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JULY, 1890.



T. H. LEE & SON

6 SIZE

*LION OR BEAR CASES,*

WITH

WALTHAM PENDANT SET

OR

ELGIN LEVER SET MOVEMENTS

AT PRICES

SAME AS SPECIAL PRICE ON DISCONTINUED E. MOVEMENTS,  
ONE OR A HUNDRED.

T. H. LEE & SON,

1 WELLINGTON ST. EAST, TORONTO.



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

**31 WELLINGTON ST. EAST,  
TORONTO.**

**WATCHES WATCHES**

**AS AN AMERICAN WATCH HOUSE**

**❖ WE LEAD. ❖**

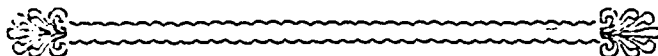
Our assortment is at all times so great that our mail orders have grown large, and with the preparations we have made, we want them larger.

**Remember we supply all American Filled, Silver and Nickel Cases still at old prices as before duty was raised.**

**D**ID you get our Watch Case Price List?  
DID you study the prices and note



The low quotations upon O. F. Montauk Screw Bezels,  
Bates & Bacon Orient Hunting Filled Cases,  
Hunting and O. F. Filled Cases of Canadian Manufacture,  
Nevada Silver Cases and National Double Stock Cases?

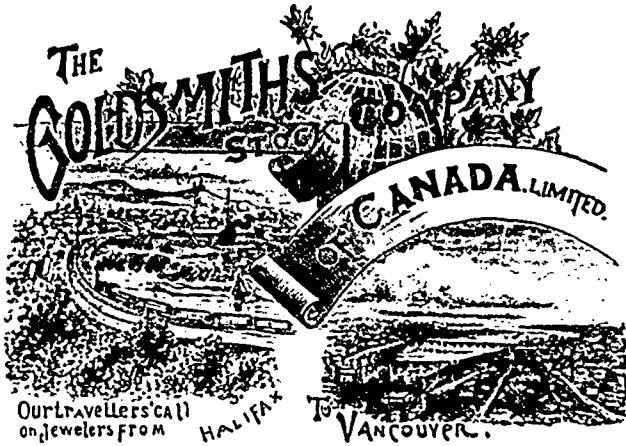


**WE HAVE** { A large stock of Silveroid K. W. Nickel Cases at old prices.  
A large stock of Waltham Silver Screw Bezels and Century Inlaid at old prices.



Your orders are filled by an experienced staff who now the wants of the Trade.

**NOTE—Did you get sheets of our Clock Leaders? Note our material add page 34.**



We have ready for distribution a complete range of patterns in Filled Goods as follows :

- " FORTUNE " 10k Screw Bezel
- " CASHIER " 14k Screw Bezel.
- " PREMIER " 14k Screw Bezel.
- " FORTUNE " 10k Hunting.
- " CASHIER " 14k Hunting.

**WATCH CASES—**

Our Price List has been adopted somewhat reluctantly by the members of the jobbing trade for the reason that it is impossible to ask higher figures in the face of its general distribution.

It would be desirable, however, for buyers to insist on all salesmen producing a copy bearing our imprint, should they by any error have mislaid their own.

In Domestic goods we handle the product of The American Watch Case Company, of Toronto, and would advise dealers to carefully inspect the trade marks of all cases offered them, purporting to be of their make.

All of the Screw Bezel Cases have

SOLID GOLD BOWS.

All of the Hunting Cases have

SOLID GOLD BOWS,      GOLD THUMB PIECES,

GOLD JOINTS AND BEARINGS,

And equal any goods made for finish and quality. Do not injure your own business and destroy confidence in the genuineness of reliable Gold Filled Cases by selling any lines that are not equal to the above standards of quality, finish and material.

RE. JOB WATCH CASES.

As we predicted in last issue we are now able to supply our customers with good Ladies' Cases in REGULAR goods at SAME PRICES as the JOB LINE that disturbed the trade last month.

**WRITE FOR SAMPLES.**

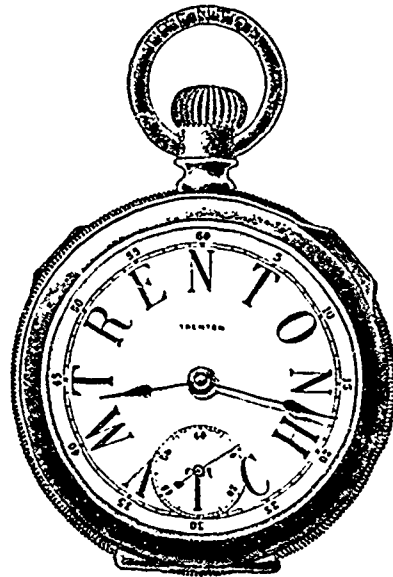


# TRENTON WATCHES.

THE BEST LOW PRICED ARTICLE IN THE MARKET.

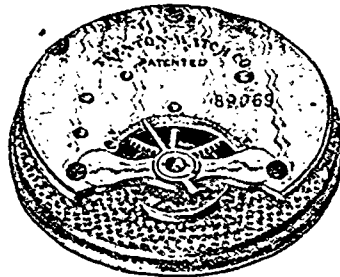
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ANY JEWELER who will send us an order for one dozen Watches, we will furnish with an electrotype similar to this cut, to be used in advertising his business



WE CAN SUPPLY THEM IN

NICKEL, FILLED, SILVER OR GOLD CASES.



NICKEL OR GILT MOVEMENTS, QUICK TRAIN  
STRAIGHT LINE LEVER ESCAPEMENTS.

---

Agents for Canada, The Goldsmiths' Stock Company of Canada, Limited.



# ENGRAVED BAND RINGS

OF AMERICAN MANUFACTURE.

## ORIGINAL PATTERNS.



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6

Perfectly Finished



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by expert tradesmen,



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and as low in price, quality considered,



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as copied designs.



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Supplied by Domestic Producers.

Selling Agents for Canada, The Goldsmiths' Stock Company of Canada, Limited.



# GOLD AND SILVER HEAD CANES,



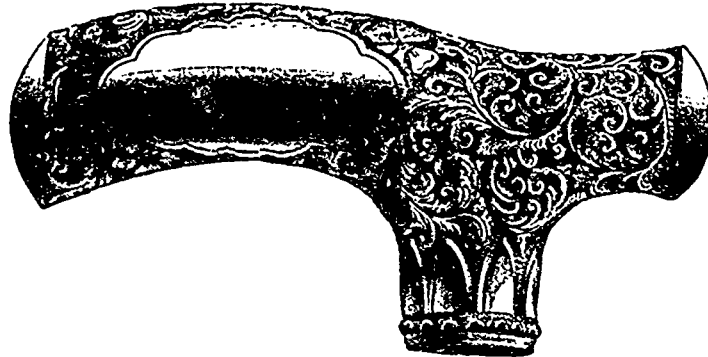
207



208



203



POLO CROOK.

A large assortment of select engraved goods in 12k., 14k.  
and 16k., with Ebony, Rosewood or  
Snakewood sticks.

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WRITE FOR OUR ILLUSTRATED CATALOGUE.

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The Goldsmiths' Stock Company of Canada, Limited.

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18 Size, Gilt.—No. 00, Hunting, or No. 00. Open Face, pendant set, 7 jewels, tempered hair spring, sunk seconds dial.



18 Size, Gilt.—No. 21, Hunting, or No. 91 Open Face, pendant set, 11 jewels, upper holes jewelled, tempered hair spring, sunk seconds dial.



18 Size, Nickel.—No. 22, Hunting, or No. 91, Open Face, pendant set, 11 jewels, upper holes jewelled, tempered hair spring, patent regulator, sunk seconds dial.



18 Size Gilt.—No. 32, Hunting, or No. 93, Open Face, pendant set, 15 jewels in settings, Breguet hair spring, patent regulator, sunk seconds dial.



18 Size, Nickel.—No. 33, Hunting, or No. 94, Open Face, pendant set, 15 jewels in settings, Breguet hair spring, patent regulator, sunk seconds dial.



18 Size, Gilt.—No. 41, Hunting, or No. 81, Open Face, pendant set, 11 jewels, upper holes jewelled, tempered hair spring, sunk seconds dial.



18 Size, Nickel.—No. 43, Hunting, or No. 83, Open Face, pendant set, 11 jewels, upper holes jewelled, tempered hair spring, patent regulator, sunk seconds dial.



18 Size, Nickel.—No. 46, Hunting, or No. 86, Open Face, pendant set, 15 jewels, adjusted, Breguet hair spring, patent regulator, double sunk dial, jewels in red gold settings.



6 Size, Gilt.—No. 51, 11 jewels, 4 upper holes jewelled, tempered hair spring, sunk seconds dial.



6 Size, Nickel.—No. 55, 15 jewels, adjusted, jewels set in red gold settings, tempered hair spring, sunk seconds dial.

Also No. 50, 6 Size, 7 jewels, tempered hair spring, sunk seconds dial.



18 Size, Nickel.—No. 34, Hunting, or No. 95, Open Face, pendant set, 15 jewels, adjusted, jewels set in gold, Breguet hair spring, sunk seconds dial.



18 Size, Nickel.—No. 27, Hunting, or No. 97, Open Face, pendant set, 16 jewels, adjusted, extra centro jewels, Breguet hair spring, patent regulator, double sunk dial, jewels set in red gold settings.

Also

18 Size Nickel.—No. 28, Hunting, or No. 98, Open Face, pendant set, 16 jewels, adjusted, jewels set in red gold settings, extra centro jewels, Breguet hair spring, double sunk dial, patent regulator damasked in gold and nickel.



18 Size, Nickel. No. 18, Hunting, or No. 99, Open Face, pendant set, 16 jewels, adjusted to position, isochronism and temperature, finest rubies set in raised gold settings, extra large ruby centro jewel, Breguet hair spring, double sunk dial, patent regulator, damasked in gold and nickel.



18 Size, Nickel.—No. 47, Hunting, or No. 87, Open Face, pendant set, 16 jewels, adjusted extra centro jewel, Breguet hair spring, patent regulator and sunk dial, jewels in gold settings.

FOR SALE BY  
**H. ELLIS,**  
14 WELLINGTON ST. W., TORONTO,  
IMPORTER OF  
**WATCHES, JEWELRY**

WATCH & CLOCK MATERIALS, TOOLS, &c.

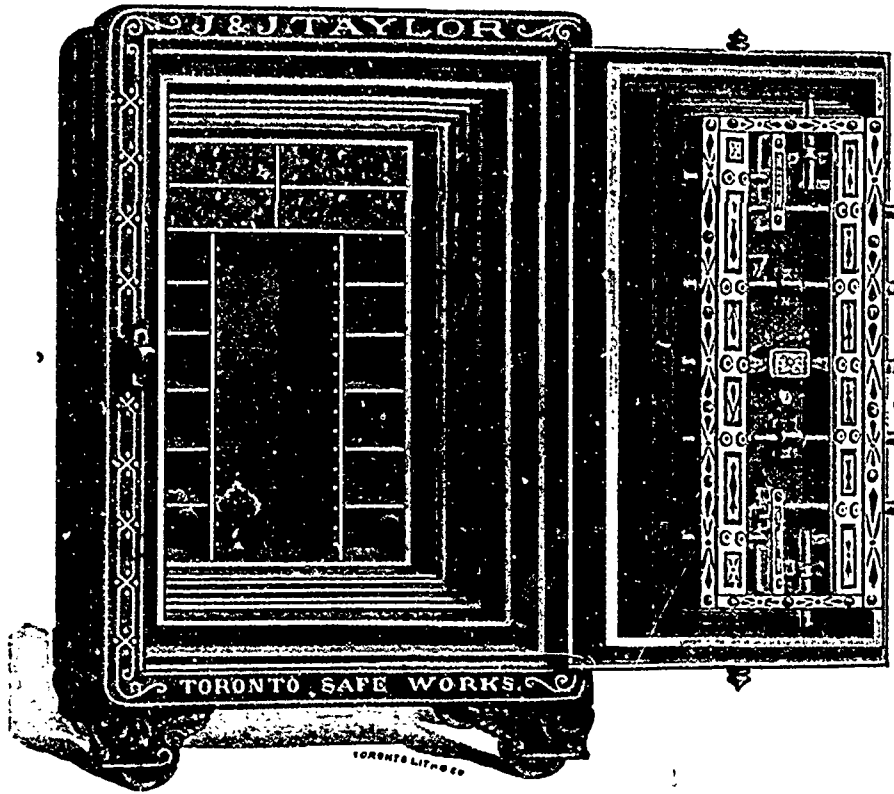
FULL STOCK OF COLUMBUS MOVEMENTS  
CONSTANTLY ON HAND.





# SOMETHING NEW IN JEWELERS' SAFES

J. & J. TAYLOR'S  
NEW STYLE  
JEWELERS' SAFE,



DOUBLE TONGUE AND GROOVE  
FIRE-PROOF DOORS.

WILLIIE

## J. & J. TAYLOR, TORONTO SAFE WORKS.

IN ORDER to meet the wishes of the jewelry trade, we have at last succeeded in perfecting a new style of safe for jewelers' use, combining the advantages of first-class

### FIRE AND BURGLAR PROOF SECURITY WITH MODERATE COST.

THE above cut represents our new style of Fire and Burglar Proof Safe for Jewelers, which has an entire lining inside of best five ply welded Chrome steel and iron, with heavy Burglar Proof door, made any thickness required, and which is securely attached to the Fire-proof door. The Burglar Proof Door is fitted with rubber tube packing to prevent the use of explosives, and is locked with four wheel Combination Lock having our patent Enlarged Centre Lock Spindle and Bolt Handle.

To the above improvements is also added our new patent

### DOUBLE TONGUE AND GROOVE FIRE-PROOF DOORS

this being the latest improvement in Fire Proof Safes, and PATENTED BY US JANUARY 14TH, 1886. This door is fitted with a TONGUE made of wrought iron, corresponding with and locking into a GROOVE, made of same material, on the door frame. To both of these is connected a SECOND TONGUE and GROOVE made of thin galvanized steel, which is filled with non-conducting material thus making

### TWO COMPLETE TONGUES AND TWO GROOVES IN EACH DOOR.

and which we maintain is the best fire-proof safe now made.

CATALOGUES AND PRICES ON APPLICATION.

**J. & J. TAYLOR,**  
TORONTO SAFE WORKS,  
117 and 119 Front St. East, Toronto.



TORONTO, ONT., JULY, 1890.

The recognized organ of the Jewelry and kindred Industrial Trades of Canada. Published on the first of every month, and sent free to every dealer in Jewelry, and kindred goods in the Dominion of Canada. Price to all others \$1.00 per annum, payable strictly in advance.

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

All business and other communications should be addressed to THE TRADER PUBLISHING CO., 67 ADELAIDE ST. W., TORONTO, ONT.

SPECIAL NOTICE.

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

EDITORIAL

FALSEHOOD EXPOSED.

OUR contemporary, The Jewelers' Guide, of this city, in an editorial article in last issue, accuses this journal of being the organ and property of the American Watch Case Co. of Toronto.

We can afford to pass over the ingenious, though unprofessional manner in which The Guide goes out of its way to distort and misrepresent the advertisement of one of our patrons into an editorial utterance, because the attack in question is so clumsily veiled as to fail to mislead any thinking jeweler who is at all conversant either with the history of watch case making in Canada, or of Canadian jewelry journalism.

We need hardly say to the trade that the above charge is a pure fabrication in every respect, and that THE TRADER is neither owned nor controlled by the American Watch Case Co. nor any other firm or corporation in existence.

While it is quite true that the editor of this journal happens also to be the Secretary of the American Watch Case Co., it does not by any means follow that the Company by whom he is employed either own or control the journal which was started by him as a private enterprise long before that Company was brought into existence.

So far as THE TRADER is concerned, the American Watch Case Co. pay for their business announcements exactly the same as any other advertiser, and this journal can no more be held editorially responsible for what they may say in the space purchased by them, than it can for those of any other firm.

Like other journals we assume no responsibility whatever for anything that our advertisers may say, and we think the trade will agree with us that not only the American Watch Case Co., but all of our other patrons may safely be trusted to see

that they do not transgress either the bounds of truth or the ordinary usages of journalism in making their business announcements through our columns.

THE TRADER has always spoken out fearlessly upon every trade question or abuse which has been brought before the craft during the past eleven years, and in the discussion of all such questions it has invariably "hewn to the line let the chips fall where they may."

It has never refused space to those who differed from its utterances, feeling satisfied that if its editorial opinions could not successfully withstand criticism they thoroughly deserved to fall.

We know that our independence has on more than one occasion cost us loss of valuable patronage, but we have always fought for what we conscientiously believed to be right, no matter what the result promised to be from a pecuniary standpoint.

Our record of eleven years for editorial honesty and fair dealing is before the trade: on that record we will stand or fall, and by that record we are willing to be judged.

We repeat again that THE TRADER is neither owned nor controlled by any firm or corporation in existence, but is as independent as any journal upon earth, and acknowledges no master outside of its proprietor.

If The Guide is as anxious to further the interests of truth as it asserts, its proffered apology to this journal for the publication of such an ungrounded charge is now in order.

A CANADIAN HOROLOGICAL SCHOOL.

AS announced in the June issue of THE TRADER, Messrs. Beeton and Playtner, of this city, have taken hold of the "botch" question in a thoroughly practical way by founding what we think is probably the pioneer Horological School of Canada.

There is no disguising the fact that while such an institution will be of almost incalculable advantage to the jewelry trade of this country, by providing a place where young men of good parts can receive such instruction as will enable them to thoroughly master their chosen profession, it involves a large pecuniary risk on the part of its enterprising promoters. The organization and equipment of an efficient Horological school requires plenty of money and brains, and while both of these requirements are available in the undertaking of Messrs. Beeton and Playtner, in order to make it a monetary success they should have the hearty support of the Canadian jewelry trade.

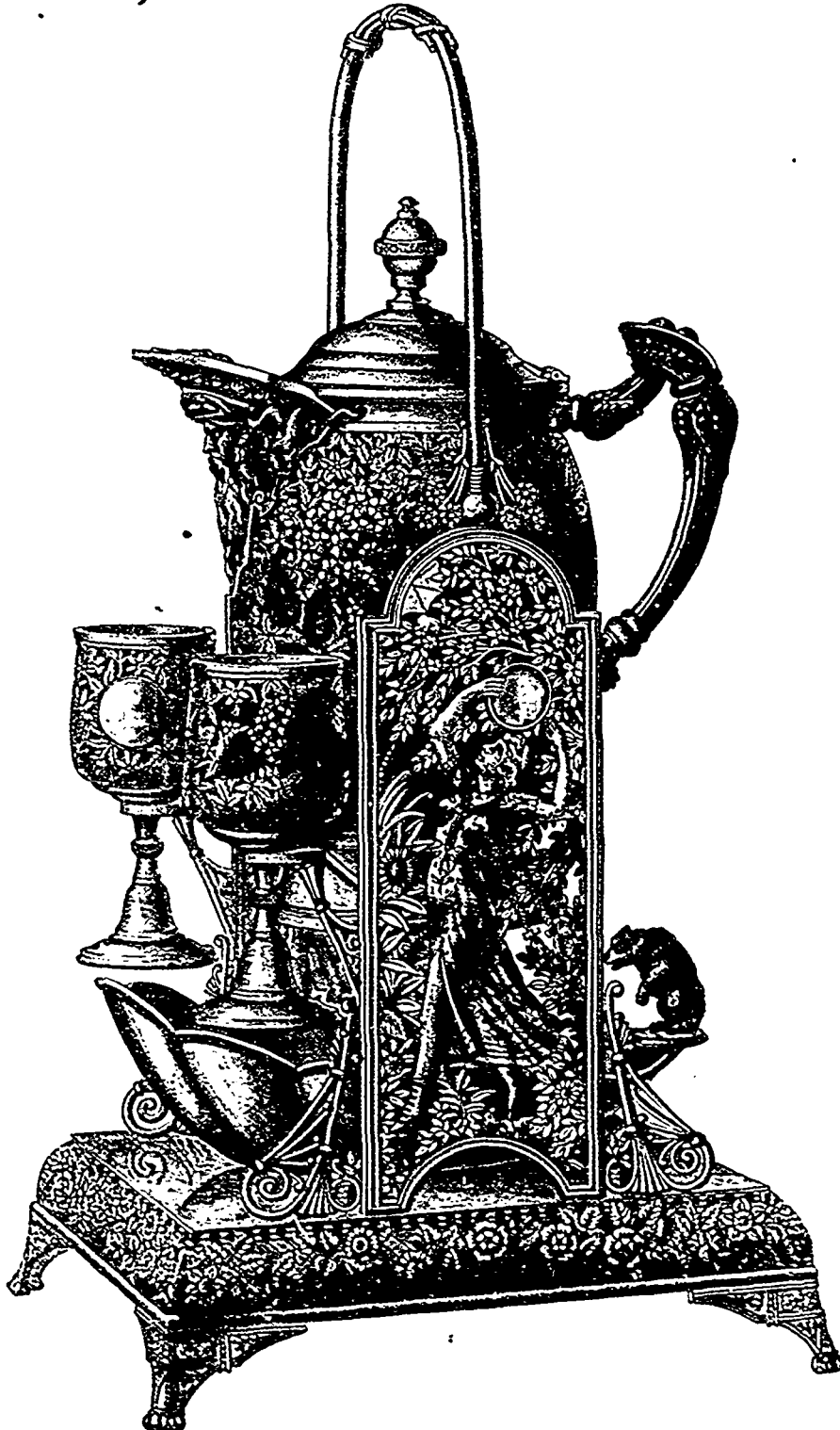
The course mapped out for students at this school promises to be a happy combination of the theoretical and the practical, and should produce first-class results, provided the promoters can get proper material in the way of students to work upon. While the management do not pretend that they can make a "Harrison" or a "Saurier" out of every student who passes through the school, they propose that every one who obtains one of their Diplomas shall earn it by being a thoroughly practical watchmaker and competent to fill any situation in the repairing trade in such a manner as to reflect credit upon their instructors.

As will be seen by the engraving of the building, and the



# MERIDEN BRITANNIA CO'Y

**FINEST QUALITY**  
**ARTISTIC, GOLD & SILVER PLATE.**



TRADE  
  
MARK  
For Hollow Ware

TRADE MARK  
1847, ROGERS BROS. II  
OR  
1847, ROGERS BROS., XII.  
For Genuine Rogers Goods.

NO. 85. BROCADE, EMBOSSED TILTING PITCHER SET, \$76.00.

Manufactories : Meriden, Conn., U. S., and Hamilton, Ont., Canada.



OFFICES OF

# THE E. HOWARD WATCH AND CLOCK CO.

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SAMUEL LITTLE,  
Pres.

CHARLES J. HAYDEN,  
Treas.

ALBERT HOWARD,  
Gen. Man.

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383 WASHINGTON STREET, - - - BOSTON.

41 & 43 MAIDEN LANE, - - - NEW YORK.

170 STATE STREET, - - - CHICAGO.

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NEW YORK, July, 1890.

## To the Jewelers of the United States and Canada.

GENTLEMEN,

We respectfully call your attention to our new No. 1 movement which we have just placed upon the market. We have produced it in order to fill a long-felt want for a watch that should have all the requisite good running qualities of a "Howard," and yet come somewhat lower in price than any we have ever yet manufactured; and we take great pleasure in introducing this new movement to your earnest consideration, bespeaking for it the success which its merits certainly warrant.

It is an 18-size hunting case movement, of very tasty design, containing all the special characteristics of the Howard Watch, such as the Steel Barrel, Pendant Winding and Setting, Patent Regulator, etc.

It is very strong and durable, has a cut Chronometer Balance and tempered steel Hair-spring. The working parts are all finely finished, and the entire watch is particularly adapted to the purpose for which it is intended, viz., for the use of mechanics, and all others desiring a THOROUGHLY reliable watch at a reasonable price.

Place your orders with your jobber AT ONCE, as the supply will be limited for some time and the demand is sure to be large.

Yours truly,

THE E. HOWARD WATCH & CLOCK CO.



letter; a description of the school and its methods of working, given elsewhere in this issue, this long looked for Horological school is now an accomplished fact, and it only remains for the trade to show their appreciation of the talent and energy of its promoters by giving it their hearty and liberal support.

Of the ability of Messrs Beeton and Playtner we need say nothing further here, except that we believe them both to be not only thoroughly honest and reliable men of business, but fully competent to impart in a satisfactory manner, just the information, both theoretical and practical, which beginners in the Horological art require to make them first-class workmen in every respect.

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### PREVENTION BETTER THAN CURE.

**T**HE readers of THE TRADER must have noticed that of the many jewelers who have had their safes burglarized during the past few years, but few of them have ever succeeded in getting any of their stolen goods back again.

Such a state of affairs affords much food for reflection, and we think we shall be doing the trade generally a great service if we take the opportunity of telling them a few plain truths in a common place way.

We have repeatedly called the attention of our readers to the fact that the great majority of the safes at present in use by Canadian jewelers, are simply intended by the makers to save their contents from the ravages of fire, and offer scarcely any more protection against a professional burglar than a strong wooden structure might, were it locked as securely as our safes are. See W. Watson's letter elsewhere.

A great many jewelers seem to have the idea that a safe is a safe, and that if they have one of any kind, that their contents run no chance of burglary. There never was a more absurd mistake, and if they will only turn up the back numbers of THE TRADER and read how many times this fallacy has been disproved by the stern logic of actual burglary and consequent loss to their owners, they would very quickly make up their minds to have some more effective protection than that now possessed by them.

The stocks carried by jewelers are both valuable and small in bulk, and therefore offer exceptional inducements to the burgling fraternity. As we have above stated, and as the files of this journal will amply prove, ordinary fire proof safes are no protection whatever against burglary. The only safe that will give protection to the valuable goods that jewelers carry is a regular "burglar proof" safe, and although its cost may be double that of the "fire-proof," it is certainly by far the cheapest in the long run. In fact, we think that if a jeweler can at all afford it, it is but little short of foolishness to be without the protection they afford. In our large cities where good electric protection is available, it may safely be used to render any ordinary fire proof safe practically invulnerable, and the retailer can easily determine which of the two protections will come nearest to his views.

We are not writing in the interests of safe manufacturers, although it may be for the interest of such that those jewelers who have "fire-proof" safes should replace them by real

"burglar-proof" ones, but we are looking at the question entirely from the standpoint of what is best for the retail jeweler.

To those jewelers who cannot possibly buy a first-class "burglar-proof" safe (and even to those who can afford it) we recommend the services of the Jewelers' Security Alliance of Canada. This association of jewelers has been in existence for the past six years, and during that long period not a single one of the many safes protected by their membership cards has ever been molested by burglars.

Burglars have operated in the same towns and villages, but so far they have given the safes thus protected a wide berth, knowing full well that if they did appropriate their contents, the best detective talent on the continent would, within twenty-four hours, be hot on their trail in order to bring them to justice. The motto of this organization has always been, "Not a dollar for compromising robbery, but thousands for the punishment of the criminal," and knowing this the burgling fraternity have so far been careful to let the safes of its members severely alone, and go for those of jewelers with less money and detective talent behind them.

The Jewelers' Security Alliance does not aim to prevent burglary, except by imposing upon its members a few common-sense rules which are easily put in operation. But were one of its members to be burglarized, and his valuables completely cleared out, it at once assumes the entire cost of hunting down the perpetrators of the outrage and of bringing them to justice, and just here lies the beauty and benefit of the scheme.

We have neither the time nor space to enter into the full details of the working of the Alliance, but we think we have said enough to satisfy every thinking jeweler that it is his interest to belong to such a desirable organization. The cost is but a trifle, while the benefit which would be derived in case of burglary, and that is a contingency which events are continually proving is not so remote as some people seem to think, are almost inestimable.

We trust that the members of the craft will carefully weigh this matter of proper protection to their valuable stocks, and that whether they can afford to purchase burglar proof safes or not, they will at least avail themselves of the protection and assistance that is certainly within the reach of every one of them through means of the Jewelers' Security Alliance. If any of our readers want further information concerning this organization, we are sure that their courteous secretary, Mr. James Ryrie, retail jeweler of this city, will be only too happy to furnish it. His address is corner of Adelaide and Yonge Streets, Toronto.

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### WHO SHOULD GET PRICE LISTS?

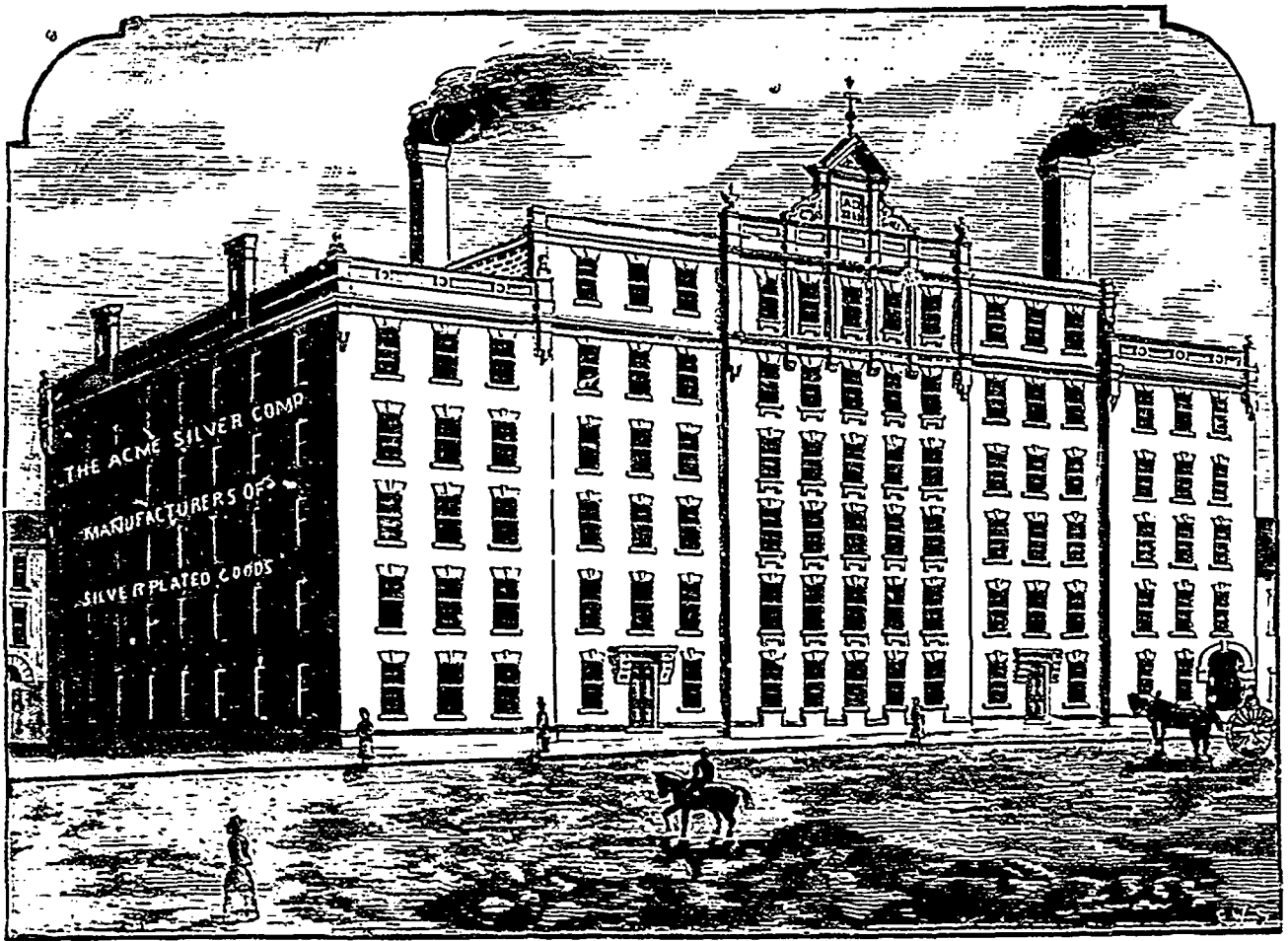
**T**HE letter signed "Price List" in another page of this issue, touches a tender spot in the experience of our readers, many of whom can, without doubt, truthfully recall incidents of a similar kind, which not only ruffled their feelings at the time, but seriously affected their pockets.

So far as the Canadian Association of Jobbers in American Watches is concerned, and we think we can speak with some authority on the subject from a personal knowledge of the method of distribution employed by them, they have always been exceedingly careful to see that the price lists issued by



# OUR \* NEW \* FACTORY

The Largest Silver Plate Factory in Canada and  
the Third Largest on this Continent.



*We expect to occupy the above Building in July.*

# THE ACME SILVER COMPANY,

TORONTO.



their organization were sent out in sealed envelopes, and only to those, whom, as far as they were aware, were legitimately engaged in the jewelry business.

Of course, like all other human concerns, even though run by a conscientious and indefatigable secretary, errors are liable to creep in unawares, but in the case of the Jobbers' Association they have been exceedingly rare, and certainly would have been corrected at once had the attention of the Secretary or any of the other officers been drawn to the fact by those who might detect the mistake.

While the suggestion of "Price List" is good in some respects, if such a method were rigidly enforced, it would, we are certain, cut off a large number of *bona fide* dealers, who are either classed by the commercial agencies under some other style of business, or else not mentioned at all.

What we would consider a better way would be for the officers of the Association to personally revise the names on the list, and then, as our correspondent suggests, any person afterwards making application and not on the list, should furnish some substantial proof, other than business cards, that they are *bona fide* jewelers and entitled to the benefit of the information the Association has to impart.

Certainly too much care cannot be exercised in the distribution of net trade price lists lest they should fall into the hands of those who might use them to the detriment of the retail jewelers in the vicinity in which they live.

## CORRESPONDENCE.

### WE BELIEVE THEY DO.

Editor TRADER—SIR:

WILL you kindly inform me through the columns of THE TRADER, if the American Waltham Watch Co., the Elgin National Watch Co. and the Illinois Watch Co., furnish electrotypes of their goods to the trade free of charge? If so, I should like to receive them for advertising purposes.

Yours, &c.,

Margaretville, N S, May 27th, '90 H. M. HARRIS

### IT DEPENDS ON YOUR BARGAIN.

Editor TRADER—SIR,

I HAVE a watch that I gave a man one dollar for, because he was hard up and wanted to take the train home. He told me he would send me \$1.50 in a month's time, so as I could send it to him by registered mail, and I could have the balance for interest and my trouble. The month is up. Can I sell the watch and be free from the law? Let me know through THE TRADER, and oblige,

A. BUCKENHAM.

Melbourne, June 19, 1890.

[NOTE.—If you bought the watch outright for one dollar with an agreement to resell it back to the party again in a month for \$1.50, you can legally do so at the expiration of that time. If you only loaned him money on it you had better hold it for some months longer before disposing of it.—ED. TRADER.]

## SENSIBLE ADVICE.

Editor TRADER—SIR:

I AM sorry to see that some one or two in the watch trade are trying to stimulate business in these dull times by offering to sell watches at a bread and-cheese profit. Now, will these dealers kindly reconsider this matter, when I think they will see that it is very short-sighted and impolitic. They, no doubt, expect to sell so many more by these reductions as to make up for the reduced prices, but how long will they be allowed such an advantage? Others *can* and *will* soon sell as cheap as themselves, when the prices being permanently reduced, their temporary advantage will be much more than lost. Besides, these few lines being so much reduced will soon cause a general reduction on all, and when prices are once down it will be hard to get them up again. Considering the increased expenses in doing business, to say nothing of the great rise in rent and taxes, profits ought to be more rather than less. These remarks are made in no spirit of dictation, but are supposed to be opportune, and in the interests of the trade.

I am, &c.,

Toronto, May 29th, 1890.

A RETAILER.

## THE OTHER SIDE OF THE BOTCH QUESTION.

Editor TRADER—SIR:

THIS hue and cry about the class to which I belong, "The Botch," must be stopped.

I claim good watches are never brought to us, and the worn out old fashioned Swiss and grand-father turnips meet with us their just deserts by forever condemning them to the brass foundry. Are we not the friends of the jobbers, inasmuch as new watches have to be bought? And, furthermore, does not the good watchmaker have all the good work, while we have to content ourselves with the fifty years ago productions? We are a much abused class, inasmuch as we have to do a great deal of work because we are not so gifted as members high in the craft, and not knowing what to do, and being scrupulously conscientious and desirous of earning our money, work away at them early and late, which, instead of derision should call loudly to Heaven for sympathy and encouragement. What shall be done with the botch? What rather could we do without him? So let up—let up.

Yours truly,

A POOR BOTCH.

## RIVETING.

Editor TRADER—SIR:

THE number of bent brooch joint pins, flattened main-spring ends, and other bruised and distorted pieces of riveting work which constantly come under the eye of the close observer at the work-bench, would lead one to the conclusion that a few practical hints as to the proper way of placing rivets would not be out of place.

In the first place the holes in the different parts through



**GEORGE CHILLAS,**

HEADQUARTERS FOR

**WALTHAM**



**WATCHES.**

**FULL LINES OF ALL GRADES AND SIZES.**

---

*I make a Specialty of Caseing all 3-4 Plate Movements  
in Silver, Filled and Gold, thus saving the  
Retailer the trouble of fitting.*

---

Original Designs of Engravings procured from best makers  
in the U. S. and engraved on Canadian Gold Cases.

---

**SPECIAL QUOTATIONS ON  
CRESCENT GOLD FILLED CASES.**

---

**SWISS WATCHES.**

Repeaters, Split Seconds and Chronographs, also Silver  
and Gold Chatelaine Watches in endless variety.

---

Special Value in Diamonds and Diamond Rings.

---

**GEORGE CHILLAS, 18 Manning Arcade, TORONTO.**





which the rivet is to pass should be made of uniform size, and should be countersunk on the outer sides. Next, the wire which is to form the rivet should be made to fit tightly, and after being cut off should be filed square across the work and left of just sufficient length to leave material enough to fill the holes when flattened down. These are conditions with which every workman should be familiar without having his attention called to them, still it is by no means seldom that the failure of a job is chargeable to the neglect of performing them properly. Often the trouble comes in when the hammer is being used. The hammer, or the blows struck with it, should never be heavier than the body of the rivet will resist without bending in the length or swelling in diameter until the heads have been properly formed. Then, if the rivet has been left of the proper length, a few smart blows of the hammer will clamp the pieces together and fill the countersinks in such a way that after the heads have been filed down even with the surface, a neat and solid job will be the result.

AD. REM.

THE SECRETARY OF THE ASSOCIATION HAS THE FLOOR!

Editor TRADER—Sir :

WHAT precaution does the Secretary of the Jobbers' Association take to make its price list of movements a price list "For the Trade only?"

In this locality there is a farmer who sells a few watches and claims to be one of these self made watchmakers, who can repair anything from a Yankee clock to a fine chronometer. His chief occupation is farming, yet this gentleman receives a price list of the Jobbers' Association, in response to a request (I suppose) accompanied by a business card which reads:—"Mr. so-and-so, practical watch repairer and dealer in gold and silver watches." He has never worked a day in a jewelry shop or under the instruction of a jeweler or watchmaker, and his stock of watches consists of one or two which he carries in his pocket and disposes of whenever the opportunity affords itself.

I myself got two price lists, one addressed to the town in which I served my apprenticeship, and which I have left over seven years ago, the other to my present address where I am in business.

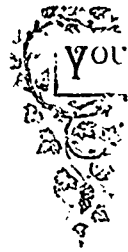
To revise the mailing list, I would suggest that all the names appearing in the latest commercial reports as retail jewelers, be put on the list, and all other persons when making application to have their names put on, should give substantial proof (other than business cards), that they are bona fide retail jewelers. Before the application should be granted, it should be sent to the commercial agencies for investigation by their agents in the locality where the applicant resides. The jobbers could each get a copy of the list and confine their business to the legitimate trade, by dealing only with persons whose names appear on the list. Hoping to see this question discussed by retailers and jobbers,

I remain, yours truly,

PRICE LIST.

IT IS INTENDED FOR THE TRADE EXCLUSIVELY.

Editor TRADER—Sir :



YOUR valuable journal, of which the Canadian jewelry trade are so justly proud, is sent regularly to a man in this vicinity who, I think, is not entitled in any way to receive it, for the following reasons:—He has never served an apprenticeship as a watch repairer or jeweler, and has never worked with one at any time. He works a farm and goes around the country in the fall with a steam thresher. He carries one or two watches with him and sells them whenever he can, and also repairs a few clocks and fewer watches at other people's houses, and sometimes takes them home for repairs.

As THE TRADER is intended only for the "jewelry and kindred trades," I do not think he is entitled to receive it even if he wishes to pay for it, and I hope you will make an investigation, and, if convinced that he is not entitled to it, have his name struck off your mailing list.

The reason I think THE TRADER should not be sent to him (and others like him) is, that he receives much information that none but the regular trade should know, as for instance in June TRADER we find on

Page 2.—P. W. Ellis & Co.'s ad.:—"Did you get our price list."

Page 3.—Goldsmith Co.'s ad.:—"Our list of watch cases is the closest."

Page 9.—Wm. A. Young's ad.:—"Write for price lists, &c."

Page 45.—Editorial Notes:—"New price list movements."

After seeing these in the THE TRADER, all that is required of the bogus jeweler is to send a bogus business card with "Please send me your price list as referred to in your advertisement in last month's TRADER," and along comes the price list by next mail. I am led to believe that this person got his "Movement Price List" in this way, as he only received it yesterday, while I have had mine for some time. THE TRADER not only tells the bogus jeweler where to get the price lists, but also gives him its influence to secure them for him. Hoping you will give this your consideration.

I remain, yours, etc.,

RETAILER.

[NOTE.—Although the publishers of THE TRADER aim to send it free of charge to every legitimate jeweler in the Dominion of Canada from the Atlantic to the Pacific, they do not propose, and will not send it to any person who can use the information it contains to the injury of the trade. We thank Retailer for his letter, and will fully investigate the case, and, if we find it as he states, we shall unhesitatingly cut the person complained about from off our mailing list. Any similar cases which our readers may see fit to report to us will be treated in a similar manner.—EDITOR TRADER.]



## Looking Backward,

in 1909, the Trade will appreciate, more than ever, the mutual advantage of having handled first class Gold Filled Watch Cases

It is one thing to guarantee Cases for a score of years; it is another thing to manufacture, only such goods as render recourse to this guarantee unnecessary.

Crescent Cases are warranted to wear for twenty (20) years as a matter of principle, not of policy; and time demonstrates their unequalled durability.



## THE "GUIDE'S" QUERY ANSWERED.

The President of the American Watch Case Co. has handed us for publication the following copy of a letter sent by him to the editor of *The Jewelers' Guide* of this city, in reply to some unwarranted strictures which that journal has seen fit to make upon the Company he represents :

*To the Editor of the Jewelers' Guide :*

DEAR SIR,—In answer to your request in the leading editorial of the 15th inst., asking the *American Watch Case Co.* to explain its connection with THE TRADER newspaper, I beg to say that there is no connection further than that the Company purchase and pay for advertising space the same as any other firm.

We never have had, nor have we now, a dollar invested in it, nor do we control it in any way.

In our advertisement we do not mention the name of any other Company, so we fail to see why you should go out of your way to charge us with decrying the goods of other Canadian makers

The American Watch Case Co. has always placed their goods upon the market under their own name, and exclusively upon their own merits, and they are so satisfied with their superiority that they have no fear of, and never will shrink from any honest competition.

Trusting that you will give this letter an insertion in your next issue,

I am, yours truly,

JOHN N. LAKE,  
President American Watch Case Co.

## LOOK OUT FOR THEM.

*Editor TRADER—SIR :*

HEREWITH submit a few facts regarding the burglary of my place in Stayner, on the night of the 17th ult.

Two suspicious characters were seen looking around Stayner on the afternoon of the 17th May, (Saturday). That night (before Sunday morning) my store had been gone through and also a safe cracked in the "STAYNER WHITE MILL" here, out of which \$63 in cash was taken. The safe was an old one, with a combinat.on lock. They drilled immediately on the left side of the dial wheel or half on the dial and half off, inserted a punch or "drift" and drove off the shutter that closed up the lock when locked, it was then no trouble to turn back the bolts and open safe. There was some excitement in the town the next day in the afternoon when the thing became known. On the following Tuesday we heard that a safe had been cracked in Alliston on Monday night. Mr. Fletcher, the owner of the mill in which the safe was, telegraphed to Barrie for the best man they could send, accordingly Constable Sweeney of Barrie went to Alliston and there wired to Shelbourne, Orangeville, Toronto and Hamilton. The burglars were arrested in Orangeville on Wednesday, 21st ult. Brought back to Alliston on Thursday, 22nd. But as no case could be established there for lack of evidence, they having got nothing out of the Alliston

safe. They were taken to Barrie Goal over night and brought to Stayner on Friday, 23rd, when they were committed for trial.

I should have said before that along with the two robberies already mentioned here, they also broke into a shoe shop and took out a pair of shoes, and it was for the shoes they were tried in Stayner, which case alone was sufficient to commit them for trial.

On the 11th inst. they were tried before a jury for the breaking into the shoe shop of Alex. Adair and convicted, and on 12th inst. they were tried for breaking into my store and convicted on both counts. There was not strong enough evidence to go on with the other indictments against them. They were sentenced to five years in Penitentiary each. Of course, you will have seen in the papers of the 17th and 18th insts., how they broke goal at Kingston and are now at large. While they were in goal at Barrie awaiting their trial, a photograph was taken of one of them (Smith), which was sent to the Central Prison, and there identified as Geo. Coles, alias Colwell. Howard is said to be a notorious Buffalo crook.

Very truly yours,

Stayner, Ont., June 19th, 1890.

W. WATSON.

## A SCATHING CRITICISM.

*Editor TRADER—SIR .*

PERSONALLY we are glad to know that the jewelry trade has grown to such proportions that it can support two trade journals, and we will be only too pleased to see others coming in their order. It is a sign of progress, prosperity and growth in this Canada of ours, but they will be patronized only in proportion to the manner in which they exhibit the spirit of fair play, breadth of discussion, and journalistic honor.

We have received the *Guide* regularly at our office since its publication, and we admit that it is a very creditable paper, and the items we read with great interest. Its future growth depends upon its freedom from rival prejudice, fair discussion, and the liberty to allow its patrons to place such advertisements in its columns as will bring the greatest profit to the advertiser ; if not, its future may be counted by days and its advertisers by the aid of an eyeglass.

A paper that has grown steadily from small beginnings and is now looked upon as the text book of the jewelry trade, and that has cemented the craft so closely together as THE TRADER, requires no words of commendation from its readers. We regard it as a friend, and as such we take up the cudgels in its defence. In the last issue of *The Jewelers' Guide*, the first and leading editorial asks *The American Watch Case Company to explain*, and a comment on this required explanation is the cause of my writing. Those who may not be familiar with the question under discussion, will find on page 36 of the June TRADER an advertisement setting forth, as advertisements do, the advantages possessed by the advertisers, who happen to be the American Watch Case Company ; then on page 105 of *The Jewelers' Guide* will be found an editorial, the first and foremost, asking the said American Watch Case Company to



# ELGIN NATIONAL



*NEW ISSUE.*



**B. W. RAYMOND**

**NICKEL, OPEN FACE,**

**PENDANT SETTING.**

**UNEQUALLED FOR RAILROAD PURPOSES.**

**C**ORRESPONDING in quality and price with our Nickel Hunting B. W. Raymond movement. Delivery of above grade has already been made to the Jobbers, who will be pleased to supply the Trade.

*General Office, - 76 Monroe Street, Chicago.*

NEW YORK OFFICE, 11 JOHN STREET. FACTORIES, ELGIN, ILLINOIS.

# WATCH COMPANY



explain why it advertises thus, and that by so advertising it deteriorates the quality of other watch case companies' goods, and by way of revenge it tries to side knife the editor of THE TRADER, who happens to have brains enough to be Secretary and Treasurer of the A. W. C. Co. as well as editor. The position causes a smile, and must be a joke. Surely the editor-in-chief of a prettily covered, well put together paper such as *The Guide* cannot be in earnest. Imagine an advertisement in *The Empire*, setting forth the great and lasting advantages of Burdock Blood Bitters causing the chief of *The Globe* to step down and ask the said B. B. B. company to explain why they claim so much for their life-saving restorative, and in a leading editorial to comment thereon and pour venom on the editor for allowing a firm to praise their own goods. Surely they would not be expected to praise everything in general, and because they set forth their own claims, for which privilege they pay, they insinuate that everything else is bad and poisonous. Even the grits would think that a vacancy in the ward in our asylum would soon be occupied by their brainy chief. Does the *Guide* forbid the advertiser from making statements concerning his wares? Imagine the first and foremost article in the paper calling especial attention to the American Watch Case Company's goods. Would it be possible that *The Guide* has a quiet interest in the said Company; does he own any stock, is he interested in their profits? What can it mean? I wonder if these other watch case companies that are mentioned are really doing the square thing? Is it possible that conscience has been awakened? What is it all about? Is *The Guide* the organ of these other watch case companies? Why does it put itself about to call down the A. W. C. Co. and advertise their goods? Truly the position is a unique one. Supposing it should have been incubated in the interests of one or both of the other watch case companies. This is where we take our position, and here is where we take up arms to defend THE TRADER, by stating that the advertisement that appeared in THE TRADER, put in and, I suppose, paid for by the A. W. C. Co., is not very far from the mark. Do these smaller companies suppose they can out-rival an old company, with abundance of capital, excellent machinery, skilled workmen, long experience; if so, do these things count for anything? Can it be denied when we say that the A. W. C. Co.'s goods stand first to-day in Canada? Then is the advertisement deceptive; is the company astray; is THE TRADER "ad." wrong? The other companies are doing good work and making rapid progress, but if *The Guide* is their organ we must tell it that it must go slow. The other companies must wait and work, and time will tell if they win; they take second place, and they must own up to it like men. The retail jewelers cannot be deceived by advertisements or editorials; they know the best work and they will only be too glad when we reach the time that we can boast of three or more good companies instead of one.

Mr. *Guide*, you have caused us some merriment if you have barked up the wrong tree, and all we say is don't do it again. I have no interest in the stock of the American Watch Case Co., or the TRADER publishing Co., nor am I acquainted with the proprietor or editor of *The Guide*, and I trust that they will accept my criticism and regard it as the impartial view of one simply looking on. I enclose my card and remain,

Yours truly,

EYE GLASS.

## PRACTICAL HINTS ON WATCH REPAIRING.

BY EXCELSIOR.

### THE DUPLEX ESCAPEMENT—CONTINUED.

(498) In selecting an escape wheel, we have to find one in which both the repose teeth and the impulse teeth are suited to the watch. Only the former can be considered here. The impulse wheel will be treated in our next article. In fitting a repose wheel we can go by the old one, if that was known to be correct, and the roller is left. If its correctness is uncertain, we can draw the entire wheel and roller action, making the line *de* some convenient multiple of the centre distance in the watch, and, when done, by reducing the diameters of the wheel and the roller in that proportion, we have the correct size for the part which is gone, and a test for that which remains. In doing this, we consider the nature of the train, and the strength of the motive force, and choose a size for the roller which is likely to produce the best results, according to previous directions. Suppose that we prefer a roller  $\frac{1}{8}$  the diameter of the repose wheel, (485). Then the centre distance *de*, Fig. 31, will be  $\frac{1}{2}$  the diameter of the wheel, plus  $\frac{1}{8}$  of that amount for half the diameter of the roller, less the amount of the intersection of the wheel and roller circles. In other words, if the diameter of the repose wheel is composed of 32 equal parts, the distance *de* will be 17 of those parts, less the intersection.

(499) The intersection of the wheel and roller circles, although minute, is most important, for upon it depends the amount of the small-lift, and the safety of the whole escapement. Although so minute, it cannot well be increased, for the central hole of the roller must take up a considerable part of the diameter, the notch must be less than  $\frac{1}{2}$  of the remainder, since we must not cut too near to the hole, and finally the point of the tooth must not come too near to the bottom of the notch when passing. On the other hand, any lessening of the intersection lessens the safety of the locking or repose of the tooth on the outside of the roller, which is very shallow at the best. permits the tooth to come nearer the edge of the notch when on the repose, increases the power of its pressure against the roller, and the risk of springing the staff and forcing its way past the jewel without performing its proper function,—a risk which is considerable at all times, and especially when the mainspring is fully wound up and the maximum pressure is conjoined with the effects of accidental jars and springing of the staff. When the repose tooth is on the line of centres, the intersection is variously put at from  $\frac{1}{8}$  to  $\frac{1}{4}$  the diameter of the roller.

(500) We will adopt the maximum figure, as it is easy enough to make the wheel a trifle smaller if necessary, and we shall err on the side of safety. Taking it at  $\frac{1}{8}$  the diameter of the roller, that is equal to  $\frac{1}{4}$  the radius, and the distance *de* will be  $16\frac{2}{3}$  parts. Having measured *de*, we divide it by  $16\frac{2}{3}$ , we find *de* to be 83.3 millimetres; dividing that by  $16\frac{2}{3}$ , we get 5 millimetres for the radius of the roller. We set the dividers to that distance, and with one point at *e* we draw the roller circle. Setting them to  $5 \times 16 = 80$  millimetres, we draw the repose wheel circle. We then draw lines *ew*, *ew*, through the crossings of the two circles, and measure the angle *wew*. If it is  $30^\circ$ , (or about  $50^\circ$  for the Chinese duplex,) we have only to reduce the radius of the roller or the wheel in the same



# EDMUND SCHEUER

SNAP LOT No. 1.

**\$5.00**

6 DOZEN ASSORTED GENUINE AMERICAN HANDS.  
6 DOZEN ASSORTED STEEL SWISS HANDS.  
6 DOZEN ASSORTED COMPOSITION SWISS HANDS.  
6 DOZEN ASSORTED SWISS MAINSPRINGS.

SUBJECT TO 6 PER CENT. DISCOUNT FOR CASH.

TORONTO.

AMERICAN <sup>AND</sup> CANADIAN

FILLED CASES

AT LOWEST PRICES.

WALTHAM, ELGIN, COLUMBUS, N. Y. STANDARD, LEADER AND PRINCESS  
MOVEMENTS.



proportion as  $de$  is greater than the centre distance in the watch. If it has 30 times the centre distance, divide the length of either radius by 30, and we have the proper semi diameter of that part. This method may therefore be employed for selecting both the roller and the wheel.

(501) If we have either of these, and wish to find the other to correspond, we may also measure the centre distance between the pivot holes of the balance staff and the escape wheel, with the pump-dividers, (339, 341,) increase it 30 times and mark it off as  $de$ . Then get the semi-diameter of the part that is left, increase that 30 times, and draw the proper circle, from  $d$  or  $e$  as the case may be. Next draw the lines  $ew$  from  $e$ , and finally draw the other circle, passing through the crossings of the lines  $ew$  and the former circle. In this way, having either part we may find the corresponding suitable size for the other. This requires 1 estimation for the intersection, and but little drafting. If we have the old roller, we may find a suitable repose wheel without drafting, as follows. Measure the centre distance, and take the distance between the divider's points on some scale. Then find the diameter of the roller, by the same scale, and diminish it by say  $\frac{1}{10}$  for the intersection. Deduct  $\frac{1}{2}$  of the remainder from the centre distance, and you have the radius of the repose wheel, at the extreme points of the teeth.

(502) In measuring the diameter of an escape (repose) wheel with 15 teeth, on the scale, the odd number of teeth prevents our getting it directly, for we have to measure from the point of one tooth, across the centre to a straight line touching the points of two teeth, which makes the apparent diameter a little short. But by adding one one-hundredth of this measurement we have the real diameter. For instance, the measurement on the scale is 150 French lines; count two figures from the right and place a decimal point, (which is equivalent to dividing by 100), and we have 1.5 lines, as the difference between the distances to the *arc* between the two teeth and to the *chord* of that arc. Adding this to the former, and we get 151.5 lines for the real diameter of the repose wheel with 15 teeth. As already stated, it is safe to always take a wheel a trifle too large, so that, if not perfectly true after staking on the pinion, the teeth can be dressed off a little to equalize the wheel; and also when finally tested in the depthing tool, if necessary. If the teeth are too blunt, or not properly shaped for working freely in the notch, they should be shaped up—preferably with the cutting engine; but it can be done by hand, with care. The method of determining the proper size for the impulse wheel is deferred till we have considered the wheel and pallet action.

(503) The roller and repose wheel being properly fitted and in the watch, and the teeth being free in the notch, (487, 470), we test the small lift, and put the escapement in beat. If the centre of the notch has been fitted under one of the balance arms, as before recommended (496), it is very easy to adjust the escapement without looking at the roller. Press your ciling wire (or any similar elastic wire) against the fourth wheel, to take all pressure from the mainspring off the balance and notice the position of the balance arm above the notch, when at a free rest. It should stand exactly over the escape wheel pivot, and the wheel will be in beat. Then, with the wire pressing lightly against the inside of the balance rim, move the balance very slowly to the left until the tooth is seen to drop (into the notch), then move it to the right till the tooth drops again,—out of the

notch. The distance between these two extreme positions of the arm gives the small-lift, or angle through which the balance must move for the impulse wheel to clear the roller. This angle can be measured by the angle-meter (527) or by calculation (308, 340). If this angle thus formed is  $30^\circ$ , (or any other amount intended for the small lift,) the result of our labor proves the correctness of our estimations and fitting.

(504) When the watch is in beat, the position of the balance arm, at a free rest, should be midway between the two extreme positions above noted. The centre of the notch will then be in the line of centres, (or the straight line extending between the centres of the balance staff and the escape wheel), and the notch will travel an equal distance from the point of rest to receive and discharge the tooth. This is the rule and should be followed in all ordinary cases. But under certain circumstances this rule is disregarded by some workmen. When the mainspring is too narrow and weak, or the small-lift too great, so that the escapement is liable to set, the notch is caused to stand to the right of the line of centres when at a free rest, by moving the hair-spring collet properly. This enables the repose tooth, by a very slight motion of the balance, to complete the small lift, and bring the more energetic large-lift into action. That is to say, we put the escapement out of beat, more or less, to favor its weakness and remove the liability to set. On the other hand, if the mainspring is very strong, the notch is moved to the left of the line of centres,—sometimes so far that the repose tooth will actually drop into it while at the point of rest. The effect of this is that the tooth is required to move the notch over a larger angle, from the point of rest, in order to complete the small-lift and escape, than would be required if it started from the line of centres,—thus opposing the resistance of the hair-spring to the excessive pressure of the tooth, and also of the impulse finger when that comes into action.

(505) But neither course can be considered proper, unless the defect it is designed to remove cannot well be corrected. For instance, if the motive force is simply weak, the proper course would be to substitute a stronger spring, or remove obstructions in the train, if any. But if the train is in good condition, and the size of the roller corresponds to the weak motive force, (482), and the size and weight of the balance are suited to both, then it may be justifiable to ease the action of the escapement as described. When the small-lift is too great, it can be diminished by lessening the depthing of the repose wheel in the roller, if both pivots of the escape wheel are carried by bridges or moveable plates. In the same way, the small-lift will be increased by setting the escape wheel towards the roller. In either case, the bearing between the fourth wheel and the escape pinion will be simultaneously changed, and should be corrected if defective. The escape wheel should not be set up or back by moving one bridge only, as that would change the height of the tooth in the notch, and throw the pinion out of vertical.

(506) The "impulse drop" of the escape wheel, from the repose tooth leaving the roller notch till the impulse tooth strikes the finger, should be about  $10^\circ$ , measured on the finger circle. (See Figs 32 and 33). The point of the finger having got well within the circle of the impulse teeth, the action will be safe. But if the drop is less, the tooth will be more liable to strike on the point of the finger, which is just passing inside



# THE ILLINOIS WATCH COMPANY

Have placed upon the Market

**A SEVEN JEWELLED, SIX SIZE, NICKEL MOVEMENT, KNOWN AS  
No. 149.**

---

# THE ILLINOIS WATCH CO'Y

Will THIS MONTH place upon the Market

A SEVEN JEWELLED, FOURTEEN SIZE, GILDED MOVEMENT, PENDANT SETTING,

KNOWN AS No. 120.

---

# THE ILLINOIS WATCH CO'Y

Will Next Month place upon the market a Movement

**PARTICULARLY ADAPTED TO THE CANADIAN TRADE.**





of the circle, *yy*, (Fig. 33). Besides this, the friction of the tooth against the finger is greater, commencing further from the line of centres, and in a direction more oblique, and the wear of both finger and tooth is increased. However, as far as safety is concerned, if the motive force is weak or the vibrations of the balance are quicker than usual, (18,000 per hour), the drop may safely be less than  $10^\circ$ , for the slower motion of the wheel as compared with that of the balance will prevent the tooth from overtaking the finger too soon. But, as the vigor

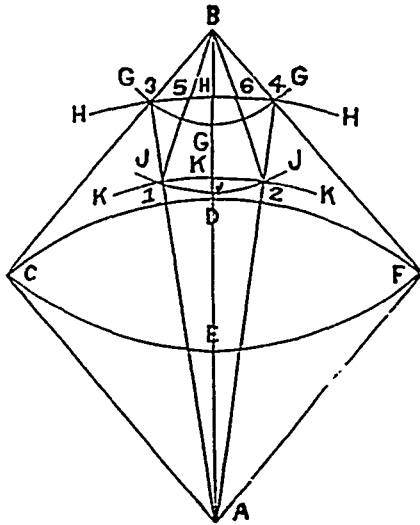


Fig. 32.

of the motive force increases, urging the tooth forward more quickly, the finger must have a greater start in advance of the tooth in order to attain a safe depthing in the impulse circle *jj*, before the tooth reaches it. The maximum and standard drop may be considered as  $10^\circ$ , and the minimum  $5^\circ$ .

THE WHEEL AND PALLET ACTION.

507) Having fixed upon the sizes of the repose wheel and roller, the amount of small-lift, impulse drop, etc., we arrive at the wheel and pallet action, for which we have to determine the diameter of the impulse wheel, the length of the impulse pallet or finger, the large-lift, etc. All these points are governed by the proportion between the sizes of the repose and impulse wheels. As the finger must make a part of its vibration between two impulse teeth, in order to clear them, its length must be controlled by the diameter of the impulse wheel. Any change in the size of the wheel must be accompanied by an inversely proportionate change in the length of the finger, if the same centre distance is preserved. And the proportional sizes of both wheel and finger will depend upon the extent we decide to give to the large-lifting, or in other words, the arc through which the tooth is to propel the finger.

508) In planning the wheel and pallet action, as there must be an impulse tooth exactly midway between two adjacent repose teeth, (or pairs of teeth), the number of teeth in the impulse wheel is fixed by that in the repose wheel. But the diameter of the impulse wheel and the length of the finger are left to our discretion. The repairer must often select a new escape wheel out of a lot having different proportions, or even make a new one, adapted to the particular case. We will therefore consider the effects of varying the relative sizes of the parts of this action. By examining Fig. 32, we shall see

1st, that the greater the number of teeth in the same size of wheel, (and with the same centre distance), the shorter the finger must be, and *vice versa*. *A*, is the centre of the wheel, and *B*, of the balance staff. If we suppose 3 and 4 to be impulse teeth, the finger will reach from *B* to 4, and its point will revolve in the circle *G, G, G*. But if the wheel had three times as many teeth, say at 3, 5, 6, 4, then the finger could only reach to 5 or 6, since it must not touch them while vibrating. Consequently, the fewer the teeth in the impulse wheel, the greater the large lift will be. The following sections will be understood to refer to wheels having fifteen (single) teeth, which is the number generally adopted. Their application to the Chinese duplex will readily be seen, by making the requisite allowance for the different conditions.

SELECTED MATTER.

JIM SMITH, THE JEWELRY DRUMMER.

CHAPTER II.

THE DETAILS OF THE CHEROKEE WATCH CLUB—A DISAGREEABLE RIVAL ENCOUNTERED—THE DIFFERENCE IN EMPLOYERS—THE ENDLESS DETAIL AND HARD LABOR WHICH A DRUMMER FOR A JOBBING HOUSE FINDS.

WILLIAM COOPER IN *The Manufacturing Jeweler*.



TRUE to his word, Jim Smith sat up that night till the " wee small hours of morning," framing and concocting the new club rules and regulations.

"The Cherokee Ladies' Watch Club" was to have a membership of fifty, with weekly payments of one dollar each. Gentlemen were not eligible for admission, and only ladies' watches would be sold. Madame Hockstadersmith was to be president and treasurer, and the weekly drawings and general business was to be conducted every Thursday afternoon in her own best parlor. The watch was to be "an extra jeweled Columbian Watch Co's movement in a 14k. diamond jeweled case."

There was a proviso that should the member prefer a diamond ring instead, she could have her choice accordingly.

Armed with his night's labor, Jim paid his morning's fare well visit to both Mr. and Mrs. Green, deposited the papers with Mr. and Mrs. Hockstadersmith, and was just on the point of leaving when his great competitor, Harry Snide, entered the store.

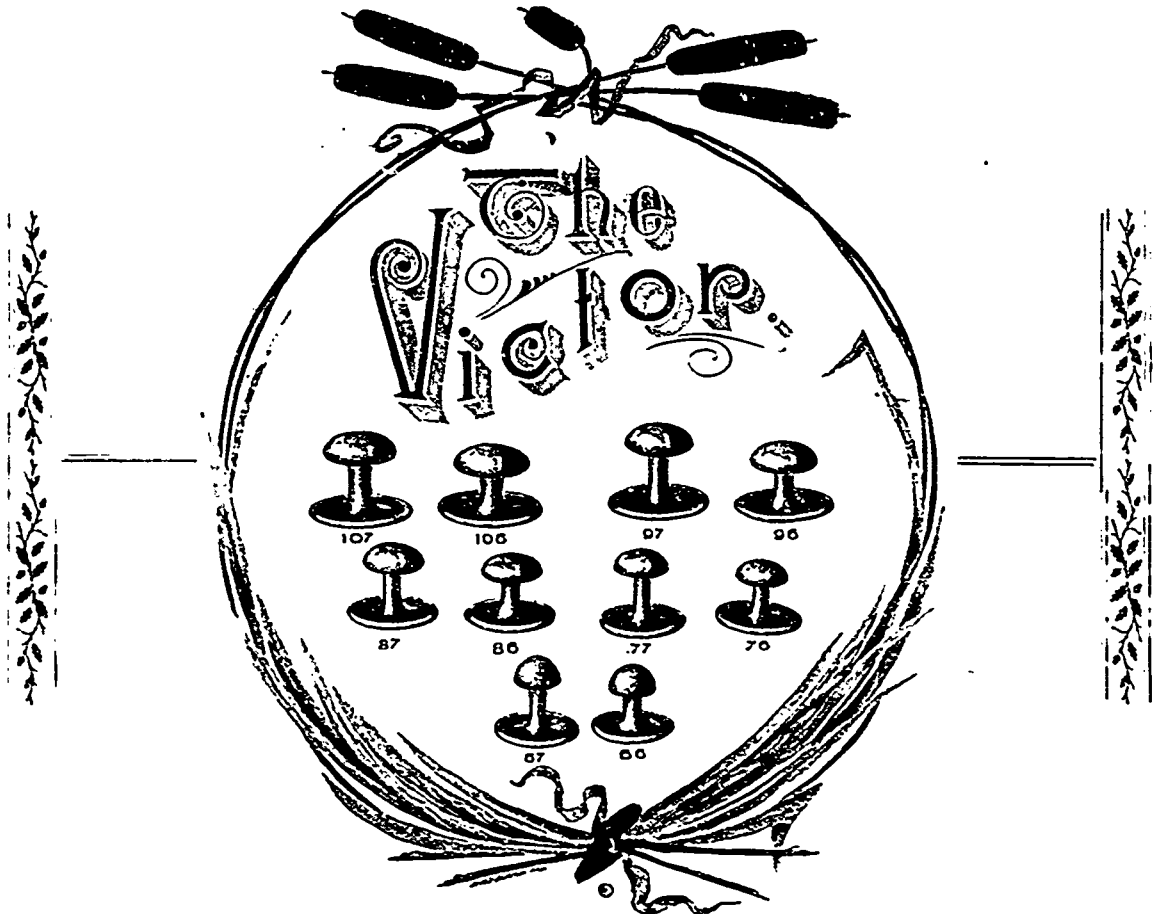
"Hullo, Smith, what, just off?" adding in a sarcastic, sneering tone, "don't go yet. You know I won't interfere or hurt you. Now would I, Mr. Hockstadersmith?" as he turned to that worthy for his acquiescence.

"Well, I vas not know. Dis much I vill zay, dat Smidth



- - - OUR NEW - - -  
**SOLDERLESS COLLAR BUTTON**

Made under S. COTTLE CO. Patents, 12 kt., 1-10, Rolled Gold Plate.



IS THE BEST VALUE IN THE MARKET.

OUR LINE OF

**BRACELETS**

Is Larger and Cheaper than ever.

*Lace, Brooch, and Cuff Pins in endless variety.*

The above goods are all made of High Grade Rolled Plate. Ask your  
 Jobber for them and take no others.

**S. E. FISHER & CO.,**

NEW YORK OFFICE,

41 MAIDEN LANE.



is a mighty fine poy wid a great pig head, and wid something in it, and dat's more dan I can zay for you."

Laughing heartily at the crest fallen Snide, Jim made off and was soon on his way, whistling along towards his next stop.

Now Mr. Snide was in his own estimation a great man. Tall and lean, twenty-eight years of age, his general appearance was haunt and awkward, with a peculiarly mean, ill-favored cast of features, as though Dame Nature, cross with herself at her own misproduction, had stamped him misanthrope, a cynical, snarling cur, eaten up with the egotism of his own conceit. It may appear strange to some that such an individual should have been selected to represent so large and high class a house, but such was the case, and can only be accounted for on the broad principle that extremes sometimes meet.

The firm that Mr. Snide was travelling for was similar in every detail to that of Smith's, only they were much larger and carried on a much more extensive business. Messrs. Alfred Goodman & Co. were accounted the very topmost firm in the trade, and hence, Snide had a much easier and more profitable position than our friend of Jobson, Watchem & Screwit. Mr. Goodman had been an old traveler himself. He was kindly, geniality and generosity itself, esteemed and beloved by all who knew him, liberal and fair in dealing with the clerks. Herbert Snide carried the finest and most varied stock on the road. He had much more liberal expenses allowed him, while the house treated their customers with every leniency and consideration. The great difference between the two men and their business relations laid in the fact that it was the first mentioned who sold the goods and not the house, while in the latter case it was the house that sold and not the traveler.

It was ten thousand pities that a happy combination in each case could not be arrived at, but such it was. Snide was pompous, overbearing, proud and mean. Scrupulously particular in his dress and person, one would at first sight have mistaken him for an elegant and refined gentleman, but on closer contact the analysis disclosed a very poorly educated, small-minded, ignorant man, evidently tolerated by his firm out of kindly good feeling.

Just in proportion as Smith was esteemed by his fellow travelers, so was Snide disliked. Many were the good and generous acts of Jim, while those of "Duddy Bert" were equally as much beneath contempt. Many of the boys would not speak to him, as he was continually misrepresenting what they had said. On more than one occasion he had falsely given it out that Smith was laid up, or was "not coming that way, this trip," thereby trying to secure any business that might be reserved for Jim—dishonorable, unfair means that no honest traveler would dream of resorting to, and consequently, as this became known, so did it earn him the contempt he deserved.

"Ah, let me see, said Snide, as he entered Green's store, "you have just had the great and only Mr. Smyth here."

"Yes," replied Mr. Green, going on busily with his work.

"I see he seems to be very thick friends with the old Dutchman. Hardly fair to you, eh, old man?"

"And why not, pray?" quickly retorted Green.

"Well, because I have heard the old beggar say that he would freeze you out, even if it cost him all he was worth to do so."

This was a mean attempt on Snide's part to curry favor

with Green, with whom he had always considered himself as first favorite. Continuing in the same strain he told him that Smith was doing a mighty mean thing, selling the Dutchman goods under regular prices, so that he could undersell and cut out Green, and was filling Hockstadersmith's head with whole packs of lies about him.

At last the storekeeper turned on him. "Mr. Snide," he exclaimed, in a passion of anger, "it is you who is telling the lies. Leave my store, sir, and if I want any goods of your firm I will write them direct for them, but a man like you I'll have no more dealings with whatever."

This both awed and alarmed Snide. Coward-like, he wiggled out of it as best he could, and ultimately left the town with neither sales nor orders.

For several days both men pursued their trip, neither meeting the other, though several times nearly doing so.

In the meantime Jim had received a package from his house enclosing three samples of the new "Flukellem" filled case. The 18 size hunter was very attractive in appearance, a nice finish, with a gold color. The shape was all that could be desired, flat, neat, and arranged so that it could be turned into an open face, if so desired.

The maker's guarantee inside described it as being made of "Two thick plates of metal, with a gold plate between, being the cheapest solid case of the kind for the price, and warranted to wear for ninety-nine years."

"Ha, ha," exclaimed Jim, "same old thing, same old style, only a gold plate on the inside this time between the two metal plates; of course, it will wear for ninety-nine years; don't they think themselves smart. Well, what's this?" as on further investigation he drew forth from the package three complete watches, with a note from the firm telling him how they "had been successful in purchasing at a much reduced price, the whole of the celebrated "Kalamazoo" watches, series 'X,' 'Y,' and 'Z,' and trusting he would be able to secure some large orders for them." Now the usual price of the "Kalamazoo" watches, both ladies' and gentlemen's, was \$3.50, but Messrs. Jobson, Watchem & Screwit's large purchase enabled them to place them on the market at \$2.75. Smith made a big push with his new "special," and sent home large orders.

Snide soon heard of his rival's success, and wrote home to his firm to try and follow the example of Jobson, Watchem & Screwit, as he was thereby losing his hold on the trade. It was not long before he received an encouraging reply from his house saying that they had procured the whole of the stock, at an immense reduction, Tittle-bat & Titmouse's "Conundrum" watch, which they could sell at half its original price, viz., \$1.50.

Snide's hard features almost merged into a smile when he thought of the fun he would have in cutting and underselling Smith, but even greater was his joy when he found that the firm had sent him a sample of the new "P'rap's" filled case, for which they were to be the "sole wholesale agents." Now, at first, he was puzzled to know what really was the chief point of merit in the "P'rap's" filled case. He cudged his brain (save the mark) in vain, and at last was forced to give it up in despair, concluding that as it looked all right it must, of necessity, be so, especially as the accompanying certificate bore the usual stereotyped guarantee: "The outside layer of this case warranted to be of solid 10k. gold."



TRADE  MARK.

# MONTREAL WATCH CASE COMPANY

Address: P. O. Box **1093.** Factory: White's Lane, off 123 Vitre Street, **MONTREAL.**



## TO THE TRADE

In thanking you for the very liberal patronage extended to us so far, and asking for a continuance of your favors, we would call attention to some of our special styles.

**Princess or Filed Shell Cases,  
Howard Style Cases,  
Pateck Phillippe & Co. Cases.**

N. B.--We guarantee our production equal in quality, style and design to any case produced in the market, including American or Swiss.



# BOLT & CO.

MANUFACTURERS

WHITE'S LANE

# of FINE ROLLED PLATE

off Vitre Street,

# CHAINS

# Montreal

BOLT & CO.  
MANUFACTURERS

P. O. Box 189.

Montreal, July 1 1890

Gentlemen,

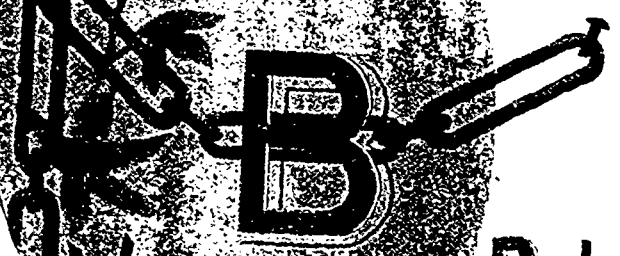
---RE FALL TRADE, '90.

Over two Hundred of the best selling patterns are now ready to show you.

Don't overlook the fact that the Retail trade of Canada like our goods, and knowing by experience that the quality is right, will ask for them.

Yours truly,

(See back of page.)



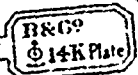
We claim for our B chains

# PERFECTION,

and will fully guarantee the Quality of every chain made by us.

WE HAVE REGISTERED AT OTTAWA THE LETTER **B** FOR ROLLED PLATE CHAINS ALL GRADES MADE BY US, AS WELL AS THE TAGS

ENQUIRIES FOR SAMPLES AND PRICES ARE INVITED AND WILL BE PROMPTLY ATTENDED TO BY  
**BOLT & CO.**  
White's Lane MONTREAL.  
P. O. Box 189





THE  
"B"  
CHAIN | **BOLT** **AND** **CO** | THE  
"B"  
CHAIN

MANUFACTURERS OF FINE ROLLED PLATE CHAINS, MONTREAL.

---

"re Fall Trade, 1890."

Request the earnest consideration of the WHOLESALE TRADE to the following important points:

The Retail Trade of the Country like THE STYLE AND FINISH OF OUR GOODS and KNOW THE QUALITY TO BE AS REPRESENTED.

Our line of samples comprising over TWO HUNDRED of the BEST SELLING PATTERNS both in 14 k. and 10 k. is NOW READY to show for fall orders.

We have adjusted prices to as close a margin as possible--TO GIVE YOU THE ARTICLE AS WE REPRESENT IT--and these Prices you will find, upon comparison, much lower than any makers' goods you have to import of a SIMILAR QUALITY.

We trust in view of the above facts you will place no order till you have seen what we are prepared to show you. You will most certainly be studying your own interests by so doing.

July 1st, 1890. The "BOLT" Factory, White's Lane, Montreal.



Thus, the "Kalamazoo" and "Conundrum" watches soon obtained a wider and more extensive reputation and notoriety than they had ever enjoyed before.

Some few days after his receipt of the new samples, Snide ran across Jim in a mutual customer's store. He was at first chary of "crossing swords" with Jim, but before many minutes were over, the old spirit of sneer and snarl predominated, and he tried to make Smith out for a laughing stock to the customer. By no means vexed, Jim turned to him and said:

"Snide, I want to ask you a conundrum. Why is a dead dog's tail like your 'Conundrum' watch?"

Of course he gave it up. Then Smith replied; "Because it cannot wag."

"I want to ask you another about your 'P'rap's,' or more correctly speaking, your wonderful 'P'rap's' case. What is the difference between that and yourself?" Again Snide gave it up, and Smith emphatically answered "None."

This was more than the high-toned representative of Messrs. Goodman & Co. could stand; so hurriedly turning on his heel, he left the store. As he did so, the genial little traveler for the great Miraculous Silverware Plate Co. entered the store. After mutual salutations, he asked the customer if he had heard of the new move by the Silverware Combination. "No," answered that gentleman, "what is it?"

"Why another ten per cent. discount, making our full discount from list prices fifty, fifteen, ten, five, six, five, with an extra six for cash."

"Why, Great Cæsar's ghost, man, how can they make that pay?" "Well, I don't know," replied the traveler, "but, anyway, on the strength of it they have just advanced all our salaries seventy-five per cent., and I hear that the American clock companies are going to allow even a five per cent. more."

These were great times for the watch and jewelry trades; the spirit of competition had become so fierce and keen that the small man was either "froze out," or if lacking capital could not fail in coming to grief; while the large concerns had to resort to all sorts of schemes, tricks and dodges to keep themselves afloat, and their trade from going elsewhere. Hence, all these illegitimate, crafty tricks, which were fast demoralizing and ruining the trade, and producing the fearful result of mistrust and doubt in the minds of the retailer and the public.

It was now approaching the dark and cloudy days of mid-autumn. The Indian summer had come and gone, James Smith was still energetically pushing on. His sales showed a considerable increase over those of the previous year; his application to business was indefatigable, for unlike travelers in other trades the watch and jewelry traveler never has any spare time. His is one incessant whirl of travel, toil and endless detail. The responsibility of his trust can never be realized by anybody but himself. Those precious trunks demand his constant thought and ever-present care. No matter where he is, in customer's store, the train, or in the bedroom of an hotel, his eyes must work with his mind, watching that nothing is left out, that they are safely locked, and that the bedroom is secure, and its locks and window fastenings are good and in working order. See how he tries the key and peeps beneath the bed. He could make your hair stand on end by tails of adventure and narrow escapes from danger and robbery. His work is

never-ending, for when goods are sold, he delivers, and consequently has to enter them in his day-book, from which he makes his invoice; then when writing home he has to specify by order what goods he wishes repeated, etc., and on receipt of the same has to check over the list and sort them into stock. Nor is his work ended here, for frequently, if he is fortunate in getting a spare hour, on Sunday, he invariably spends it in going through his trunks, re-arranging, re-adjusting, and cleaning up his stock. Don't be angry, good Christian friend, for it is a necessity that cannot be helped as he has no other spare time. The amount of details in the watch and jewelry jobbing trade are colossal, the thousand and one different articles and their ever-changing prices, the continual change of style, patterns and fashions, with the many and various alterations always being introduced by the whole army of manufacturers, its, "closing outs," "rebates," and reductions add much to the traveler's labors and daily toil.

No class of salesmen suffers so much from the inconveniences of travel as he does. His trunks and himself must occupy the same sleeping apartment. This often incurs great hardship to himself, as when arriving by late trains, or trains early in the morning, he has frequently to assist the angry and annoyed porter, in getting them up-stairs, while the clerk and others around cannot understand why he is so particular and "durned fussy."

Nor is he behindhand in getting over the ground. As a rule he can cover it just as quickly as other men do without any samples at all. The marvel is, how he does it, but he does. The inconvenience of "sleeper" travelling on night trains is the same to him as though he were between the sheets on a bed of down. Very, very often in the process of "making time" and in "saving a day," he has to rise at two, three or four o'clock in the morning, or as frequently arrive in a town at the same unearthly hour, or has the misery and agony of having to wait at some rough roadside junction for the connection, with no hotel no shelter, the train hours behind time, keeping himself warm and killing the long dreary hours as best he can. Then when he arrives at his destination he frequently finds the hotel "plumb full," and is forced to sit up the remainder of the night or morning in preference to sharing a room with a stranger. He could tell you of rushed at 'hasty meals, the "snatch of lunch," and how, to appease the gnawings of hunger, or for the purpose of saving time, he is frequently forced to dine upon fusty, frowsy apples and bananas bought from the railway newsboy, and yet you find him always good-tempered, good-natured, smiling and obliging.

Such was the daily and everchanging experience of our mutual friend, Jim Smith, whose further progress and numerous adventures we must leave for future numbers, later on.

---

ISAAC PITMAN, the inventor of phonography, is a hoary-headed man, with a scholarly stoop, and still presides over the Phonetic Institute at Bath, where he has resided uninterruptedly for more than half a century. He is rising 78, yet he supervises a correspondence of 30 000 letters a year, besides editing *The Phonetic Journal*, and compiling the numerous books which he annually publishes. The "Grand Old Phonographer" is, in spite of his years, a staunch vegetarian, teetotaler, and non-smoker, and is to be found at his desk every morning at six o'clock.

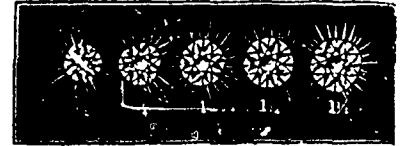
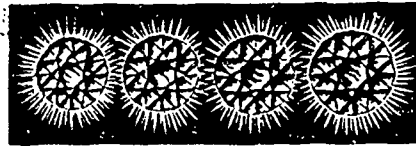
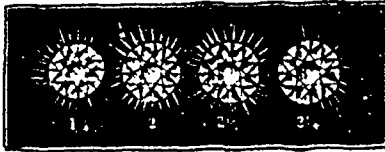


# MAX SAUNDERS,

DIRECT IMPORTER OF

## DIAMONDS - AND - PRECIOUS - STONES,

75 YONGE STREET, TORONTO.

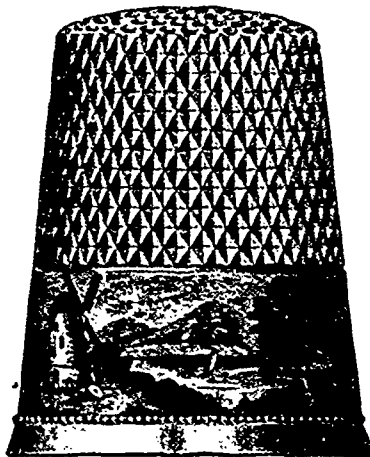


An Assortment of Mounted Goods Always on Hand. Goods sent on Approval to Responsible Dealers.

# SIMONS BRO. & CO.

MANUFACTURERS OF FINE JEWELRY,

*Canes, Thimbles, Jewelry, Chains, Umbrella Mountings*



N.Y. Office, 20 Maiden Lane.  
Address all Orders to Factory.

## WATCHES AND DIAMONDS

Established 1840.



611 & 613 Sansom St., 618 Chestnut St.,  
PHILADELPHIA, PA.

*Our Canes and Thimbles for sale by  
Leading Jobbers.*



No. 573. 3/8 in.



## A CANADIAN HOROLOGICAL SCHOOL.



THE opening of an Horological School in any Canadian city is an event of such importance to the jewelry trade of this country, that the TRADER felt that it would not be doing its whole duty by its readers unless it took some special pains to give them a tolerably correct idea of the kind of institution it was, and such other information regarding it as might prove at once useful and interesting.

To this end we, one day last week, called upon Mr. Edward Beeton at his office, Leader Lane, and stated to him our wish, when he at once arranged, in compliance with our request, that we should be allowed to inspect the workings of the School at an early hour the next day.

Punctually at the time appointed, the TRADER, in company with Mr. Beeton, visited the new institution, and were very much impressed with the sound, practical basis on which it has been established. Taking into consideration that plenty of good light is an indispensable feature in this connection, Messrs. Beeton & Playtner have secured probably the best location for the purpose in Toronto. Their premises being directly opposite the grounds of St James' Cathedral, they obtain the north light, unobscured by any building, and as the front is of plate glass, about 25 feet wide, by 12 feet high, the light is perfect. The view of the Cathedral grounds as seen from the window is very fine, and the students have only to look up to their left to see not only the highest church steeple in America, but also the second largest clock in the world.

The school was opened about two weeks ago with two students, Mr. J. Kin kaid, of Chicago, and Mr. A. Zilliax, of Listowel, Ont., both of whom have already spent several years at their business. With a sectional drawing of a watch movement in front of each of them, they were hard at work on the construction of a watch. Mr. Zilliax states that he never used an American lathe before attending this school, and although he has only been at work one week he has already got both plates turned to size, and thickness, the centre and 4th pivot holes located and drilled, the pillar and plate screws made and fitted, and is proceeding to calculate, make and fit the barrel and centre pinion and the stem-winding.

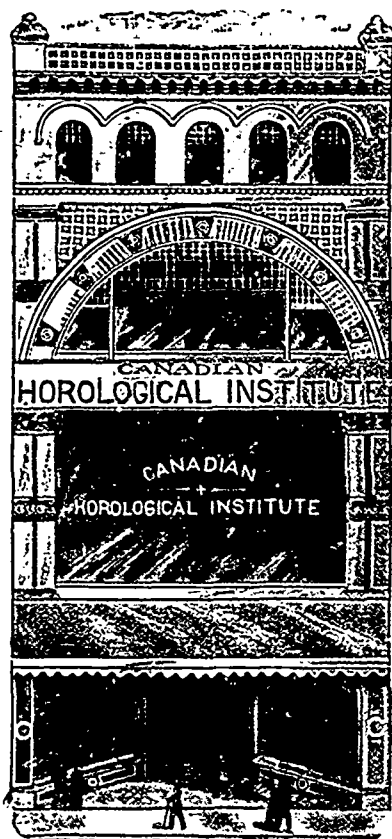
Students taking a full course will, in every instance, construct a watch, not with automatic machinery, but by their own head and hands, assisted by the use of the regular size Ameri-

can watchmaker's lathes and attachments, such as are found on every first-class watchmaker's bench. Students will own the watch they construct, also all the devices and attachments they may make to aid them while doing so.

Mr. Beeton informs us that they are getting a large lathe for doing the heaviest plate work, and getting out the brass and steel blanks for the barrels and stem-wind works. They are also negotiating with an electric motor company with a view to putting in light power for driving the heavier lathes, emery wheels for grinding their gravers and cutters, and for running their scratch-brushing lathe. Large models of escapements and trains are under construction for future use in demonstration, and in fact they are putting forth every effort to make the institution a big success and complete in every respect.

That there is an opening and a necessity for an Horological School in Canada there is no doubt, and watchmakers, more or less inexperienced, will doubtless be glad of the opportunity provided, where they can improve themselves satisfactorily without loss of time and at a moderate expense.

Already correspondence is coming in from all sections of the country asking for prospectus, terms, etc., and the prospect is that inside of a month the School will be rapidly filling up. We are assured that no expense will be spared, and nothing left undone to provide every facility and opportunity for the improvement of the students that may decide to patronize it.



## THE DIAMONDS OF MARS AND RACHAEL.

On one point of theatrical display the French public is singularly indifferent. Magnificent jewels produce very little impression upon a French audience when worn on the stage. It is said that the reason for this indifference is the exceeding perfection to which the manufacture of imitation jewelry has been brought in

the present day; for though Miss A. may appear loaded down with diamonds that cost a fortune, Miss B. will make quite as much effect, blazing with artistically set rhine-stones of no particular value.

The wearing of real jewels of great value has ceased to be considered an attraction on the dramatic stage of Paris, and they remain unnoticed if they are displayed. Adelina Patti alone is now advertised in Paris by the splendor of her diamonds. This has not always been the case, however. Both Miss Mars and Miss Rachael were famed for their gorgeous jewels, and the announcement that either one of these ladies would appear in a certain play "with all their diamonds" always attracted audiences of extra size.—*Ex.*



*“You Cannot Check Manitoba.”*

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NO GOODS AT RETAIL.

---

*Some of our would-be competitors have been dishonest enough to try and injure our business by stating to our Customers that we sell goods at Retail.*

*Now, we wish it distinctly understood that we protect our Customers, always have and always intend to do*

ONLY A WHOLESALE TRADE,

*Belong to NO COMBINATION, and sell goods to suit OURSELVES and our CUSTOMERS.*

*We have now removed to our large and commodious new premises at 433 and 435 Main Street, where we shall be pleased to see you when in our city, and show you the finest Wholesale Jewelry Warerooms in Canada.*

*Yours truly,*

*Winnipeg, Man.*

W. F. DOLL.

## A PASHA'S SNUFF BOXES.



OME half a dozen years previous to the sudden collapse of the Napoleonic dynasty, in 1870, a certain sensation was excited in Paris by the arrival in that city of an oriental potentate of ambiguous nationality, but popularly known and spoken of as "the pasha." Whether he came from Turkey or Egypt was regarded as a matter of comparatively small impor-

importance: the two essential points in his favor were, first, that he was undoubtedly the possessor of an immense fortune; and, secondly—no slight recommendation in the Lutetian capital—that he spoke French with tolerable fluency. As a matter of course so desirable an acquisition to Parisian society became the lion of the hour, and no sooner was it ascertained that a spacious hotel overlooking the Park de Monceaux had been engaged and furnished for the reception of his excellency and suite than a shoal of visitors, official and non-official, hastened to inscribe their names in a book deposited for the purpose in the porter's lodge. Every day brought a fresh installment of signatures, until before a week had elapsed the list threatened to rival in length the traditional catalogue of Leporello.

Hussein Pasha—an assumed title, I fancy, but the only one by which he was generally known—was short and corpulent, of sallow complexion and reserved manners; he spoke little, but what he did say was concise and to the point. He was extremely observant, but chary of expressing his opinion of what he saw or heard—only one instance being recorded of a temporary departure from his habitual taciturnity. Having been persuaded by a member of the French Jockey Club to accompany him to the opera, he was escorted between the acts by his cicerone to the foyer de la danse, thereby occasioning great excitement among the corps de ballet, many of whom doubtless anticipated that, in accordance with eastern customs, the ceremony of throwing the handkerchief would be revived for their own especial glorification. Nothing of the sort, however, occurred. After a very cursory glance at the assembled sylphides and a muttered ejaculation which sounded remarkably like "mances a balai" (broomsticks), the visitor turned abruptly on his heels and curtly intimated his desire to return to his box.

A few minutes later Count ——— was startled by a sudden display of animation on the part of his companion, who was gazing with absorbed attention at an enormously stout lady occupying the entire front of one of the stage boxes.

"Ah, la belle femme!" enthusiastically exclaimed the pasha. "Look, is she not superb?"

"H'm!" replied the Jockey Club exquisite, hardly able to repress a smile, "that is a matter of taste. Does not your excellency think her perhaps on the whole a trifle too voluminous?"

"Jamais trop, monsieur!" indignantly retorted Hussein, "jamais trop!"

After a sojourn of three months in Paris the pasha, who had employed a considerable portion of his time in a practical study of the latest inventions and improvements, scientific and mechanical, with the view of introducing them into his own dominions, announced his intention of breaking up his establishment and returning to the east. Before doing so, however, he was desirous of expressing his acknowledgments in the shape of a suitable present to certain officials of high standing who had been particularly serviceable to him in his researches, and consulted his secretary, an intelligent young Frenchman, on the subject.

"M. Morin," he said, after explaining his project, "it seems to me that the simplest way would be to send a few thousand francs to each of them."

"Pardon me, your highness," objected the secretary, "if I venture to remind you that a present of money would be considered a breach of etiquette and consequently resented as an insult."

"You French are very singular people," observed the pasha. "With us no matter how rich a man may be, he is not fool enough to refuse piastres when he can get them. What, then, would you advise me to do?"

"May I be allowed to suggest," replied Morin, "than an object of artistic value would be a fitting token of your highness' good will—a gold snuff box, for instance."

"The very thing," said Hussein, approvingly. "Where are such articles to be found?"

"At Dorr's, in the Rue de la Paix."

"Good. Let him know exactly what I require, and see that he is here precisely at 12 to-morrow."

On being admitted to the pasha's presence at the appointed hour, M. Dorr produced, among other specimens of his handiwork, a gold snuff box, exquisitely finished, and encircled with moderate sized diamonds, the interior of the lid bearing the jeweler's name engraved in microscopic characters. Hussein examined it minutely and inquired the price.

"Four thousand francs, your highness," replied Dorr.

"I will take it on condition that you engage to supply me with seventeen other boxes exactly similar to this."

"Impossible, monseigneur," said the jeweler; "I have only six of this pattern in stock. Still," he added, after a moment's reflection, "I might perhaps be able to manage it. May I ask how soon your highness intends leaving Paris?"

"In a fortnight from to-day."

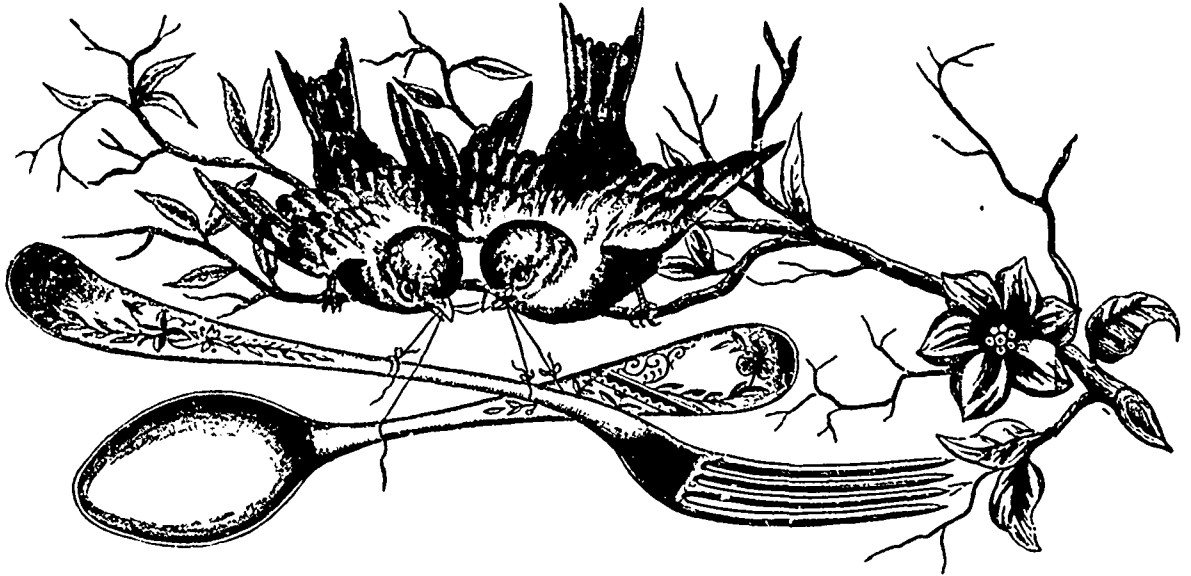
"That will be quite sufficient. The six snuff boxes shall be distributed immediately. In a few days six more will be ready, and I think I can promise the remaining five before the time fixed for your highness' departure."

On the following day the six boxes, each accompanied by a complimentary letter, written by Morin and signed by the pasha, were duly transmitted to the privileged individuals heading the list. Toward the end of the week the jeweler reappeared according to promise with a second installment of another half dozen, which were also forwarded to their destination; and before the fortnight had expired five more snuff boxes were in his highness' possession.

The pasha expressed himself perfectly satisfied with the prompt execution of his order. "It is evident," he said, "that



# THE TORONTO SILVER PLATE CO.



ORANGE SPOON  
IN FLOWER PATTERN.

**GOLD & SILVER MEDALS**

**GUARANTEE**

**CERTIFICATE**

**Toronto Silver Plate Co.**

We hereby guarantee that all Spoons, Forks, Knives, Ladles, etc. bearing our name and trade mark are heavily plated with pure Sterling Silver upon the finest grade of Nickel Silver, the best known base for plating upon, that the deposit is fully twenty per cent heavier than the usual standard, having been accurately weighed upon the goods and rigidly inspected with a view to their durability. We hereby authorize the purchaser, when our wares shall not prove exactly as represented to return them to us and we will remit their invoiced value or replace them!

Respectfully, **TORONTO SILVER PLATE CO.**

**TORONTO SILVER PLATE CO. CANADA**

**E. G. GOODERHAM,**

*Manager.*

**J. C. COPP,**

*Sec.-Treas.*

# TORONTO CANADA



the recipients of my gifts are highly pleased, for I have received the most flattering letters from all of them except one."

"Except one, did your highness say?" anxiously inquired Dorr.

"Yes. My secretary informs me that one of the gentlemen at whose house my present was left is absent from Paris, which accounts for his silence, and that he is not expected back until Sunday, the day after my intended departure. But" continued the pasha, "how is this, M. Dorr? You have brought me only five boxes. Where is the sixth? It is absolutely essential that no one on my list should be neglected."

"Your highness may rest assured that your orders will be implicitly obeyed," replied the jeweler. "If M. Morin will kindly acquaint me with the name and address of the person for whom the box is destined it shall be delivered to him Wednesday without fail."

"Exactly similar to those, of course?"

"I can safely guarantee, monseigneur, that there will not be a shade of difference between them"

"Very good," said the pasha; "I rely on your punctuality. My secretary will pay you the 72,000 francs, and on my next visit to Paris you will probably hear from me again. Au revoir, M. Dorr."

If any one endowed with the peculiar faculties of Asmodeus had penetrated some ten evenings later into the small room forming the back shop and private sanctum of the well known jeweler of the Rue de la Paix, he would have been enlightened as to certain supplementary adjuncts to the ordinary business carried on by M. Dorr. He would have seen that estimable tradesman seated at a table on which were lying six gold snuff boxes bearing a suspicious resemblance to those recently purchased by his highness the pasha, and carefully polishing each in turn with a silk handkerchief.

"They all come back to me again, every one of them," muttered M. Dorr, with a self-satisfied chuckle, while delicately removing a speck of dust from the last of the half dozen. "No one ever keeps them long, for snuff boxes are locked up capital, and everybody, from Napoleon downward, knows the value of ready money. They discover my name inside the box and naturally bring it to me, and, as I treat them liberally, I am safe to see them again. A very fair fortnight's work, I must say," he added, consulting an open account book, in which the following statement was legibly inscribed:

	Francs
To sale of eighteen gold snuff boxes at 4,000 francs each.	72,000
Deduct from above commission to secretary ("Sharp fellow, that, by the way," parenthetically soliloquized M. Dorr) at 50 francs per box	900
To repurchase of eighteen gold snuff boxes from their owners at 2,000 francs each	36,000
	36,900
Total net profit	35,100

"Not to mention," pleasantly summed up the jeweler, "that the snuff boxes are ready for a second edition of the little game whenever another pasha happens to come this way."—*Charles Hervey in The Argosy.*

EMPEROR WILLIAM has had an electric railway built for bringing dishes from the kitchen into the state dining room.

FROM OUR UNITED STATES EXCHANGES

The pay roll for May at the Elgin factory was \$1,405,000.

*Mfg. Jeweler.*

The Elgin National Watch Company have subscribed \$10,000 to the World's Fair stock.—*Mfg. Jeweler.*

There is a rumor afloat to the effect that an English syndicate is trying to purchase the plant of the United States Watch Co., at Waltham, Mass.—*Jewelers' Review.*

A PLATE CO. ASSIGNS.—The Rock Island Silver Plating Works has made an assignment, the liabilities being \$7,000, and assets about \$8,000.—*Jewelers' Catalogue.*

Two new additions to the Hampden watch works, are to be built immediately. The buildings are to be one story high and 100 feet long, and will cost about \$25,000.—*Mfg. Jeweler.*

As *The Catalogue* goes to press we learn that a trust or combination of all the Mexican onyx mines was to be organized at Foster & Thompson's offices, 54 Wall Street, on Tuesday June 17.—*Jewelers' Catalogue.*

The Crescent Watch Case Company, of Brooklyn, N. Y., is suing the city for \$44,532.60 for damages sustained by the constant flooding of its factory, 227 Wallabout street, owing to the neglect of the city authorities. The complainant says that \$40,000 worth of gold dust floated away.—*Jewelers' Catalogue.*

A Chicago court decided, in a suit by the Jewelers' Mercantile Agency of New York against R. G. Dun & Co. and others, that a non resident corporation could not maintain an action for libel in Illinois. Judge Gary has overruled that decision *Keystone.*

Two of Philadelphia's most expert diamond thieves were arrested in Chicago on May 15 and held for a hearing. Their plan of operation was to inspect diamond rings in jewelry stores, and substitute paste for genuine stones, by which means many of our city jewelers have lately been swindled. *Keystone.*

The unique advertisement of the Illinois Watch Co., circulated several months ago, and consisting of a card with an exact reproduction of a letter from Japan, postage stamp and all, has been declared to be an infringement of the postal treaty with Japan.—*Mfg. Jeweler.*

J. R. Montague, a watchmaker and jeweler, of Syracuse, N. Y., has invented a cotton gin which will separate the fibre from the seed without injuring the staple. At an exhibition given last week a prominent southern planter, who was present, said that when this gin is placed on exhibition in the southern market it will revolutionize the industry.—*Watch Dial.*

The Waltham Electric Clock Company was organized last week at Waltham, Mass. Riley Pebbles is president of the corporation; Francis Bigelow, treasurer; Frank M. Forbush, secretary, and in addition to these James M. Forbush, Walter J. Dudley, S. A. Sweetland, William D. Parlin and Oliver Felch are directors. The capital stock is \$110,000.—*Jewelers' Weekly.*

The Elgin National Watch Company is about to erect a large plant at Elgin to be used for the manufacture of all kinds of watch cases. The addition will be 200 feet long and three stories high, and will front on the banks of the Fox River. The case company, whose officers are interested in the watch



# THREE SERIOUS AND POINTED QUESTIONS OF IMPORTANCE.

Do you buy your Watch Materials, Tools, General Supplies, Findings, Sundries, Store Necessaries, etc., of the **FIRST QUALITY** and at the **RIGHT PRICE**?

Do you consider how much advantage it is to have **THE BEST** at the same price as usually paid for the poorest?

Do you want to have your orders filled correctly and at once?

*ACCURACY, DESPATCH,* -

"Quality First, then Low Prices,"  
is our motto.

## Easel Cards

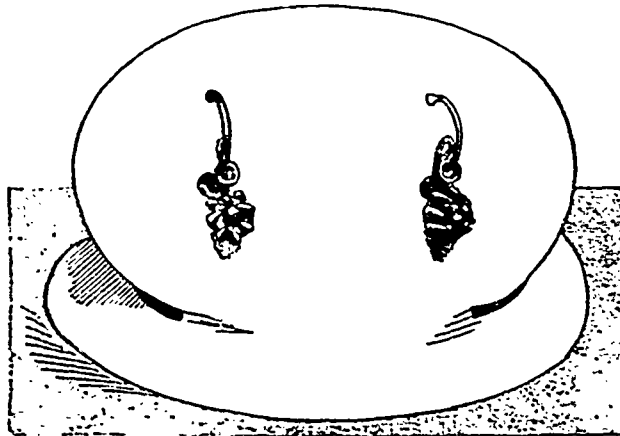
FOR  
JEWELRY.

15 Styles.

PRICE, - 60c PER 100

Put up in Packages of 50

WE ARE SOLE AGENTS.



## Easel Cards

FOR  
JEWELRY.

15 Styles.

PRICE, - 60c PER 100

Put up in Packages of 50.

WE ARE SOLE AGENTS.

Daily we are receiving orders from new customers, and our many old customers are increasing the amounts of their purchases. This shows that the trade appreciates our efforts to hold our reputation as

## THE LEADING HOUSE.

P. W. ELLIS & CO., - TORONTO.

31 Wellington St. East and 40 Front St. East.

Please note our Jewelry Department Ad. on Page 2 of Cover.



## NEWS FROM EUROPEAN EXCHANGES.

company, intends to manufacture not less than 2,000 watch cases per day as soon as in active operation.—*Jewelers' Review*.

A new dial-laying machine, invented by foreman Buchanan, of the Elgier National Watch Company, was tested last week and accomplished all that was expected of it. The machine will lay 7,000 dials an hour, and with it one girl will be able to do the work of about twenty men. By a new process the under surface of 6,000 dials can be enameled in one hour, and the cost of dial production will be reduced nearly one-half.—*Jewelers' Weekly*.

A daring robbery was committed in an uptown Philadelphia jeweler's, May 12th. A tall, well built young man, neatly dressed, entered the store of Lewis Jones, 1215 Poplar Street, and asked to be shown some rings. A tray of these was set before him, and after examining them a few minutes, he attracted the jeweler's attention to the rear of the store, when he snatched a garnet-and-pearl horse-shoe ring, and ran out of the store, making his escape in some of the alleys that abound in the vicinity. The thief had a large star tattooed in red and blue ink on the back of his hand. He was cleanly shaven and about 28 years of age. The ring has not been recovered, though the police was immediately notified. Look out for him.—*Keystone*.

J. W. Robinson, a traveling salesman for B. F. Norris, Alister & Co., of Chicago, Ill., arrived at Waverly, Ia., by the night train from the West, and finding no express wagon in waiting left his trunks at the station with instructions that they be delivered at the hotel in the morning. During the night burglars entered the depot and plundered the trunks, which contained watches, jewelry and diamonds said to be worth more than \$1,000. One of the trunks was carried into a field near the station, where it was afterward found with the less valuable of its contents. About 250 gold and silver watches, a large number of chains and charms and all of the diamond samples are missing. Several tramps have been arrested, but there is no evidence that they had any connection with the crime.—*Jewelers' Weekly*.

The number of pieces turned out in the watch factory daily, says the *Waltham Tribune*, would surprise us all if we only could arrive at that number with any degree of accuracy, but that is almost impossible, as lathes, punches and automatic machines are changed to other work so often that it would be hard work to figure out the total of any one day without going through each department to do it. Suffice it to say that in one room (Mulloy's) there will be found punches and persons that turn out from ten to thirty thousand pieces a day, and there are many of them too. As near as could be estimated, over 300,000 pieces a day are turned out from this department alone, which will give a total of about a million every three days. Then there is the screw department, where millions of screws are turned out with but as little notice being taken of it as though the number was a thousand. The total number of pieces that have to be made to supply a watch factory like Waltham for one day must number well up into the millions, if indeed the sum is not still greater than that.

It takes about three seconds for a message to go from one end of the Atlantic cable to the other—about 700 miles a second.

The famous Louis Quinze clock, belonging to Earl Fitzwilliam, has been purchased by Barron Rothschild for £30,000.—*Ex*.

A fine Louis XVI. clock, gold plated bronze, set with plaques of ancient Sevres ware, *pate tendre* movement by Bernard of Paris, about fifteen inches high without the pedestal, brought at a recent sale in Paris, \$1,500.—*Ex*.

The prizes offered by the *Journal Suisse d'Horlogerie* for the best articles on the use and treatment of jewels in watch-making, were awarded to Mr. Freymond of Bienne and four watchmakers in Geneva.—*Ex*.

Steel and silver art jewelry, as it is called, is the newest fad in fancy ornamentation. This consists of chatelaine appendages of various unique devices, brooches, bangles, belt buckles and dog-collars, some of the latter being set with cairngorms or dark-blue faced criplets.—*Jeweler and Silversmith*

Some of the best wheels and other parts of watches now made in Savoy, the great head centre for pinions and wheels, are made by "compression" as the process is called. There is no cutting, nor chance for deviation from the original model. One establishment at Thonon has made a specialty of this work, and is making quite a reputation for its compressed wheels.

The Willemsee prize (\$60) offered for fine engraving on metal, Paris, has recently been awarded to Mr. Brosset for a mirror in steel, and a Louis XVI. lock in bronze. The prize offered by the bronze manufacturers (\$40) was won by Mr. de Haan, by a floral design in bronze. A second prize (\$20) was awarded to Mr. Open for a lock and bolt cut out of a solid piece.—*Ex*.

A Swiss writer in commenting upon the late Paris exposition expresses his surprise that the Americans did not have larger exhibits. He mentions the Tiffany seconds regulator as appearing very fine, but wonders why there should be four mercury jars, humming around in the case, as he expresses it. Adding that the agent could give him no information in regard to them.—*Ex*

THE DUCHESS OF EDINBURGH'S JEWELS STOLEN.—The jewels belonging to the Duchess of Edinburgh were stolen in the early part of last month from the Balmoral Hotel, Edinburgh, during the absence of the Duke and Duchess at the opening of the International exhibition. Various statements are made as to the value of the jewels, but it is generally believed that they represent a large sum of money.—*Jeweler and Silversmith*.

OLD PLATE.—Horace Walpole's silver salver, which was engraved upon by Hogarth, came once more into Christie's last month; it bears the Hall-mark 1723, and weighs 12 oz. 14 dwt. It was made by Paul Lamerie. Another piece of the same silversmith's handiwork, is a very elegant oval bread-basket, 72 oz. 12 dwt. in weight, the property of lady Sybil Tollemache, which was put up at the same time, with an Elizabethan tankard (1576), a rosewater dish (1699), and other items.—*Silversmith*.

Mr. Newsome, watch manufacturer, of Coventry, gave his evidence before the Select Committee on the Merchandise



# WHAT'S UP NOW ?





WELL, this Jeweler is cross because he ordered 6 Gold-Filled Cases of the A. W. C. Co.'s make from the Jobber with whom he usually deals, and on opening the express package he finds that the order has been filled with inferior goods, on which the Jobber has probably made a larger margin of profit, and which the sender says are "just as good" as those made by the AMERICAN WATCH CASE CO.

Now this Jeweler, besides being a conscientious man, knows that as a mere matter of business it does not pay him to sell any goods he cannot personally recommend as being just what he represents them.

He has found by experience that it is to his own interest to buy goods made by reputable houses only, whose trade mark is to him as good as the English Hall Mark, and then he can sell them to his customers with a certainty that they will do him no discredit. He finds that nothing does a retail Jeweler so much harm as to sell a customer a poor article and then have it brought back to him with a complaint that it has not turned out as represented. Even although he is willing to make the defect good, the impression remains in the mind of the customer that he has either tried to impose upon him, or else he does not know much about his business.

With these facts fresh in his mind, the Jeweler in the illustration hops up to the telephone and is holding a short, but emphatic, conversation with the Jobber, in which he requests him to send along at once the **6 Filled Cases of the A. W. C. Co.'s make, and no others**, for he knows that every Case the AMERICAN WATCH CASE COMPANY turns out is made upon honor, and from an experience of five years he is safe in recommending them to his best customers. The "just as good" Cases he is sending back, and proposes to make the Jobber pay the express charges both ways.

## THE MORAL OF THE ABOVE IS

Whenever you purchase any Cases whether of Gold, Silver, or Gold-Filled, **examine them carefully and make sure of the maker.** Every Gold and Silver Case made by the American Watch Case Company, of Toronto, bears their trade mark of the Maltese Cross, thus:  Every one of their Gold-Filled Cases is stamped with a Winged Wheel, thus:  None others are genuine, and the Company will not guarantee any Cases which do not bear one of the above trade marks.

# THE AMERICAN WATCH CASE CO.

67 ADELAIDE STREET WEST, TORONTO.





Marks Act, the other day, following Mr. Hewitt, of Prescot. Mr. Newsome testified to the greatly improved state of the Coventry watch trade since the passing of the Act. He suggested that prosecutions should be vested in the Public Prosecutor, seeing that in many cases people were enabled to brave the law with impunity at the present time, owing to the inability of existing institutions or of private persons to prosecute from want of funds. He thought also that if the name of the maker were placed on the watch it would advantage both the trade and the public.—*Jeweler and Silversmith.*

The jewelers of Paris are being victimized by thieves who took advantage of the opportunities afforded by the exposition to study the articles of jewelry exhibited, and had duplicates made of them in imitation metals and paste jewels. Then they enter the store and ask to see some costly article in the show case. After examining and pricing it they manage by some slight of hand trick to substitute the imitation for the original, with which they decamp and the theft is not discovered for some time. Several jewelers are bemoaning their losses as they glower at the imitation substitutes left on their hands.—*Ex.*

**THE IMPORT OF SILVER-PLATE**—In answer to Mr. King, the Chancellor of the Exchequer said, directly the Board of Customs learnt that certain foreign silver plate imported in baggage before April 30 had been considered by their officers to be still liable to duty, they issued the following order. "The Board authorize delivery of plate imported prior to the 1st inst. free of duty, provided it be constructively warehoused. Deposit in the baggage warehouse to be considered a constructive warehouse for this order. The usual declaration is to be made if the plate is for private use; in that case the assay will not be required. I may add that the Act requires that such plate should be deposited in a bonded warehouse, and the meaning of the Customs order is that deposit in the baggage warehouse shall count as warehousing for the purposes of the Act.—*Jeweler and Silversmith.*

**THE ABOLITION OF THE PLATE DUTIES.**—The following are the resolutions that were put and carried at the meeting of the London Silver Trades Council, which was held after we went to press last month.—(1) "That this meeting of workmen employed in the silver-plate industry, and the various branches thereof, urges the Chancellor of the Exchequer to give immediate effect to his Budget proposals regarding the duty on silver plate, as any delay will cause a slackness in the trade and be detrimental to the interests of the workmen." (2) "That this meeting trusts that the Chancellor of the Exchequer will adhere to his decision to retain the compulsory Hall-mark, as its abolition will encourage the manufacture of silver of an inferior quality, and at the same time take away the safe-guard from the consumer." (3) "That we as workmen in the silver-plate industry believe that the letter 'F' on our Hall mark is not a sufficient distinction between English and foreign manufactured silver-plate, and this meeting recommends that every piece of manufactured silver-plate imported shall be distinctly impressed with the name of the country where it was manufactured.—*Jeweler and Silversmith.*

## NEW FASHIONS IN JEWELRY.

A novel glove buttoner is made of gold and platinum in the shape of a shepherd's crook.

The demand for enameled flower jewelry shows no abatement.

Among the betting-book fads is one with a cover of oxidized silver, in imitation of riveted boiler plates.

The mermaid lace pin is declared by the ladies to be "just too pretty for anything." The figure is of carved moonstone, the tail studded with small diamonds.

The latest device of fashion in London is for ladies to discard pins and brooches of all kinds, and to wear at the throat a soft rosette of bright silk instead.

To offset this, there is an increased rage in jewelry, mock and real, on bands, fillets, pins, and combs for the hair. On the bases of metal, shell and celluloid, may be seen crescents, balls, devices in heraldry, battle axes, griffins, dragons, jabberwocks—almost anything that fact or fiction can suggest.

Pretty fob chains, with pendants in every conceivable design, have appeared. We were shown a very pretty one called the "Queen chain," evidently an importation. It hangs in twisted gold cords from the swivel, and its pendant is a gold drinking horn studded with forget-me-nots in blue enamel. The cover, which may be lifted, has a gold knob at the centre, and suggests the use of the horn as a small vinaigrette.

Another which we saw was composed of long links of gold, and its pendant was a good imitation of a Leghorn hat having a flower trimmed crown. A strong yet fine gold chain is attached to the links to insure additional safety, with a bar at the free end of it to be slipped through a button hole.—*Key-stone.*

## ACCIDENTS IN POURING.

Most jewelers, at some time or other of their experience, may have met with accidents in the melting and pouring of their alloys, such for instance, a pot cracking, the spilling or the upsetting of a portion of the metal from the crucible into the fire. The following mode of recovery of lost metal we have found the best and most practical in the workshop, with the ordinary appliances usually at the command of jewelers and gold workers. Collect the whole of the burnt coke, ashes, and other refuse used in the smelting operations, and, first of all, well wash it several times with water, to remove the dust and other extraneous matter, the sediment left behind is then well dried and pounded as fine as possible in a cast iron mortar; it is afterwards put through a sieve as fine as is convenient to prevent the small particles of gold from going through the meshes with the powdered dust. The gold is now picked at this stage from the refuse in a sieve; and if there be any solid particles of refuse still unpounded, it is put through the process again. It is very seldom that the whole of the gold can be collected when once spilt into the fire, but the larger portion of it can be recovered by these means. The remainder goes into the scraps to be treated by the refiner.—*Ex.*



# BUY THE BEST.

## THE HAMPDEN WATCHES




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EXCEL ALL

---



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OTHERS

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### AS ACCURATE TIME-KEEPERS.

The Watch Movements manufactured by the Hampden Watch Co. are the best Movements made, and the guarantee on them is almost without limit.

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**Dueber-Hampden Adjusted Watches are put up in Skeleton Cases without extra charge.**

**Dueber-Hampden Watches on top for Correct Time.**

**Dueber-Hampden Watches on top for Intrinsic Value.**

**Dueber-Hampden Watches on top for square dealing and an honest profit for all those who handle them.**

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Address all orders to

## **WILLIAM ALLEN YOUNG,**

Bank of Commerce Building,  
**LONDON, ONT.**

Sole Canadian Wholesale Agent for the Sale of  
**HAMPDEN WATCHES.**



# WILLIAM ALLEN YOUNG,

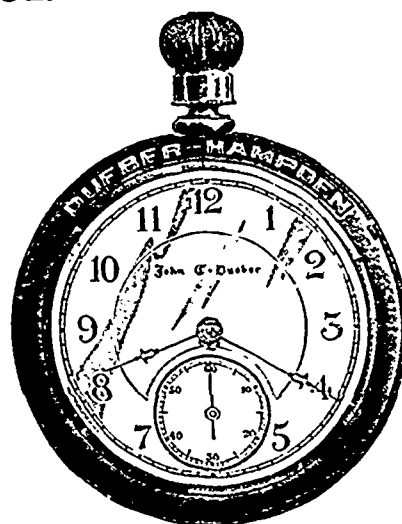
Bank of Commerce Building, . . . LONDON, ONT.

SOLE CANADIAN WHOLESALE AGENT

## HAMPDEN WATCHES.

# 3 THREE NEW MOVEMENTS 3

18 SIZE HUNTING AND OPEN FACE.



**"JOHN C. DUEBER."** Nickel, 15 Ruby Jewels, in settings adjusted to heat and cold, sunk Seconds and Circle Dial, upright Arabic Figures and Seconds, Breguet Hair Spring, Compensation Balance, Patent Regulator. Specially guaranteed to be the best time-keeper in the world for the price, and superior to any other full plate Watch made outside of the Hampden Watch Factories.

**"DUEBER."** Nickel, 15 Ruby Jewels in settings, sunk Seconds and Circle Dial, upright Arabic Figures and Seconds, Breguet Hair Spring, Compensation Balance, Patent Regulator.

**"THE DUEBER WATCH CO"** Nickel, 11 Jewels in settings, Patent Regulator, Roman Circle Dial, Spade Hands.

**NOTHING BETTER MADE FOR THE PRICE.**

Jewelers who are not "BACK NUMBERS" keep the Dueber-Hampden Watches in stock. There is more money for the dealer, and better satisfaction to the wearer in the Dueber-Hampden than any other Yankee watch made.

Write for Price List and Samples of above new Movements if you have not already placed order.

**THE TRADE ONLY SUPPLIED.**

# BUY THE BEST, THE HAMPDEN WATCHES



KEEP YOUR EYE ON OUR REGISTERED TRADE MARKS.

## THE AMERICAN WATCH CASE CO.,

### CAUTION.

As some misapprehension seems to exist amongst the retail trade regarding the Watch Case Factories of Toronto, and their products, we deem it but fair to ourselves and the jobbers who handle our cases, that they should be placed in the hands of the trade distinctly upon their own merits as the product of the American Watch Case Company, which has always been sold exclusively to the legitimate jewelry trade.

Every retailer is aware that there is now more than one company manufacturing watch cases in Toronto.

As the product of these factories is commonly spoken of as "*Toronto Cases*," it will be readily seen that a false impression may unknowingly be conveyed by a salesman selling these goods, and it is to correct this that we make the following announcement:

EVERY Gold Filled Case made by our Company bears our registered trade mark of "*A Winged Wheel*," and every Gold or Silver Case made by us bears our registered trade mark of "*A Maltese Cross*."

An experience of five years has satisfied the jewelry trade of Canada that every case bearing one of our trade marks, is just what it is represented to be and nothing else. The Company therefore respectfully ask the trade when they are buying watch cases to examine the stamps thoroughly, and see that they bear one of our trade marks as shown herewith *as they absolutely refuse to guarantee any case which is not so stamped.*

THE AMERICAN WATCH CASE CO.,

67 Adelaide Street West,

TORONTO.



When you purchase a Gold Filled Case examine it carefully and see that it bears our Trade Mark of a "*Winged Wheel*." We guarantee no others.



When you purchase an 18 K. Gold Case examine it thoroughly and see that it bears this Trade Mark. We guarantee no other.



Every 14 K Gold Case made by the A. W. C. Co., bears this well-known Trade Mark. Look for it. We guarantee no other.



Our "*Lion*" Gold Cases are universally admitted to be the best cheap Gold Case ever made. None are genuine without this Trade Mark. Look for it.



With the exception of our N. P. every Silver Case we manufacture bears this Trade Mark. No others equal them in quality. If they bear this impress you will be safe in buying them.



Our "*PREMIER*" 14 K. Gold Filled Screw Dust Proof Case is the cheapest and best in the world. You are perfectly safe in guaranteeing them to your customers and there is money in them for you.

67 ADELAIDE STREET WEST, TORONTO.

LOOK FOR OUR STAMP IN EVERY CASE OF OUR MAKE.



## WHO ROBBED THE SAFE?



It is a mistake for a man to be too positive (says W. A. Pinkerton).

I had a case put in my hands once, the outcome of which left an impression on my mind. The treasurer of the Hannibal and St. Joseph railroad reported to us that their safe had been robbed of a large package of money. I investigated the case myself. In reply to every question I put to the treasurer he would come back with

one remark - that he put the money in the safe himself, and that he locked the safe himself the day before the money was missed. The safe was in good condition when he opened it on the following morning, everything being just as he had left it the night before. He was certain that he put the money in the safe. He was certain that he locked the safe. He opened the safe himself and the money was gone. Everything about the man tended to confirm his statements. He was an honest man; he was accurate; he was careful. He had no bad habits. He was well-to-do, and there was not the slightest reason for supposing that he could have used the money. For a moment the case was at sea. In a few days I learned that a clerk in the office had remained at his desk after the departure from the office of the man who knew that he locked the safe. But I discovered that the clerk did not have the combination, and again I was at sea. A few weeks elapsed, during which time I kept my eyes on every movement of this clerk.

I saw enough to arouse my suspicion. I went to the office one morning and took charge of the clerk. I told him I was satisfied that he had taken the money and that he need not deny it. He broke down. He told me that the officer who was so positive that he had locked the safe on the evening in question had not done so; that he had gone away and left the safe unlocked, that he, the clerk, took out the package of money, closed the safe, and locked it. This he could do notwithstanding the fact that he couldn't open it. He handed to me nearly the entire amount. The officer who was so positive that he had locked the safe was dumfounded. After that he never was sure of his own name.—*Chicago Tribune*.

## THE USE OF BENZINE FOR WATCH CLEANING.

In a period at the workbench extending over fifty years, says Oliver Hagen in an exchange, I have used benzine for the last fifteen—of course, the purest. A piece of brass dipped into it will not have a particle left on it one half minute after, and if my experience in this line will be of any use, I am glad to offer it to my fellow-workmen.

On taking a watch down, removing all screws and cap jewels, I place all the parts in an alcohol glass one-half full of benzine; I then put the cover on and let it soak for half an hour or so; two or three can thus be in operation at the same time. Then I turn all out into a small white porcelain plate, and with tweezers and a small, stumpy camel's hair brush, wash all the parts while covered with the benzine, on removing,

dry off with an old fine cambric rag; then place in alcohol and dry off with another clean rag; this can all be done easily in ten minutes. I do not let it remain in the alcohol longer than I can help, putting the balance and pallets in last, and taking them out first. I very seldom find it necessary to use either peg or (watch) brush; thus the gilding even on a cheap watch will never get rubbed off. Of course you want to keep clean rags, especially for the alcohol. In my opinion, there are so few watches that will do without a little oil on the pallets, that it is best to put it on all. Often when I have left them over night without oil, they have stopped before morning (of course, alcohol makes them very dry), and this has happened with good American watches too.—*Es.*

## A NEW CHECK UPON CHECKS.

"There, I've got it down fine at last, and no mistake," and one of Philadelphia's best known business men laid down his pen with a sigh of relief, and hastily blotted his name on a check with a blotter.

"Got what down?" asked a visitor.

"A new wrinkle adopted by merchants and others to prevent their names from being forged to checks. It's this way: After signing my name I turn the pen up and draw a line through it from right to left, and it looks as if the name had been cancelled.

"The peculiar little twirl at the end where the long line of the pen commences is where the forger of a man's name gets left. He doesn't tumble to it, so to speak, but the cashiers of the bank where I do business do, and they know instantly whether the signature is genuine or not. You see, also, this line drawn through the name makes the check look as if it was no good in case it is lost, and the finder will not present it for collection. It's a great idea, and is being adopted by many business men of the city. Of course, we have to explain it to the bank people, who, once they know it, have no further trouble with us over it. But the worst of it is the practicing to get it down fine, and it takes some little work to do so," and he gazed proudly at the unsightly line drawn through his name at the bottom of a check for \$7,000.—*Philadelphia Inquirer*.

## THE PSALM OF TRADE.

"Tell me not in mournful numbers,"

Advertising does not pay:

For the man's *non compos mentis*

Who would such absurd things say.

"Life is real! life is earnest!"

And the man who hopes to rise

To success in any calling

Must expect to advertise

"In the world's broad field of battle,

In the conflict of real life,"

Advertising is the secret

Of achievement in the strife.

"Lives of rich men all remind us

We can make our own sublime,"

And by freely advertising

To the highest summit climb.

*Drug, Oil and Paint Reporter.*



OUR NEW  
**SILK VELVET CASES.**

ON the adjoining page will be found illustrations of our new line of Silk Velvet Jewelry Cases.

Like the Poet Laureate who has completed the masterpiece of his life, we leave this our latest achievement to be judged by the world, feeling confident that those who know how to criticize will be our strongest friends.

Those of our customers who have tried these cases during the past month, declare that they are proud of their Country. We trust that the appreciation shown by the jewelers of Canada of what to us has been a very heavy undertaking, will permit of our saying the same.

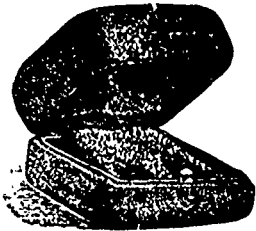
**THE HEMMING BROS. CO., LTD.,**  
**76 YORK STREET,**  
**TORONTO.**

*N.B.--We will prepay charges on Sample Lots.*

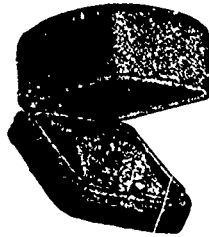




# SILK VELVET CASES.



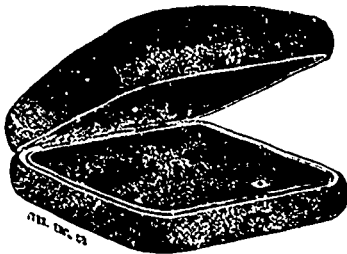
No. 144, Small Earring, \$6.00  
No. 145, Large " 7.00



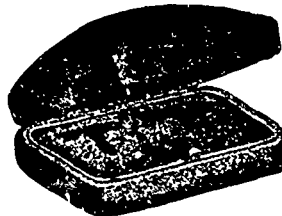
No. 109. Single Stud, \$6.00.



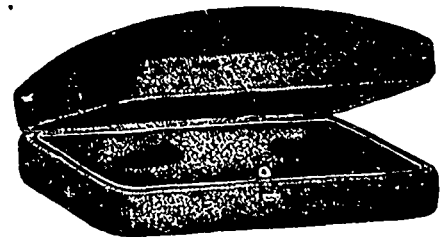
No. 149, Ring, \$6 00.



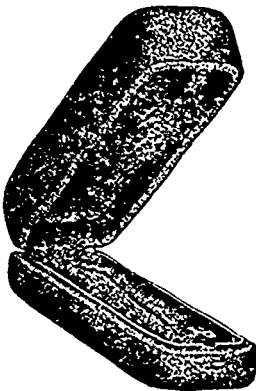
No. 143, Brooch, \$7.00



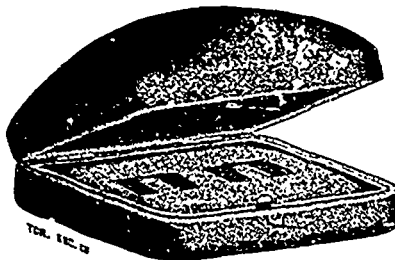
No. 148, Cuff Buttons, \$7.00.



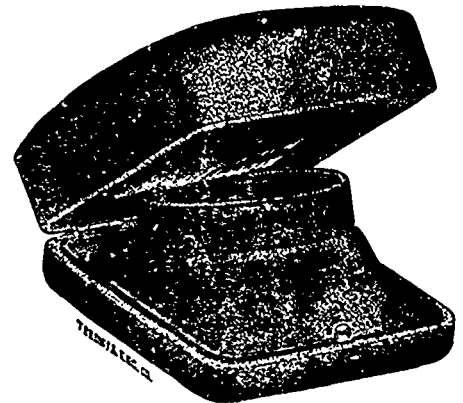
No 146, Lacepin, \$8 00.



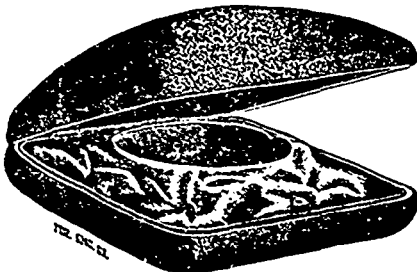
No. 150, Scarf Pin, \$8 00.



No. 147, Links, \$8.00.



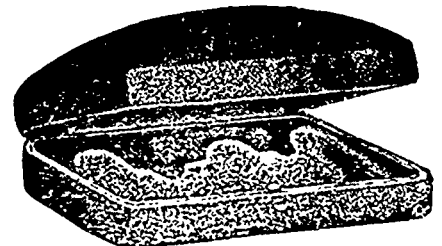
No. 151, Bracelet, \$13.00.



No. 141, Watch, \$12.00.

Our Locket Box is not yet  
out, but will be a  
specially pretty  
Box.

No. 153, \$7.00.



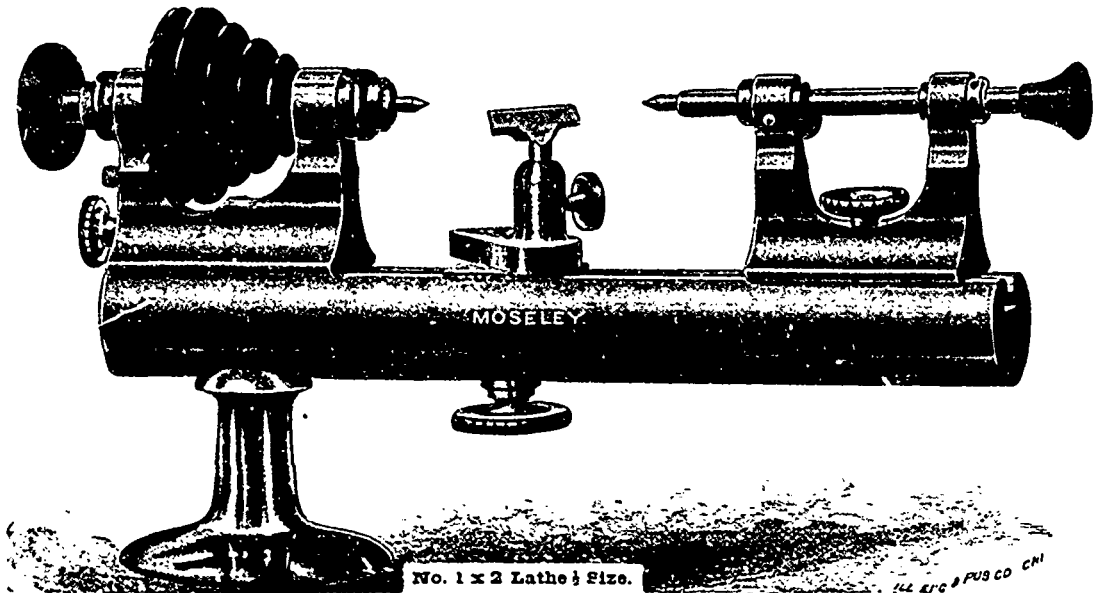
No. 142, Sett, \$12.00.

*THE HEMMING BROS. CO. LTD.*

76 YORK STREET, TORONTO.



QUALITY IS THE STANDARD OF VALUE.  
WE COMPETE FOR QUALITY, NOT QUANTITY.



No. 1 x 2 Lathe 1/2 Size.



No. 1 X 2 WIRE CHUCK

All our Chucks are stamped "Moseley" on the face and warranted.  
Cut of Chucks Full Size.

Note: The larger capacity of our Wire Chucks many times makes up the difference in price, should there be any.

**ALBERT KLEISER,**  
NO. 14 KING STREET EAST,

MARTIN'S GENEVA MAINSPRING

This is the finest Spring ever offered to the Trade in Canada. Send for sample doz. and be convinced.

Per Doz.  
Martin's Springs for Waltham and Elgin Watches, 18 Size, \$1.25  
" " for Swiss Watches, all sizes, 1.00

For Sale only by A. KLEISER, Wholesale Dealer in Watch Materials of all kinds

Sole Agent for the Dominion for the Moseley Lathe, -  
- Wholesale Dealer in Watch Materials of all kinds,  
- TORONTO, ONT.

**The HOLMES ELECTRIC PROTECTION CO. OF TORONTO,**  
LIMITED.

**8 Wellington Street East, . . . . . TORONTO.**

BANK VAULTS, JEWELERS' SAFES; STORES of all kinds WATCHED, GUARDED and PROTECTED by our Central Office System, Cheaper, more satisfactorily, and more securely than it can be done in any other way. We protect your property by surrounding your vault completely inside or out with our Electric Lining which cannot be penetrated, when in operation, without an alarm at our Central Office. Thus we have an eye on your valuables every moment of the year.

*Absolute Security when applied to Safes or Vaults.*

**The HOLMES ELECTRIC PROTECTION COMPANY OF TORONTO, Limited,**  
**8 WELLINGTON ST. EAST.**





## EDITORIAL NOTES.

### SPECIAL NOTICE.

Jewelers throughout Canada will oblige the Editor by sending into 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.

**THANKS**—The Editor of this journal begs to thank his confreres of the press, and his many friends throughout the jewelry trade of Canada, for the kind expressions of sympathy they have extended to him in the recent affliction through which he and his family have recently passed.

**READ IT**—Read the advertisement of the Canadian Horological Institute in this issue.

**E. F. GUSTER**, jeweler, formerly of Wingham, Ont., has made an engagement to take the road for Mr. W. F. Doll, wholesale jeweler of Winnipeg, Man.

**ANOTHER**—W. Nelson, of Lakefield, had his place burglarized last month, and a lot of valuable goods taken therefrom. As usual, there is no clue to the burglars.

**CLOSED OUT**—John Peebles & Co., retail jewelers, of Hamilton, Ont., who failed about a year ago, have been closed out under power of a chattel mortgage.

**MR. T. B. STEACY**, the well-known retail jeweler, of Brockville, Ont., sailed for Europe last month, on the steamship "Oregon," of the Dominion Line. We wish him *bon voyage*.

**TOO LATE**—We are in receipt of a letter from Mr. W. Wentworth, on the difference in the English and American system of taxation, which, although too late for this month, will appear in our next issue.

**MESSRS. H. BIRKS & Co.**, one of the leading retail jewelry houses of Montreal, have just completed some alterations in their establishment which have improved its appearance very much.

**MR. HENRY ROSS**, the jeweler who disappeared from Montreal, while suffering from temporary insanity, has, it is reported, been discovered in an insane asylum at Aix la Chapelle.

**BASIC SILVER** quarter dollar pieces are said to be getting very numerous in Toronto and will shortly spread all over the country. They are said to be remarkably good imitations. Look out for them.

**ASSIGNED**—D. Deans, jeweler, of Dundalk, Ont., last month assigned to T. H. Lamb, official assignee of Hamilton, Ont. His assets are said to be between \$2,500 and \$3,000, with liabilities about an equal amount.

**BACK AGAIN**—Mr. H. H. Fudger, president of the Goldsmiths' Stock Co., of this city, arrived safely home from his European trip about the middle of last month. He says he secured some eye openers for the trade this fall.

**CLOSED OUT**—We regret to learn that the firm of A. S. Murray & Co., one of the oldest jewelers in London, Ont., was sold out under power of chattel mortgage last month. The estate promises to pay the creditors but a few cents on the dollar.

**A BAD BOY**—A young lad named Prest, was last month arrested in Brampton, Ont., for attempting to set fire to the store of T. L. Woods, of that town. Luckily for Mr. Woods the fire was discovered and extinguished before it had a chance to do any damage.

**A CLOSE CALL**—A small building in the rear of the jewelry store of W. R. Jackson, St. Thomas, and occupied as a storehouse, was burned down last month. Fortunately for that gentleman the fire was extinguished before further damage was done.

**STILL ANOTHER**—J. Morrow's store at Varna was burglarized, and the safe thrown open on the 10th of last month, but the burglars only succeeded in getting the goods which were left out in the glass show case before they were alarmed.

**MR. ABRAHAM LEVY** and his nephew, Adolphe S. Levy, arrived home safely last month from their European buying expedition, and report the outlook very favorable, so far as their customers' chances of having plenty of novelties are concerned.

**TRADE IS DULL** and will probably continue so for the next month to come, but if the crop indications fulfill their present promise, our jewelers, both wholesale and retail, will have one of the biggest booms this fall that they have ever experienced, and they want it bad.

**WE REGRET TO LEARN** of the death of Mr. J. Dexter Rood, father of Mr. Chas. D. Rood, of the Hampden Watch Co., which took place at Springfield, Mass., last month. Mr. Rood has the sympathy of the jewelry trade of both the United States and Canada in his affliction.

**OUR YOUNG FRIEND**, David N. Smith, of the firm of William Smith & Co. gold chain manufacturers, of Maiden Lane, New York, was last month married to Miss Nettie D. Moore, of that city. **THE TRADER** offers its congratulations to the happy couple.

**A HANDSOME SOUVENIR**—We are in receipt of a very pretty card from Mr. A. S. Anderson, retail jeweler of Plattsville, Ont., setting forth particularly the excellencies of his Silver Cream Polish, an article which he says has stood the test for over thirty years and never been found wanting.

**SETTLING DOWN**—We learn from the *Free Press* that Mr. W. F. Doll, the well-known wholesale jeweler, of Winnipeg, Man., has purchased a handsome brick residence on Edmonton Street, South of Broadway, in that city, for the sum of \$4,500. Mr. Doll's purchase is considered a big bargain.

**FINED**—R. T. Picket, the diamond and gift tea merchant, was last month fined \$20 and costs in Kingston, Ont., for infringing the Lottery Act. As two other counts were pending against him, he shipped his entire stock out of that city and the gift tea business will know him there no more.

**FOR EUROPE, HO!**—Mr. Ambrose Kent, of the firm of Kent Bros., of this city, sailed for Europe last month. While his principal object is to benefit his health, Mr. Kent will fill in his leisure time by hunting up novelties for the firm's fall and holiday trade. We wish him a safe and pleasant journey.

**HARRY MANNING**, the genial representative of Messrs. T. H. Lees & Son, was disporting himself in Galt and giving pointers to the local jewelers during the Carnival. From the amount of valuable goods in the windows of some of the retail jewelers, we should say that Harry struck it rich on that particular trip.

**CHEAP WATCH CASES**—As we predicted some time ago, watch cases are cheaper in Canada to-day, in spite of the raise in duty, than they ever were before. In fact nearly all lines of staple cases are being bought by the Canadian retail jeweler at from 10 to 20 % less than the American retail jeweler is paying for the same goods in the United States.

**OFF AFTER FISH**—Mr. E. C. Fitch, President of the Waltham Watch Company, left about the middle of last month for his summer vacation. As he is an enthusiastic disciple of Isaac Walton, he will cast his line on the waters of his recently purchased Canadian salmon stream, and we trust will have many successful hauls, as well as plenty of good sport.

**A NEW FIRM**—W. A. Aston and F. J. Tobin, formerly in the employ of Mr. James Eastwood, Wholesale Jeweler, of New Glasgow, N. S., have lately commenced business on their own account in Truro, N. S., as jewelry manufacturers and engravers, and will no doubt secure a fair share of the trade's patronage in that part of the Dominion in which they are located.

**BURGLARY**—The store of C. A. Walker, of Enterprize, was burglarized last month, and goods, consisting principally of jewelry and watches, to the value of about \$250, carried away by the burglars. Subsequently three suspicious characters were arrested, having burglars' tools, and goods which they could not satisfactorily account for, in their possession. They were committed for trial at the next Assizes.

**MESSRS. P. W. ELLIS & Co.** have completed the extensive alterations to their warehouse, and now have one of the largest and best equipped jewelry salesrooms on the continent. The light has been greatly improved, and their customers who see it again for the first time since the alterations were completed, can hardly realize they are in the same warehouse. Visitors to the Carnival will do well to look in and inspect the new premises.



# Canadian Horological Institute,

133 KING STREET EAST,

OPPOSITE ST. JAMES CATHEDRAL,

TORONTO, - - - ONTARIO.

PRACTICAL AND THEORETICAL INSTRUCTION IN WATCHMAKING AND  
REPAIRING GIVEN IN ALL ITS BRANCHES.

Our system of operation is arranged so as to give Students the greatest possible amount of practical instruction in the shortest space of time.

If you feel that you would like to understand Escapements a little better, take a month of instruction in our School, where you will have every facility for improvement.

If you don't understand trains and depthing thoroughly, take a month of instruction in our School.

If you want to learn how to run the American Lathe and do turning, jewellery, etc, take one or two month's instruction in our School.

If you want to generally perfect yourself in your business, take a course of from six months to a year in our School.

If you want to learn your trade entirely, come with us for from one to two years, and if you have average mechanical ability and a desire to progress, we will turn you out a First-Class Watchmaker, and procure you a good situation.

Send for Prospectus, giving full information, terms, etc.

**CANADIAN HOROLOGICAL INSTITUTE,**

*133 King St. East, Toronto.*



# For Time, Appearance and General Satisfaction,

THEY

# WATERBURY WATCH

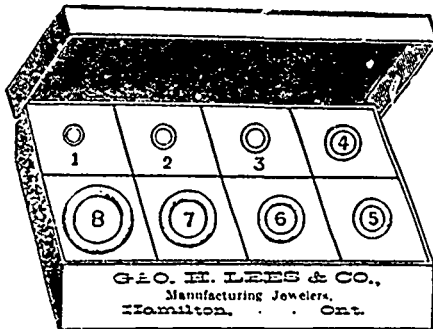
Is **UNEQUALLED** by any other low-priced Watch  
IN THE WORLD.

**T**HERE is a larger percentage of profit in the sale of WATERBURY WATCHES than ANY Watch in the market. Think of this, and then ask yourself why you handle cheap Swiss watches, when every one you sell will prove a boomerang. Give your customer good value for his money and you make a friend of him or her, do otherwise and you lose a customer. Send for our Catalogue showing different Dials and Fancy Cases.

*NO ENTERPRISING JEWELER SHOULD BE WITHOUT OUR GOODS IN STOCK.*

## THE WATERBURY WATCH CO.,

81 KING STREET EAST, . . . TORONTO, ONT.



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Rolled Plate and Silver Jump Rings, conveniently done up in boxes holding one gross in eight assorted sizes, as per illustration.

R. P., . . . . . \$1.25 per Gross.  
Silver, . . . . . \$1.50 per Gross.

This is less than Half Price ever sold before. Sent by mail on receipt of price Try a box of each.

Our other Specialty is selling better than ever We have also added New and Pretty Patterns. Just look:

1 doz. Solid Silver Bangle Bracelets, 12 different Patterns for \$2.10; 2 doz. for \$4.10; 3 doz. for \$6.00.

Sent by mail on receipt of price.

**G. H. LEES & CO.,**

Manufacturing Jewelers, Watchmakers and Engravers,

HAMILTON, . . . . . ONT.

**T. WHITE & SON,**  
MANUFACTURING JEWELERS,  
LAPIDARIES & DIAMOND SETTERS.  
RICHMOND CHAMBERS, RICHMOND ST. WEST, TORONTO.

Canadian and Foreign Stones, Rubies, Sapphires, etc., Polished and Mounted for the Trade.

N.B.—A variety of Stones and Imitations of all kinds in Stock.

**C. W. COLEMAN,**

10 KING ST. WEST, (up Stairs,) . . . TORONTO.

WATCHMAKER TO THE TRADE.

Importer and Dealer in GRANDFATHER CLOCKS,

QUARTER TING-TANG AND CHIMES.

ESTIMATES FURNISHED FOR TOWER CLOCKS.

**W. COATES & BRO.,**

JOBBER IN

JEWELRY AND WATCHES,

BROCKVILLE, ONT.



# NEW GOODS.

LEVY BROS., HAMILTON, ONT.

For the coming Fall Trade we have made extra exertions to secure some

## NEW AND TASTY GOODS

and for that purpose ENGLAND, FRANCE, GERMANY and the UNITED STATES have been visited, and we have been successful.

## OUR FALL STOCK HAS ARRIVED

and when our Travellers call on you they will show you grand value for your money, and goods that will sell at sight. Do not buy until you see what we have to offer.

## IN AMERICAN AND SWISS WATCHES

©... WE LEAD. ...©

A complete line of Association Movements, Filled and Silver Cases as low as the lowest. Gold Cases all sizes and designs.

## WE HAVE SPECIALTIES---TRY THEM.

Also Silver Goods, Registered, (we are sole agents for Canada) "white as silver and guaranteed to wear white throughout."

"L. B. Silveride," O.F., Key Case. The best Case in the world.

"L. Bros." & "L. B. H." Standard Rolled Plate Chains.

A1 Spectacles, Registered. The cheapest and best spectacle in the market.

A very large stock of French Marble Clocks, and our usual heavy stock of American Clocks.



**NOVELTIES.**—The firm of S. E. Fisher & Co., of North Attleboro, Mass., advertise in this issue some novelties in the way of collar buttons and bracelets that every jeweler attending the Carnival ought to take a look at. The firm of S. E. Fisher & Co. is well known throughout the U. S. as one of the oldest and most reliable manufacturers of rolled plate goods in that country, and their goods can always be had from any of the first-class jobbing houses.

**DAVIS BROTHERS,** the enterprising jewelers of Yonge Street, Toronto, have just completed some very extensive alterations which make their establishment one of the most elegant in the city. Mr. Joseph Davis is to be congratulated upon the good taste he has displayed in the interior decorations, and we trust that the business may feel the beneficial effects of these improvements long after the novelty of their appearance has ceased to attract the attention it does at present.

**ELECTRIC PROTECTION.**—We direct the attention of our city readers to the advertisement in this issue of the Holmes Electric Protection Co., whose efficient protection is now getting to be so well known by bankers and jewelers as to require no comment. The Toronto branch, under the able management of Mr. A. S. Wigmore, has rapidly come to the front, and if it keeps on increasing its membership in the future as rapidly as it has during the past year, will soon be the largest in Canada.

**TOO BAD.**—The celebrated band of the Elgin Watch Company, which had been out West on a tour, were unfortunate enough to lose all of their band instruments and uniforms in the burning of the Texas Spring Palace. Fortunately none of the members sustained any personal injury, although they ran considerable risk while helping to rescue the women and children from the burning building. The total loss to the band will aggregate over \$15,000, which will probably be made good by the Company and its employees.

**STEALING IN TRANSIT.**—One of the Grand Trunk freight cars was rifled of its contents while standing on a siding at Toronto, and amongst the goods stolen were several hundred dollars' worth of silver-plated ware, shipped by one of the plate companies in Toronto to a customer. If the goods are not recovered, it will be a nice question to determine whether the goods belong to the consignor or the consignee, and which of them will have to take the risk of recovering the amount from the Grand Trunk Railway Co.

**EFFECTED A SETTLEMENT.**—Mr. A. H. Welsh, manufacturing jeweler, of this city, has been in financial difficulties for some time past, and after struggling along in the hope of clearing himself, at last decided to ask for the consideration of his creditors. After some little negotiations, the following settlement was arrived at, viz: 35 cents on the dollar; 5 cents cash, and the balance in four equal payments of three, six and nine months, secured. The firm's liabilities are \$6,006, and assets, \$7,297.

THE *New York Jewelers' Catalogue* has the following kind words in a recent issue for Mr. Beeton's Horological School: "E. Beeton, a writer for the Toronto *TRADER* and a watchmaker by trade, has, at the earnest solicitation of numerous readers of the *TRADER*, started a school for watchmakers in Toronto. This is the first institution of the kind in Canada, and we hope it will prove a success. The many horological schools in the United States will look at the new enterprise with interest. Imitation is the sincerest form of flattery."

**HE WON'T VISIT THEM AGAIN.**—The *Grand Valley Star* furnishes a method of knocking out unlicensed competition, from which some of our readers might take a leaf. In a recent issue they say:—"Mr. W. M. Chaters, a jewelry pedlar, was brought before Mr. Wm. Osbourne, J. P., on a charge of having sold jewelry in the county of Dufferin, contrary to By-law No. 78, of the said county. As Mr. Chaters promised that he would not come to Grand Valley again the prosecutor, Mr. R. B. Taylor, dropped the case, Mr. Chaters paying the costs."

**SENSIBLE.**—The Philadelphia *Keystone* in its last issue, has the following very sensible and timely advice to retail jewelers, regarding the selling of goods: "Sometimes the merchant should appear to know more than his customer, sometimes he should not. It depends. If the customer is heady and full of self-assurance, the salesman should be reserved. If the patron seems to wish for guidance from the mer-

chant, the latter may assume the role of adviser and appear the wiser of the two in that particular matter. But discretion is necessary, and the sensible dealer will adapt himself to his customer."

**THE PRIZE TEA MERCHANTS AGAIN SOLD.**—Two young fellows named Chase and Cox had been operating a gift tea store in London for a couple of weeks, and disposed of a large quantity of tea and so-called diamond jewelry and gold watches to an unsuspecting public, when their game was nipped in the bud. The police thought they were guilty of a violation of the Lottery Act and accordingly summoned them to appear before the Police Magistrate. When the magistrate asked for them it was shown that the shop had been closed and the tea merchants had gone west on an early morning train. A number of creditors are left sorrowing.

**WATCHMAKERS, ATTENTION!**—\$10 reward. Lost in Muskoka, about a year ago, a ladies' solid 14k. gold hunting cased watch, Elgin, key wind, 10 size, movement No. 1,456,665, case plain, polished centre with engraved border. A ladies' 10 size, key wind watch is rather an unusual one. Any watchmaker having had one to repair would probably remember it. Look over your watch book. If you have had it write the undersigned at once. The above reward will be paid to any person furnishing information resulting in the recovery of the watch, if they will address GEO. W. BEALL, Watchmaker, Lindsay.

**CANADIAN DESIGNS.**—The American Watch Case Company of Toronto, have offered several valuable cash prizes for competition amongst their employees for the best original designs for watch cases. The Company want to encourage original designing amongst their employees and have taken this very practical way of doing so. The designs are to be all in by the 15th July, when awards will at once be announced. It is expected that some elegant novelties in watch case engravings will be secured for the fall trade.

**MEDALS.**—The model work of P. W. Ellis & Co., medalists to the trade, can now be seen in every town in Ontario where summer carnivals are rampant. During the Galt Carnival we noticed that almost every citizen, and fully half of the visitors, were decked out with one of P. W. E. & Co.'s medals, and the local jewelers must have reaped quite a harvest from this item alone. A few years ago such goods could not be had in Canada short of sending to England for them six months in advance, now they can, thanks to the N. P., be had at our jewelers, very doors as it were, of a quality and price to compete with any in the world.

**THANKS.**—We have to thank Mr. A. Blue, Deputy Minister of Agriculture for the Province of Ontario, for a copy of the report of the "Ontario Mining Commission," of which he was secretary. A cursory examination of the report shows that it contains a great deal of valuable information regarding the mineral wealth of this province, and should do much to bring its resources and capabilities prominently before the world's capitalists. The tables are ably compiled, and the report, as a whole, most interesting, and reflects the highest credit upon Mr. Blue, who has long been known as one of the most talented and indefatigable officers in the service of the Ontario Government.

**HYMENEAL.**—Our young friend, Mr. Harry K. S. Hemming, of the Hemming Bros. Co., Limited, of this city, was last month married to Miss McFee, of Montreal. The happy couple spent the greater part of their honeymoon trip amongst the Thousand Isles of the St. Lawrence, and speak in unqualified terms of the rare sport to be had amongst the fish which inhabit those classic waters. Harry is now quietly settled down again to business at the old stand on York Street, looking perfectly contented and happy. THE *TRADER* sincerely wishes the young couple long life and prosperity and every happiness incident to the married state.

**THE TORONTO CARNIVAL.**—The midsummer Carnival, to be held in this city on the 1st of July and subsequent days, promises (if the weather is favorable) to be one of the most brilliant fetes of its kind ever held in America. Extensive preparations for displays of every variety have been thoroughly completed, and if our visitors do not have a good time, it will not be because there are not sufficient attractions. Our wholesale jewelers have got their stocks well sorted up, so that their friends who run into the city to "do" the Carnival, can kill two birds with one stone, and make their expenses by buying some



# The Montreal Optical & Jewelry Co., Ltd.

**Warehouse and Factory, 1685 Notre Dame St. Montreal.**

P. O. BOX 1054.

**ONLY MANUFACTURING OPTICIANS IN CANADA.**

We are now offering to the Trade exceptional prices and the finest lines of all kinds of

## OPTICAL GOODS

Ever Shown in the Dominion.

*Andemair's celebrated Opera Glasses, Field Glasses, Telescopes, Spectacles*  
**AND EYE GLASSES OF ALL KINDS, TRIAL LENS SETS, ETC.**

Special care given to Prescription Trade and Customers' Repairs.

N.B.—Our Travellers are now on the road. Reserve your Orders for these Goods. It will pay you.

### Montreal Optical and Jewelry Company, Limited.

### The Best Line of Rolled Plate Chains.

IN THE MARKET FOR THE MONEY.

STYLES

ORIGINAL.  
 DURABILITY  
 GUARANTEED.



# J.G.C. & CO.

FINISH ALL  
 THAT  
 COULD BE  
 DESIRED.

Send for Illustrated Sheet of Specialties for this season. For Jobbers only.

## J. G. CHEEVER & COMPANY,

**NORTH ATTLEBOROUGH, MASS., U.S.A.**

GEO. P. WAGNER.

CARL ZEIDLER.

D. C. WAGNER.

## DOMINION SHOW CASE WORKS, WAGNER, ZEIDLER & CO.

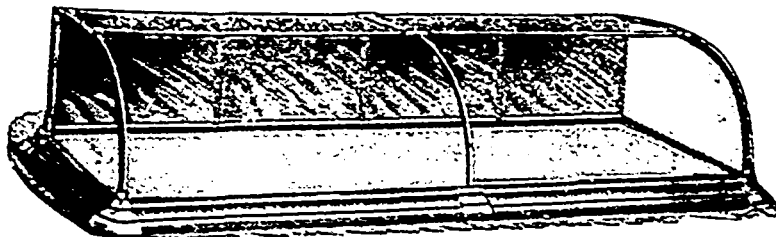
(FORMERLY DOMINION SHOW CASE CO.)

HIGHEST AWARDS RECEIVED WHEREVER EXHIBITED.

Manufacturers of

Show Cases of every description in Nickel, Silver  
 Walnut, Ebonized, etc.

Hardwood Store Fittings, Metal Sash Bars, etc  
 Send for Catalogue and Price List.



Show Rooms, Head Office and Factory: **West Toronto Junction, Ont.**



of the novelties that are being put on the market for this season's trade.

**ANOTHER BURGLARY.**—On the night of June 11th, the jewelry store of Mrs. Keene, Lindsay, Ont., was burglarized, and a quantity of watches, chains, rings and other jewelry belonging to C. M. Hughan, jeweler, who had the use of one of her shop windows, carried off. The Toronto police were at once notified of the affair and requested to keep a sharp look out for the burglars. This they did so successfully as to arrest Thomas Keefe, living on Ontario street in this city, as one of the parties who committed the depredation. Keefe was taken to Lindsay by the Chief of Police of that town, and will be tried there if sufficient evidence can be secured to warrant his committal.

**ELECTRIC TIME.**—The new Canadian Bank of Commerce in this city has recently been fitted up by Messrs. E. & A. Gunther with an electric system of clocks known as the Warner System. This system does away with the necessity of having separate clocks in every room, as only one master clock is necessary and all the others are operated by it by means of electrical connection. The system, while exceedingly simple, is yet most effective, as every clock in connection with the central time keeper keeps beat with it, second by second, with unfailing regularity. Messrs. E. & A. Gunther have secured the sole wholesale agency of this invention for Canada, and those desirous of using it should give them a call and test its workings.

**A CHANGE.**—Messrs. J. E. Ellis & Co., the well-known retail jewelers, doing business at the corner of Yonge and King streets in this city, having been notified that the lease of their present premises has been sold by the proprietor to the Canadian Pacific Railway Co., last week completed the purchase of that very desirable warehouse occupied by Jas. Beatty & Co. as a carpet warehouse, and just one door east of where they now are. The price paid for the building is said to have been \$20,000, and a ground rent of \$1,700 per year. Their present lease does not expire for a couple of years yet, and we understand that before moving, Messrs. Ellis & Co. contemplate re-modeling their new building and fitting up what will probably be the largest and finest retail jewelry warehouse in Canada, when completed.

**THE AMERICAN WATCH CASE Co.**, of 67 Adelaide Street West, Toronto, shut down on the 1st July for their usual semi-annual stock taking and machinery repairs. They will start up again on the 15th inst. with a full force, and our retail jewelers may look out for some new and very pretty goods for this fall's trade. The new hunting filled case put on the market by the Company last month, is pronounced by every one who has seen them as being fully equal to any filled case ever turned out of any U. S. factory, and a credit to Canada. Like all other goods made by the A. W. C. Co., they are the best of their kind, and the trade can safely buy them from any jobber with the knowledge that their business will suffer no discredit by handling them. They sell at nearly twenty per cent. less than the American hunting filled cases did before the raise of duty.

**SILVER AT PORT ARTHUR.**—A recent despatch from Port Arthur, Ont., says that a wonderful bonanza has been struck at the celebrated Badger mine, owned by Milwaukee people, situated near Port Arthur. It is from this property that over \$25,000 in silver was shipped during the last twelve months. Supt. Shear, feeling satisfied that the vein on which they were working was not the only one on the location, commenced prospecting, and two weeks ago struck a new run some 350 feet North of the other. This has been traced for nearly 2,000 feet. A shaft was commenced, and after sinking fourteen feet, a vein four feet wide was struck, with an eighteen inch paystreak of native silver, sulphide of silver, argentiferous galena, and zinc blende, which averaged 1,757 ounces of silver per ton. The Badger people are very jubilant over their prospects, and have purchased the adjoining property, known as location 96 T. 160 acres, or the Porcupine mine, for \$60,000 cash.

**CANADIAN SAFES ABROAD.**—Some time ago Messrs. J. & J. Taylor, the well-known safe manufacturers of this city, received an unsolicited order from a large firm in Queensland, Australia, for one of their best fire-proof safes of large size. The safe was finished in due course and shipped to Australia, via England, but unfortunately the steamer which carried it was accidentally sunk during its passage through the

Suez Canal. The Messrs. Taylor wrote to the firm in Australia for instructions regarding the matter, and in reply received a cablegram a few days ago, instructing them to make and ship them two duplicates of the lost safe instead of one. These unsolicited orders from our brothers on the other side of the globe are encouraging, as showing how rapidly Canada is coming to the front as a manufacturing country. All that is now wanted by us is first-class steamship communication direct with the foreign countries we desire to trade with, and our export of manufactured goods will receive an impetus that it will be hard to estimate the extent of.

**IT MAY CUT BOTH WAYS.**—As a result of the proposed discrimination against European goods, and in favor of those of American countries by the McKinley and other bills now being considered by the Senate and Congress of the United States, the following motion in the British House of Commons by Mr. Howard Vincent, shows that like edged tools, tariffs are dangerous things to fool with, and may cut in other directions than the one intended. The resolution says that "Whereas the American tariff will inflict great injury upon the trade of Sheffield and upon British traders and artisans generally, the House consider whether a free market ought to be longer given to the competing products of a foreign State which puts a prohibitory tariff on British goods." If the passage of the McKinley bill has the effect of making the English people put a duty on American breadstuffs and manufactures, it would be the worst blow commercially that the U.S. ever got, and would certainly do them very much more harm than the proposed bill would do them good.

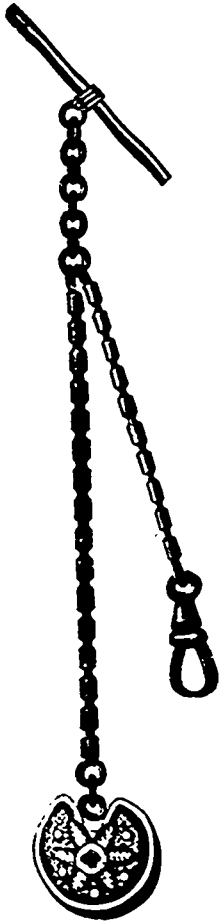
**IS IT AN ARGUMENT YOU WANT.**—Commenting on the discussion of the watch "Botch" question which has been carried on in our columns for some months, the *Keystone*, last month, rises to say: *The Waterbury* goes on record as favoring the plan of "compelling" all watchmakers and watch repairers to "prove their knowledge and capability before being permitted to act as watch repairers or adjusters." Our e. c. is evidently not a believer in the "let alone" theory of government—the theory based on the principle that that government is best that governs least. The *TRADER* is now making something of a specialty of the "botch" watchmaker, and has arrived at conclusions differing from those of the *Waterbury*. We suggest that it attempt to show the New York journal the error of the regulating way of attending to the "botch." The *TRADER* has neither time nor inclination to convert our esteemed and taking contemporary the *Waterbury* from the error of its way on this question, but the *Keystone*, who goes to the same readers, might undertake the task, if it considers it of importance to the trade.

**A NEW JEWELRY CORPORATION.**—The Gold and Silver Trading and Security Co. is the name of a new company organized by Mr. E. M. Trowern, of this city, and which proposes to purchase old gold and silver bullion and jewelry of every description, and also to do a regular retail business in watches and jewelry as well. The company have purchased the jewelry business of Mr. Trowern, which will be made the basis of their venture, which will be carried on in the same premises, No. 113 King St. West. Mr. Trowern's stock, valued at about \$10,000, will be taken over by the new company on the 1st July, when they will at once commence operations. The capital stock of the company is \$100,000, of which \$50,000 has already been taken up by first-class men, and who are ready to take up the balance as soon as more capital can be utilized to advantage. At their meeting for organization, held a few days ago, the following well-known gentlemen were elected as the officers of the company for the current year: President, Dr. Woods; Vice President, P. T. Trowern; Sec.-Treas., B. Woods; Manager, E. M. Trowern; Directors, T. A. Heintzman, E. J. Clarke, Jas. Pearson, John Lee, Wm. Townsend and A. G. Crosby. The company are entering on what is practically a new field of enterprise in Canada, and with the ample capital at their disposal, and a manager of such ability and experience as Mr. Trowern undoubtedly is, they should make the business successful beyond a peradventure. Mr. Trowern, as our readers well know, has had a good many reverses in his business career, and we are glad to see that his indomitable energy has brought him on the top once more in such a shape that he will be able to find full scope for his ability.

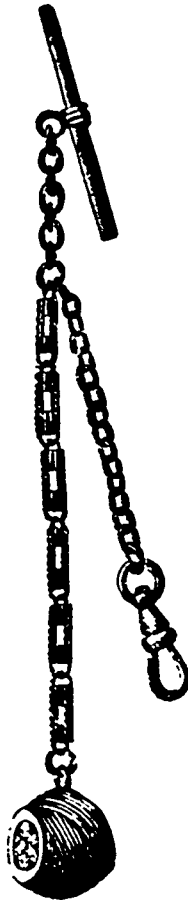


# R. F. S. & CO.

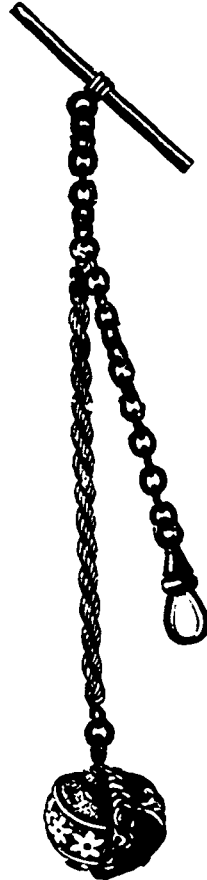
## "SAFETY QUEEN."



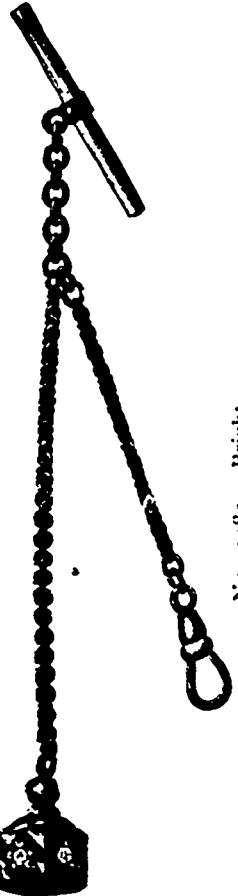
No. 2520.—Bright.



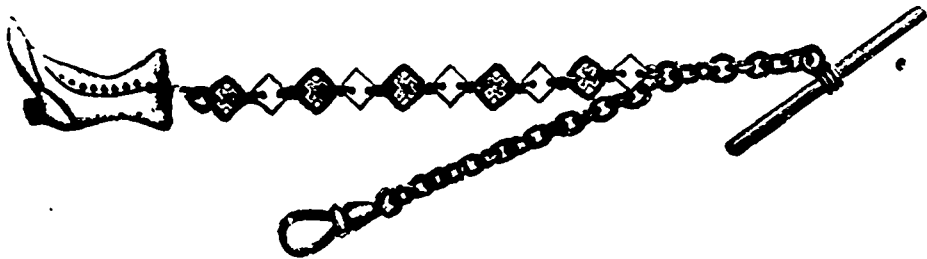
No. 2468.—Roman Gold.



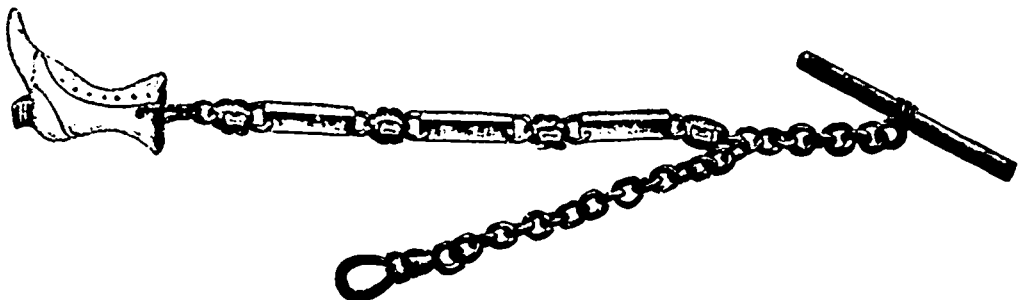
No. 2490.—Bright.



No. 2483.—Bright.



No. 2497.—Pearl and Gold Combination. Pearl Charm.



No. 2500.—Pearl and Gold Combination Pearl Charm.





## OUR HELP COLUMN.

THE TRADER aims to be of practical value to the Retail Jewelry Trade. NO CHARGE is therefore made for advertising in this column, but the subject-matter should not exceed five type lines, or about 60 words.

**A YOUNG MAN** of good habits and five years' experience at watch and clock work, is open for an engagement. Will accept moderate salary to begin. Unexceptional references. Address A. C., care of C. E. BILLINGS, 208 Dundas Street, London.

**A RARE** chance to purchase a good paying business in the best town on the Intercolonial Railway. Stock about \$5,000; population 7,000. Terms to suit. Owner retiring from business. Only those meaning business need apply. H. ELLIS, 14 Wellington Street W., Toronto.

**FOR SALE**, good paying jewelry business in good town in Western Ontario, population 2,200. Repairing more than pays all expenses. Stock small. Correspondence strictly confidential. Owner has other jewelry business to attend to. Address, A. B., (JEWELRY), TRADER Office, Toronto.

**FOR SALE** or will exchange for watches, Francis engraving machine with box of type and attachments. Price \$90. Good order. DAVIDSON BROS., Vancouver, B. C.

**FOR SALE.**—Nine volumes of *Jewelers' Circular* from 1880 to 1890. *Watchmaker and Metalworker*, Chicago, from July 1881 to Dec. 1887. *Jewelers' Journal*, Nov. 1883 to Oct. 1887. Also five or six last volumes of *Keystone*. All in bond. Apply to NABESHIMA, care of TRADER PUB. Co., Toronto.

**FOR Sale.**—In the thriving Town of Dunnville, a good jewelry business; central location. Established over 30 years, will sell at a bargain house and lot including stock and fixtures, this is an excellent opportunity for a good practical watchmaker. Good reason for selling, have been 55 years at the bench. For particulars address, E. J. LASALLE, Box 11, Dunnville, Ont.

**STOLEN.**—One ladies' six size 14k. gold watch, engraving turned, engraving T. B. to M. B. '83, on chain. A liberal reward will be given by applying to T. B. care of TRADER PUB. Co., Toronto.

**SITUATION** as watchmaker and telegraph operator or watchmaker alone, complete kit of tools, Webster-Whitcomb lathe, &c. Good workman, single. Best of references. Wages not less than \$10 per week. Address, P. O. Box 254, Waterloo, Que.

**SITUATION WANTED** by young watchmaker as improver, two years' experience. Well up in watch work. Good references. Wages no object. Address, L. O. C., Box 663, Guelph, Ont.

**TO JEWELERS.**—Situation wanted as jobber. Can supply tools. Apply 16 Russell St., Toronto.

**WANTED** working jeweler, steady employment. Must be honest and of steady habits. References required. Apply by letter stating wages to A. ROSENTHAL, Ottawa.

**YOUNG MAN WANTED** to learn the watch repairing and jewelry business, one preferred who has had a few months' experience or more. Good references required. Apply to G. J. CLARKE, Virden, Man.

**WHO PAYS THE DUTY.**—The *Globe* and other free trade journals insist that the consumer pays the duty on all imported goods. This protectionists say is nonsense, that who pays the duty is pretty much a question of supply and demand, and whether we want to buy worse than the other party wants to sell. The watch case trade between Canada and the U. S. will fully illustrate this point. Before there were any Canadian factories in existence, the price of cases in Canada was the regular American price plus whatever duty was levied by the Government, and varied from 15 to 17½ per cent. American goods in Canada were, therefore, from 15 to 17½ per cent. dearer in Canada than they were in the U. S. To-day under a protective tariff of 35 per cent. American goods instead of being sold in Canada at 35 per cent. advance on U. S. prices, are actually sold here at identically the same prices as they bring in their own home market. If you ask any Canadian jobber who pays the duty on "Montauk" or "Union" cases, he would simply smile and show you a credit note from the U. S. manufacturer for the amount of duty, he, the Canadian jobber has to pay the Canadian Government. There must either be a big bonanza in making snide gold filled cases, when the manufacturers can afford to sell them for export at from 30 to 35 per cent. less than they do to the largest trade in their own country, or the idea of these manufacturers is to break down the Canadian factories by this cut-throat competition, well knowing that when once they are closed up again they can easily raise the prices enough to recoup themselves for the loss they have sustained in so doing. The wonder is that American jobbers, who are usually so wide awake, will submit to be compelled to pay 35 per cent. more for the goods of these manufacturers, than Canadian jobbers just across the line can buy them for. So far as watch cases are concerned, these credit notes should fully answer the query of "Who pays the duty?"

## OTHER NOTES.

The surgical operation performed some time ago upon the throat of Campanini, the great singer, has resulted in a great success, and the voice, believed to be silenced, will be heard again.

The 250-copies edition de luxe of Stanley's new book, with his autograph, the original price of which was fixed at \$25 per copy, have all been bought by speculators. The price is now raised to \$150 per volume.

MARK TWAIN'S success in life, says a correspondent of the *Chicago Times*, seems to have made him crusty and sour. He is worth considerably over \$2,000,000, and finds it no joke to take care of so much wealth.

THE KING OF SIAM has a private fortune of \$50,000,000, with an annual income of \$10,000,000. Of course the temptation of a man with this wealth to require everybody to approach him on all fours is very great, and yet the Siamese monarch has lately abolished this custom.

PHONOGRAPHY is rapidly becoming one of the standard branches of education in Great Britain. From recent returns it appears that in the first quarter of this year the teachers of phonography had under instruction, in the whole of Great Britain, 34,739 males and 3,028 females, making a total of 37,767, while the number under instruction during the whole of last year was 44,730.

It is stated in Italian journals that the dome of St. Peter's has been cracking for a considerable length of time, and the number and extent of the fissures is becoming alarming. It appears that about one hundred years ago a similar state of things was remedied by encircling the dome with a strong band of metal. The band was heated and its contraction on cooling was found to be sufficient to close up the cracks.

It is said that a man severely afflicted with deafness can hear when riding in a rumbling car. The philosophy of this phenomenon, as stated by an aurist, is due to the well-known counteraction of the noisy motion on the drum of the ear—that is, the rumble of the heavy wheel on the track causes the drum to vibrate, and in this way producing or exciting the capacity to hear. Instead of raising the voice when speaking to a deaf person in a moving car or vehicle, the voice should be low.

A detailed black and white illustration. In the center, a man with a mustache, wearing a suit and a hat, is depicted from the waist up. He is holding a large, circular watch frame. Inside the frame, a pocket watch is visible, and a hand is shown adjusting it. The watch frame has a decorative top edge with small, dark, teardrop-shaped ornaments. To the right of the man, a scroll is unrolled, listing the company's specialties. In the bottom left corner, there is a business card or sign for "A.C. ANDERSON & Co." with the address "WELLINGTON ST. EAST" and "TORONTO". The background is a textured, shaded area that suggests an outdoor or workshop setting.

**OUR SPECIALTIES:**  
AMERICAN AND SWISS  
WATCHES.  
DIAMOND AND GEM  
RINGS.  
AMERICAN JEWELRY.  
WATCH MATERIALS.

**A.C. ANDERSON & Co.**  
WELLINGTON ST. EAST  
TORONTO  
WHOLESALE JEWELLERS

## WISE AND OTHERWISE.

**HE SAW IT**—A brother who was trying to buy a cow from a poor widow at less than it was really worth, suspended conversation with her for a moment to raise a point with a friend standing by as to "the sin of dancing." Quick as thought came the reply: "Certainly it is not as much of a sin to dance as it is to cheat a poor widow out of her old cow." *Richmond Religious Herald.*

**SOMETHING LIKE IT.**—One of our neighbors, a little boy of nine years, had learned a verse at Sunday school. "I have planted, Apollons watered." The next Sabbath the verse was called for. Not one in the class could remember it. Our little friend, however, had a glimmer of light, and holdi g up his hand, said. "I can't remember exactly what it was, but I know it was something about Apollinaris water!"—*Babyhood*

**CAN'T ECONOMIZE WITH HER.**—"No," said Nannie in confidence to her best friend, Katie. "if Charlie should propose to me before Christmas I would tell him to wait, because if I accepted him he would make the ring do as a Christmas present, and otherwise he would be sure to send me something else nice. After Christmas I'll accept him and get the ring any way. He needn't try any economical dodge with me" — *Harper's Bazar.*

**HURRAH! Change of Heart.**—Socialistic Mob: Bring him out! Hang him! Down with monopoly! Inventor (putting his head out of the window) Goodness me! What does this mean? Mob Spokesman: You must die! We hear you invent a machine to do de work off von hoo dret men. You take breath out off dere mouths, you—Inventor: This machine of mine is an attachment for breweries, and will bring beer down to one cent a glass. Mob (wildly)—Hurray! — *New York Weekly.*

**HOW HE HEARD.**—Omaha Teacher—"Will some member of the class explain how we hear things?" Bright Sprig—"Somebody tells pa something down town, then pa tells it to ma as a profound secret, then ma tells it at the sewing society meeting and then we all hear it." — *Omaha World.*

**CALL AGAIN**—Brown—"Well, good-day call again." Spouter (who is in the professional line)—"Excuse me, sir; but I have resolutely set my face against encores of every kind."—*Boston Transcript.*

**HE WAS TOUCHED.**—A. "Wiggles is a tough man. He has a heart of flint. I don't believe anything could touch him."

B. "I saw him once when he was touched."

"Where was that?"

"On the race course. A pickpocket 'touched' him for his watch." — *Texas Siftings.*

**HIS NEW DODGE**—Housewife—Go on! You can't get anything here. This is no harbor for tramps.

**Hungry McCuskey** (drawing himself up)—Ma 'am, I am no tramp. I am a census enumerator, an' if yer don't gimme sumthin' ter stop ther cravin's of my stummick; the law'll be on yer. Thanks! (Departing with a roast chicken.) Smotherin' Jacob, ain't it a great go! I'll keep ther scheme dark or ther rest 'o ther fellers 'll get onto it.—*Lawrence American.*

**EQUAL TO THE EMERGENCY.**—Proprietor of Store—So you want a position as porter. Do you think you are strong enough?

Porter—Don't worry about that. I caved in three ribs for the last boss I had and he was three weeks in the hospital.—*Texas Siftings.*

**A DANGEROUS PROCESS.**—Jenks—I say, Jenks, can you tell me how to make a dollar or two?

Yes, but it would be dangerous to try to pass them.—*Jester.*

**JUST WHAT HE WANTED.**—"Would you care to face a burglar alone in a house, Miss Waxey?"

He asked this because she had led the conversation up to a sort of household atmosphere, and he didn't know what else to say.

"Not if I had a man to protect me," she answered, bearing down hard on his le't shoulder

"Why, Miss Waxey, what—why—wouldn't I suit as well?"—*Philadelphia Times*

**WOULDN'T GIVE IT AWAY.**—Parson (returning from church, to small boy with a pole)—Do you know where little boys go who go fishing on the Sabbath? Small boy (with pride and animation)—You just bet I do, and I aint a-goin' to give the soap away, either.

**SOURCE OF THE CONDENSED MILK.**—Farmer—Come out here to the bars, Miss Beacon Street, I want to show you my new Jersey calf.

Miss Beacon Street (enchanted) Oh, what a lovely little cow! Now, I suppose that is the kind that gives the condensed milk, isn't it? — *Somerville Journal.*

**THAT MADE A DIFFERENCE.** Jeweler James, bring me the tray of fine diamond bracelets' (To his customer). For your sweetheart? Customer—"No, for my wife."

Jeweler—Never mind the diamonds, James. Bring that tray of bright cut silver bracelets."

A clock and a pretty woman are direct opposites. The one reminds us of the hours and the other helps us to forget them

I went one night to court a maid,

The witching blue-eyed Kate,

The clock had stopped, and so I stayed

Until the hour was late

"Why are you like that timepiece, Fred?"

The maiden murmured low,

I gave it up. She softly said

"Because you do not go

**WHY HE DIDN'T PAY.**—Dumley (who has sold a watch)—You told me, Robinson, that if I would let you have the watch, you would pay me in thirty days. It's a good deal more than thirty days now.

Robinson—"Not by the watch; that watch loses twelve hours out of the twenty four." — *New York Sun*

**COURTSHIP**—Courtship is graced with the glitter of diamonds, but marriage has to scabble around very lively to get a supply of the plain black carbon.—*Puck.*

**A PRACTICAL CLOCK.**—There was recently exhibited a clock which indicates the hour by discharging a pistol. This is probably done to kill time.

**TRAMP LOGIC.**—Citizen—"No, I can give you no money; I don't like to encourage idleness. Why don't you go to work?"

Tramp—"It's easy to say that, but it isn't so easy to get a job. I've been trying to get work all the year."

Citizen—"What kind of a job have you looked for?"

Tramp—"Winding an eight day clock." — *Nebraska Journal.*

**BOILED DOWN**—Editor *Jewelers' Weekly*—"This article about putting watches in hot water and how it acts on the works is too long.

Reporter—"Well, what shall I do about it?"

Editor—"Boil it down."

**AN IMPOSING SIGHT.**—A street fakir selling brass watch cases as solid gold watches.—*Judge.*

**MORE THAN VALUE.**—The man who buys a cheap watch sometimes gets a good deal of time for a very little money.—*Somerville Journal*

**A POLY-GLOT**—A jeweler of our acquaintance has a parrot that can tell you the time in three different languages. He is a poly-glot.—*Ex.*

**HOW IT IS DONE**—When a watchmaker fails, of course somebody must be appointed to wind up the affairs of the concern.—*Boston Post.*

**WHY THEY ARE CALLED.**—Paste diamonds are so called because people get stuck on them so often.—*San Francisco Examiner.*



ON A DARK NIGHT.

Voice (from upper window): "Is that you, Harold, dear?"  
GUGGINSON (in a disguised voice): "Yes, dearest."  
Voice: "Papa's asleep in the library, and if you'll take my trunk and jewel box we'll be off to the minister's."  
GUGGINSON: "All right, love; jest let'in down an' wait till I get 'm over th' fence." (To himself): "Howlin' mastiff! what a soap!"—*The Judge.*



A. M. BROCK,

IMPORTER OF

WATCHMAKERS'

AND

JEWELERS'

MATERIALS.

KINGSTON, - - - ONT.

JEWELERS WANTED,

TO SEND THEIR ENGRAVING TO

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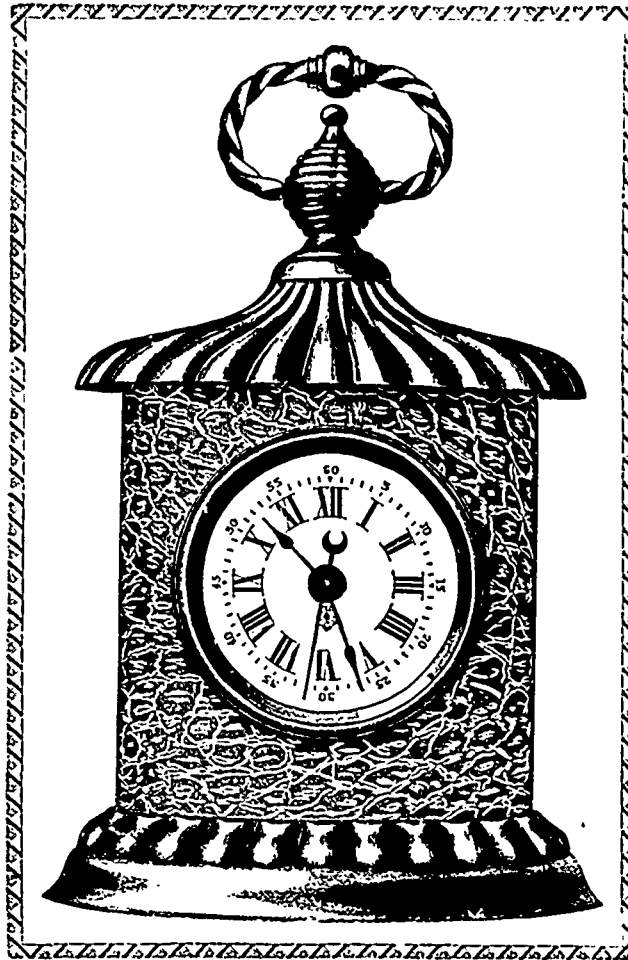


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In Every Size.

PRICE \$2.40. THE PUCK PRICE \$2.40.

For this month only we are offering the above one day half hour striking clock at this Snap Price. It is the best half hour striking clock in the market.

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Every Clock bears the New Haven Trade Mark.

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Our Hollow Ware is heavily Electro-Plated upon Fine Hard White Metal, and there is nothing in Designing, Ornamentation or Manufacturing which our artists and workmen cannot produce.

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

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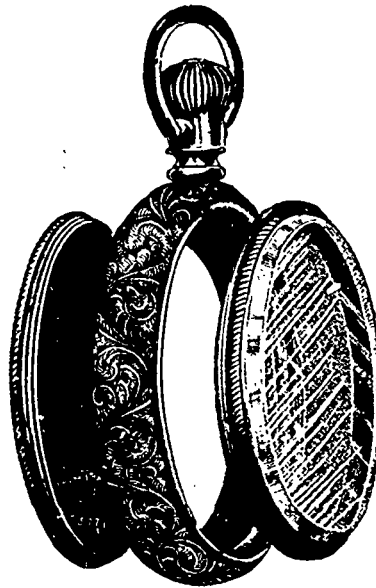
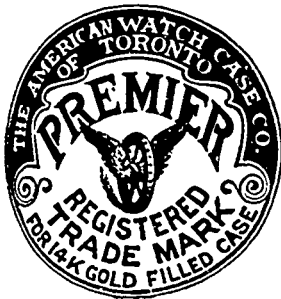


# A CASE YOU CAN SWEAR BY



**T**HE great Showman, PHINEAS T. BARNUM, says that "the public like to be humbugged." Whether this be correct or not, it is undoubtedly true that there is a great deal of humbug during the present age, and that in no branch of business is it more apparent than in the manufacture of GOLD FILLED WATCH CASES.

It is a notorious fact that cheap so called filled Cases are being sold by unscrupulous manufacturers, and guaranteed to wear from 15 to 20 years, that have hardly gold enough on them to swear by. The retail trade purchase them in good faith, and see them with the idea that the warranty means just what it says, and will be lived up to by the manufacturers. Such goods cannot possibly wear as guaranteed, and are bound in the end to bring loss of both money and reputation to every person handling them.



The Patent Screw Dust-Proof Case Manufactured by the American Watch Case Company of Toronto, has been upon the Canadian Market for nearly two years. No Case ever received a heartier reception, and the fact that its sales are larger to-day than they ever were before, is proof positive that it has filled "a long long felt want," viz., a first-class case, honest in every particular, at a low price.

Hitherto their Screw Dust-Proof Case has been made only in Gold, Silver and Silveroid, but in response to the generally expressed request of the trade in all parts of the Dominion, the Company have placed upon the market a 14 K. Gold Filled Case of this kind.

It is almost needless to say that in placing a Gold Filled Case upon the market, the American Watch Case Company have taken pains to make sure that it is not only perfect in design and finish, but especially that it should be thoroughly reliable as regards its wearing qualities.

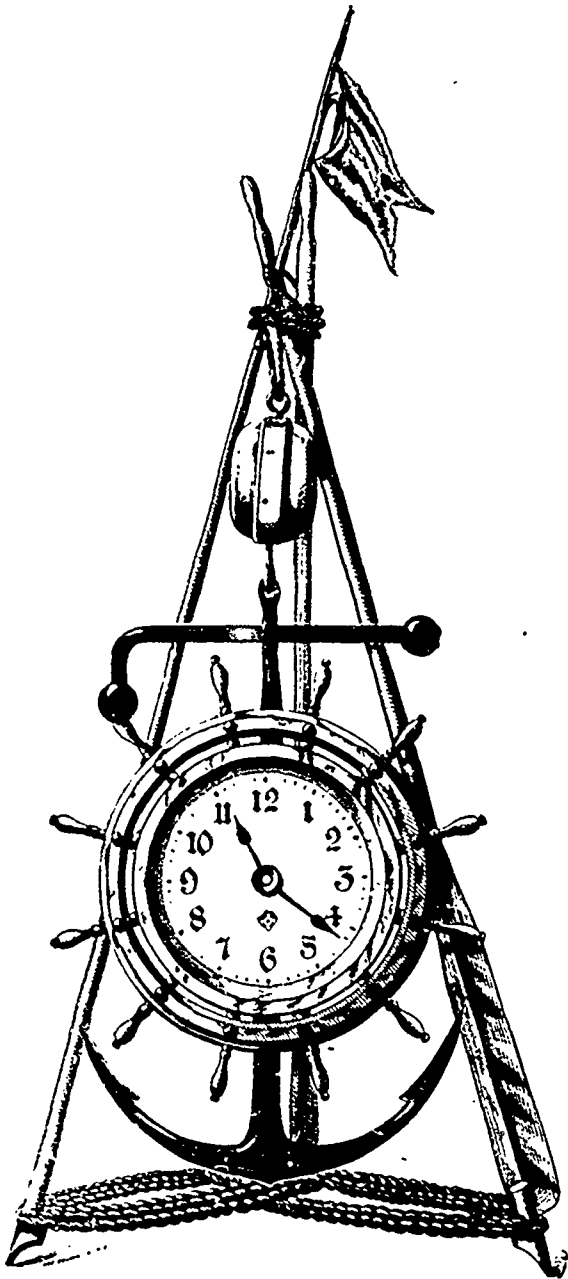
Their 14 K. Gold Filled Screw Case has a Solid Gold Bow, extra thickness of gold plate, and comes up to this standard in every particular. Each Case is stamped with the word "PREMIER," and bears the Company's registered trade mark of a "WINGED WHEEL." A guarantee for 21 years accompanies every Case, a fac simile of which is given above, and this warranty the Company proposes fully to maintain, no matter by whom the goods are sold.

The American Watch Case Company's Patent Screw Dust-Proof Case can now be had from all the leading Jobbers, in Gold, Gold Filled, Silver, Silver Filled, and Silveroid. They are the best and cheapest Cases in the market, and as you can make more money out of them than any other, you will find it to your advantage to handle them. Sell only cases you can "swear by."

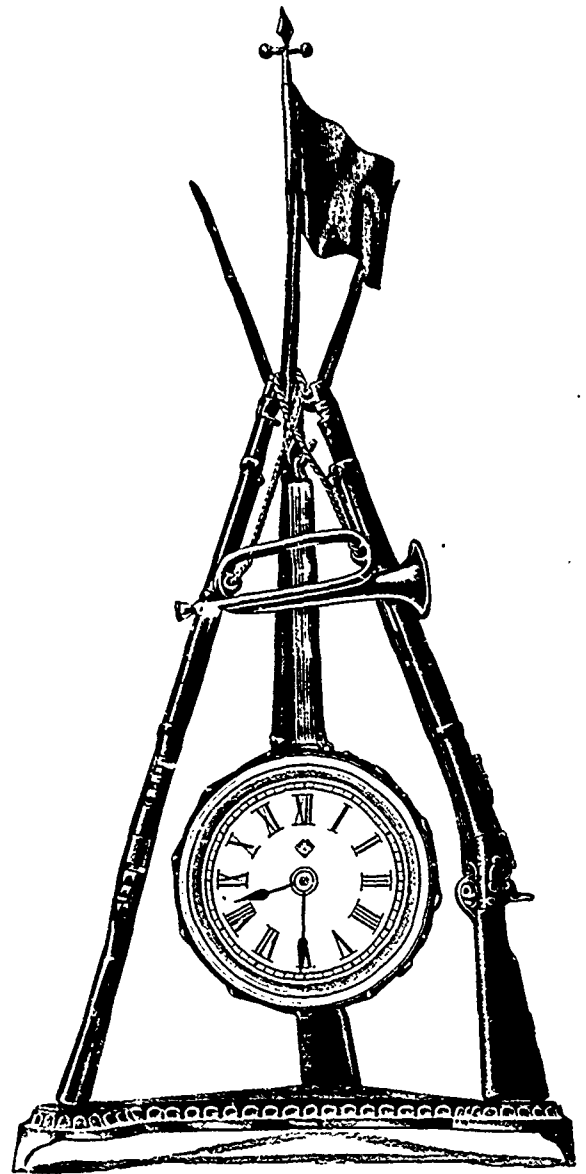


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