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We are Busy

Marking Off New Goods.

Our Travellers

Will show you a Beautiful Stock  
early this month.

We have lines exclusively our own. It will pay you to inspect them.

**T. H. LEE & SON CO.** Limited,

**1 Wellington Street East, TORONTO, ONT.**



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



See  
the  
20th  
Century  
Jewelers'  
Herald  
for  
January,  
1900.

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





ESTABLISHED 1848.

THE PIONEER...

JEWELLERS OF CANADA,

H. & A. SAUNDERS,

TORONTO.\_\_\_\_\_



OUR Travellers are now out with our New Line and will call on you shortly as follows:

Mr. F. LeFebvre, North-west and British Columbia.

Mr. A. C. Merrett, Lower Provinces.

Mr. A. Marks, Ontario.

Address all communications to office,

20 and 22 Adelaide St. W.,

Toronto,\_\_\_\_\_

OPPOSITE GRAND OPERA HOUSE.



# FOR 1900.

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

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

## Our New Lines

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

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

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

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

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# SAUNDERS, LORIE & CO.,

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

114 BAY STREET,

- - -

TORONTO.



TORONTO, ONT., FEBRUARY, 1900.

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

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

Changes or new advertisements must reach us not later than the 15th of the month previous to date of issue in order to ensure insertion.

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

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.  
OF TORONTO, LIMITED.



## PREFERENTIAL TRADE.

**N**EVER before in the history of the British Empire has the attention of its people been so unanimously directed to the matter of closer relations of all kinds.

The preference given by Canada to the manufactures of the mother country, and the products of several of the colonies, has opened the eyes of the empire to the fact that we are not a disjointed lot of fragments without any cohesion, and that it is quite possible to cultivate an inter-imperial system of trade which will not only be of individual benefit, but serve to draw the empire closer together.

Following close on the heels of this came Imperial Penny Postage, by which the various parts of the empire are enabled to communicate with each other as freely and cheaply as though it was all one solid continent instead of being scattered all over the habitable globe.

To crown all this, on the breaking out of hostilities, between the mother country and the Transvaal Republic and Orange Free States, all of the self-governing colonies have raised troops and sent them to South Africa to assist in prosecuting the war.

Not only has this action on the part of the colonies opened

the eyes of the world to the fact that they are now a source of strength instead of weakness to the empire, but it has evoked a feeling in the hearts of the people of the mother country which must undoubtedly make for closer relations of every kind. The feeling of the British people was well voiced in a speech by the Duke of Devonshire when he said: "This war has brought about a closer union with the colonies, and has revealed to us a source of strength and power for this empire which was scarcely known to ourselves, and certainly was not known by the world at large."

It seems almost certain that, whatever the future may have in store for the British Empire, the relations between the mother country and her colonies can scarcely be the same as they have been heretofore, but must be of a much closer and more intimate character. What they may grow to be we need not discuss here, because no cut and dried programme can be adopted in the matter; on the contrary it is probable that closer union will come about gradually by evolution and force of circumstances.

One of the principal factors, in our opinion, to effect this consolidation of interests, will be preferential trade relations throughout the empire, and the leading statesmen of the various self-governing colonies should lose no time in opening a campaign in order to secure its adoption. The value of such a preference to the colonies in the markets of Great Britain is so self evident as to require no argument. The difficulty will arise, as heretofore, on the part of the mother country, whose people have been wedded to free trade theories so long that they will have to be educated up to the benefits which would accrue to themselves, as well as to the empire at large, by the practical adoption of preferential trade relations.

Our readers are probably aware that another meeting of all the Chambers of Commerce throughout the British Empire has been called at London, for June next. Present conditions are such that this will without doubt be the most important meeting of the kind that has ever taken place in any country, and much good is expected to result from it. As might be expected, one of the questions which is sure to be brought prominently before the meeting, will be that of preferential trade throughout the empire. Not only will it be thoroughly ventilated, but its supporters will endeavor to secure the endorsement of this great and influential body. If this can be done, it will soon be found in the arena of practical politics, where it will be kept until public sentiment can be educated up to the point where it must be put into operation.

Although resolutions of this kind have been brought before the meetings of the Empire Chambers of Commerce on two or three previous occasions they have always failed to carry, owing to the want of harmony amongst the colonial representatives present. In order to overcome this obstacle, a special committee of the Toronto Board of Trade was appointed to draft a resolution upon this matter of preferential trade, and bring it before a general meeting of the board for consideration. This was accordingly done, and the following resolution drafted by the committee unanimously passed the council of the board, and later, a general meeting of the members, called for the special purpose of considering it. The resolution reads as follows:



"Whereas, it is generally recognized that an advantageous commercial bond is one of the strongest links in national unity, and that the maintenance and strengthening of trade is the keystone of a state's successful development, and

Whereas the stability of an empire is largely dependent upon the material prosperity of its people, therefore be it

Resolved, that in the opinion of this congress the bonds of the British Empire would be materially strengthened and the union of the various parts of Her Majesty's Dominion greatly consolidated by the adoption of a commercial policy, based upon the principle of mutual benefit, whereby each component part of the empire would receive a substantial advantage in trade as the result of its national relationship.

Further resolved, that in order to make the foregoing operative, the chair shall appoint, before this congress dissolves, a representative and proportionate committee of home and colonial delegates to devise a scheme of this nature, and report to this or a similar commercial congress, and that a copy of this resolution be officially forwarded to the home and colonial governments concerned in the proposition.

It was also unanimously resolved that the Toronto Board of Trade should at once take steps to have this resolution adopted by all the other Canadian Boards of Trade, so that, so far as Canada is concerned, our delegates should present a united front upon this question when it comes up for discussion. In this connection we would also suggest that they communicate with the leading boards of trade in the other colonies throughout the empire, with a view to obtaining their support when it comes before the London meeting. The resolution is first class in every respect, and we see no reason why the Chambers of Commerce in every British colony could not be got to give it a hearty and united support.

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### COMMERCIAL IMMORALITY.

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**W**e make no excuse for directing the attention of our readers to the editorial article given below, clipped from the *Toronto Evening News* of a recent date. The matter there treated of is one which concerns the welfare of every honest, hundred cents on the dollar dealer in Canada, whatever line of business he may be engaged in, and we are sure that the action of the creditors, mentioned therein, will be commended by every one of our readers. We are all the more ready to publish these comments seeing that the Canadian jewelry trade has, for the past decade, been singularly free from failures of this kind.

"Under the consideration of the wholesale men of Toronto is a question that has been brought to their attention periodically, and one which has figured prominently in the loss account in their books. It has reference to merchants who are always looking for an opportunity to defraud their creditors. One of the methods adopted was brought out at the trial of H. M. Winter, of Berlin, who was convicted on a charge of fraud. Many Toronto houses were interested in this case, and it was owing to the action of the leading creditors that the debtor was prosecuted.

On August 24, H. M. Winter, of Berlin, visited Toronto, and called on the large houses, stating that he was about to commence business in Berlin, that he had a capital of \$6,000 cash; that \$4,000 would be expended in purchasing his stock, and the balance, \$2,000, would be at hand to continue with. He was taken to the commercial agencies, where he made the statement of his finances as above. On the strength of this he purchased his stock, and paying half cash, was given the usual 30 or 60 days for the balance. On November 14, two months later, he assigned and his statement to creditors showed assets of \$1,000 and liabilities of \$6,600. Disappointed at such a statement, the creditors attended a meeting in Berlin, where the insolvent was examined as to where his money and goods had gone. He stated that he had visited Toronto, and became acquainted with some men at the Palmer House, whom he invited to Berlin to play poker, the result being that he had lost about \$8,000 at the various sittings. He did not know who the players were.

At the close of the examination Winter, who was known in Berlin by the sign on his store, "The Poor Man's Friend," was arrested on a charge of fraud preferred by J. G. Reiner of W. H. Wesley. The creditors appointed Mr. J. A. Scellen, solicitor, of Berlin, to look after their interests and gather the evidence necessary for the prosecution. As a result of investigations it was found that relatives of Winter had opened up stores in Elmira and Guelph shortly after the insolvent commenced business. A man named Goldsmith conducted the Elmira store, and it was learned that goods had been shipped from the Berlin store to Elmira. An injunction was obtained restraining Goldsmith from disposing of the stock, and an order for his examination obtained. Goldsmith stated that he had not paid a dollar for the goods, and would return them to the creditors provided he was examined. This was agreed to, and a large amount of merchandise was returned. The same proceedings were taken in the case of Mrs. Hurley, who had the store in Guelph. This lady stated that some of the goods were not paid for, and returned sacks of coffee, pails of lard and other merchandise, which she said had been shipped to her without being ordered.

Before Judge Chisholm, Winter was tried, with Crown Attorney Bowlby prosecuting. The prisoner was defended by William Read, of Waterloo, who made a strong fight, under the circumstances, for the release of his client. The case lasted two days, and the jury after being out about five minutes returned a verdict of guilty. To three other charges Winter pleaded guilty. Sentence was reserved.

This is but one case out of a large number in which the wholesalers suffer, and a movement has now commenced with the object of obtaining protection from this class of merchants. In all cases where there is brought to the attention of the creditors sufficient information to warrant prosecutions the officers in charge of the estate will be given instructions to take the necessary proceedings. Not only has the practice resulted in the determination to prosecute, but it has influenced many wholesalers to refrain from granting compositions. Consequently many an upright but unfortunate merchant will find it difficult to obtain such concessions from his creditors. It will also, however, have the effect of keeping the moral



class out of business. Since the revival in trade there has been an increase in the number of merchants anxious to beat the wholesaler. It is high time that steps were taken to defeat them."



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

### RETAIL MERCHANTS WANT LEGISLATION.

Editor TRADER:

Sir,—The Retail Merchants' Association of Canada, have prepared bills, and will bring them before the coming Dominion and Provincial Legislatures for the following measures:—

1st. To secure equitable legal recognition and protection of the just rights of mercantile interests, part of which is to make corporations and their officers responsible under the law the same as is now meted out to individuals when they commit fraud and practice deception.

As the law is at present, a corporation selling false measure or false quality cannot be dealt with by a police magistrate, the same as a single line dealer can be, and the Association claims that corporations can, and do, commit frauds, and as they are entrenched behind complicated laws, they escape punishment.

2nd. We want laws placed upon the statute books making it a criminal offence to advertise goods in the daily press, through circulars, catalogues, or by any other means, different to what they are, either as to weight, quality or price.

3rd. We want a legislative Act to prevent the false stamping of goods.

4th. We want to amend the Adulteration Act so as to protect the public against fraudulent and adulterated goods.

5th. We want proper equalization of personalty taxation so as to compel department stores and other combinations to pay their proper share of taxation.

The turnover tax bill will be again introduced, the same as at the last session, with some modifications, and will be made operative at the option of any municipality.

6th. We believe that it would be greatly in the interest of the laboring, manufacturing, commercial and purchasing classes of the Dominion to have all lines of trade defined and a record of them placed upon the statute books, and that power be asked to regulate and control, by license or otherwise, all such lines of trade in cities having a population of 30,000 or over.

The intention of this law is to apply more directly to regulating department stores.

To define a line of retail trade under the present statute is impossible, so for purposes of doing so, all lines of retail trade will be asked to assist in classifying what lines of goods belong to their trade.

The following is proposed for jewelers in large cities:

*Watches, clocks, jewelers' findings and optical goods, jewelry, and gold and silver mounted goods, gold and silver plated goods, silver and silver-plated goods, bronzes, diamonds and precious stones.*

If there are any goods not enumerated in this list that any jeweler may want added, we would be pleased to hear from him at once.

7th. We want to abolish, as far as possible, all gift schemes, trading stamps, cash coupons and coupons of all classes; also all systems that are injurious to the retail trade.

This latter requires no comment, as every jeweler in Canada will welcome legislation on these lines. The programme, as will be seen, is a large one, and shows that the Association has not been sleeping during the past year. The work we have done and the work we propose doing should receive the moral and financial support of every jeweler in the Dominion, and we trust that when the petitions are forwarded to the cities and towns for signatures, that the jewelers will take a personal interest in them, and in the Branch Associations that are formed in their towns, and see that the petitions are fully signed, as well as acquaint their member of Parliament with what they require done.

Yours truly,

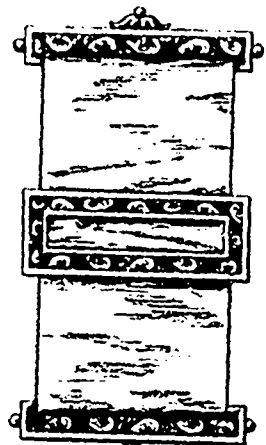
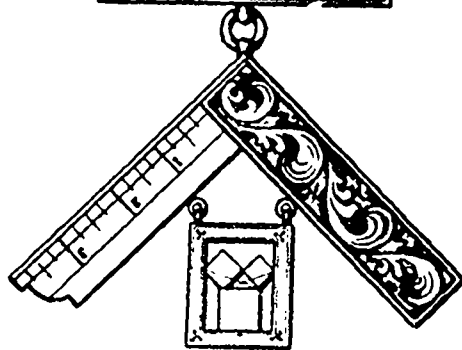
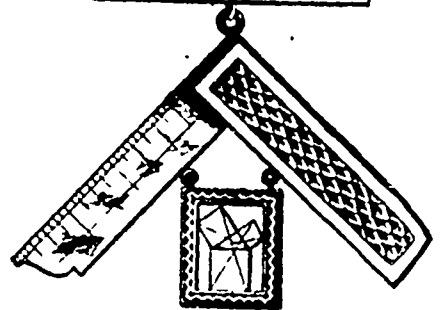
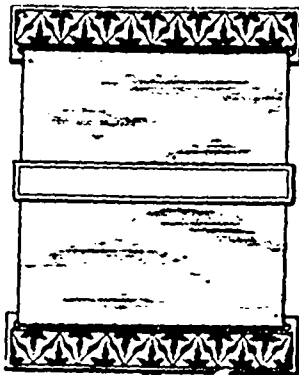
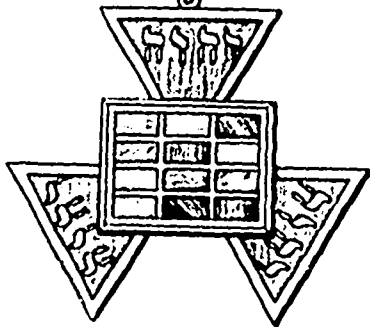
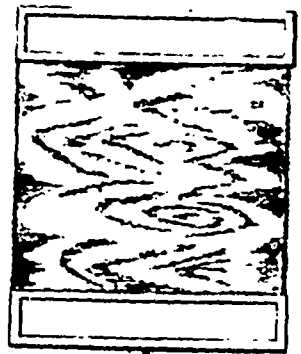
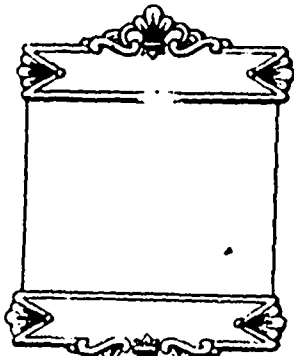
E. M. TROWERN, Secretary,  
Toronto.

### OUR MONTREAL LETTER.

*From Our Special Correspondent.*

The phrase "rubber neck" is part of the popular slang of the day, much affected by the small boy, but it is unusual for a confessed "rubber neck" to brag of his achievements in public. This, however, was done recently in the Montreal police court by one Albert Asselin, who robbed a manufacturer of Three Rivers of a gold watch, chain and diamond stud, valued at three hundred dollars, while on a C. P. R. train. Albert told the magistrate a fairy tale about being in the Transvaal, where the Boers were so enchanted by his power to extend his neck that they threw considerable quantities of diamonds at him. In spite of his accomplishments, however, Albert was sent to the penitentiary for three years for theft.

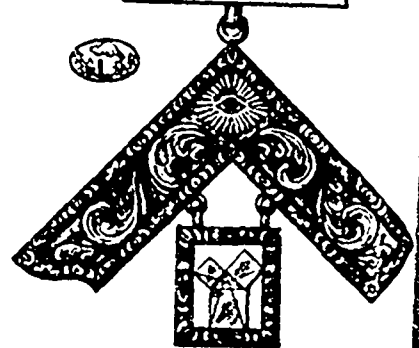
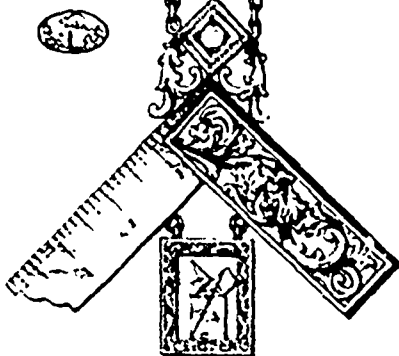




**Geo. H. Lees & Co.,**

Jewelry Manufacturers,

**HAMILTON.**





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



If our offer should not be satisfactory the gold will be returned in the same condition as received, so that there is no risk of not getting full value.



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

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

**Gold Refiners.**

**Hamilton, Ontario.**



# NEW GOODS for 1900.

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

## **STERLING SILVER GOODS**

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

---

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

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

---

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

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

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

**50 BAY ST.,**

**TORONTO.**



Mr. Wm C. Gibson, of St. John, N.B., is out of business.

Mr. A. W. Stevenson has been appointed curator of the estate of Mr. J. B. Williamson, Montreal, and Messrs. Lefevre & Tachereau have been appointed curators of the estate of P. E. Poulin & Co., Quebec.

*The Canadian Journal of Commerce* says that no other line has experienced the good results of prosperous conditions to the extent which is being enjoyed by jewelers.

Messrs. P. E. Poulin & Co., jewelers, Québec, assigned January 11, with assets of \$4,100, and liabilities of \$4,491. The principal creditors are Messrs. P. W. Ellis & Co., \$356. T. R. Ridgway, \$462; J. D. A. McCaskill, \$322, and Jas. A. Pitts, \$205. The first meeting of creditors took place on January 19. It is understood that their firm was involved to some extent in the failure of Mr. J. B. Williamson, of Montreal, in the way of accepting some of the latter's paper. Mr. P. E. Poulin was the only partner.

A very pretty wedding took place last month at Douglas Methodist Church, the contracting parties being Mr. John W. Wilson and Miss Elizabeth Stevenson (Lily) Eaves, the daughter of the late Edmund Eaves. The pastor, Rev. W. H. Emslie, was the officiating clergyman, Miss M. Minto was the bridesmaid, and Mr. John Laughton assisted the groom. The bride was given away by her brother, Mr. John L. Eaves, the well-known present head of the firm of Edmund Eaves, jobber, Temple Building, Montreal, in the presence of a large and fashionable attendance, which included Mrs. Wm. Eaves, and Mr. Wm. Eaves, jr.

Mr. J. B. Williamson, for many years engaged in the jewelry business at Montreal, as a jobber and retailer has made an abandonment of his estate, as the result of two demands made upon him. Mr. Williamson's affairs have been the subject of discussion in the trade for some time past, and it is reported that the estate has been considerably impaired by the heavy rates paid note shavers in recent financing operations. The liabilities amount to about \$30,000 the principal creditors being, Backer & Strauss, London, \$15,000; B. Van Gedder, Amsterdam, \$2,500; Schwab Bros., New York, \$1,500; A. C. McKay, Renfrew, \$5,000; J. S. Budden, Quebec, \$2,000; and the M. S. Brown Co., Montreal, \$2,100. Mr. Williamson started this business in 1870, failed in 1875, and compromised at 30 cents on the dollar. Then he gradually spread out beyond his means and of late so much of his paper has been out that his failure was felt to be only a question of time. The general impression is that Mrs. Williamson will buy in the business and run it herself, as she did once before.

Sheffield manufacturers of ivory handled table and dessert knives, carvers and steels, and certain other lines of cutlery known as garret goods, have advanced their prices ten per cent., and Canadian jobbers are following the advance.

The Canadian jewelry failures for the year just closed numbered 25, with liabilities of \$127,137, against 19 in 1898, and liabilities of \$83,977, and 28 in 1897, with liabilities of \$157,388.

The many friends of the late Thos. Allan, jeweler, Montreal, regret to learn of his death, which took place January 1. The funeral took place from deceased's late residence, 170

Manse Street, to Mount Royal Cemetery. The chief mourners included Messrs. David W. Allan, Thomas Allan, Leslie Allen and William Allen, sons of the deceased, and Messrs. John Allan and Wilson B. Allan, brothers. The funeral service was conducted by the Rev. Mr. Gordon, pastor of the First Baptist Church. The casket was covered with a number of beautiful floral tributes, including some handsome wreaths and crosses of tuberoses. Among those in attendance were several members of the St. Andrew's Lodge, A. E. & A. M., of which deceased was the founder, Messrs. George Martin, Stephen White, Morris Michaels, Capt. R. C. Adams, Richard C. Dickson, Geo. Morrison, Theo. Boas, B. Marcuse, J. Withall, Dr. Fulton and Charles Stevens. Death was due to typhoid fever. Mr. Allen was at business during the week preceding Christmas, and on returning home on the Saturday evening, complained of not feeling well. The deceased was born at Dumfermline, Scotland, sixty years ago, and came out to Canada in 1849. He was apprenticed in early life to the then well-known firm of Savage & Lyman, and shortly after the completion of his apprenticeship, he went into business with Mr. Peter Wood, the firm being known as Wood & Allan. Later he started the business which he carried on at the time of his death. It is understood that the family will continue the business.

The jewelry and watches entered for consumption at the port of Montreal for the month of December, 1899 amounted to \$29,945, against \$29,383 for the corresponding month of 1898.

Mr. M. C. Ellis, of the firm of Messrs. P. W. Ellis & Co., paid his first visit to Montreal last month since the opening of the firm's new branch in this city.

Mr. Jas. A. Pitts, jobber, Montreal, accompanied by Mrs. Pitts, was a recent visitor to New York, whither he went to select goods for the spring trade.

Mr. Jas. Eastwood, of New Glasgow, N.S., was in Boston on Jan. 16, where he met Mr. A. R. Harmon, manager of the American Waltham Watch Co., in Canada. Mr. Eastwood is sanguine that the present year's trade will be a record breaker.

Mr. R. J. E. Scott, chief superintendent of the C.P.R. time service made an official trip over his territory during January.

Mr. A. A. Abbott, has been slightly under the weather, but is now enjoying his usual health.

Mr. Frank Lefebvre, for many years the popular assistant of Mr. M. Cochenthaler, Montreal, was back again at the old stand during the busy Christmas season, assisting in the rush. Mr. Lefebvre has now gone to New York.

Mr. C. S. Ellis and Mrs. Ellis were in Montreal visiting friends during January.

Mr. Jas. E. Merritt, optician, of Portland, Me., paid a visit to his relative, Mr. A. R. Harmon, a few days ago.

Mr. A. McKenzie, formerly with the American Waltham Watch Co., and more recently with Mr. Alfred Eaves, is one of the second contingent of Canadian volunteers, who have responded so nobly to the call to arms of the British Empire. Mr. McKenzie is brother to the present shipper of the American Waltham Watch Co. "Tommy" would like to go himself, but duty bids him stay by his old chief. The company needs him, and he is not the man to shirk his responsibilities.




# JAMES EASTWOOD,

WHOLESALE JEWELER AND MANUFACTURER OF

14 KARAT ROLLED PLATE CHAINS,

NEW GLASGOW, NOVA SCOTIA.



## To obtain the best wearing qualities in a chain

it is not always necessary to buy the highest priced. There is a vast amount of humbug in the world of trade concerning the relations between value and price. The trimming on a lady's dress is the expensive extra which brings up the cost, but does not add to her protection from the cold. The Company which produces the best values without these trimmings in manufacturing process employs only skilled labor, economizes at every stage and produces the largest amount of goods at the lowest possible cost per cent., is bound to lead. The J. E. 14k. Rolled Plate goods are made in this way. Large productions at the lowest possible expense, all extra frills and trimmings lopped off. They have been too long before you to doubt their quality. We stop nothing short of **the best in the world for the money.**

GENTS' CHAINS.      STUDS.      LADIES' CHAINS.  
 BROOCHES.      BRACELETS.  
 PINS.      LINKS.      BUTTONS.      ETC.



DON'T FORGET THIS NAME

“The Celebrated Mayflower Main Springs.”

BUY NO IMITATIONS.



Mr. A. C. Routhier, jeweler, Quebec, has resigned from the position of time-inspector of the C.P.R. in that city, and Mr. E. Jacot has been appointed to fill the vacancy. Mr. A. J. Bergeron has been appointed time-inspector of the company at Three Rivers.

Mr. A. R. Harmon, after spending a few days in Toronto during the latter part of last month, returned to Montreal and thence proceeded to Portland, Me., and to Boston.

Prof. McLeod, chief time-superintendent of the G. T. R., made his yearly visit of inspection over the line during January.

The value of the "TRADER" as an advertising medium is so apparent that it is never even questioned, but an interesting instance of its influence was mentioned to your correspondent by the head of the Waltham Watch Case Co., in Canada, a few days ago. Mr. Harman sent an inconspicuous paragraph to this paper and it was inserted last month, offering to supply a set of dialing cups to any retail jeweler free. The result was that he was overwhelmed with communications, showing how closely every line of this journal is read.

Mr. W. Walker, of The Toronto Silver Plate Co., was in Montreal during January and reports a very successful trip.

Among the many who attended the funeral of the late Dr. Baker Edwards, the well-known analytical chemist, was Mr. Henry Birks.

Great praise is due to Lieut. Col. Labelle for his timely gifts to the officers and men of the 65th., who went with the first contingent of Canadian volunteers. To Capt. Peltier and Lieut. Leduc he gave a box stored with suitable stationery, military books, compasses and other useful articles. To each of the 21 men who enlisted he gave a wrist watch, and, in addition, committed to Capt. Peltier 25 serviceable gun-metal watches, to be given to deserving men of the company.

The jewelry store of Mr. Louis Lemaitre, St. Cunegonde, has been visited by fire, which destroyed stock and fixtures worth \$500 before it was subdued.

The jewelers of Sherbrooke, Que., have been interviewed, and all report a prosperous year. Mr. R. J. Spearing, manufacturing jeweler, says: "Our Christmas trade was very brisk. November was dull, owing to bad weather. However, everything was as good, all round, as last year." Mr. Lewis Smith, jeweler, says: "Business for two or three years past has been better than it was for several years before. People appear to have more money. I suppose that the improvement of trade in England, and all such things, go to help. For the past two or three years things have been picking up right along." Mr. A. C. Skinner, watchmaker and optician, says: "My business was 25 per cent. better than the year before, according to actual figures, and the year before was 30 per cent. better than the year preceding." Mr. James F. Kerr, general hardware, silverware, china, etc., says: "We have had a most satisfactory year. The advance in prices has benefited us a great deal and we have every reason to hope for a continuation of the good times."

Abraham Brodsky, a Jewish peddler, has been charged with defrauding Mr. Alfred Eaves out of eleven diamond rings valued at \$586. It is alleged the rings were obtained last July, without the understanding to either pay for them or return them, of which he had failed to do. The accused has been remanded.

HOCHELAGA.



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

**B. M., Ont.** "I struck a peculiar case to-day, and probably you can help me out. An old lady requiring minus 3.4 D. N. for distant vision and plus 2.3-4 D. N. for reading. After using reading glasses for an hour or so, constant use, the paper seemed to turn pink. The lady, I should judge, is about fifty-five years of age?"

In the first place she is myopic for distant vision, and presbyopic for near vision. In the second place, her statement that the paper seems to turn to pink, after she has been reading for some time, is a symptom very rarely met with. If we stop to consider, it points directly to one condition, viz.: retinal congestion. After she has been reading for some time the retina becomes congested through the continued straining of the eyes, and the bright pink blood through which the light passes in the retina produces the optical illusions that the paper has turned pink. This illusion is very similar to that which may be produced by looking through a pink-tinted glass, with this exception, that the color in the patient's case is located in the eye whilst with glasses it is located in front of the eye. The congestion is no doubt caused by the continued strain, and consequently, in order to relieve the condition, the cause of it must be avoided.

**B. T. A., Ont.** "Do you think the use of prisms will have as good an effect as an operation?"

In some cases the use of prisms is more practical than an operation, for instance, in low degrees of heterophoria, say three degrees or less. When the inco-ordination is over three degrees, the defect is best corrected by means of an operation graduated to suit the amount of deviation.

**B. M., Ont.** "Is a retinoscope part of an ophthalmoscope, or is it a separate instrument?"

A retinoscope is a small circular mirror, which may be attached to one side of an ophthalmoscope. It forms a part of all ophthalmoscopes, but may be a separate instrument. In reality, it is an ophthalmoscope without any concave or convex lens attached, and may be used for examining the eyes by the method known as retinoscopy. When practicing retinoscopy, it must be borne in mind that a plain mirror produces the opposite effect to a concave mirror; for instance, when examining a myopia eye, the reflection from the fundus will move against the motion of the plain mirror, whilst with a concave mirror, the reflection will move with it.

**B. W., Ont.** "Please inform me what a positive lens is?"

"Positive" lens is a name sometimes given to a convex or magnifying glass, because of its apparent magnifying powers, thus rendering objects larger, or more positive, in appearance.



ACCURACY



*THE SUCCESS OF OUR PRESCRIPTION DEPARTMENT is due to:*

*1. DEMANDING EXACTITUDE never satisfied with "nearly right."*

*2. Always purchasing the BEST lenses, etc., obtainable, avoiding the "just as good for less money" kinds.*

*3. Filling all orders except especially complicated ones THE DAY RECEIVED.*

*4. Avoiding errors by a series of SCRUPULOUS CHECKING.*

*5. Charging HONEST PRICES for HONEST WORK.*

**THE COHEN BROTHERS,**  
LIMITED,  
Manufacturing Opticians,  
**TORONTO.**

**DEFECTIVE  
DISPENSING  
ANNULS  
THE BEST  
REFRACTION.**



Referring to Filled Frames,

Guarantees and **GUARANTEES.**

Consider the value of

A guarantee tag on an unidentifiable frame.

A guarantee for a number of years on an undated frame.

A non-Canadian guarantee, when the Customs House and other inconveniences cost more than the value of the frame.

Then Consider

The **GUARANTEE** of the

**MONTREAL OPTICAL COMPANY**

with the name and date stamped on each frame, with a certification of the quality of the stock used, and above all with

A Record of Twenty=Seven Years

**HONEST MERCHANDISING**

and decide if it is worth while experimenting.





# THE OPTICAL INSTITUTE of CANADA

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

NEXT CLASS commences 2 p.m., March 12th.  
Secure your seats in advance. Tuition  
fee \$25 on entering.

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

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



# DETROIT OPTICAL INSTITUTE.

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

FOR PARTICULARS ADDRESS

**JOHN S. OWEN, M.D., PRINCIPAL.**

**23 EAST ADAMS AVE., DETROIT, MICH.**

## THE **Jebb Optometer**

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

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

Correct results arrived at by a simpler and quicker method.

Simplicity and accuracy in testing children's eyesight.

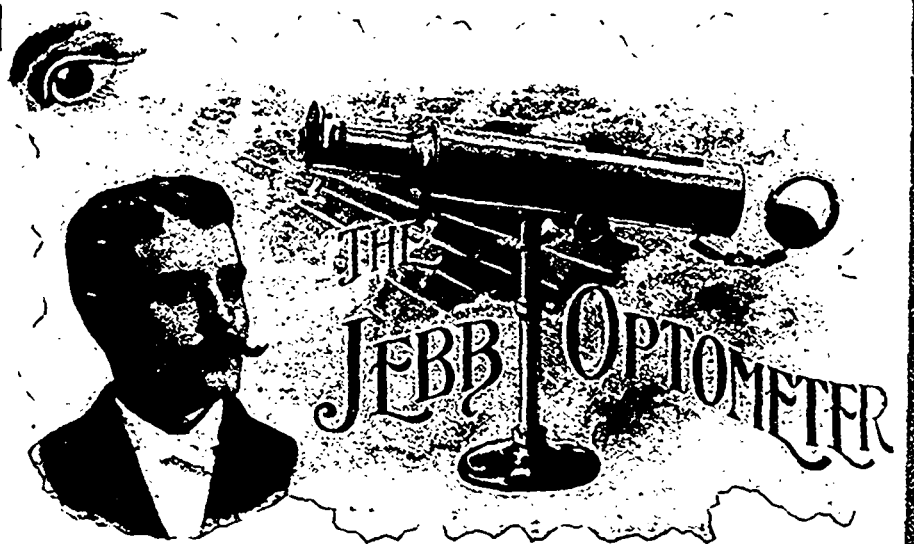
All other instruments aim at the correction of imperfect vision, but the **Jebb Optometer** reveals the true condition and makes it easy and quick to select the correct lens.

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

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

For Sale by All Leading Jobbers, or address the Inventor,

**THOS. B. JEBB,** - - - - **ORILLIA, ONT.**





No. 10 is a name sometimes given to a concave glass, because it is opposite in its effects to a positive lens.

**C. T. Que.** "I had a case to day. A young lady of about twenty-five years of age complained of her eyes hurting her at night, and that the light affected them very much during the day. Her distant vision was nearly normal in both eyes. The right eye would not accept any convex lens; a minus 1 1/2 D. S. seemed to improve vision. The left eye was good enough without a lens, and could be improved with either plus or minus lens for distant vision. She read the finest print, and could read it nicely with plus 1 1/2 D. S. On trying the Huddox test, I found the vertical muscles deviated two degrees, and the horizontal muscles eight degrees. What do you think best to prescribe?"

We would advise you to prescribe plus 1/2 D. S. combined with 2 degree prism, base in, before each eye, for reading and near work. The plus 1/2 D. S. would relieve the accommodation slightly, and the prism would relieve the internal rectus or convergence.

### TWO KNIGHTS OF THE GRIP.

The wholesale opticians are each introducing a new traveller. We copy the following from the *Canadian Optician*: "Mr Thomas Butler, whose portrait appears below, has just been added to the travelling staff of the Montreal Optical Co. Mr Butler, who was born in Moncton in '79, has been associated with his present employers since '95, where he has occupied various positions of trust. He starts out well equipped with a thorough knowledge of optical goods and with a wide acquaintance among the customers of his house.

These advantages, combined with youth, good looks and energy make success assured from the outset.

Mr. Frank Poulter, who is well known to the optical trade of Canada through his long association with Messrs. Cohen Brothers makes his initial bow to the trade in his new capacity of travelling salesman.



MR. F. T. BUTLER.

Frank," as he is familiarly known, commenced as "small with his present firm at a time when the business was small boy order." All he knows of the optical business

he learned in his present employ, and as he has for years successfully filled the position of stock clerk in a rapidly increasing business, it may be taken for granted that what he does not know about optical goods does not matter.



MR. FRANK POULTER.

The retail trade of Canada are to be congratulated upon the entry of these two young gentlemen into the field, and we trust that their "New Year's Call" will be returned in the manner most acceptable to members of their craft."

### THE CARE OF THE HUMAN EYE.

The human eye taken as an optical instrument is one which by nature was intended to be perfect for the purpose of giving to the mind the exact image of all that passes within our range of vision. A healthy child, with perfect eye sight and proper care, may reach middle life without the discomforts of impaired vision, and not until that condition known as presbyopia is reached will there be any need for special care of the eyes. But as a matter of fact only about 30 per cent. of the population of the larger towns and cities reach this time of life (35 to 45 years of age), without some of the many defects of vision and eye trouble having come to their lot.

It is also true that many who are troubled with defective vision in early life, that the real trouble is congenital in its origin. Many times it is only a tendency to eye strain, or it may be that the defects are advanced and perhaps leading to strabismus. In any case, the care of the child and its environments in infancy has a great bearing upon the future welfare of the eyes. And right here let me add, in my opinion the baby carriage is one of the most direct and prolific causes of early developed eye strain, especially is this so with those whose tendency toward weak eyes is congenital. For example, the infant placed in a baby carriage surrounded with white wrappings and cover, lying face up it is subjected to the strong reflection and intense light, and too often will be seen with the sun shining directly in the eyes. As a result of this treat



## Every Jeweler

Should keep his valuables  
over night in one of our

CHROME STEEL LINED

Jewelers' Safes.

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

### J. & J. Taylor,

Toronto Safe Works,

— Toronto.



ment there is sure to follow irritation of the retina, shock to the nerve centers and general weakening of the ciliary process. From this time on in early school life will develop the myope, the hypermetrope, and all the train of astigmatic complications together with muscular anomalies.

It is at this point that those who practice optometry are called upon for assistance and relief. We should here draw the line between the child and the adult. Let us consider the care of the eye from its beginning so to speak, that is from infancy. Then we shall understand why the percentage of children wearing glasses has increased to such an enormous extent within the past twenty-five or thirty years. Of course there were at that time many cases that for lack of knowledge and good advice did not wear glasses, not even knowing that their trouble was caused by eye strain. It should also be borne in mind that this was before the day of electric lights, baby carriages and the present school system of pushing children of tender years into studies that should only be taken up in youth. How familiar this sounds to us:—Why are so many children wearing glasses? Who amongst us has not answered this question in one way or another hundreds of times, for the layman in advanced life this seems to be one of the wonders of the nineteenth century.

By beginning back at the foundation of these troubles we can go to work more intelligently and it will help us on to better results, especially is this true with children. Were we to treat each case, young or old, in the same way, with that theoretical application which we are taught and which we may acquire by habit, without looking for or considering the causes leading up to the present condition as we find it, we shall soon fall into error and perhaps defeat, for no one can successfully practice this branch of ophthalmology with any fair degree of success without first making a diagnosis which goes back of the apparent or manifest trouble, and to do this we need to be as familiar along certain lines of pathology, as we are with errors of refraction and the use of the most approved instruments for the detection and correction of these errors.

Many cases of myopia, hypermetropia, muscular asthenopia and even strabismus children can by careful attention to all the details that go to make a perfect correction, not only be relieved for the time being, but in many cases are permanently relieved to the point where they discard the glasses entirely and without discomfort to the eyes or a return of the trouble.

Many of you have with great pleasure and perhaps some well earned pride to yourselves, met with these happy results.

In conclusion, I will say, that in adult cases we find some conditions much changed. There is not so great stress to be laid on the congenital trouble as they are more fully developed and have had time to become fixed and permanent. We can also in many cases learn of the paternal and maternal bearings upon such cases as are puzzling, which may be of great aid to us. We can use the objective and subjective tests and prove our results with the trial case, which cannot be done in cases of very young children.

I will add that it has been said very recently by an oculist of prominence in this country, that this branch of ophthalmology is just as separate and far removed from the practice of medicine as is dentistry or pharmacy. But for us to enjoy this

distinction means more and better schools and colleges of optics, higher and broader education for the masses, and united effort, with a cementing of all the forces from the Atlantic to the Pacific coast. With this done we shall have taken a long stride toward that day when we shall control the care of the human eye, to the same extent and under the same protection as the dentist controls the care of the human teeth. Paper read by B. T. Clark before New York State Optical Society.

### OPTICAL ALPHABET.

- A For Astigmatism—Corneal irregularity.
- B For Blindness—inability to see.
- C For Cataract—an eye clouding trouble.
- D For Diplopia, which means seeing double.
- E Emmetropia, the normal eye.
- F For Frame, which the lens is held by.
- G For Glacoma, an eye hardening distress.
- H For Hyperopia, or far-sightedness.
- I Is for Iris, which is the eye's curtain.
- J Jumping Headache, from eye strain, that's certain.
- K For Knowledge, which opticians possess.
- L Is for Lens, which relieves the distress.
- M Myopia, or near-sightedness.
- N Is for Nerves, which eye strain oppress.
- O Is for Optician, who makes your eyes right.
- P Presbyopia, which means old age sight.
- Q For Quizzing, a glass by dudes used.
- R For Retina, where vision's produced.
- S For Strabismus, which means just cross-eyed.
- T Is for Trial Case, with which vision is tried.
- U Is for Uniform, which both eyes should be.
- V For Vision, which means just to see.
- W Waste Energy, caused by eye strain.
- X To 'Xamine and the cause ascertain.
- Y For Yourself—your eyes—have them right.
- Z For Zealous we are for your sight.

—By M. M. Cohen in the *Canadian Optician*.

THE building occupied by W. H. Mansfield, jeweler, Northfield, Vt., caught fire about 10 o'clock the evening of Jan. 1, and burned to the ground. Mr. Mansfield's loss is about \$1000; partially insured. The fire was first discovered in the basement of the building, but the cause of its starting is unknown.

OPTICAL GOODS AT BUFFALO.—Buffalo, N.Y., Dec. 25, 1899.—The concession for the sale of optical goods at the Pan-American Exposition has been let. Although the terms are kept quiet it is understood the concession will be divided between a New York and Chicago firm, each paying \$6,250 to the exposition. The concession simply covers the sale of spectacles and eye-glasses. In addition a Canadian firm will have the right to sell small microscopes for which they will pay \$1,500. This will bring to the exposition the sum of \$14,000. At Omaha this concession brought \$4,000, and at Chicago only \$3,600.



# Watch Repairing— The Most Important.



**The most important department of the Jewelry Store  
in retaining the old and making new customers  
is that of watch repairing.**



**T**HE watch carrying public forms the majority of those dealing with jewelers. Watches are not regarded as ordinary merchandise. Pride in good performance and a friendly interest is taken in them.

Woe to the jewelry selling botch who ruins the time-keeping qualities of them—and charges for doing it, too—it is not the charges alone, but the **harm done**, which is **much greater**, and is resented by the customer as a **personal** affront. **He wants satisfaction**, will go somewhere else with his trade, and influence his friends to do likewise. **The particular man**, who times his watch by the **second hand**, is an enthusiastic **walking advertisement** for his favorite watchmaker. He **expatiates** on the various establishments "where he had it nearly ruined," until at last he found the **only man** to whom he **now** entrusts it.

**Any number** of such cases are within our observation; and the in business established C.H.I. graduates—some of whom carried everything before them—-ascribe the **nucleus** of their success to their **custom bringing, holding and advancing repairing department**.

The watch carriers, in parts of this country, are **now beginning to discern the difference** between a workman recommended by the C.H.I. and the ordinary one, who is for the most part unfortunate in lacking a high ideal of his business; who is without proper mechanical and technical training, in a word, who lacks grasp and knowledge of his business, and to whom it is a drudge.

Who desires to remain in such a state if he can get out of it? No! there is **no other place** in America where the means exist of "getting out of it" so **thoroughly, easily, quickly and cheaply** as at the C.H.I.



**PROOF—One-half of our present students are from the  
United States.**

**The young man who desires to be the arbiter of his own  
future should send for our circulars.**



## CANADIAN HOROLOGICAL INSTITUTE,

**115 to 121 King Street East,**

H. R. PLAYTNER, Director.

**. . . TORONTO, ONT.**



EDITED BY M. M. COHEN, TORONTO.

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

(Continued.)

Charles Austin Bates in his "Short Talks on Advertising" says: "Find some point in which you excel and harp on that. It would have been better advice, "Erect excellent points for yourself and harp on them."

Advertising is of two kinds. That which influences for good, and that which influences for evil

Though your advertisements were written and placed "to perfection," yet if you conduct your business on unbusiness-like principles, you are not likely to succeed.

Whatever might have been the meaning of business-like in the past, to-day it signifies,—honesty with every chance of dishonesty eliminated.

Conduct your business in a business-like manner, and make a big fuss about it.

Mark the selling price of your goods in plain figures. Plain figures remove suspicion of "tucking on."

The majority of jewelers in Canada do not mark their goods in plain figures.

### Misty Vision



Comes with advancing years, but can be cleared by properly fitted glasses. Spectacles are our specialty. When we fit them, they give satisfaction. Eyes examined free.

**JAMES SMITH,**  
Scientific Optician,  
**MOONSTOWN.**  
No. 40.

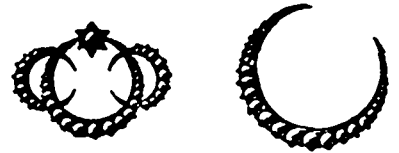
### Headaches and Eyestrain

Many who for years have suffered intensely from chronic sick headaches, using drugs of all kinds without benefit, have found immediate and permanent remedy in properly adjusted glasses, because eye strain was the cause. We remove the cause and our cure is lasting. Satisfaction guaranteed.



**RICHARD ROE,**  
Ophthalmic Optician,  
**JONESTOWN.**  
No. 41.

### Pearl Brooches are not fads.



They are always fashionable. At present Pearls are particularly favored. We have them made up in Stars, Crescents, and a variety of fancy designs. They are not as expensive as you may think.

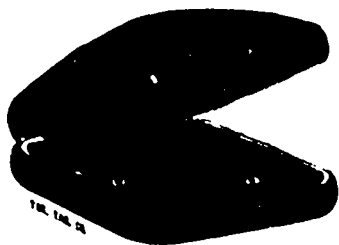
**JOHN DOE & CO.,**  
Jewelers and Opticians,  
**SMITHVILLE.**  
No. 42.



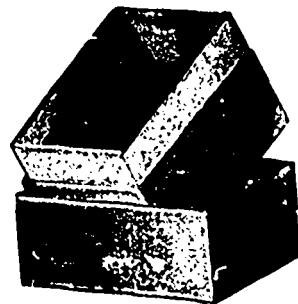
WM. RADCLIFFE,  
PRESIDENT.

**February, 1900.**

W. W. COLE,  
VICE-PRESIDENT.



**THE J. COULTER CO.,**  
LIMITED,  
130 King St. W.,  
**TORONTO,**



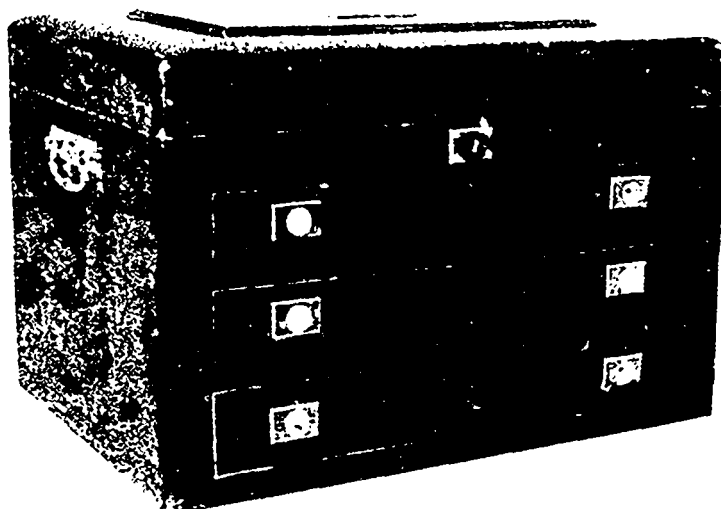
MANUFACTURERS  
OF :: ::

**Jewelers' Boxes**

OF EVERY  
DESCRIPTION.

**Velvet, Leather, Oak and Paper Boxes, Silverware Cabinets.**

**THE MOST  
UP-TO-DATE AND  
LARGEST  
FACTORY OF ITS  
KIND IN THE  
DOMINION OF  
CANADA.**



**We employ skilled  
labor only.  
Perfect Silverware  
Cabinet Making  
is an art. We  
have the best  
Artizans obtain-  
able for this work.**

We are in this business intending to succeed and we have reason to believe that the jewelers of Canada have already and will still further appreciate our efforts by giving our representatives, who are now on the road, large orders (mail orders will have our prompt attention).

We live to learn, and shall be always open for any pointers our customers may suggest.

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**THE J. COULTER CO., Limited,**  
130 KING STREET WEST,  
**TORONTO.**

**J. COULTER,**  
Managing Director and Secy.-Treas.

Successors to the  
**HENNING MFG. CO.**



It is hard sometimes, after counting a dollar made, to lose it, but it pays. I know it pays—know it from actual experience.

"We want your trade, but we want you satisfied."

"We would rather not have your money than your dissatisfaction."

The very nature of the jewelry business demands confidence in order to succeed.

What can you make out of that class who can describe their desire in trade terms, and get tenders.

It is the people who would rather pay a little more and have the satisfaction of knowing they are getting a reputable article, whose trade is worth catering for.

People talk.

Women glory in their bargaining successes—actually crow in triumph over the person who pays a trifle more for the "identical article"—and when these "identical articles" have been bought at the same store at different prices, it does not improve the reputation for reliability of the store owners.

I have spoken directly to dealers on this subject, and I have been told that a one-price business is impossible. I replied that "an ounce of fact is worth a pound of theory. Facts are against you. One-price merchants are doing the business in the cities. "That is all right enough for a city," they reply, 'but farmers will not purchase an article when they are unable to beat down the price.' This is true—if you have the reputation of being "beat-downable."

You do the same thing with travellers whose houses have elastic prices, but there are plenty of dealers whom you would never think of asking to deviate from their marked price, and these are the houses which have your confidence, and with them you do the bulk of your trade. The other kind may sell you a few dollars worth occasionally, particularly when you think you are getting a snap, but they do not get the most profitable part of your trade.

You are safe in judging others somewhat by yourself.

*(To be continued.)*

PROVIDENCE, R. I., Jan. 8.—The board of directors of the Manufacturing Jewelers' Board of Trade have organized by the re-election of the following officers: President, Dutee Wilcox, of D. Wilcox & Co.; Vice-Presidents, Wm. R. Dutemple, of W. R. Dutemple & Co., and E. S. Horton, of Horton, Angell Co. Secretary and Treasurer, Marcus W. Morton; Financial Committee, Robt. E. Budlong, of S. K. Merrill & Co.; Henry Fletcher, of Fletcher, Burrows & Co., and Hon. Henry G. Thresher, of Waite, Thresher Co.

INCREASING EXPORTATION OF CLOCKS.—The extent of the export trade in clocks, noted lately to be increasing by the statement of the custom-house for one week recently. It is as follows: British West Indies, clocks valued at \$59; British Possessions in Africa, \$472; British Australia, \$7,682; Chili, \$11; Copenhagen, \$268; China, \$967; Ecuador, \$207; London, \$280; Liverpool, \$3,930; Oporto, \$2,252; Naples, \$24; Stockholm, \$85; Siam, \$192; making a total for the week of \$16,602, which was for 1,937 clocks.



UNITED STATES.

HENRY J. CAIN, vice-president and general-superintendent of the Hamilton Watch Co. has been given up by his physicians, who expect his early demise.

THE German diamond industry is being seriously injured by the South African war. In Hanau four large establishments have been closed.

THE New Haven Clock Co., New Haven, have not completed their inventory and consequently part of the factory is running only eight hours a day. The case department hands are working from 7.30 a. m. until 4.30 p. m. Most of the other employees are working ten hours a day.

ROCKFORD, Ill., Dec. 28.—A movement is on foot backed by reliable capitalists, to again start the Rockford watch factory. The people interested in it are men of long experience in the local factory. The factory is still in good condition and could be put in operation on short notice.

IT is reported that Wernhow, Beit & Co., diamond merchants, of London, have contributed \$250,000 for the equipment of British yeomanry for the war with the Boers. Mr. Beit, of the firm, is said to have amassed a fortune of more than \$100,000,000 by his connection with South African mining.

MOBILE, Ala., Dec. 31.—Monday night at Sunnysouth, 100 miles north of Mobile on the Southern railroad, Dr. W. H. Williams was shot by Charles M. Gallagher, a travelling optician. Williams died next day. Gallagher surrendered, saying he was shooting at another man, and Williams was his friend.

WASHINGTON, D. C., Jan. 4.—According to a regulation of the Swedish General Customs Management, watches with a case other than gold, which have so far paid a duty of 50 oere (13.4c.) per piece will in future pay 1 krone (26.8c.) a piece—the same as watches with gold cases—if the cases are in any way coated with gold.

FOR the first time since last July the power at the factory of the old Meriden Silver-Plate Co., Meriden, was turned on Jan. 10 for other departments beside the glass cutting room, which has been running during the fall. About twenty employees of the Barbour Silver-Plate Co., Hartford, began work there that day, and the balance of the 130 or more employees will be sent to Meriden by March 1.

CANTON, Ohio, Jan. 6.—Joseph C. Dueber, son of John C. Dueber, of the Dueber Watch Case Manufacturing Co. and the Hampden Watch Co., is dead. Mr. Dueber was twenty-eight years old and had been ill about five years' of consumption. His remains were taken to Cincinnati, Ohio, for interment. The funeral was attended by all the employees of the Dueber Watch Case Manufacturing Co. and the Hampden Watch Co.





# GOODS THAT ARE FULLY GUARANTEED



by a house of THIRTY YEARS standing, are goods that you can safely handle and feel sure of retaining the good will of your customer. We make a full line of GENTLEMEN'S VEST CHAINS in all sizes, of plain curb and fancy links, also PONY, DICKENS and SILK RIBBON chains. WE GUARANTEE THESE GOODS TO WEAR FOR TEN YEARS, and stand ready at any time to make good, free of charge, any chain that should prove to be unsatisfactory.

## Locketts and Chains.

We have a large and beautiful line of these goods in fine Gold front, handsomely engraved and some set with pearls, real opals and other stones. By our special process we are able to produce these goods with the gold hard and burnished, just as it comes from the rolls, and we guarantee them fully.

## Dumb-bell Buttons.

Like our Locketts, our Buttons are made by our special process, whereby the gold fronts are left hard and burnished, and will wear for years.

We have a great variety of new patterns; some plain or engraved and set with stones, and some with die work on the front and richly carved. We guarantee them as we do our Locketts.

## PINS and BUCKLES.

New and original designs in GOLD FILLED and Silver finish. These goods are of fine quality, very dainty in appearance, and we would advise you to put a number into your stock, as they will prove to be ready sellers.

## CHAIN BRACELETS with PADLOCKS

were first placed on the market by us, and we have not only our regular line but some designs and shapes that have never been shown before. They are all included in our broad and liberal guarantee.

Our Canadian Representative,  
MR. GEO. E. SMITH,  
350 King St.,  
KINGSTON, ONTARIO,  
has our new line of samples now ready for inspection

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

Manufacturing Jewelers  
and Silversmiths,  
100 RICHMOND ST.,  
PROVIDENCE, R. I.

OUR LINE THIS FALL IS FULL OF ❖ ❖ ❖ ❖

# GOOD THINGS.

NUFF CED.



SEND FOR ❖ ❖ ❖ ❖  
SELECTION PACKAGE.

BE SURE AND SEE OUR LINE OF ❖ ❖ ❖

## BANGLE RINGS AND NAME PINS.

**S. BREADNER,** MANUFACTURING JEWELER, CARLETON PLACE, ONTARIO.



**BULLION PRODUCTION INCREASES.**—Washington, Jan. 1, 1899.—The preliminary estimate of the production of gold and silver in the United States in the calendar year 1899, made by Mr. Roberts, the director of the mint, shows a total gold production of \$73,474,170, an increase over the production of last year of \$8,961,170. The production of silver in the year is estimated at \$74,123,996, an increase during the year of \$3,739,511.

**EDWARD TODD**, the veteran manufacturer of gold pens, and for many years at the head of Edward Todd & Co., died at his home in New York last Sunday from cerebral hemorrhage. He was born in Bristol, Conn., and learned his trade, gold-pen making, from Bard Bros., of New York. Later he became a member of the firms, Smith & Todd, Mabrie, Todd & Co., and finally of the present firm as above. He was active in business associations and charitable work.

**HARTFORD, Conn., Jan. 15.**—Paschal Converse, who died a few days ago in New Haven at the advanced age of eighty-nine years, was an associate of Chauncey Jerome and Hiram Camp in the establishment of the clock manufacturing business in New Haven. Mr. Converse half a century ago left his home in Bristol and assisted in forming the Chauncey Jerome Clock Company, which afterward became the New Haven Clock Company. He died at the residence of his daughter.

**THE Zlrbrugg Company** has leased an office at 9 to 13 Maiden Lane, into which its New York offices, now at 65 Nassau Street, will soon be removed. It will occupy quarters in conjunction with the Philadelphia Watch Case Company, which will hereafter act as the exclusive export agent for the New York Standard Watch Company. The New York Standard Watch Company will abandon its offices in the Corbin Building, at 11 John Street, and its domestic trade hereafter will be conducted in its factory in Jersey City, N. J.

**EMBARRASSED.**—The New York creditors of Samuel Mayer, of Denver, Col., have received from Mr. Mayer letters stating that he is insolvent, and offering to take such steps as the creditors deem best. According to Mr. Mayer's statement his liabilities are about \$77,000 and his assets are worth over \$50,000. His assets consist of stock worth about \$40,000, good accounts worth \$6,000, a \$5,000 equity in real estate and some mining shares. A conference of Mayer's largest creditors was held and it was decided to call a general meeting of creditors.

**THE DEATH OF HENRY WOOD.**—Henry Wood, one of the oldest silversmiths in New York, the senior member of Wood & Hughes, of 24 John Street, died suddenly recently at his residence in Red Bank, N. J. His death was due to apoplexy, and was unexpected. He had been suffering a long time of optical hemorrhages, but otherwise, with the exception of a slight illness two weeks ago, his health had been good. One night he appeared restless and finally, about midnight, went to bed. An apoplectic paroxysm began soon afterward, and he died about one o'clock.

**CAN'T MOVE YET.**—Cincinnati, Dec. 10.—The extensive improvements that have been made on the new factory building recently purchased by the Wadsworth Watch Case Co. in

Dayton, Ky., are not as yet completed, and the factory will not be ready to move into until about the latter part of January. This fact, however, will not stop the company from its usual custom of closing down its plant from Christmas to New Year's to give the employees a week's vacation and to make necessary repairs. After that the removal of the plant will be made when the new factory is in readiness, and the concern will be moved by departments without the necessity of closing down. The company has been very successful in business during the past year and has made and sold over twice the number of cases made last year. This puts the total output for the year 1899 up to over 200,000.

**ELGIN, Ill., Dec. 11.**—The announcement made at the watch factory last week that the wage scale of 1892 would be restored caused great rejoicing throughout the institution and has caused the business men generally to look forward to a return of the prosperity that prevailed here before the panic. The watch factory is the principal industry of the city and its prosperity or the lack of it affects everyone doing business here. Wages in the factory have advanced steadily under the wise management of the new President, Mr. Hurlburd, and every operative has perfect faith in him and feels assured that he will redeem every promise made. The watch factory now has 2,300 operatives on the pay rolls and the amount paid out monthly at present exceeds \$100,000. The advance will be more than 6 per cent. and means an addition to the roll of \$10,000 each month. The change of scale goes into effect Jan. 1, and already the work of readjustment has commenced.

#### GREAT BRITAIN.

**THE GEM MARKETS.**—London, Dec. 30th.—Unfortunately there is no good news to report; things are much the same as last month, and if anything quieter. It is rumored that there is plenty of rough in London, but the trouble is to get it. The general opinion is that the syndicate are holding the rough in order to see which way the things will turn in South Africa. There is no possibility, whatever, as far as one can judge, that the price of the precious white stone will fall; in fact, the opinion is generally expressed that it will remain up. Apart from the war, the economic conditions are a factor which must keep it practically at its present high rate. There has been a fairly good demand for emeralds and rubies, whilst complaints have been made that decent garnets of medium size were only obtained with difficulty.

**Paris, Dec. 28th.**—Business in diamonds was again very bad, only a few parcels of small *melés* of middle quality and a few small parcels of three and four grainers being sold. There is little demand for any quality of polished diamonds; the war of course is responsible. A large business ought to be done at the Paris Exhibition, but unfortunately there are little signs of much at present. Business in colored stones and pearls is fairly good; fine emeralds and rubies are still in demand; few large parcels of cheap rubies and sapphires were sold, mainly for exportation.

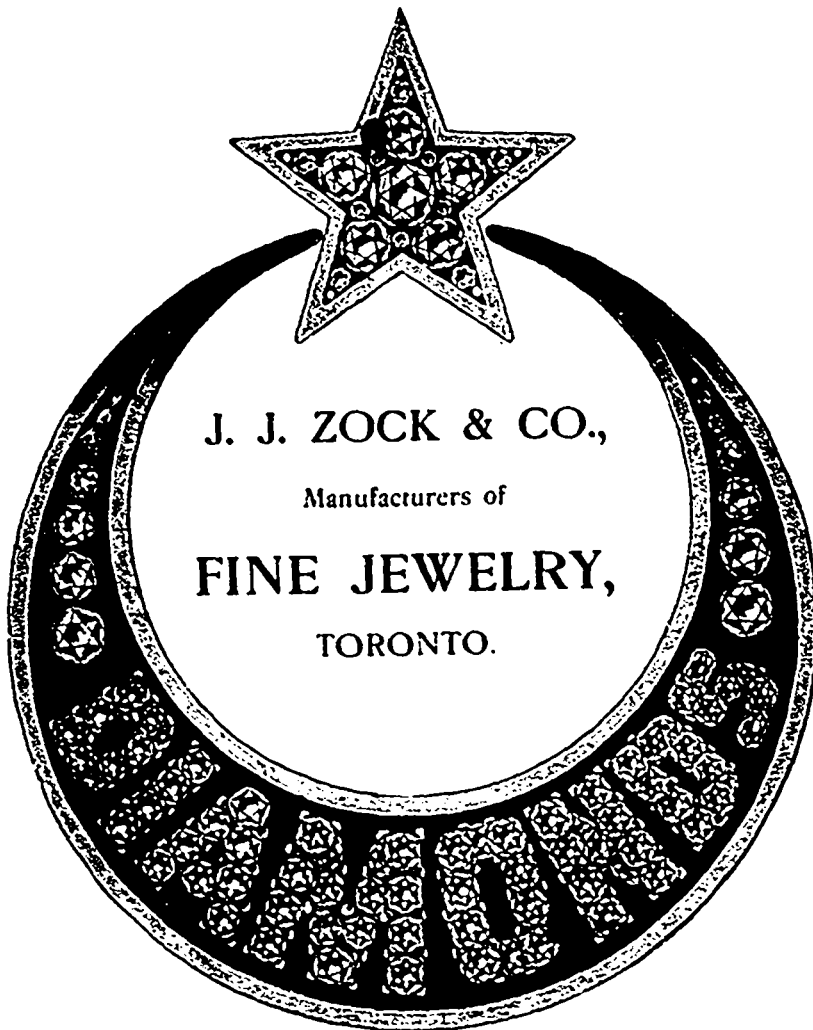
**Amsterdam, Dec. 27th.**—Business during the past month has been very bad, mainly owing to the present war in the Transvaal. Very small quantities of polished diamonds were



# LARGER AND BETTER THAN EVER.

## During the Past Month

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



## Our New Lines

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

“New” Goods,

“Natty” Goods,

“Salable” Goods,

and goods on which you can make a good profit.

## If You Want Rings,

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

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

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

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

34 Adelaide Street West, TORONTO.

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for Mrs. Bramwell Jay made no inquiry about the bracelet. As time slipped by he began to hope that the lady had forgotten about the jewel, which actually appeared to be the case. Quite naturally he did not feel called upon to refresh her memory, and thus it came about that the bracelet remained in his possession until the date for the wedding had almost arrived.

At that inconvenient moment a friend of Mr. Tempany's, to whom he was under obligations in the way of business, concluded to be married, and Mr. Tempany felt it his duty to give to him a wedding present. He resented this disagreeable necessity all the more because he was already uneasy on account of the increased expenditures incident to his engagement. He was also depressed by the prospect that he would be obliged to defray the expenses of a wedding trip to the Italian lakes, to say nothing of the inevitable outlay for a wedding-outfit for himself and for promiscuous gratuities to those who would assist at the ceremony. Even the consoling reflection that, once married, his wife's income would be ample for both, failed to soothe him, and in the midst of all this unhappiness he suddenly remembered Mrs. Jay's bracelet.

Since he must give a wedding present to his friend Bullivant, why not make use of the bracelet for that purpose? It was a great temptation, for the ornament had lain in his drawer several weeks, and Mrs. Bramwell Jay had apparently forgotten it. If she should happen to ask for it before their marriage he could pretend that he had lost it or invent some other plausible excuse for not returning it. After they were married he could say it was stolen, and if it came to the worst he could replace it with an inferior article. Mr. Tempany felt so inexpressibly relieved for the moment at the prospect of avoiding further expense that he did not pause to reflect upon remote contingencies, and he blindly yielded to his overpowering temptation. As to the morality of the transaction, it must be charitably supposed that he vaguely imagined himself invested with a proprietary right to the bracelet by virtue of his engagement to its owner.

However that may be, Mr. Tempany dispatched the bracelet to his friend's wife with a neatly worded letter of congratulation and good wishes. The fact that one of the stones was missing was a little awkward, because it was conclusive proof that the bracelet was not new; but Mr. Tempany flattered himself that he had gotten over that difficulty very cleverly by remarking that the bracelet had been a cherished heirloom in his family for years, and that he would never have consented to part with it to anybody but the wife of his dear and esteemed friend Bullivant. By return post he received a hearty letter of thanks from his friend and the lady, and Mr. Tempany experienced a thrill of satisfaction at having for the first time in his life received credit for an act of generosity.

Of course he did not mention this little episode to Mrs. Bramwell Jay, and he mentally resolved never to introduce Mr. Bullivant to her. But a few days afterward he was positively startled to hear the widow say:

Bye the bye, Podmore, a friend of mine writes that she has had such a nice letter from you. Amy Markham and I were old schoolmates. You never told me that you knew her."

"I never heard the name," said Mr. Tempany, uneasily.

"How stupid of me! That was her maiden name, of course," exclaimed Mrs. Jay, taking a letter from her desk. "It appears she has recently been married. Her husband is Mr.—Mr.—such a queer name, and I can't read her signature; but he is a friend of yours."

"Not Bullivant," said Mr. Tempany, with a start.

"Yes. She writes that her husband is an old friend of yours, and that you sent her a beautiful bracelet. How good of you, Podmore! You never gave me a beautiful bracelet," added the widow reproachfully.

"All in the way of business," muttered Mr. Tempany, turning faint.

"Amy says she will be passing through town to-morrow, and will make it a point to call on me and show me the bracelet continued the widow, innocently. "She says it is extremely handsome and she wants me to read your kind letter. Are you ill, Podmore?"

"No, no! It is the heat of the fire," gasped Mr. Tempany, wiping his forehead. "I wanted you to come somewhere with me to-morrow, Theodosia—for the whole day, I mean. I haven't been to the Crystal Palace for years, or to Greenwich Park. Will you come to Greenwich Park, Theodosia?" he added, desperately.

"What horribly vulgar places! How absurd you are, Podmore!" exclaimed the widow, looking at him rather curiously. "Besides, I want to see Amy when she calls. I shall certainly stay at home for her to-morrow."

"I shouldn't, if I were you," said Mr. Tempany, earnestly. "Very inconsiderate of her, I call it, to swoop down upon you like that."

"I don't think so," returned Mrs. Bramwell Jay. "I want particularly to see the bracelet you sent her. Will you come and meet her, Podmore?"

"No, no thank you! Certainly not!" replied the unhappy man, seizing his hat. "I mean that I shall be busy all to-morrow—particularly busy. Another time I shall be delighted."

"I suppose that you and Amy have never met?" remarked the widow with a suspicious glance.

"Never! No, never I assure you!" answered Mr. Tempany, and being anxious to avoid further questions he beat a hasty retreat.

His state of agitation and nervous apprehension may easily be imagined, for it seemed inevitable that the deception he had practiced would be exposed. The widow could not fail to recognize her own bracelet, and would, of course, call upon him for an explanation.

The situation was embarrassing, to say the least, and might lead to awkward consequences. Mrs. Bramwell Jay, in her natural disgust and indignation, would in all probability break off the engagement on the spot, and the story would be known all over London. Mr. Tempany got no sleep that night, and became more and more uneasy every moment. It suddenly occurred to him in the midst of his mental perturbation that he had committed an act of felony punishable by law. It was an awful reflection and caused Mr. Tempany to break into a cold perspiration. The agreeable prospect, however remote,





# THE FULTON JEWEL MFG. CO., LIMITED,

MANUFACTURERS  
AND IMPORTERS OF **JEWELLERY,**

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*Have just received from the Factories a well-assorted line of the following goods: Rings, Bracelets, Links, Chains, Brooches, Cuff Buttons, Sash, Belt Buckles, Lorgnettes, Stick Pins, Hat Pins, Blouse Sets, Cyrano Chains, Scarf Pins, Thimbles, Silk Alberts, Cut Glass Bottles, and Leather Goods of all kinds.*

*Prices and styles cannot be beat. Mail orders promptly attended to.*

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



of ... along himself in the dock had the effect of spurring his imaginative and inventive powers; so, inspired by sheer desperation, he at length concocted a story which he hoped would serve his purpose. The consequence was that when in the course of the next day he received a peremptory note from the widow requesting him to call upon her immediately, he was able to keep the appointment with an outward appearance of calm.

"Mr. Tempany, this is most extraordinary!" said Mrs. Bramwell Jay, after a very cold greeting. "Amy has been here this morning, and I find that the bracelet you presented to her is mine! I gave it to you to take to the jeweler's."

"Nonsense!" exclaimed Mr. Tempany, with a well feigned start of surprise. "It is impossible!"

"Impossible! Why, here it is!" said the widow producing the ornament. "There can be no mistake about it. I will swear to it. Of course Amy returned it to me, and I have lost no time in asking you for an explanation."

"What an odd circumstance—quite ludicrous! I must speak to Bevis. He evidently gave me back your bracelet in mistake for the one I had bought," said Mr. Tempany, speaking quickly and nervously.

"Who is Bevis?" inquired Mrs. Bramwell Jay. "Do you mean the jeweller in Sackville street?"

"Yes. I never opened the case after he handed it to me across the counter, but sent it direct to Mrs. Bullivant," explained Mr. Tempany, gaining confidence. "I recollect it was the same day that I left your bracelet to be repaired. It is clear how the mistake arose."

"Still it seems extraordinary," repeated the widow, who was evidently only half convinced. "The jeweler must be a very careless man and deserves a good scolding. Suppose we go at once and ask him what he means by it? The carriage is at the door, and I am dressed for my drive, as you see."

"Pray don't trouble, Theodosia. I—I really think you had better stay at home on a cold day like this," cried Mr. Tempany, with fearful eagerness. "I will call on Bevis at once, this instant, but there is no occasion for you to go."

"Oh! I should like to go and shall enjoy the man's confusion," returned the lady, rather sharply. "Besides I am curious to see the bracelet you have chosen for dear Amy."

Mr. Tempany was so utterly taken aback by this sudden unexpected whim of Mrs. Bramwell Jay's that he could not find another word to say. He followed the lady meekly to her carriage and took his seat beside her, feeling like a criminal being led to execution. This ill timed visit to the jeweler's must, he felt, inevitably complete his discomfiture, for Mr. Bevis would naturally deny all knowledge of the bracelet. It really seemed as though the only course open to him was to confess everything on the spot, to avoid needless exposure and disgrace. But Mr. Tempany could not bring himself to acknowledge his deceit unless he were absolutely forced, and during the drive he resolved as a last chance to slip into the shop alone, on pretense of inquiring if Mr. Bevis were within, and take the opportunity to whisper a word of warning in his ear. No doubt the jeweler was open to a bribe and would make no difficulty about screening him. In this desperate strait Mr. Tempany took heart at this idea, and

even tried to converse with the widow with apparent equanimity.

But his scheme was frustrated by an accidental circumstance. The coachman took an extra turn, so when the carriage was stopped the side on which the widow was seated was next the pavement. The footman, too, interfered. He was a smart youth, and descended from the box with such alacrity that the carriage door was open before Mr. Tempany had recovered his surprise at having so soon arrived at the jeweler's. The widow alighted first and stepped into the shop. Mr. Tempany, feeling that the fates were against him and that he was pursued by Nemes's followed in a state bordering on despair.

"Mr. Bevis, how can you make such an extraordinary mistake? You are Mr. Bevis, I presume?" said the lady, doubtfully.

"Yes, madam," the jeweler quietly replied. "Will you be seated? What mistake?"

Mrs. Bramwell Jay explained with fatal precision, while Mr. Tempany was almost bursting with eagerness to speak a warning word. By sheer force of will and mesmeric influence, as he regarded it, he succeeded in catching Mr. Bevis' eye during the recital. The latter was a shrewd little man and at a glance read the agonized expression Mr. Tempany's bloodless features had assumed. He knew the unhappy man by both sight and reputation, and, although their transactions had been extremely limited in extent he had pretty well fathomed Mr. Tempany's character. He was sufficiently alert to guess that discretion on his own part might be of great value, and although he made no sign a ghost of a smile flitted across the corners of his mouth before he was ready to reply to the widow's question. He then said:

"I am very sorry, madam."

"It is very careless," Mr. Tempany was bold enough to say, although his heart was beating fiercely.

"Very," said the widow, manifestly surprised. "I cannot see how you could have made such a mistake!"

"Mistakes sometimes happen in the best regulated establishments," Mr. Bevis said with great humility, and Mr. Tempany felt a strong desire to evince his gratitude by falling on the jeweler's neck.

"Where is the bracelet this gentleman purchased, then?" inquired the widow, still in an incredulous tone.

For an instant Mr. Tempany's uneasiness was revived, but Mr. Bevis proved to be equal to the emergency. Without a moment's hesitation he turned around and produced from a drawer behind a case which he laid upon the counter. Mr. Tempany was so overwhelmed with a blessed sense of relief that he felt no curiosity as to the contents of the case. His attention was attracted to it by a startling exclamation from Mrs. Bramwell Jay.

"Oh, Podmore! What a splendid bracelet! Why, it is a blaze of diamonds!" she cried, clasping her hands.

"Eh?" exclaimed Mr. Tempany, hastily putting on his glasses with a startled air. "What! Good heavens! That isn't the bracelet that I—chose." He saw at a glance that it was worth several hundred pounds.



# LEVY BROS. CO., LIMITED,

Hamilton, Ont.

## YOU CAN MAKE MONEY IN 1900.

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

## WE HAVE ALL THE LATEST NOVELTIES

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

## DO NOT BE DECEIVED WITH CHEAP GOODS.

# HIGH-CLASS, LOW PRICED GOODS

is what you require to make your business successful.

**We have them.**

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## In American and Swiss Watches

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

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## PRECIOUS—DIAMONDS.—STONES.

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

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



"Yes, sir, it is," Mr. Bevis said in a very calm and decisive tone.

"Oh, no! I—I think not, at least," gasped Mr. Tempany, but observing the shrewd look on Mr. Bevis' face, which said as plainly as possibly that the sale of that bracelet was the price of the service he had rendered, Mr. Tempany subsided into a frightened and uneasy silence.

"Oh, Podmore! This is really too good for Amy—much more than is necessary, I'm sure," said the widow, who was gazing with every demonstration of rapture at the ornament.

"Yes, Theodosia, so I think," acquiesced Mr. Tempany, eagerly. "It's too rich; I'm sure she would like something quite plain much better. A gold band or a simple bangle would be much more suitable. I think I will change it."

"No, Podmore; I have an idea. Amy was delighted with my bracelet, and she shall have it. I will keep this one instead of my own as a present from you," said the widow decisively. "It will be the first really handsome present you have given me, you know."

"I'm sure you don't want it, Theodosia," said Mr. Tempany, with a groan. "It—it doesn't suit your complexion. I'm afraid"

"You think not? Look, Mr. Bevis. What do you say?" exclaimed the widow, clasping the bracelet on her shapely arm.

"Excellent!" cried Mr. Bevis, in a tone of emphatic admiration, for which Mr. Tempany hated him on the spot. "Nothing could look handsomer."

"Very well. Then that is settled," said Mrs. Bramwell Jay, pleasantly. "I'm sure Amy will be glad to get my bracelet back again."

"You will have the stone replaced, of course, sir?" said Mr. Bevis, in a businesslike tone, as he took up the discarded ornament.

"Oh! certainly," interposed the widow, before Mr. Tempany could falter a remark. "In fact, I think the setting should be renewed altogether. It is too old-fashioned."

"I will make a good job of it," replied Mr. Bevis, putting the case on one side. "Good day, madam. Good day to you, sir."

Mr. Tempany went out of the shop without uttering another word, being quite speechless with mingled emotions. His horror at the probable amount of the jeweler's bill was only equaled by the maddening feeling of helplessness which kept him from remonstrating. So far from experiencing satisfaction at his escape, he was now inclined to think that it had cost him too dearly, and his sentiments toward Mr. Bevis had changed to deep resentment. He excused himself from accompanying the widow for the remainder of her drive, feeling that he must be alone to brood over his crushing misfortunes. The lady seemed neither surprised nor hurt at this sudden desertion, and Mr. Tempany had an uncomfortable suspicion that she rather enjoyed his discomfort. She was charmingly affable, however, and overwhelmed him with expressions of gratitude for his handsome present when he showed her into her carriage.

"By the bye, Podmore, dear," she exclaimed, putting her head out of the window as she drove off, "what could have

induced you to say in your letter to Amy that this lovely bracelet was a heirloom in your family?"

This significant speech rankled a good deal in Mr. Tempany's mind when he had sufficiently recovered from his state of horrified bewilderment to think it over. It really sounded as if the widow suspected she had been imposed upon, though she had not scrupled to turn the circumstance to account. It may have been owing to a guilty conscience, but Mr. Tempany certainly fancied that from that day forward the widow began to manifest decided coolness toward him. So apparent did this become to him, that if he had had any self respect he would have terminated the engagement; but as he regarded his marriage, as we know, from a very material point of view he was not inclined to be easily affronted.

At the last moment, however, an unexpected obstacle occurred. The widow's solicitor intervened with some very plain suggestions about a marriage settlement. This did not suit Mr. Tempany's views at all, and being unable to come to terms with the lawyer he appealed somewhat indignantly to the lady herself. Mrs. Bramwell Jay refused to interfere, saying that she was entirely in the hands of her legal adviser, and the upshot was that, finding the widow's fortune was so strictly tied up that he might be reduced to the unpleasant necessity of supporting his household with his own money, Mr. Tempany resolved to remain a bachelor until a more favorable opportunity offered.

Of course, this was a dreadful blow to him. It aged him considerably, for when he came to add up what his engagement had cost him one way and another in actual pounds, shillings and pence, he was fairly horrified at the amount. Mr. Bevis' account brought tears to his eyes and reduced him to a state of incipient imbecility for days. He had to pay it, however; nor did he get a farthing discount. But it was at least a faint consolation to think that he would recover something out of the fire. The bracelet would fetch a good round sum, even at second hand, and this reflection buoyed him up a little so long as he was permitting to indulge in it. But, alas, even this small solace was denied him, for in acknowledging a small parcel containing the presents she had made him, the widow wrote as follows:

*Dear Mr. Tempany:* Thanks for your sad, sad letter and enclosures. I do not like to think of what might have been but for those dreadful lawyers! I return all the dear gifts you gave me except one, which I am sure you will allow me to keep and wear as a souvenir. The bracelet—your last gift—I cannot bring myself to part with, and I promise to keep it always—always! Your friend and well wisher,

THEODOSIA BRAMWELL JAY.

"ALL pens are alike to me," said the clever young woman, "and all pens would be alike to you if you only knew how to break them in. Don't moisten your new pen between your lips before you begin to write. Don't say charms over it or squander your substance in gold pens. Take your cheap steel pen, dip it into the ink, then hold it in the flame of a match for a few seconds, wipe it carefully, dip it into the ink and you have a pen that will make glad the heart within you. It is a process I have never known to fail."



# THE DUEBER HERALD

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

Vol. I.

CANTON, OHIO, JANUARY, 1900.

No. 12

## THE BEGINNING.

What is worth doing, is worth doing well.

\* \* \*

To do well, if you do not begin well, is difficult; if, indeed, not impossible.

\* \* \*

You cannot begin the New Year better—in a business way, that is—than by determining to investigate the claims and assertions made by the management of the Dueber-Hampden Works.

\* \* \*

Do it; and do it well.

## CAUSE AND EFFECT.

The management of the Dueber-Hampden Works have for years persistently and assiduously opposed every measure, policy, coalition, "new invention" or device, etc., that tended to work harm to the interests of the watch dealers and watch purchasers of the country,

AND

every measure, policy, coalition, "new invention" or device, etc., so opposed, has proved to be, as the management of the Dueber-Hampden Works predicted, a **FAILURE!**

### "THE BEST."

Charleston, N.C.

I am carrying a 17-jewel Hampden watch. It is the best watch in the country.

C. S. MORRISON, Conductor,  
 Richmond & Danville Railroad.

## THE MATTER OF DESCRIPTION.

You may describe a horse as being decked all over with gilt tassels, but if it cannot trot, the bombastic description of its tassels won't make it win a race.

You may describe a watch as being fitted with as many frills as you please; you may make the description as bombastic as you please; but neither frills nor bombast will make the watch keep time.

There is nobody in the offices of the Dueber-Hampden Works gifted with sufficient brilliancy to create for the Dueber-Hampden Watches such highfalutin, mystifying descriptions as are employed for other watches we know of.

The Dueber-Hampden product is: Closely running watches—the closest-running watches ever produced; they're stylish, they're modern, they're "The Best." And that's all the description that goes with them.

Most important: The description fits the goods.

## HOW DUEBER GOODS ARE SOLD.

The Dueber-Hampden Works sell their entire product only through the wholesale and retail watch dealers, and they do not solicit or accept orders from Department Stores, Farmers, Supply Houses, etc.

## "FOR EXAMPLE."

"We defy competition."

\* \* \*

A strong assertion to make, isn't it? But who can find fault with it if it's substantiated?

\* \* \*

The Dueber-Hampden Works assert it. Their product substantiates it.

\* \* \*

Their three new 12-size watches and "The Four Hundred," for ladies, for example.

## THE REASON

The three new 12-size movements of the Hampden Watch Works, the "Dueber-Grand," 17 jewels; the "Dueber Watch Co.," 17 jewels, and the "John Hancock," 21 jewels, are sold only in the 14 and 18 karat solid-gold and 14-karat gold-filled watch cases of the Dueber Watch Case Manufacturing Co., in order to protect the retailer, and prevent the sale of these movements in for instance, so-called 40-dwt. solid-gold cases," containing 20 dwts. of lead.

### "THE BEST" AGAIN.

Central City, Ky.

I am wearing a 17 jewel Hampden watch to run an engine on the N. N. & N. V. R. R. It is the best I ever saw.

HENRY FRISS.

**WILLIAM ALLEN YOUNG,** Sole Canadian Wholesale Agent  
 Dueber-Hampden Watches,

393 Richmond Street, LONDON, Ontario.



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

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

**DEAD.**—Mr. D. W. Young, jeweler, of Red Deer, Alberta, N.W.T., is dead.

**MR. C. BRAUD**, who formerly carried on business at McGregor Station, Man., has left that place.

**REMOVAL.**—Jeweler J. B. Rogers has removed his business from Woodville, Ont., to Belhaven, Ont.

**D. A. MERRICK** of Simpson, Hall, Miller & Co., spent his Christmas and New Year holidays in Toronto, amongst his old friends.

**MR. E. CULVERHOUSE**, optician with Messrs. Ryrie Bros., was laid up last month with a severe attack of Grippe, but is around again.

**MR. F. LEFEBRE**, recently with Messrs. H. & A. Saunders of this city, has left Canada in order to engage in the jewelry business in New York.

**REMOVAL.**—Mr. F. W. Vickers, formerly of Gladstone and Plumas, Man. has removed his jewelry business to Dauphin, Man., where correspondents will please address him in future.

**MR. HANAN LAZARUS** has taken the position of stock clerk for the Cohen Brothers Limited, formerly occupied by Mr. Frank Poulter, who at present represents the same firm on the road.

**MR. W. K. McNAUGHT**, Secretary-Treasurer of the American Watch Case Company, of Toronto, Limited, was confined to the house for the first three weeks of January through illness, but is now about again as usual.

**MANAGER WALTER J. BARR**, of the Goldsmiths' Stock Company, spent two weeks among the jewelry factories of the United States looking up the latest novelties in every line. He reports a very fine selection at very reasonable prices.

**MR. CHAS. E. ELLIS**, of P. W. Ellis & Co., paid a visit to Montreal last month for the purpose of looking over the affairs of the company's branch office in that city, and making arrangements for their business campaign during the present year.

**MR. LEVETUS** is again on the road; much refreshed from his last winter holiday, and reports business in the optical line to be very satisfactory, although the orders are not so big as he would like them to be, but "Uncle" aims high.

**RE-ELECTED.**—Mr. M. C. Ellis, of P. W. Ellis & Co., Toronto, was last month unanimously re-elected first vice-president of the Commercial Travellers' Association of Canada. Next year we hope to see him occupying the presidential chair.

**PROSPERITY BRINGS STABILITY IN PRICES.**—The Dueber-Hampden Watch Companies announce to the retail trade that no discount will be allowed from their list, hereafter, by jobbers, except a trade discount of ten per cent., and usual cash discounts.

**A NEW PARTNERSHIP.**—Mr. W. E. MacPherson, formerly of Annprior, Ont., has entered into partnership with Mr. W. E. Spratt, of Greenwood, B.C. The new firm will carry on business in Mr. Spratt's old stand under the style of Spratt & MacPherson.

**THE STANDARD SILVER COMPANY**, report that the new year has opened up in good shape and that they are more than usually busy for this season. Manager George says that the new line of goods they have in hand will not only please but surprise the trade.

**MR. WILLIAM ALLEN YOUNG**, of London, Canadian representative of the Dueber-Hampden Watch Company, spent a couple of weeks amongst the jewelry factories of New York, Attleboro, and Providence, during the early part of January, selecting goods for his wholesale jewelry business.

**IN CONNECTION** with the extension of their factory, we hear that Mr. Julius Saunders of H. & A. Saunders has just returned from the United States having completed the purchase of a large amount of the latest improved machinery for the manufacture of their new line of fine gold jewelry, etc.

**MR. GEORGE ANDREW**, the well-known jeweler of Winnipeg, Man., spent his vacation in Toronto last month, and combined business and pleasure. Mr. Andrew is probably the pioneer jeweler of Winnipeg, having located there in 1874, when it was a very small, but as now, a very pushing place.

**THE COHEN BROTHERS, LIMITED** have mailed to the trade an attractive booklet on the Prentice Retinoscope. It tells of an ingenious instrument which overcomes all the difficulties that Retinoscopy once presented. They will be pleased to mail a copy to any optician who has not received a one.

**THE Annual Meeting** of the American Watch Case Company, of Toronto, Limited, was held on the 17th January, when a very satisfactory statement of the affairs of the company was submitted by the board. The old officers and directors were unanimously re-elected to serve during the ensuing year.

**MR. CHAS. E. BACHLEY**, the missionary of the American Watch Case Company, of Toronto, left about the 20th of January, for a trip through Manitoba and the North-West Territories. He expects to be gone about two months, during which time he will visit every live jeweler between North Bay and Victoria, B.C.

**RETIRING FROM BUSINESS.**—Mr. Arthur Pequegnat, the well-known jeweler of Berlin, is retiring from the retail business and is offering it for sale as a going concern. As this is one of the oldest and best established businesses in Berlin, it offers a good opportunity for some enterprising jeweler to get a good start.

**MESSRS. H. & A. SAUNDERS**, whose advertisement appears on the second page of this issue, have now the largest and best equipped chain factory in Canada. In this department alone they employ some forty to fifty hands, making a specialty of fine rope chains in both solid gold and high grade seamless gold filled.

**SAUNDERS, LORIE & Co.** report that the year 1900 has opened up exceptionally brisk, and that they have been obliged to employ six additional new hands last week in order to get out their work. Even with this increased staff they have been compelled to work at nights since the 22nd of January, in order to fulfil engagements.

**MR. R. Y. ELLIS**, of the firm of P. W. Ellis & Co., has been selected by the Manufacturers' Association of Canada, as one of their representatives on the Technical School Board. Mr. Ellis has always taken a deep interest in technical work and art of all kinds, and we do not think that the association could have made a happier choice.

**MR. C. A. MERRITT**, who has been well and favorably known on the road for the past eight years by the jewelry trade, has made an engagement with the firm of H. & A. Saunders, manufacturing jewelers, Toronto, to represent them in the Maritime Provinces during the present year. Mr. Merritt represents a first-class firm with a large line of new and seasonable goods, and the trade in those provinces can depend on getting good value from him whenever he so represents it.



# Waltham Watches.

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Systematic Railroad Watch inspection was first adopted during recent years. This safeguard for the travelling public was made possible by the construction of Waltham Railroad Watches, from which indeed it was the logical result.



Where accuracy and precision are essential Waltham Watches are chosen.

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SELLING AGENTS,

THE GOLDSMITHS' STOCK COMPANY OF CANADA,

LIMITED,

TORONTO, ONTARIO.



**WALTHAM WATCH CHANGES.**—The American Waltham Watch Company notified the trade last month that they had discontinued movement o size, No. 60, 7 jewels, gilded. They have also issued a new model 16 size movement, No. 610, nickel, having 7 jewels, cut expansion balance, patent Breguet hairspring, hardened and tempered in form at a price of \$8.85 TRADER list.

**W. E. HAMMILL**, instructor of the Optical Institute of Canada, has just mailed out a very attractive circular calling the attention of the opticians of Canada to the importance of further perfecting themselves in optics. The progress in this science has been so rapid, and competition so keen, that unless one is constantly on the alert his trade is bound to go to his more aggressive competitor.

**ANOTHER ADVANCE.**—Announcements were made to the jobbing trade on the 2nd of January, by the Elgin National Watch Co., and the American Waltham Watch Co., that the discounts to jobbers upon movements had been readjusted. This readjustment is, in fact, a raise in the price, although the list prices remained unchanged, the raise coming through the reduction in the discounts to jobbers.

**H & A SAUNDERS'** representatives are out bright and early with their new line, calling on their numerous customers throughout the Dominion, as follows:—Mr. F. Le Febvre in the North-West and British Columbia; Mr. A. C. Merrett in the Lower Provinces, and Mr. A. Marks in the Province of Ontario. Those who have seen the New Line pronounce it to be the best this firm has ever shown.

**CORRECTION.**—In our last issue under the heading of "A New Departure," we stated that the American Waltham Watch Company would buy back, if in good order, the wooden display boxes sent out with O and 6 size Maximus movements. It should have read that it was only the 12 16 and 18 size movements of "Maximus" or "Vanguard" grades that the company would purchase at ninety cents each. Our readers will kindly bear this in mind.

**OFF FOR EUROPE.**—Mr. Ernest Saunders, of Saunders, Lorie & Co., of this city, left about the middle of January for Europe, by the steamship "St. Louis" via New York. Mr. Saunders proposes to go direct to Amsterdam and look thoroughly over the diamond situation, after which he will visit Paris, London, and other jewelry manufacturing centres of Europe before his return home. THE TRADER wishes Mr. Saunders a prosperous journey and safe return.

THE FOLLOWING STUDENTS have just completed a course in optics under Dr. W. E. Hamill, at the January class of the Optical Institute of Canada, viz., Albert B. Scarff, Montreal; Renne J. Hütte St. Catharines; Luther Hunt, Brockville; George A. Wodehouse, Hamilton; James McNeilly, Niagara; H. H. Ramage, Toronto; T. H. Trimble, Toronto. Next primary class commences at 2 p.m. March 12th. The advanced class on Retinoscopy commences January 29th.

WE DIRECT the attention of our readers to the advertisement of a first-class jewelry store to rent by Mr. Henry Knell, Jr., in the city of Berlin, Ont. This store contains fire proof vault, dark room for optical purposes, and first-class show and wall cases throughout, and is admirably adapted for the carrying on of a first-class jewelry business. Any person thinking of making a change of location should write to Mr. Knell for particulars, or better still go and see the premises and location.

THE trade will be interested in knowing that Mr. Frank Stanley, formerly the Eastern representative of P. W. Ellis & Co., and now local manager in Toronto of the Stanley Piano Company, is working up a splendid business for his company. Of course he has a first-class piano, none better made anywhere, but all the same Frank has pushed the business very successfully. His office and warerooms are at 11 Richmond Street West, where he says he will always be pleased to have a call from any member of the jewelry trade who has an time to spare.

**COMPLIMENTARY.**—Mr. G. W. Box, the foreman of Messrs. Cohen Brothers' factory was the recipient of a pleasing present from his employers recently. Mr. L. G. Amsden made the presentation, and in a few well chosen words expressed the gratification and feeling of

good-will towards Mr. Box, which he in common with the employees had. Mr. Box replied briefly, but to the point, and trusted that their labors would always bring forth such pleasant associations. He will continue to strive to do his duty by employers and employees. The presentation consisted of a very handsome eight-day clock.

**MR. L. G. AMSDEN**, Secretary of the Cohen Brothers, Limited, has just returned from a buying trip in the East. He visited Buffalo, Rochester, Providence, Southbridge and Boston. He reports business to be booming across the border, and the prices exceptionally stiff. He placed a large order for additional machinery, all being of the latest model, which will in point of up-to-dateness, render his company's factory second to none. He also reports having secured an exceptionally good line of eyeglass chains, mostly of the famous make of Ballou & Co., of Providence, whose chains are so favorably known throughout Canada.

**DEAD.**—One of the oldest and best known jewelers in Montreal passed away last month in the person of Mr. Thomas Allen, of the firm of Thomas Allen & Co., St. Catherine Street. Mr. Allen, who was sixty years of age at the time of his death, came to Canada fifty-one years ago. He served his apprenticeship to the jewelry business with the well-known house of Savage & Lyman, after which he engaged in business on his own account with Mr. Peter Wood, under the firm name of Wood & Allen. He subsequently founded the business of Thomas Allen & Co., which he carried on until his death. He was highly respected by the trade.

**J. J. ZOCK & Co.**, the well-known manufacturing jewelers of Adelaide Street West, Toronto, have put in a very busy January, and are now hard at work on their new line of samples for the spring trade. Mr. Zock, who has just returned from a tour amongst the leading jewelry factories of New York, Providence, Attleboro and Newark, says that he is full of new ideas and designs, and will have a line that will surprise the trade this spring. The firm have been again compelled to enlarge their factory since the beginning of the year, in order to accommodate the new labor-saving machinery purchased by Mr. Zock while over in the United States.

**PRO-BOER BUTTONS SEIZED.**—An Ottawa despatch of January 5th states that some days ago a large number of buttons on which were inscribed the words "Victory to the Boers," both in French and in English, were seized by the Customs officials in Toronto and forwarded to the department there. The Department has sent out a circular to all Customs Collectors instructing them to be careful of importations from a certain company, whose name is given in the circular, but withheld from publication, operating in New Jersey. All importations of the character mentioned are declared to be seditious under the Customs Act, and are therefore prohibited.

**ASSIGNED.**—Mr. J. B. Williamson, the well-known wholesale and retail jeweler, Montreal, assigned upon the first of last month, upon the demand of Mr. W. H. Hutchings. This failure has been looked for, for some time by those conversant with Montreal business, and has excited little or no surprise amongst the trade generally. The liabilities amount it is said to about \$30,000, the principal creditors being Schwob Bros., \$1,500; Buckas & Strauss, London, England, \$15,000; B. VanGilder, Amsterdam, \$2,500; A. C. MacKay, Renfrew, \$5,000; J. S. Budden, Quebec, \$2,000 and The M. S. Brown Co., Montreal, \$2,100. Mr. A. W. Stevenson has been appointed provisional guardian for the estate.

**ARRESTED IN DETROIT.**—Charles Norman, a laborer, aged 56, was arrested at Detroit on the 16th January, on suspicion. The officers say he is wanted in Marine City for attempting to blackmail a farmer near there. When arrested Norman had a valise containing a lot of silverware and jewelry in his possession. Later Detectives Mahoney and Campau, of Windsor, visited police headquarters and identified the silverware as some that was stolen from Albert Jenisee's store in Tecumseh, a few miles from Windsor, the Saturday night before New Year's. Some of the jewelry that the prisoner had in his possession, the Canadian officers think, was stolen from a store in Woodstock, Ont., the night before Christmas.





# 1900.

The end of the Century  
and we have a Fin de Siecle  
line to present to you.  
We think that the range of  
goods which our Travellers  
will submit to you the  
coming season is unequalled  
in this market, we know  
at least that it is vastly  
superior to any that we have  
heretofore had (and those  
were not so bad—were they?)  
We would like you to reserve  
your new year orders until  
you have seen our lines, we  
are satisfied that you will  
find it good business policy  
to do so.

We think that we will be  
able to suit you in anything  
that you may want in SILVERWARE  
and we trust that your Xmas  
trade has been such as to  
leave your stock in great  
need of replenishing.  
Wishing you a very full measure  
of prosperity during Nineteen Hundred,

We remain,  
Yours truly,

**STANDARD SILVER CO., LIMITED,**  
**31-41 HAYTER STREET,**  
**TORONTO, ONT.**



**REMOVING.**—Cohen Bros. Co., Limited, the well-known manufacturing opticians of this city, have for some time past found their factory so much over-crowded that they have decided to remove to more commodious quarters. After some negotiations, they have secured the splendid stone building on the north side of Adelaide Street, a few doors west of Yonge Street, formerly occupied by the M. Burney, Beatty Bicycle Company, as a factory. This building, which has a floor space of 30 x 80; four stories and basement; will be occupied exclusively by this company as soon as it can be fitted up. The work is now being contracted for, and the company expects to be able to remove there about the middle of March.

**WATCHES.**—The scarcest thing in the jewelry business for the past six months has undoubtedly been American watch movements. We are glad to say, however, that at present the indications are that they will become more plentiful before many months are over. This will be more particularly the case in ladies' watch movements, although it is certain that even these goods will not be overly plentiful at any time during the coming year. Men's watches, especially in 18 sizes, also give indications of being more plentiful, while it looks as though the 16 size will be scarcer than for some years past. This will assuredly be good news for the trade, as watches, and American watches at that, are without doubt the staple article of the business.

A REPORT was received at Ottawa on the 2nd January from Mr. J. S. Larke, Canadian Commissioner to Australia, in which he gives the trade figures for the year for South Australia and Tasmania, and states that while some Canadian products reach those colonies, the development of trade with Canada is not as rapid as it might be if representatives of Canadian houses were to extend their business connections directly into these colonies. In mentioning the gratifying fact that where Canadian houses have been assiduous in working up trade they have been successful, the Commissioner suggests that where it would not pay a single house to send a representative to Australia, a number of firms might unite to send on a traveller. In this way there would be an economy of expense.

**THEIR FIRST FIGHT.**—The Canadian Contingent in South Africa at least a part of them, have had their first fight, and although it was only a small affair, it was enough to let officers see how they would stand fire, and what they were worth in the hour of trial. That they did their work pluckily and well, almost goes without saying, and it is with considerable pride that our people generally read the comments of the English press upon their pluck and soldier-like conduct in action. So far they have proved themselves very amenable to discipline, and whether put at piquet or fatigue duty, they have carried out their orders with courage and cheerfulness. They are proving themselves worthy descendants of the Mother Country, and we are sure that we shall have every cause to feel proud of their conduct throughout the campaign.

**MR. JOHN C. DUEBER,** President of the Dueber-Hampden Watch Company has the sincere sympathy of the Canadian trade in the bereavement he suffered last month through the loss of his son, Mr. Joseph C. Dueber. The deceased was only twenty-eight years of age at the time of his death, and was a young man of very great promise. His abilities as a mechanic and a business man were phenomenal and he gave every indication of being worthy to succeed his father in the management of the gigantic factories that bear his name. But death, who is no respecter of persons, cut short the thread of life, and we can only mourn and wonder that so brilliant and useful a career has been so suddenly ended, while others less useful have been spared. We can only bow to the inevitable, however, and give the bereaved parents our sincere and heartfelt sympathy.

**FAILURE OF AN ELECTROPLATE CO.**—A meeting of the creditors of the Burt Electroplating Company of Cornwall, Ont., was called for Saturday January 13th, for the purpose of considering the affairs of the estate. The business was begun last summer by D. Burt, a young Englishman, who opened up an electroplating establishment, and later procured a partner with some capital. They went rather extensively into the jewelry business, a good plant and stock being

secured on credit. After the holiday trade it is said that Burt procured a rig and left for the expressed purpose of establishing country agencies for the electroplating business, but went to Prescott, where he left the rig and crossed to Ogdensburg. The firm assigned later. Several Montreal and Toronto houses are interested in the failure, some of whom advanced not only goods, but cash also.

**FOR SOUTH AFRICA.**—As predicted in our last issue Mr. G. W. Hurdman, of the firm of Olmstead & Hurdman, jewelers, Ottawa, was gazetted to the command of D Battery, Royal Canadian Artillery, for active service in South Africa, with the rank of major. Major Hurdman has for several years had command of the 2nd Field Battery, Ottawa, and is every inch a soldier. He is a gentleman of splendid physique, thoroughly up in all the intricacies of artillery drill, a rigid disciplinarian, and withal a thoroughly good fellow, and a natural leader of men. He is a first-class specimen of what Canada can turn out in the way of soldiers, and would do no discredit to any battery of artillery in the regular service. He carries with him the good wishes of the Canadian jewelry trade, who will join with us in trusting that he may not only return home in safety, but bring with him a record of gallant and useful service on behalf of the Empire.

**A STEP IN THE RIGHT DIRECTION.**—The Ontario Government last month passed an Order-in-Council placing the manufacturing clause on pulpwood cut in the province. The Order-in-Council provides that after May 1st next, all pulpwood cut in the province shall be manufactured in the province. In our opinion this is a step in the right direction, and will be largely stimulative to the manufacture of paper in this province. Canada at the present time has almost a practical monopoly of pulpwood timber, and if she is ever to be a paper producing country she must see to it that it is exported in the shape of manufactured paper, instead of logs as has been the case for so many years past. With our pulpwood and magnificent water power, there is no reason why Canada should not supply the world with paper. It only needs a level headed business policy such as the above to bring it about, and we are therefore glad to see that the Ontario Government has had sand enough in its composition to put it in force.

**TORONTO'S CITY HALL CLOCK.**—As our readers know, the contract for this clock was given to the firm of Gillett & Johnston, of Croyden, England, who after a good deal of delay as to the time of completion finally promised it in about a year. They now seem to have struck another snag in the matter of the guarantee company. However, this is now being arranged, and it is to be hoped that the firm will have clear enough sailing in the near future to get on with the contract and deliver it on time. The delay of the contractors in delivering this clock is the key to the solution of the query so often asked, why we don't do more trade with Great Britain, in jewelry, etc., than we do? English firms are so slow in filling orders when compared with those of Canada or the United States, that people simply won't wait on their pleasure unless they are forced to. If the English manufacturers would take a leaf out of the Americans' book in the method and promptness with which they execute orders entrusted to them, they might easily double their business with this country in a year.

**A VERY SAD CASE.**—Mrs. Alice Bencette, seventy years old, mother of C. V. Bencette, jeweler, Sandwich Street East, Windsor, Ont., was burned to death on Sunday afternoon, December 31st, at her home in the Grand Marias settlement, Sandwich East, about three miles from Windsor. Mrs. Bencette who was a widow, had quarters in the front portion of the house, the rest of which was occupied by her son Paul and his family. She was standing by the stove frying pork for her dinner, when suddenly the meat caught fire. The flames shot up into her face, and in an instant her light cotton dress was ablaze. Her little grandchild, who was in the room and witnessed the accident, ran screaming for help to her parents in the other part of the house. The child's father hurried in and found his mother with her clothing nearly all burned off, writhing in her death agony on the floor. He caught the burning form in his arms



and, rushing outside, extinguished the flames by rolling his burden in the light snow that had fallen. But help had come too late. It was a charred corpse he carried back into the house. The poor woman's face and arms were burned to a crisp. Bencette's own clothes caught fire while he was trying to render assistance to his mother, and one of his arms was badly burned. Mrs. Bencette was well known in Sandwich East, where she had resided nearly all her life.

"THE STRATHCONA HORSE." Canada was startled a few days ago by the news that Lord Strathcona (Canadian Commissioner in England) had offered the British Government to raise, equip and maintain during the entire war, 500 mounted scouts from the western plains of Canada, than whom there are no better riders or shots in the world. His offer has been accepted by the British Government and sanctioned by our own Canadian Government and it is quite probable that before a month has passed, this third contingent of Canadian troops will be en route for the South African war. In making this offer Lord Strathcona has done a splendid action for Canada, as well as for the British Empire at large. The cost, although large (probably over \$1,000,000) is only a small part of the matter. It shows that our best public men as well as our people generally are thoroughly in earnest in regard to the unity of the Empire, and that we consider it quite as vital to us Britons in Canada as to the Britons in the British Isles. It is a noble gift and we honor the large-hearted giver.

THE ANNOUNCEMENT in the *Jewelers' Circular* of January 3rd, that at the end of the month that journal and the *Jewelers' Weekly* would amalgamate into one company, caused but little surprise in New York trade circles, who have been expecting some such denouement for some time past. The fact is that the jewelry business in the United States has been over-journalized for a great many years back, and the trade over there have had to carry a half-a-dozen journals on their back that they had no need for and probably did not want. A great many of these journals have gone to the wall, and no doubt others will follow in due course, and if the trade over there are wise they will not make efforts either to resurrect any of the defunct ones or start new trade journals. What the manufacturing and wholesale trade want is a means to reach their customers of the retail trade, and if this can be thoroughly effected by advertising in one, two or three journals well and good. The expense may be large but it can easily be borne, and they get good value for their money. But when this number of journals is doubled or trebled, and they have all to be kept by advertising, they become a burdensome tax upon the trade, and some of them will have to go to the wall. From a close study of this matter we have come to the conclusion that the main benefit of an amalgamation of trade journals is to the advertiser and not to the journalist. The advertiser, as a rule, simply has one less advertisement to pay for and he saves that amount of money. Although the journalist has less opposition his advertising patronage is hardly increased thereby, nor are his prices raised. It simply insures him a more certain and stable clientele and that is all. The amalgamation of the *Jewelers' Circular* and *Jewelers' Weekly* will mean thousands of dollars in the pockets of the New York jewelry trade to the hundreds that the proprietors of the *Circular* will make out of it.

THE CANADIAN FAILURES for 1899 show a considerable decrease over those of the past three years, and is cheerful reading to the average merchant. In 1896 there were 2,118 failures; in 1897, 1,809 and in 1898, 1,300. The amount of liabilities for 1899 is slightly over that of 1898, owing manifestly to a bank failure which has attracted no small attention, and one in iron mining and manufacture early in the year; but the increase is smaller than the liabilities resulting from either disaster, and the number of failures is smaller than for many previous years. Quebec, Nova Scotia and New Brunswick, show increase in defaults, and other provinces decrease. The increase is over \$2,300,000 in manufacturing in Quebec alone, half due to the one large failure mentioned, while in trading a decrease of \$1,500,000 appears, and in Quebec a decrease of more than \$1,200,000, making the return in that branch the best for six years. The following comparative statement gives the failures and liabilities in each province for the last two years:

	No. of Failures.		Liabilities.	
	1899.	1898.	1899.	1898.
Ontario.....	488	633	\$2,374,977	\$3,832,601
Quebec.....	539	500	6,739,230	3,910,780
New Brunswick....	53	78	643,041	417,600
Nova Scotia.....	78	125	456,472	650,415
Prince Edward Island....	3	4	9,400	35,900
Manitoba.....	39	29	458,018	329,350
North-West Territories..	7	6	59,193	57,000
British Columbia.....	78	52	355,560	410,154
Total Canada.....	1,285	1,427	\$11,077,891	\$9,644,100

MESSRS. RODEN BROS., silversmiths, last month removed to their new factory on King Street West, known to Torontonians as the Old Royal Opera House. This building although not originally intended for factory purposes, has recently been remodelled and overhauled, and being centrally located is now one of the best and most commodious factory premises in the city. Their new factory has three stories and a basement, each flat being 57 x 137 feet, thus giving a floor space of over 30,000 square feet. As our readers are aware the firm of Roden Bros. are exclusively manufacturers of sterling silver goods of all kinds. Starting in a very small way some twelve years ago they have gradually worked their way up, until to-day they are probably the largest Canadian manufacturers in their particular line. At the present time the firm employ upwards of seventy-five skilled workmen, and are constantly making additions thereto as the needs of the trade demand. In removing into their new quarters the firm have kept this matter of expansion prominently in view, and have prepared their plans so as to increase without difficulty or expense whenever their business demanded it. They have just added a considerable amount of new machinery, enamelling furnaces, etc., to their plant, which they now consider to be fully abreast of the times. The variety of goods made by this firm is really enormous, and a look through their samples and books of design is simply a revelation. In spite of what they have done, they are always on the look out for something new; one can always depend on finding some novelty in course of preparation with which to tempt the trade and the public. In addition to their large lines of flat ware, and enamelled souvenir goods of all kinds, the firm have lately gone into the manufacture of regular lines of hollow ware, and this they think has a large future before it. As our readers know this firm do not market their product directly to the trade; but by actual experience have found that it is more advantageous to themselves and considerably cheaper to the trade, to do so through their exclusive selling agents, The Goldsmiths' Stock Company of this city. They have found that the marketing of a factory's production for cash is a business problem at least as difficult to solve as that of the manufacture of the goods. There is no example in this market more strikingly successful than the Goldsmiths' Stock Company's handling of Messrs. Roden Bros. distribution. Up to the time when the arrangement between these firms was completed Messrs. Roden Bros. considered that many outlets were more desirable than confining their supply to one. The present position was eventually decided upon, and securing the active co-operation of the strong organization of the Goldsmiths' Stock Company, their line has been perfected and extended in a remarkable degree, and is represented to the entire Dominion by four sets of samples, in the hands of specialists, whose services it would be hard to duplicate. The advantage of this method to the retailer lies in the association of the kindred stocks of the two businesses, so that not only is the cost per cent. of marketing reduced, but also secures the presentation at short intervals over the entire territory. It thus makes the line more familiar to the merchants, and enables them to obtain supplies at less cost by shipments being made with other goods. The theory of direct selling from maker to retailer ensuring economy, can only be worked out when the buyer at their own expense, with cash in hand seeks the producer. Even although this may be done, the cost of buying must be added to the purchase, and the manufacturers have found that even then they have to incur heavy expenses in addition to the factory ones to supply



small orders individually. For these, and other reasons the Messrs. Roden Bros. decided to market their product exclusively through their selling agents and the results have fully justified their expectations. The immense growth of their business is the best proof of the wisdom of their policy. We congratulate the firm on their success and wish them a prosperous career in their new home.

A SECOND CONTINGENT.—Contrary to expectations Canada's offer to provide a second contingent for active service in South Africa has been accepted by the Mother Country, and ere this shall meet the reader's eye the majority of these troops will be on their way to the seat of war. Events have proved that the great need of the British forces in South Africa is cavalry or mounted infantry and artillery, and these are the kind of troops that Canada is now sending. The batteries of artillery are to all intents "regulars" and fully equal in equipment and drill to any in the Imperial service. They will be ready for work the day they land on African soil, and that they will be able to give a good account of themselves, we have no doubt whatever. The rest of the troops are mounted rifles and consist mainly of mounted police and cowboys from the Canadian North-West Territories, and a few squadrons of picked shots from the cavalry regiments of Manitoba and the Eastern Provinces. Of our mounted police we need simply say, that from their training and experience, there are no finer troops in the world for the particular work they will have to do in South Africa. They live in the saddle, and are both soldiers and police, a very bad combination, as the Boers will find out to their cost if they come across them. The cowboys of the western foothills of the Rocky Mountains, are scouts of the very finest kind, and will be just as much at home amongst the kopjes and veldts of South Africa as in the Canadian North-West. They can handle their guns with any men living, and in our estimation will be an invaluable addition to the British fighting force in South Africa. It is now apparent to every student of military matters, that while the Boers are no match for the British on anything like equal terms, yet the configuration of the country and the mobility of their troops, (the majority of whom are mounted and need little or no commissariat) gives the Boers a great advantage over regular infantry troops. When you add to this that the Boers have (with the exception of their attack on Ladysmith on January 6th, where they were badly defeated) always fought on the defensive and from the shelter of breastworks or rifle pits, and it can be easily seen that if Britain is to bring this war to a speedy and successful conclusion they must augment their cavalry and artillery forces to a large degree. Ten thousand troops such as the Canadian mounted police or cowboy scouts, will be worth more to the British than twenty thousand regular infantry, and in saying this we do not want to disparage our gallant infantry in any way for there are none better on the face of the earth, if as good. But they simply can't do the work. It is out of their line. You might just as well set an elephant to catch squirrels. By the time that our mounted men and the ten thousand mounted yeomanry of England are added to the British forces, however, we shall then be strong enough in cavalry and mounted rifles to play their own game against the Boers, and with every chance of success. In our opinion, when once Britain gets a proper force of mounted men in the field, whether regulars or irregulars, the game will be about up so far as the Boers are concerned, and the end will soon be near. As things stand at present they look to be on the turn in favor of Great Britain. Our generals are getting their eyes opened to the folly of frontal attacks on Boer positions, which have been fortified by rifle pits and are defended by crack shots with the very best of artillery and rifles. The success of General French in Northern Cape Colony has proved the usefulness of the strategy of turning the flank of the Boer positions wherever it can be done. General White has demonstrated that in a stand up fight the Boers are not in it with the British, either in attacking defensive positions or holding them after they have been captured. Taking it altogether then, we think our people have no reason for despondency. We are gaining now and our innings will come ere long. In the meantime there will be much suffering and loss of life, but the end is inevitable, and when once the egg shell is cracked, the Boer business will soon be over.

## LITERARY NOTICES.

"THE SCARLET WOMAN."—A romance. By Joseph Hocking. With full page illustrations by Sidney Cowell. Paper, 75 cents; cloth, \$1.25. Published by the Copp, Clark Company, Limited.

The interpretation of the women mentioned in the seventeenth chapter of the Book of Revelation as representing the Church of Rome, while not having been universally accepted, has nevertheless been the common opinion amongst a great many Protestants. Mr. Hocking has made the mystery which naturally surrounds Roman Catholic institutions, and the idea of secret and ever watchful power which is always associated in the Protestant mind with the name Jesuit, the groundwork of an immensely powerful modern romance. It is the story of a young Englishman who undertakes to bring together two young people who although still devotedly attached to each other, are, on account of some mutual misunderstanding, preparing to take holy orders, the one as a priest, and the other as a nun. From the very outset his purpose is suspected and his designs opposed by a certain Father Ritzoom, a Jesuit priest of unusual shrewdness and great force of character. In the determined struggle which follows, every move increases the intensity of the interest. Lancaster's original motive, the desire for the reconciliation of his friends, is superseded by an ardent determination to secure the liberty of a young nun with whom he has fallen passionately in love, and the Jesuit's zeal for his Order makes him an indefatigable opponent, whom the author does not hesitate to represent as justifying the means by the end. The author throughout exhibits a clear appreciation both of the strength and the weakness of the Romanist system. Ritualism, strange to say, is scarcely mentioned, save in the following very significant dialogue between Ritzoom and an Abbess:

"Then we must trust to reason and the grace of God in converting England?"

"Yes, and to the Ritualists," replied Ritzoom.

"The Ritualists?"

"Yes, we owe nine-tenths of the conversions to Rome to the Ritualists. They are the John the Baptists of our cause. Without them we could do nothing.

"THE LOST HEIR."—A novel. By G. A. Henty. With full page illustrations by Ernest Prater. (Published by the Copp, Clark Co., Limited, Toronto. Price, paper, 75 cents, cloth, \$1.25.)

In addition to the three historical tales which Mr. Henty manages to write every year for his boy readers, his prodigious capacity for work enables him occasionally to do something for grown people as well. "The Lost Heir" is his latest effort in this direction, and it describes some very clever amateur detective work in connection with the search for an abducted child. In this war of wits the author, with very good effect, introduces a decidedly novel weapon in the ability of two young ladies, one of whom was permanently and the other temporarily deaf, to understand even from quite a distance what any person was saying by merely watching the movement of the lips. Their possession of this unique power not being known to those acquainted with them it was often used with very startling effect, and forms the basis of a clever plot. Mr. Henty's didactic tendencies appear but little in this story, except in a slight diversion in which one of the leading characters spends some time among the native tribes of Africa, and there becomes acquainted with a strange kind of poison used by the native witch doctors, but unknown to the British Pharmacopœia, and which he afterwards makes use of to the bewilderment of the British medical profession.

"LITTLE NOVELS OF ITALY."—By Maurice Hewitt. MacMillan & Co., Limited, London, England, and Copp, Clark Co., Limited, Toronto.

This is one of the breeziest and most entertaining books of short stories that has come into our hands for years. These stories are told in a simple but strong fashion which holds the attention of the reader and will help him to wile away at least a couple of long winter evenings. The Little Novels are five in number and are named



as follows: "Madonna of the Peach Tree," "Ippolita in the Hills," "The Duchess of Nona," "Messer Cino and the Live Coal" "The Judgment of Borso.

"THE CANADIAN ALMANAC FOR 1900."—This national publication, in which for 53 years The Copp, Clark Co., Limited, of Toronto, have supplied Canadians, and the outside world as well, with just about all that is worth knowing concerning this country, is this year presented in an imposing volume of four hundred pages of carefully compressed and closely printed information about Canadian Industries and Institutions and every matter of commercial and industrial interest.

The historical diary for the year is of particular interest, giving in an incredibly small space all the principal events of this very important year. A unique feature of the new Almanac is a list of Titled Canadians, with their ranks and orders. This is the first time that such a list has been compiled, and may be considered as the beginning of a Canadian De Brett. Certainly the Canadian Almanac is growing larger and more complete every year, until it is now difficult to see where it could be added to or improved. The price, however, still remains, as in past year, 25 cents.

"NEAR THE THRONE" is a new novel by W. J. Thorold, which Meyer Brothers & Co. have presented in an elaborate fashion, both as regards letterpress and illustrations. The scenes of the tale are laid in Cairo in 1799 during the Napoleonic conquest of Egypt, when the "Little Corporal" had dreams of founding an empire in the Orient. The hero is a young officer in the invader's army, and the heroine is a beautiful Egyptian whose father is a wealthy merchant in Cairo. Altogether the story is undoubtedly one of great fascination, with plenty of animation and rich local color. Perhaps the most interesting feature of the publication is the introduction of the Parisian method of using pictures taken from life as illustrations. James K. Hackett, Theodore Babcock, Frank Mordaunt, T. B. Bridgeland, Corona Riccardo, and Marie Mantering have posed for over forty pictures, beautiful reproductions of which appear in the pages of "Near the Throne." Mr. Thorold is a Toronto boy who has gained considerable repute in literary circles on account of his articles in some of the leading magazines, and in his latest venture he has scored a distinct success. We understand that the story is about to be dramatized, and that Canadians will be able to see it on the stage in the not distant future.

GOOD reading for the new year predominates in the January issue of *The Cosmopolitan*. Among the sixteen well known writers who have contributed to its pages are A. T. Quiller Couch ("Q"), with a string of fiction entitled "The Lady of the Ship"; John Luther Long, who has furnished a story in a new field, which he entitles "Dizzy Dave"; Kirke La Shelle, who tells of the tricks of "The Theatrical Advance Agent," and Seumas MacManus, who brings forth another of his clever Irish stories under the title of "Patrick's Proxy."

FORMER Consul General Charles De Kay, than whom no American knows Berlin better, contributes to the January *Cosmopolitan* a most interesting and most important article on the impressions he gathered at Emperor William's Capital. It throws a clear light upon German politics, which to the ordinary American is a somewhat obscure subject. The article is profusely illustrated also.

NOT one of us but has wished to change places, and in the January *Cosmopolitan* the brilliant Edgar Saltus writes on "The Delights of Trying to be Somebody Else" in a manner that makes the folly almost universal wish excusable and even commendable. The article is heavily illustrated with pictures of people who for the time being have tried to be somebody else.

WHIRTING OF INSTRUMENTS. To whet cutting tools well, M. Bordias advises leaving them for three-quarters of an hour in hydrochloric acid diluted with nine times its volume of water.



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

AT A BARGAIN. Electric battery with all the necessary attachment for electro plating. D. Murchison, Lucknow.

FOR SALE.—A good hand dynamo for light work, in good condition and as good as new, cost \$25, will sell for \$8 as I am giving up plating. Address, H. L. Hoffman, jeweler, Hanover, Ont.

FOR SALE, good jewelry business in the town of Berlin, Ont. The oldest jewelry store in town, stock can be reduced to suit purchaser, a good chance for a live man, reason for selling, I am engaged in another business taking all my attention. Address, Arthur Pequegnat, Berlin, Ont.

JEWELRY and optical business for sale. Right man will make money; good sales; very large repair and optical trade; stock in first-class shape; business well established in good town of 1500. Fine store, best stand in town. Will stand closest inspection. Very best reasons for selling. Address J. W. Armstrong, Lucknow, Ont.

SITUATION WANTED by first-class watchmaker, can do jewelry work if required. Full set of tools, recommend from present employer. Address, Watchmaker, 204 Sparks St., Ottawa, Ont.

SITUATION WANTED as watchmaker's improver by young man of fourteen months steady bench work under an instructor. Have lathe and tools, good references. Address, W. H. P., 47 John Street South, Hamilton, Ont.

SITUATION WANTED by a watchmaker who has had ten years' experience at the bench, also experience as salesman; have good references and my own tools, with an American lathe. Address, H. A. B., 35 Midcaster St., Barrie, Ont.

SITUATION WANTED.—A watchmaker with about ten years' experience at repairing watches, clocks and jewelry. I have my own tools with an American lathe. Can furnish references. Address, Watchmaker, 135 Dovercourt Rd., Toronto.

SITUATION WANTED by a young man, first-class watchmaker. Has complete outfit of tools, also graduate of Philadelphia Optical College, and has test cases and all necessary optical apparatus. Please address C. H. W., care Stanley Piano Co., 11 Richmond St. West, Toronto, Ont.

SITUATION WANTED by first-class watchmaker and graduate optician. Experienced salesman, have managed good town business for past six years, still engaged in same. None but those wanting a man capable of filling good, permanent position need reply. Of good address, strictly temperate, age 28. British Columbia preferred. Address, Watchmaker, care of Mr. Sheppard, 6 Adelaide St. East, Toronto, Ont.

WANTED.—Pair of jewelers rolling mills with plain ring roller Thos. Lailey, Chatham, Ont.

WANTED.—First class jeweler, watchmaker and engraver. Address, G. S. Butterfield, Sault Ste. Marie, Ont.

WANTED.—A retinoscope. Give full description and lowest price at first writing. G. F. Goodwyn, Arnprior, Ont.

WANTED, at once, a good, honest and industrious young man, with about one year's experience, to learn the jewelry and watch repairing, also engraving, must be strictly temperate. Apply, M. E. Knox, Norwood, Ont.



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Special attention to Society Emblems, Jewels, Rings, Flag Pins, Charms, Etc.



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9 1/2 Adelaide Street East, TORONTO.

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A very fine store, containing fire proof vault, dark room for optical purposes, and handsome mahogany, mirror back show window, in the thriving town of Berlin. Excellent location. For further particulars apply to

HENRY KNELL, Jr., Berlin, Ont.

50 YEARS' EXPERIENCE

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NOTE. - To introduce SILVER CREAM we will send any quantity (from one dozen up) per Express (charges paid) on receipt of price, \$1.50 per doz.

**The proof** that our work is properly done is in the fact that our customers stay with us. We were established in 1874, and some of our customers have dealt with us ever since. The trade can rely on getting first-class work done both in Watch Repairing and Jewelry Jobbing. Also the best training shop for young watchmakers in every-day work. Orders for Watch Material carefully filled.

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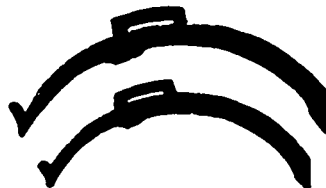
You can't get anything for 25c. that will pay as big an interest on the investment as a bottle of LIQUID AMBER.

Ask the jobbers for it, or send me a quarter and I will mail you a bottle.

## THE CRESCENT CASE SPRINGS.



The best steel springs on the market, as well as the cheapest and easiest to fit. Price 50c. per dozen. Ask the jobber for them or send along a dollar bill and I will mail you a dozen of each size.



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# Our Advertisement

Of "Special" Genuine Waltham Mainsprings has attracted the notice of the trade. But in case the November Trader should have been mislaid, we repeat the statement that we have now on hand a Special Genuine Waltham Mainspring, made expressly for us and to suit the most exacting requirements of the Canadian trade.

They are put up in metal boxes, 1 doz. springs in each, giving the watch-maker a convenient way of keeping his stock of springs.

We have the following numbers:

No.	2220	for	o	size.
"	2219	"	6	"
"	2218	"	16	"
"	2203	"	18	"
"	2205	"	18	"
"	2222	"	Vanguard Model.	

**75c.** A DOZEN  
IN METAL BOXES.

MAILED, PREPAID, ON RECEIPT  
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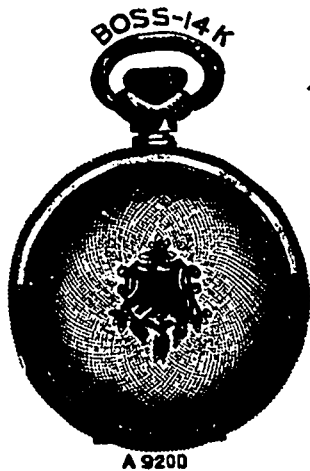
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