little reward for his honesty. We hardly ever get less than a dollar, and sometimes two or three that way. If the lady don't bite on the bait that it's hers, then we try to sell it to her, saying that we are looking for work, tramping through the town poor and hungry, and would rather have a two dollar note than a pound of gold rings to wear. Either she says to herself that it's a good chance to get a heavy gold ring for one-fifth of its value, or, if she's a real straight one, she thinks: 'I know pretty much everybody in town, and can find out who lost it, so I'll return it to the owner and get my money back with thanks for saving a keepsake.' So, however the lady figures it out, we are mighty likely to get the two dollars, and then we dance along to look out for somebody else's daughter.' 'Then you play this trick only on women?' I asked. 'No,' he said, 'mostly on them because they are the easiest; but where we see a fellow that looks like a subject we give him the crop with the glove and ring.' 'What do you mean?' 'Drop a lady's little kid glove, with a ring nicely tucked down in one of the fingers and, pick it up near him. When he says it ain't his we accidentally-like find the ring and shake it out before him. That is pretty sure to throw him off his guard, and when we come the necessity dodge on him he goes to the slaughter like a lamb. Sometimes we get a V that way. Men that look real good, clerical-like, are pretty sure meat for us, but they're not liberal in buying.'—*Exchange.*

ANDREW CARNEGIE, the Pittsburg millionaire philanthropist, has just made a magnificent present to the men in his employ. It is a large house and land, worth \$25,000 or \$30,000, to be used as a library and meeting place, with a handsome sum of money to purchase the necessary books.

IMPROPER FAMILIARITY.

A correspondent of the *Jewelers' Circular* calls attention to a practice that he has sometimes found objectionable, which is that travellers occasionally make too free with his employees. On more than one occasion he has returned to his store after a brief absence to find a travelling man engaged in conversation with his salesman or his watch repairer, and making himself as familiar with them as though they were old friends or boon companions. All work is suspended while this chat is going on, and the employer is losing the services of his paid assistants. Then there is always the suspicion that the suave and chatty traveller is slyly pumping the employees as to the business affairs of the dealer, seeking to obtain information regarding him in a surreptitious manner. Of course, the dealer is antagonized at once, and does not hesitate to say no when solicited to purchase from the samples the traveller is so anxious to exhibit. The correspondent says, further, that it is not an uncommon thing to find a traveller hobnobbing with employees after business hours, visiting saloons with them and "seeing the sights." All this, dealers naturally regard as an underhand way of obtaining information about themselves and resent it accordingly. They are suspicious, too, that these interviews may be preliminary to the workman setting up in business as a competitor, and that the traveller is encouraging him to "branch out for himself" in order that he may have another customer to sell to. A dealer will resent anything that he regards as an intermeddling with his affairs, and many a traveller who has been surprised at the cool reception a dealer has given him and his failure to obtain an order, may find the reason in the fact of his being found in conversation with the employees. The correspondent says he has several times refused travellers solely for this reason. The head of a house likes to have his position recognized, and any attempt to exalt a subordinate into prominence is sure to arouse the opposition of the one who regards himself as alighted. Travellers not only injure themselves, but the business of their employers, by following this reprehensible practice. Another complaint we have frequently heard made against travellers is that they are prone to make the store of the dealer a loafing place while they are waiting for a train or for some other cause. A

courteous dealer feels bound to entertain his visitor, thus losing time that should be devoted to business, but he feels all the time that he is being imposed upon. Of course, these offenses against good business practices are unintentional, resulting from thoughtlessness; but they betray a lack of consideration not creditable to him who indulges in them. But no man has a right to be thoughtless or inconsiderate in business matters; business has its laws and customs, and a plea of ignorance is of no more avail regarding them than it is regarding the general laws of the country. If a traveller knows the customs of business, he has no excuse for offending against them; if he does not know them, he has no right to be on the road. Among the most pertinent business mottoes are these: "No talking with employees;" "No loafing on these premises."

PROMPT PAYERS.

A reputation for prompt pay is worth more to the retail trader than his store, stock or the good-will of his business. Unlike the intangible "good-will" of the law merchant, it cannot be the subject of barter. The inexorable laws of the world of commerce, which created this invaluable property have also made inalienable. Go where he may, through town, county, or State, the retail merchant who is known as good pay, possesses a talismanic influence which makes him the peer of the merchant princes of the commercial world. The choicest stocks of manufacturers and jobbers are at his command. Prompt pay and good credit go hand in hand. Good credit piles the shelves of the trader with fresh, bright goods, and prompt pay repairs the breaches made by the army of buyers in their inroad on the stocks of the smiling trader who counts in his capital the indefeasible advantages of a reputation for prompt pay. In the past year prompt pay has done great things for many of our interior traders. If changes in terms of sale have become necessary, they have never pressed with much severity upon the trader known as good pay. He comes into the market as a buyer, on a first-class basis. His request is a command to the jobber. His goods are always shipped promptly, and are never detained on the road. If he buys by sample his goods are uniformly up to the standard of the sample or several degrees

[ADVT]

PROTECTION TO RETAILERS.

A FEARTY RESPONSE FROM THE JEWELRY TRADE OF THE DOMINION TO SMITH & FUDGER'S CIRCULAR.

Letters of Congratulation and Approval from all Parts, in French and English.

JEWELERS THOROUGHLY ALIVE TO THE IMPORTANCE OF THE ACTION.

THEY HOPE THE EXAMPLE OF SMITH & FUDGER WILL BE FOLLOWED BY ALL JOBBERS, AND ALL WITH ONE CONSENT PLEDGE THEMSELVES TO SUPPORT THE MOVEMENT.

On the 1st of November a circular was issued by Messrs. Smith & Fudger, of this city, announcing what has proved to be the most popular movement for the regulating of the retail watch and jewelry trade which this country has known for many a long day. Readers of the *TRADER* need not be told that there has of late been a growing dissatisfaction on the part of watchmakers with the existing state of affairs which enabled shop-keepers of almost any denomination to purchase watches and jewelry in Montreal, Toronto or Hamilton at wholesale price, and so become rivals of the watchmaker, over whom they had the advantage of being able to take a smaller profit because they carried no stock of watches, and gave no guarantee with watches sold. That this grievance was not confined to Canada may be seen by reference to recent issues of United States trade journals, and a similar announcement to that of Smith & Fudger was made in October by a leading firm in Chicago. Dealers in this country may congratulate themselves that any advantages enjoyed by their neighbours across the line may be their own also, as doubt-

less the jobbing trade here will follow the example of Messrs. Smith & Fudger, which is wise and timely, and in the best interests of both wholesaler and retailer.

We annex a copy of the circular, and a few of the complimentary letters received in reply thereto. This matter now rests largely with the retailers themselves, as what Messrs. S. & F. have undertaken to do will be on their part faithfully carried out. Would it not be worth the while of every jeweler in the *Dominion* to show his approval by dropping a line of encouragement to the enterprising firm who have inaugurated this new movement, and it might not be amiss to include a small order as tangible evidence of appreciation.

1885

CIRCULAR.

To the Retail Jewelry Trade:

Believing it to be in the interest of the Retail Jewelry Trade that protection be afforded against the unfair competition of dealers who carry no stock, we have concluded that from this date (Nov. 1st, 1885) we shall sell only to such as are legitimately in the Watch and Jewelry Trade. We shall urge upon the Association of Canadian Jobbers such legislation as shall prohibit its members from selling to any dealers who cannot be classed under one of the following heads:

WATCHMAKERS ACTIVELY ENGAGED IN BUSINESS.

FIRMS OF WHICH AT LEAST ONE MEMBER IS A WATCHMAKER, OR WHO EMPLOY A WATCHMAKER.

FIRMS THAT MAKE WATCHES AND JEWELRY THEIR EXCLUSIVE BUSINESS.

We shall absolutely refuse to sell any goods at retail, and shall use our vote and influence in the Association to prevent retailing by any of its members.

Since our firm has been established, we have endeavored to prevent any intermingling of the watch and jewelry business with other lines. This has heretofore been difficult, but we are now about making such further alterations in our premises and in our methods as shall guarantee the complete isolation of our watch and jewelry business from any other lines in which we may be interested.

We confidently invite the continued and increased patronage of the trade. Feeling

satisfied that our course is the proper one to pursue, we shall stand by it to the letter. We will thank our customers if they will write us whether or not they approve of our action. All suggestions and criticisms will have careful attention and consideration, and we hope that our endeavors will be supported by the trade until finally all watches and jewelry will find their natural channel to the consumer, viz. through the watchmaker and jeweler.

Yours respectfully,

SMITH & FUDGER,

48 Yonge Street.

Toronto, 1st. Nov. 1885.

From the Capital.

OTTAWA, Nov. 6, 1885.

To Messrs. Smith & Fudger, Toronto.

DEAR SIRS,—Your circular to hand. If you could bring such a thing about, so as to induce every wholesale house to join you in your determination not to sell to anyone but the "legitimate trade," as you express it in your circular, you will, I am sure, deserve the thanks of every watchmaker and jeweler in the dominion.

I am, dear sirs,

Yours very truly,

A. ROSENTHAL.

From the "Limestone City."

KINGSTON, November 1885.

Messrs. Smith & Fudger.

GENTLEMEN,—In reply to your circular sent, respecting the protection of jewelers, we beg to say, we think it a good idea, and are pleased to see the wholesale men are taking the interest they are in the protection of the retailer. It is time some such steps were taken, as the watch trade of late years has fallen into the hands of unscrupulous dealers, who would sell at any price, thereby not allowing the legitimate dealer a chance to make a living and pay one hundred cents on the dollar. Thanking you, gentlemen, for your timely interference in such an important matter.

We remain,

SMITH BROS.

From the Forest City.

LONDON, Nov., 1885.

Messrs. Smith & Fudger.

GENTLEMEN,—I have much pleasure in adding my signature to the intended change advocated by the wholesale jewelers, and know that it would be of much benefit and a justice to legitimate retailers.

ANDREW MORPHY.

From the Eastern Metropolis.

MONTREAL, 6th Nov., 1885.

M.M. Smith & Fudger, 48 Yonge Street.

M.M.—Je vous félicite de la bonne idée que vous avez eu dans la circulaire que je viens de recevoir et concours complètement dans les idées que vous émettez, espèrent que vous aurez tout le succès possible.

Je demeure, M.M.,

FORTIER ET C^{IE}.**Hamilton Speaks.**

5 JAMES ST. N., HAMILTON, Nov. 18, '85.

Messrs. Smith & Fudger.

DEAR SIR,—In reply to your circular to the retail jewelry trade of Nov. 1, 1885. I am well pleased with the maxims it contains, and hope you will be able to get the rest of the Association to agree with you in carrying them out, as it would benefit both wholesale and retail dealers.

I remain, yours very truly,

THOMAS LEES.

Brantford Concurs.

BRANTFORD, Nov., 1885.

Messrs. Smith & Fudger.

DEAR SIR,—Your circular received and I must say I fully endorse its contents, and I hope, at the next meeting of the Association, that your vote and influence may succeed in making the motion unanimous, which, if *faithfully carried out*, must prove a benefit to retailers. But a greater evil to the trade exists than the one you mention in your circular, and that is the *long and loose credit* that is given to parties, which is very discouraging to those who pay one hundred cents to the dollar.

Yours very truly,

G. H. FAWKES.

Congratulations From St. Thomas.

ST. THOMAS, Nov. 7th, 1885.

Messrs. Smith & Fudger.

DEAR SIR,—Your circular to hand and contents noted. You say you will stand by it to the letter, and so say I. I will not buy a dollar's worth of any house that sells to others than those mentioned in your circular if I know that they do so. I approve of your action in every respect, especially for being *the first to take it up*.

Yours truly,

A. B. REMEY.

Stirling Testimony.

STIRLING, Nov. 19th, 1885.

Messrs. Smith & Fudger, Toronto.

GENTLEMEN,—In reply to your circular (in the interest of the retail watch and jewelry trade), I must say that I highly approve of the action you have taken in our behalf, for it cannot be otherwise than a benefit to all retailers of watches, and hope they will look at it in the same light that I have.

Respectfully yours,

W. H. CALDER.

From the Far West.

MINNEDOSA, Nov., 1885.

Messrs. Smith & Fudger, Toronto.

DEAR SIR,—*Re* circular: You wish opinions as to above. It is a step in right direction. Retailers would no doubt cooperate. There is a difficulty in sparsely settled districts, where there is no watchmaker for hundreds of miles, as in the N. W. T. A great assistance, I think, would be a differential rate to the trade, with a refusal to serve store-keepers when a watchmaker is within 20 miles, whether served by one firm or another, and a definition as to what goods properly belong to the watchmaking and jewelry trade, viz.: such goods as spectacles, silver and electro-plated ware, gold rolled plate and gilt jewelry, &c. Being out here and having some experience in these unsettled districts, would write fuller upon it if you desire it.

Yours, &c.,

WM. PEARSON.

On the Grand Trunk East.

WHITBY, ONT., 9th Nov., 1885.

Messrs. Smith & Fudger, Toronto.

GENTLEMEN,—Your circular of the 1st inst. came to hand, and your intended action relative to the protection of the legitimate Watch and Jewelry Trade meets with my most hearty approval. I would suggest that your limit be extended so as to include any working jeweler who may desire to engage in the retail business beyond that the limit should be inexorably fixed.

The retail trade will, I am sure, support those wholesale houses that speedily and heartily adopt this measure.

Those engaged in our business who regard it as a highly honorable trade, and who desire to free themselves from the unsavory imputations, under which the respectable part of the trade suffers, from the conduct of the peddler and the auctioneer, will hail the movement as one likely to help to "that consummation most devoutly to be wished for."

I am, yours very truly,

JOHN S. BARNARD.

COBOURG, Nov. 7th, 1885.

Messrs. Smith & Fudger, Toronto.

GENTLEMEN,—We received circular yesterday, (Friday) and were very much pleased to know some one was trying to protect the watch and jewelry trade; but we are of the opinion nothing of much value will be accomplished till all wholesale houses refuse to sell to certain firms in your city who advertise single watches at wholesale prices. You look in last Saturday's *Mail* and you will find watches advertised at less than we pay for them. We are at a loss to know how this is done. Kindly inform us how anyone can sell watches at such low prices. We think if a stop could be put to it by the Canadian Jobbers in some way it would be about the best thing that could be done to protect the watch and jewelry trade. However, we think the steps you are taking are very good, if carried out, and we wish you every success.

We remain, yours truly,

W. H. SCOTT & Co.

BRIGHTON, 21st Nov., 1885.

Messrs. Smith & Fudger, Toronto.

GENTS,—Respecting your circular of the 1st inst., I beg to assure you of my hearty sympathy with the object of the same, and am of the opinion that if the Jobbers' Association adopt the platform you have laid down it will be beneficial to the trade.

I am, yours truly,

W. W. PORTE.

From the Ottawa District.

ALMONTE, Nov. 10th, 1885.

Messrs. Smith & Fudger.

GENTLEMEN,—Your circular of the 1st inst. to the retail jewelry trade came duly to hand, and in reply would say that I heartily approve of your action in the matter, and I am sure that all wholesale dealers engaged in the same kind of business that you are would be benefited by strictly adhering to such an action; the retail dealers would also be benefited, and would have more confidence in the wholesale men, and in saying this I believe I speak the sentiments of the majority of the retail dealers.

Respectfully yours,

J. H. THRALL.

From a House of 25 Years Standing.

GANANOQUE, ONT., Nov. 9th, 1885.

Smith & Fudger, Toronto.

DEAR SIRs,—Allow me to congratulate you on the course you have adopted (circular of Nov. 1st, 1885). I fully approve of your action in this matter, and will give you a liberal portion of my trade.

Yours truly,

G. N. ASSELSTINE.

From the Western Peninsula.

MITCHELL, Nov. 10th, 1885.

Messrs. Smith & Fudger, Toronto.

DEAR SIRs,—Your notice of protection to hand. I think it is only just and fair

that we should be protected against wholesale houses selling retail. I think the retailers will be only too pleased with the action you have taken.

Hoping all other houses will follow the same example.

I remain, yours truly,

E. F. DAVIS.

Repairing Needs Protection.

PORT ROWAN, Nov. 13th, 1885.

Messrs. Smith & Fudger.

GENTLEMEN,—With regard to the circular you issued, I am afraid the undertaking is too great a job, as nearly all Millinery, Fancy Goods and Fancy Dry Goods men carry jewelry and sell to the general stores. If the trade can be confined to the jewelers in small places, the trade would pay well in places the size of this. If the jobbers selling material would confine themselves exclusively to those having a jewelry business it would benefit us greatly; but nearly all jobbers sell material to anyone and fix watches at trade list prices for a farmer if he gets their address and sends his watch down. The repairing is what we depend upon mostly for our living, and that is cut to pieces by outsiders. If the Secretary of the Association of Canadian Jobbers could get a list of these outside repairers, and forbid the members selling material to them it would help us more than what jewelry is sold, if carried out to the letter.

Yours, etc.,

H. B. WICKENS.

PORT COLBORNE, Nov. 12, 1885.

To Messrs. Smith & Fudger, Toronto.

GENTS,—Re your circular to the retail jewelry trade, I hereby endorse all said therein and believe that trade would be benefited by the united action of wholesale houses. I think I have the neatest fitted up watch store between here and Toronto, and, for a practical watchmaker, won't take a second place. I have outlasted opposition for the last thirteen years, and firms who do what they can to put

down these jewelry peddlers, will receive my humble support.

Yours, &c.,

H. R. CUDDON.

From the North.

COLLINGWOOD, 9th Nov., 1885.

Messrs. Smith & Fudger, Toronto.

DEAR SIRs,—We are pleased to note in your circular that you have determined to confine your wholesale prices to the legitimate trade in watches and jewelry. We do not think it justice to dealers making those goods their specialty that they should be sold to outsiders. Your circular gives us confidence in asking a fair profit henceforth.

Yours truly,

F. H. NETTLETON & CO.

MARKDALE, 17th Nov. 1885.

Messrs. Smith & Fudger, Toronto.

SIRs,—I am pleased with your resolutions as per circular issued to retailers. I have no fault to find with your firm. During the two years we have done business, I have not found you interfering with me, directly or indirectly, and I purpose to stick to you.

Yours truly,

W. A. BROWN.

MOUNT FOREST, Nov., 1885.

Messrs. Smith & Fudger.

GENTLEMEN,—Your circular to hand and contents noted. Mr. Dale is unable to write, but he wishes me to tell you that he hopes that you and all other wholesale dealers in jewelry, &c., will adhere to the rules laid down in your circular. Just anyone being able to get a watch or article of jewelry wholesale has been the greatest annoyance to him, so much so that he has made a point of dealing as little as possible with any wholesale dealer he has found who did so. He says he has had the greatest satisfaction doing business with you in every other way.

Yours respectfully,

MRS. R. J. DALE.

**From Otto Young & Co., who
Inaugurated the Movement
in the United States.**

CHICAGO, Nov. 16, 1885.

*Smith & Pudge, Cor. Yonge and Wellington
Sts., Toronto.*

GENTLEMEN,—Your favor at hand. In reply say that you will not only find this method the right one, but will also find it profitable.

We have this day forwarded to your address one of our pamphlets, wherein you will notice a portion of the commendatory replies received from our circular from Oct. 1st.

Yours very truly,

OTTO YOUNG & Co.

Per K.

**EXCERPT FROM THE CIRCULAR OF
OTTO YOUNG & CO. TO THE RETAIL
WATCH AND JEWELRY TRADE**

Since issuing our notice to the jewelry trade of the United States, dated Oct. 1st, in which we notified them that we would hereafter strictly confine ourselves to and sell only to the legitimate jeweler, as defined in our circular, we have come to the conclusion that the step we then took was the right one, but unless we have the co-operation in this important move of the principal manufacturers and jobbers, together with the retailer, we alone will not be able to obviate the existing evils. We, perhaps, have benefited ourselves, by having obtained the good will of the watchmakers and jewelers, and thereby may eventually gain trade. However, this was not our main object, and certainly is not now, after having perused several thousand answers to our circular.

To place the jewelry business on a better footing, it first becomes necessary to state specifically the causes of its retrogradation, and then the great question is before us, how to find the remedy.

Evils, as existing between retailers, we shall not now attempt to discuss; nevertheless, we have no doubt that they are numerous. We, therefore, shall confine ourselves strictly to the inconsistencies existing among manufacturers and

jobbers in their dealings with the retail trade. The principal causes of complaint are that some of the manufacturers, and nearly every jobber, have been too anxious for business, and have been short-sighted enough to overlook the fact that there is only a certain amount of goods consumed; whether these goods have been distributed by the legitimate jeweler, or through other channels, the amount of goods finally disposed of remains the same. If anybody is entitled more than another to the final distribution of watches and jewelry, it is the person who has been educated to the business, viz., the watchmaker and jeweler. He has made that line of goods his exclusive study, not only as a merchant, but also as a mechanic, consequently has the necessary knowledge, and therefore is entitled to what profit there is in the distribution of these goods.

The promiscuous and careless distribution of catalogues and price lists, together with the quoting of net prices, has done great injury.

The invitation by jobbers to other merchants to embark in our line, having been accepted by a great many, has divided the trade, and the consequence is to make the volume of trade so much smaller for the retail jeweler.

Many jobbers, not being satisfied to do a wholesale business, also sell all they can at retail, and in many instances make very little or no difference between the wholesale and retail price.

Having specified the evils as existing in the trade, the more difficult task of how to find a remedy, is before us.

After due deliberation, and having taken ample time to mature our ideas and thoughts, if they should not meet with your approval, we will ask you to at least credit us with an honest desire to benefit the whole trade.

We will now proceed to the fountain head, the producer, i.e. the manufacturer.

The manufacturer has the power, makes the goods; they are his, and he can sell them to whom he pleases, and he can also make it a condition, and say if you want my goods you must only sell them to such parties as we shall designate, and if you do not agree to this we will not sell you, or if you agree to our conditions and do not live up to them, we will not sell you again. We consider this plan entirely feasible in a great many lines of goods. As you all know, the manufacturers of

watch movements, and several lines of cases dictate to the jobbers now the price he shall charge to the retail trade, and if they can do that successfully, why can't they go one step further, and say to whom they shall sell?

Would this be an encroachment on the rights of jobbers? We say no! and will state our reasons for that answer.

Who are jobbers is the next question. Jobbers are individuals or firms who are supposed to conduct a wholesale business; that means buying goods in wholesale quantities and selling them again at a profit in such quantities as the retailer desires to purchase.

Does he receive concessions in prices from the manufacturer simply because he purchases a large quantity? No! Not only for that reason, because there are a great many retailers use larger quantities of goods than what a small jobber does.

Does he pay his cash to the manufacturer when he receives the goods or within a few days, should he for that reason buy goods cheaper? Some pay cash, but the majority of jobbers take time; therefore, that is no reason why he should receive goods at a lower price than the retailer, even should he not use as many goods as some of the larger retailers.

The principal reason is, the jobber is a convenience whom the manufacturer uses to distribute his goods, and as such he is entitled to receive fair returns for his capital invested, and for the labor that he bestows upon his business. He, the jobber, is also a great convenience to the retailer, because the retailer can buy of him, or perhaps several of them, the full line of goods that he deals in, while if the jobber was not in existence, it would involve too much time to get a suitable stock of goods together, and some purchases between retailer and manufacturer would be so very small that it would not pay to open the account.

Therefore, the jobbers are necessary, but not indispensable, and if they confine themselves to their legitimate calling, they become not only a great convenience, but also a benefit to the whole trade.

The line that we have drawn as to who is a legitimate jeweler, we shall strictly adhere to, and until such time as the retail trade will organize, and until they will define (perhaps with the co-operation of manufacturers and jobbers) who are entitled to the sale of these goods.

ONE OF THE GREATEST IMPROVEMENTS EVER MADE IN WATCH CASES.

An Adjustable Bezel for Hunting Cases !

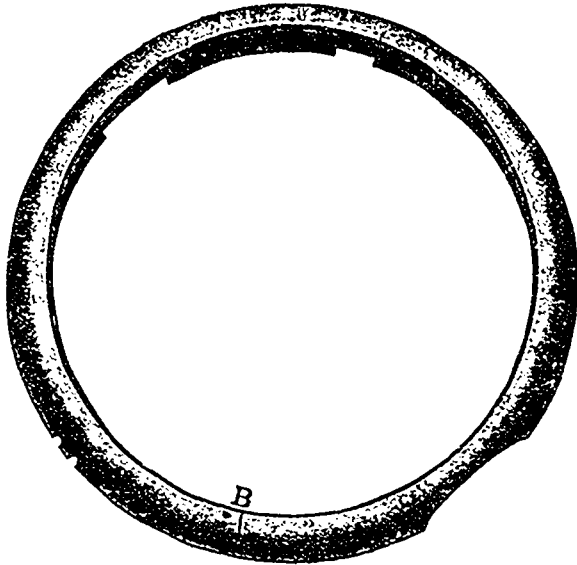
THE FITTING OF GLASSES MADE EASY.

THE KEYSTONE FACTORIES STILL AT THE FORE.

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

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

To obviate these drawbacks is the province of the



KEYSTONE ADJUSTABLE BEZEL.

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

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

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

THE KEYSTONE ADJUSTABLE BEZEL

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

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

THE KEYSTONE WATCH CASE FACTORIES :

19th and BROWN STREETS, PHILADELPHIA.

NEW YORK, 14 JOHN STREET.

CHICAGO, 100 STATE STREET.

above it. If a job lot of goods is to be sold at a bargain, prompt pay is given the first opportunity to purchase. If there is an advantage to be first in the field with some new article or some new line of goods, the jobber and manufacturer naturally secures that advantage to prompt pay. Prompt pay is a power, as these few points very plainly proclaim.—*Exchange.*

HANDY THINGS TO KNOW AND KEEP.

Here are some figures and rules very handy to know and have at hand, in the mind or on paper. We advise every young reader to learn most of these "by heart" so thoroughly as to always think of them in an instant. Do it while your minds are young and impressible, and they will stay by you like the marks in the clay of brick, or dough of bread or cake before it is hardened by heat. Older people who do not preserve their papers can out this out and keep it handy for ready reference.

A Rod is 16½ feet or 6½ yards.

A Mile is 820 rods.

A Mile is 1760 yards.

A Mile is 5280 feet.

A Square Foot is 144 square inches.

A Square Yard contains 9 square feet.

A Square Rod is 272½ square feet.

An Acre contains 48,600 square feet.

An Acre contains 4840 square yards.

An Acre contains 100 square rods.

A Section, or Square Mile, contains 640 acres.

A Quarter Section contains 160 acres.

An Acre is 8 rods wide by 20 rods long.

An Acre is 10 rods wide by 16 rods long.

An Acre is about 208½ feet square.

A Solid Foot contains 1728 solid inches.

A Pint (of water) weighs 1 pound.

A Solid Foot of water weighs 62½ pounds.

A Gallon (of water) holds 231 solid inches.

A Gallon of milk weighs 8 pounds and 10 ounces.

A Pint (of water) holds 28½ solid inches (28.875).

A Barrel (81½ gallons) holds 4½ solid feet (4.211).

A Solid Foot contains nearly 7½ solid pints (7.48).

A Bushel (struck) contains 2150 solid inches.

A Bushel (heaping) contains 1½ struck bushels.

A Struck Bushel contains about 1½ solid feet.

A COMMON ERROR.

How frequently do storekeepers carelessly recommend and urge their customers to buy an article they happen to have in stock, or close at hand, or on which they make a little more profit, instead of the article the customer actually wants, and which the merchant knows he came for. In doing this the dealer, though he may be recommending a more meritorious article than that enquired for, takes all the responsibility and risk of the transaction upon himself; for, while the customer buys, the chances are he goes away dissatisfied, and when he has used the article in question, if it does not answer every purpose and expectation, he naturally feels that the storekeeper has cheated him, and loses confidence in him. These little acts committed by storekeepers, without dreaming of injuring themselves, create a sentiment in the community which, in the process of time, undermines their business.

Many dealers have found out, when it was too late, that by recommending base imitations or substitutes, when the genuine was in demand, they have lost a good customer and friend. Verily, "honesty is the best policy."—*Exchange.*

SPECIAL NOTICE.

Jewelers throughout Canada will oblige the Editor by sending in to this office for insertion in these notes any items of news pertaining to the Jewelry business that they think would be of interest to the Trade generally.

BUSINESS NOTES.

MR. A. C. ANDERSON, of the firm of Lowe & Anderson, has just returned from Manitoba, where he has been pushing business for his firm.

C. D. EDWARDS, the safe manufacturer of Montreal, after a long up hill fight, has again been compelled to resign. It looks as though Ontario enterprise and competition were too much for Quebec safe manufacturers.

DISSOLUTION.—Most of our readers will be surprised to learn from this issue of our paper that the firm of Thayer & Ellis, Wholesale Jewelers, has been dissolved by mutual consent. Each of the partners will carry on business on his own account in this city.

MR. CHAS. H. TAISBY, the Manager of the American Waltham Watch Co., at Boston, dropped in to see us when on his last visit to the city. He looks well and reports the prospect for Waltham watches as being brighter than ever.

MUSIC HATH CHARMS.—We received a few days ago from Mr. E. W. Whitney, the genial Canadian representative of S. Brainard & Sons, musical house, a choice lot of high class music

published by his firm, for which he has our best thanks.

A LARGE FAILURE.—The firm of C. T. Picard & Co., wholesale watch importers of Montreal, have made an assignment. Their liabilities are principally in Switzerland. The prospects are at present that the firm will be able to get a settlement with their creditors and resume business.

FLATTERING.—*The Merchant*, of this city, which we regard as one of the ablest of our mercantile exchanges, does us the honor to reprint in full in their editorial columns, with some flattering comments, our editorial article on "Tribunals of Commerce," published in our November number.

THE LIGHTNING TRAVELLER.—Mr. R. Russell, representing the firm of Lowe & Anderson, has been dubbed by his friends "The Lightning Traveller," as they claim that he covers more territory than any jewelry man in Canada. As he sells goods from Halifax, N. S., to Regina, N. W. T., his claim seems to have a pretty solid foundation.

NEW JEWELRY PAPER.—*The Jewelers' Weekly* is the name of a new publication lately issued in New York in the interests of the jewelry trade. This new accession to the craft is very tastefully printed, and its editorial and other original matter well worthy of perusal. It aims to give the jewelry trade of the United States trade news weekly instead of monthly, and should win success on its own merits. THE TRADER wishes it long life and prosperity.

T. C. CARROL, jeweler, of Hamilton, has lately had both the sheriff and the customs' inspector looking after his stock, the former to satisfy unpaid creditors, and the latter to see that Her Majesty's customs had not been defrauded of revenue. It is openly hinted that Carrol himself gave the information which led to the customs' seizure, in order to keep his creditors out of their money, but fortunately, they were too quick for him, and the scheme miscarried.

WORKS OF ART.—The lithographed show cards now being sent out by Messrs. P. W. Ellis & Co., to their customers, are beautifully executed in colors, and are artistic enough, if properly framed, to adorn the walls of any house in the country. Not being wealthy enough to spend twenty dollars each for framing them, we have hung them on the walls of our sanctum, as sent out by the firm. We need hardly say they are much admired, and that we have had to buy a revolver to keep our visitors from carrying them away.

A GOOD SHEPPARD.—We had a flying visit from Mr. John Sheppard, the New York manager of the Boss Case, about a week ago. Mr. Sheppard has been over in England all summer, initiating the Britishers into the secrets of the Boss Case, and we should judge with tolerable success. A filled gold case appears to be a curiosity in that quarter of the world, and he was often met with the query, "Well, what is your bloomin' case made of anyhow?" Mr. Sheppard reports this fall's trade in filled cases as the best they ever had.

RECOVERY OF STOLEN GOODS.—We are very glad to learn from undoubted authority that Mr. A. M. Gilpin, jeweler, of Uxbridge, whose

HOLIDAY GOODS.

HAMPDEN,

ELGIN,



WALTHAM,

ILLINOIS MOVEMENTS.

GOLD CASES.---Waltham. A. W. C. Co.

FILLED CASES.---James Boss. B. & B. Dueber.

SILVER CASES.---Keystone. A. W. C. Co. Dueber.

TIMERS in Gold, Silver and Nickel Cases.

JEWELRY.---Gold, Silver and Rolled Plate.

STERLING SILVER.---Spoons and Forks, Napkin Rings, Card Cases, Etc.

MARBLE CLOCKS.---Trip Hammer, Visible Escapement and Gong.

CANES.---Gold, Gold Filled and Silver Headed.

LOWE & ANDERSON,

16 WELLINGTON STREET, TORONTO.

safe was burglarized about a year and a half ago, has, through the efforts of Detective Rogers, been enabled to get almost the entire stock back again. Detective Rogers has done some splendid work during the past year and is one of the rising men in his profession. If success is any criterion of ability, he should soon be at the top of the tree. We congratulate Mr. Gilpin on the fortunate recovery of his valuable stock.

CAPTAIN HOWARD.—We had a call from Captain Howard, of "Gatling Gun" fame, a few days ago, while on his way to Ottawa to interview the Government regarding the establishment of a cartridge factory in Canada. He has selected a place at Lachute, Que., for his operations, and if the Government grant him some small and very reasonable concessions, he will at once proceed to erect and equip the buildings required for such an undertaking. Probably no man in America has had more experience in the manufacture of cartridges than Captain Howard, and if he once gets fairly going in Canada, it will soon make us independent of outside factories for such goods. If his ideas are carried out, the volunteer force should be greatly benefited by the change in the quality and price of the ammunition they use.

THE CAPTAIN OF THE ILL-FATED ALGOMA.—We regret to learn that Captain Moore, the captain of the Algoma that was lately wrecked on Isle Royal, in Lake Superior, is lying at Port Arthur almost at the point of death, from injuries received during the shipwreck. At the time of the catastrophe some unfavorable comments were made by the papers regarding Captain Moore's conduct, but subsequent evidence has fully vindicated the Captain's reputation for courage and self-sacrifice. All accounts now agree that but for Captain Moore's heroism and devotion, that not a man would have been left to tell the tale.

MESSRS. JOHN SEGSWORTH & Co., the well-known wholesale jewelers of Toronto, have removed to their new warehouse on Wellington Street east, next door to the Bank of British North America. Their new premises are very centrally situated, on the ground floor, and when fully finished will be one of the best in the city. We are sure that neither Mr. Segsworth, nor the trade who patronize his firm, will regret the want of the two pair of stairs that graced the approach to the old premises. If any more jewelers locate on Wellington street we shall have to get up a petition to the Council to have the name changed to "Maiden Lane."

A DISHONEST EXPRESS MESSENGER.—An express messenger named Greene, connected with the National express company, was last month arrested by the customs authorities and committed to stand his trial for systematically smuggling into Montreal large amounts of valuable jewelry and other things without paying a cent of duty. It is said some extensive firms there are involved in the swindle on the exchange with the prisoner. This is one of the cases in which the customs authorities should have a thorough investigation and punish the guilty parties. A few months in gaol would do these smugglers no harm, and would act as a deterrent to others of that ilk.

A GOOD THING.—We have been shown the model of a spectacle and eye-glass case patented by the Montreal Optical and Jewelry Co., which they intend putting on the market early next year. The importance of this case to jewelers can hardly be estimated, as it enables them to keep their stock in first-class order, avoid duplicating unnecessary numbers, and always know when they are out of any line of goods. Jewelers as a rule do not seem to recognize the importance of keeping up the spectacle trade, and consequently the country is overrun with pedlars, who very often make sales that they would not make if the jeweler kept his stock nicely. Spectacles are a good paying line, and if kept in a show case such as invented by the M. O. & J. Co. will give very little trouble to the seller.

A GOOD INVESTMENT.—A well planned but unsuccessful attempt to burglarize the banking house of A. W. McIntyre, at Dutton, Ont., was made since our last issue went to press. Mr. McIntyre personally seems to have closed his bank about eight o'clock on Saturday evening, and on Monday morning when his clerk opened the doors he was surprised to see a number of tools scattered around the office and the door of the vault broken. An examination showed that the burglars had been foiled in their attempt to break into the safe which was in the vault. It was one of Goldie & McCulloch's steel burglar-proof safes. A hole had been drilled into the door a short distance, until the steel was reached, but the cracksmen, although apparently professionals at the work, could get no further and had to abandon their task. There was \$5,000 in the safe at the time, and that the fellows did not secure this rich booty is to be ascribed to the excellence of the safe which is of novel construction and especially made to resist any such attempts that might be made upon it.

BULL PROOF SAFES.—Everyone has heard time and again of burglar proof safes, but a bull proof safe is a new wrinkle in the safe line. A few weeks ago while a large herd of cattle were passing along Front street, a wild bull who had been cavorting around much to the terror of our citizens generally, suddenly took the notion into his head to explore the interior of Messrs. J. & J. Taylor's show room and put their safes to a practical and unusual test. Dashing through the door he fiercely attacked a monster safe just ready for shipment and battered it with his head to his heart's content. It was no go, however. The safe stood its ground in great style and didn't scare worth a cent. The upshot of the engagement was that his bullship finally got discouraged and made a hasty exit through the plate glass window without stopping to give the firm a certificate of the durability of their safes or paying for the damage he had done. Messrs. J. & J. Taylor can now announce that their safes are fire, burglar and bull proof, and look to a discriminating public with renewed confidence for a liberal share of their patronage.

MUMMY'S EYES.—The other day while we were talking to Mr. P. W. Ellis, the well-known jewelry manufacturer, that gentleman produced something from a recess in his cabinet and asked us if we could tell what it was. The

nearest guess we could make was that it was the half of an onion that had been pickled in curry and then hardened by some process. An absurd guess, but it was the best we could do. Mr. Ellis then informed us that it was one of a number of petrified mummy's eyes, which had been left with him by a returned missionary from Peru, for the purpose of having them mounted up as ornaments. He explained that these eyes are taken out of the mummies that are to be found in the old burial mounds of that country. It appears that the mummies—unlike those of Egypt—were not regularly embalmed, but owing probably to some peculiarity of the soil have become completely petrified. These eyes, which are of an opalescent yellow color, are now used in the manufacture of jewelry, and it is said that when polished and properly mounted they have a pleasing effect. Perhaps our taste may be depraved, but if Mr. Ellis ever wants to present us a testimonial as a slight token, etc., we fancy we would just about as leave have a first quality diamond of the same size as a mummy's eye. Probably that is where he and ourselves would differ.

DON'T WEAR AN OVERCOAT.—The London, England, *Lancet*, probably the highest medical authority in the world, in a recent issue condemns the practice of wearing overcoats as injurious to the health and asserts that more colds are contracted from this cause than any other. It recommends the wearing of one coat of sufficient thickness to keep the body comfortable, and that instead of wearing an overcoat in cold weather that a heavier undercoat be substituted for the lighter one. This advice may be all very well for the editor of the *Lancet*, but if he were in the same financial condition as the editor of THE TRADER whose funds only enable him to sport one coat of any kind at a time, he would vote the ordinary Canadian overcoat a great invention. The public generally, let alone the editors of trade papers, are rarely millionaires, and until they arrive at that stage of independence so that they can buy as many coats as there are days in the year they had better follow our plan and hang on to the reliable old overcoat.

OUR OLD FRIEND SAM HUGHES, editor and proprietor of the *Victoria Warder*, of Lindsay, has some very kind things to say about THE TRADER in a recent issue of his paper. He also refers in a very kind manner to the enterprise of P. W. Ellis & Co., of this city, also old friends of his. We notice Mr. Hughes has got himself into some trouble by his outspoken remarks about the small-pox epidemic at Montreal. We back the *Warder* up in its remarks about the French people and the small-pox, and if people are so thin skinned that they cannot bear to hear the truth kindly but pointedly spoken, then the sooner they are translated to a brighter and better world (provided always that their mode of exit does not interfere with the health of their neighbors) the better for the country. Talking about French bigotry in reference to vaccination as a preventive, if the disease is not speedily stamped out in that city we shall advocate the interference of the Dominion Government and the application of such rigid measures as are used to stamp out



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

the foot and mouth disease amongst cattle or the cholera amongst hogs. If such people have no regard for their own lives they should at least be made to have some regard for that of their neighbors. Like all Ontario people we have nothing but sympathy for our fellow countrymen in Montreal, but we should like to see them wake up to the realization of the fact that this is the nineteenth century and that small-pox is a preventable disease if cleanliness and common sense are exercised.

A STRANGE CASE—Davis & Petty were a firm of jewelers doing business in the town of Lindsay, Ont. Mr. Davis, the senior partner, becoming tired of the business sold out his interest to his partner, who paid him part in cash and part in a patent right to sell the Culp Motor in a specified district of Ontario. Mr. Culp, who is a brother-in-law of Petty's, then took a chattel mortgage on the entire stock belonging to the business (which has since been carried on in Petty's name) as security for a previous account and the new liability incurred by the advances of cash and patent right made to Petty when buying out his partner's interest. At the time the above transaction was effected the firm of Davis & Petty owed money to several other wholesale houses besides S. T. Culp, and these jobbers have therefore found themselves out in the cold, Mr. Petty refusing to pay any money except to the holder of the mortgage. A few months ago these jobbers entered an action at law for the purpose of setting the mortgage aside as illegal, on the ground that the transaction although apparently between Davis and Petty was in reality between Davis and Culp. They contend that Mr. Culp had practically bought out Davis' interest and then sold it to his brother-in-law and thus constituted himself a partner in the business. The case was tried a few weeks ago and a decision rendered against Mr. Culp and in favor of the other creditors of the estate. This decision of the court we understand Mr. Culp has appealed against so that it has now to go before a higher court for a final settlement. The case is a very important one to the trade, and its decision will be looked forward to with a great deal of interest. We shall have something further to say about this when we know how the appeal has been decided.

ONE YEAR'S WORK AND ITS RESULTS.—Such is the heading of an open letter to the people of Lindsay, and recently published in the *Victoria Warder*, by Mr. George W. Beall, jeweler, of that town. After referring to the fact that it was just one year since he had lost his all from burglary, and that he never knew how many friends he had until his time of trial came, Mr. Beall tells how generously his creditors dealt with him and how staunchly his friends stood at his back and helped him through. This letter has the true ring about it, and we reprint the following extract from it to show not only that Mr. Beall has great cause for thanksgiving but that honest and upright dealing with the public is bound to bring its reward. He says: "The past year has been one of unusual anxiety to all business men. I have certainly not made a fortune, but I have great cause to be thankful for the moderate prosperity attending me, when so many wealthier and stronger houses have

barely held their own, and others failed and have been wiped out of existence altogether. I have gained confidence in myself. I have proved myself worthy of the confidence and trust reposed in me by my friends who helped and assisted me with the use of ample capital. I find my store filled with the finest and most valuable stock of watches and jewelry ever brought to this town. I owe no man an overdue account, no man has had to ask twice for his money." We are glad to be able to congratulate Mr. Beall upon his past success and future prospects, because we are satisfied he fully deserves them. When he was robbed he did not sit down and commence to whine, but faced the situation like a man and made up his mind to retrieve his fortunes as soon as possible. In the face of the fact that jewelers had a thousand miles from Lindsay, who have had no drawbacks of such a kind as he has experienced and are still unable to pay their honest debts, Mr. Beall's success seems like an emphatic endorsement of the old adage that "Honesty is the best policy," and we are sure that the trade generally will join with us in wishing him continued success.

SKIPPED.—Probably nothing in the jewelry trade has occasioned more comment than the closing up of the Woltz Bros. business and the skipping out of A. S. Collver, the late proprietor of that business. The facts of the case appear to be that Mr. Collver owed the firms of I. Joseph & Son, and Schwob Bros., both of Montreal, somewhere in the neighborhood of \$20,000, they having sold the business of Woltz Bros. to him for that amount last spring and taken his unsecured notes therefor. Finding that the speculation was not likely to be a successful one for himself, Collver opened negotiations with the firms above mentioned for the purpose of selling the business back to them. Failing to come to terms at once, Collver in the meantime, while negotiations were still going on with Messrs. Joseph and Schwob, sold the entire business to a distant relative of his, Mr. Frank L. Culver, of Bay City, Michigan, for the sum of \$9,000, and then discovered that he had important business across the line. If this sale is a legal one it leaves all his creditors out in the cold and is one of the sharpest things that has been done in Canada since we landed in the country. Messrs. Joseph and Schwob are hard at work at present fighting the validity of the sale and with apparent ground for success. They say that if there is law and justice in Canada they will see this case through if it takes all there is in the estate to do it. In the meantime the sheriff has possession of the business and will continue to hold it until the case is finally decided, which will probably not be before January next. While we have nothing to say about the present proprietor who may have bought the stock in all innocence of the true state of affairs, it must be confessed that on the face of it the whole thing looks like a job to do the creditors out of their money. Considerable sympathy has been expressed for Mr. A. S. Collver, on the ground that before he went into the Woltz business he was an independent farmer worth some \$60,000, and that he has lost it all in this very business by magnanimously giving up his security when

the Woltz Bros. failed. While this may be the case, and Mr. Collver has paid dearly for his experience, we cannot see how any honest person can condone such a palpable swindle on his creditors as this act of his undoubtedly is. We have no language too strong with which to characterize such conduct, and for the good of the trade generally, if for no higher motive we shall be glad to hear that the sale has been set aside, and that Mr. Collver has been made an example of.

WORKSHOP NOTES.

BOWS.—Whalebones can be reduced in strength or rendered more uniform by being filed with a fine rasp, or by scraping their surface with a piece of broken glass. If, instead of fixing a brass end with a hook to the bow, it is desired to form a hook of the whalebone itself, hold the extremity in boiling oil for a short time, when it will soften; then form the hook, maintaining the whalebone in the required position until sufficiently cool to set. Recently, a form of bow has been introduced that consists of a brass handle into which slides a steel wire bent into the requisite form; the strength of course, depending on the thickness of steel wire used.—*Saunier*.

PLASTER OF PARIS CASTS.—The article is copied in soft yellow wax. Then take gypsum flour, as much as you think necessary, and stir it with water into a liquid paste. Take a fine camel's-hair brush, and cover the cast first with a thin layer of this paste, then fill the cast full with it, and let it harden. If you do not take the precaution of first coating your cast, you will never have a clean copy; will always be full of air blisters and holes, originating from the confined air. Should the gypsum flour be old and refuse to set, add one or two drops of sulphuric acid, and it will act as if fresh.

TO TEMPER CASE SPRINGS.—Draw the temper from the spring, and fit it properly in its place in the watch, then take it out and temper it hard in rainwater, (the addition of a little table salt to the water will be an improvement), after which place it in a small sheet-iron ladle or cup, and barely cover it with linseed oil, then hold the ladle over a lighted lamp until the oil ignites; let it burn until the oil is nearly, not quite, consumed; then cover again with oil, and burn as before; and so a third time, at the end of which plunge it again into water. Main and balance springs may in like manner be tempered by the same process; first draw the temper and properly coil and clamp, to keep it in position, and then proceed in the same manner as with case springs.

TO TEST A BALANCE SPRING.—A correspondent writes: "I send you the following method for mounting a hair spring, which I think is as good as any I have ever seen or read. I select a spring of the proper size, fasten it on the upper pivot of the balance with a small piece of beeswax; then with my tweezers, taking hold of the coil that lies between the regulator, I vibrate the balance, resting the lower pivot on the glass top of the movement box, in which there is a movement running, the balance vibrates the same number of times as the one I am at work on. You will perceive the result. The going

An Open Letter to the Trade.

OFFICE OF

THE ACME SILVER CO.,

9 & 11 Church St., Toronto, Ont.

We have received (from friends and customers, during the past two months) information that two representatives of a foreign plating concern, located in Canada, have been spreading reports detrimental to THE ACME SILVER COMPANY.

Among these reports are the following that, (in the interest of our customers), we are compelled to notice:—

"That we do not produce first-class goods, but that all of our goods are light plate.

"That we are not manufacturers, but only have a repairing and plating shop.

"That we have no financial standing, and will not exist six months."

To those who have handled our goods, or have been in our factory, no explanation or denial is necessary, but to such of the Trade that are not so well acquainted with us, we beg to say:

That these men are stating what they know to be false. One of these individuals represents himself as the agent of The Meriden Silver Plate Co., that has ceased to do business in Canada, and should therefore be treated as an imposter.

The well known reputation that the goods of the Meriden Silver Plate Co. attained, while under the management of the present officers of The Acme Silver Co, is a guarantee of their ability to produce goods equal to any in the market, and we can assure the trade that we shall be as careful of our own reputation as we were of that of The Meriden Silver Plate Co.

It is a well known fact, that as soon as a domestic Company attempts to compete for a share of the plated-ware trade of Canada, the foreign Company before alluded to, assail them with all manner of abuse, and circulate rascally reports, calculated to forestall the good opinion of the trade, and the representatives of this concern are only too willing tools in the hands of an unscrupulous management, and endeavor to make up for their lack of ability to sell goods, by misrepresenting and depreciating the productions of other makers. Both representatives and management, have rendered themselves liable for criminal action for libel, which, in self defence, we may have yet to enforce.

All makers of Silver Plated goods, buy more or less in metal from other factories. We are no exception to this rule, but the greater part of our goods are manufactured by us on our own premises from the raw material.

We are now putting in some new and improved machinery, and intend to further increase our line of home productions. All goods bearing our trade mark are plated quadruple plate on hard, white metal, and warranted for twice their cost, to wear as long, and give as good satisfaction, at far less price than those of most other makers.

If a demand for goods is any criterion of their appreciation, the trade must have a good opinion of our efforts to give them reliable goods at fair prices.

Our goods are stamped with our own name. We do not rely upon the posthumous reputation of a bygone age.

We are here to answer for the quality of our goods, and are content to accept failure or success, according to our merits.

Yours truly,

THE ACME SILVER CO.

balance is directly under the glass and the balance I hold is directly over, and the least vibration can instantly be detected. Move the tweezers until the beats are alike. The right place for the regulator pins is a little in front of the point where you grasp the balance spring. Since I have used above method, I have never had to pin a spring the second time."

THE BENCH OR BOARD.—Cl Saunier says that the bench or board should be fixed in front of a large window that affords a good light. The various hooks, presses, etc., for holding the bows, files, hammers, etc., as well as the drawers, should be well in sight, not only in order that the hand can at once take hold of whatever tool is required, but also to enable the workman to restore them to their place immediately after use. By doing so he will have no occasion to retain on the bench any but those tools that are frequently or constantly in use. It is an excellent habit, conducive both to well planned and rapid work, and which can be easily acquired by a little attention during an apprenticeship, to place the same tools always in the same places, as the bench will then never be encumbered. By this means loss of time in turning over a number of objects in order to find one that may be small is frequently avoided. This observation is of minor importance to specialists who require but a small number of tools, but it is of the greatest importance to a workman who is engaged in the repairs of watches.

OTHER NOTES.

A Cincinnati man claims to have a wife so hot-tempered that he can light his cigar from the flash of her eyes. He made a good match when he married her.

A Thorndale doctor the other day got in a fresh supply of vaccine points and some of them happened to be exposed to view on his counter. A burly farmer from that neighborhood was in at the time and amused himself by using one of the points as a tooth pick, pricking his gums in the operation. It "took" in the most approved style, and the man is now in possession of a mouth that is crowding all the other features of his face out of shape.

TURPENTINE IN INFECTIOUS DISEASES.—H. Vilandt writes in the *Ugaskrift for Læger*, concerning the value of oil of turpentine in the treatment and prophylaxis of diphtheria and the exanthematous diseases. He states that he has never seen any of these diseases spread from a sick child to other members of the family when this remedy was employed. In many of his cases no isolation could be attempted, as the mother was the only female in the family, and was obliged to take care of both the sick and the well, continually passing back and forth from one to the other. His method was to pour from twenty to forty drops of a mixture of equal parts of turpentine and carbolic acid into a kettle of water, which was kept simmering over a slow fire, so that the air of the sick room was constantly impregnated with the odor of these two substances. He claims also that by this means a favorable influence is exerted upon the exudation of diphtheria, although it is by no means curative of the disease, and should never be relied upon to the exclusion of other remedies.

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to the Goods illustrated by the accompanying cuts. My goods will be found to be unique in design, and of first-class finish, and those who have bought them, say that they are better for the money than any other they have ever had. My horseshoe silver brooch, although imitated by other makers, still remains the best in the market.



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I make all the goods I sell, and having had eighteen years' experience in the manufacture of Jewelry in England, I consider myself well qualified to cater for the wants of the trade in this country.

My prices are very low, and I warrant every article I sell. Send for samples and prices, or call and see me when in the city. Engraving best and cheapest in the Dominion.

A. M. WELLINGS,
26 Adelaide St. East, Toronto.



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FOR SALE.

A good chance for a Watchmaker or Jeweler to step into a well-established business, one of the finest towns in Ontario—county seat. Location best in town. No old stock. Stock, Fixtures, Material, etc., will invoice \$1000. Will reduce it to \$2,000 if purchaser wishes. Big run of work, enough for two men. Good prices for work. Reasons for selling. Am in other business and cannot attend to both. None but cash buyers or approved security need apply. Possession given at once. Address.

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Three years' experience, would go under instructions for six months or one year, strictly temperate, wages no great object.

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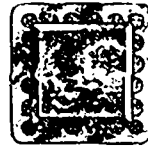
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THE AMERICAN LEVER.



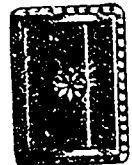
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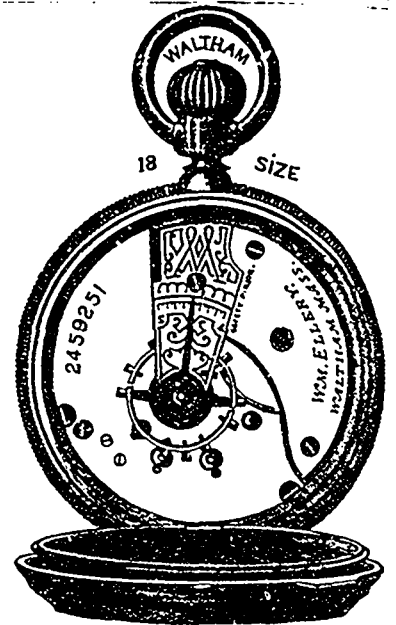
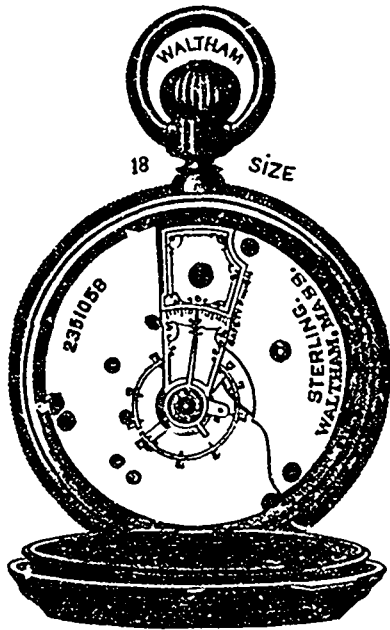
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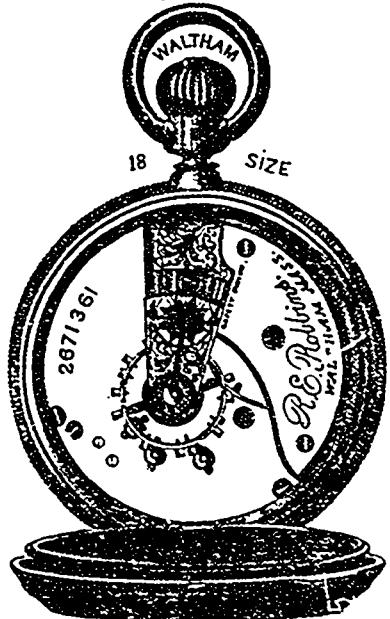
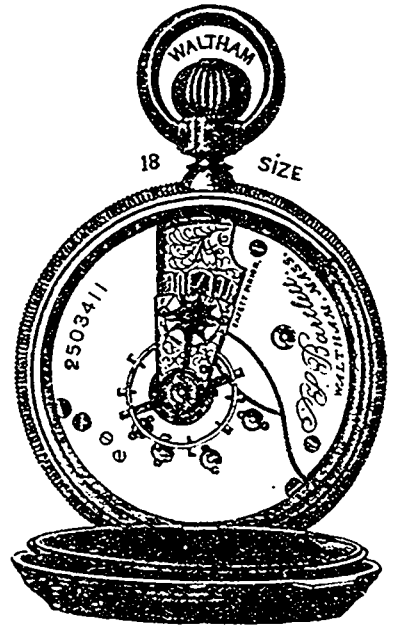
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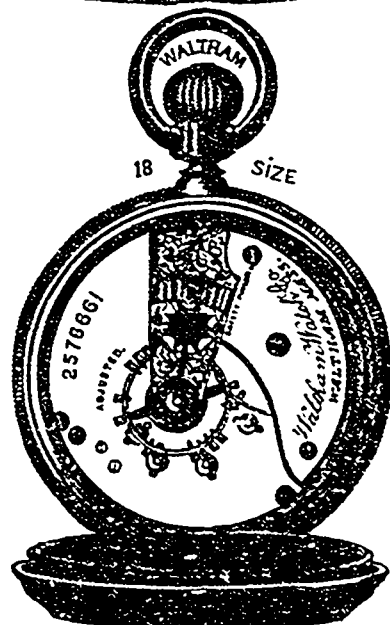
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