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The Trader.

"A Journal devoted to the interests of the Hardware and Jewelry Trade."

No 2

TORONTO, OCTOBER, 1879.

Vol 1

W. M. COOPER,

MANUFACTURERS AGENT,

—DEALER IN—

RIFLES, GUNS, AND SPORTING GOODS.

Wm. M. Cooper respectfully solicits a visit to his Show Room, No. 23 Front Street West, Toronto, in which will be found a full line of Guns and Rifles, etc., with other items of interest to those fond of field sports.

Sporting Guns are now so well known in Canada as to require no elaborate recommendation. He has, during his visit to England, on the Canadian Rifle Team, 1879, entered into an arrangement with Messrs. W. & C. SCOTT & SON, for their Sole Agency for the "Dominion of Canada."

He has always on hand a full assortment of Guns of other celebrated makes, viz. W. W. Greener, George Gibbs, Thomas Turner, Williams & Powell, and other lower grades.



TESTIMONIAL TO W. & C. SCOTT & SON.

GENTLEMEN—

The W. & C. Scott & Son Breech Loader which you furnished me is the best proportioned and most effective gun I ever owned or used. Its shooting is perfect, and I have won every contest since receiving it, including my late English matches. You have got my ideas exactly, and I can fully recommend the Scott as the Gun.

To MESSRS. READ & SON,
Boston, U.S.A.

Yours truly,

A. H. BOGARDUS,
Champion of the World.

These Celebrated Guns For Sale only by Messrs. W. & C. Scott & Son's Canadian Agent,

—W. M. COOPER—

23 FRONT STREET WEST,

TORONTO, ONT.

SHEFFIELD STERLING FLAT WARE.

For ordinary table use amongst those who do not desire to go to the expense of sterling silver or electro silver plated forks or spoons, no metal has yet been discovered that answers the purpose so well as Nickel Silver.

Pure "Nickel" is a hard, brilliant, silver white metal, almost useless when used by itself because of its extreme brittleness, but invaluable as an alloy on account of its wonderful whitening properties.

The "Nickel Silver" of commerce is a compound metal, composed of copper, nickel and zinc, and varies in quality according to the proportions of the metals of which it is composed. This metal is put upon the market under various names, but whether it be known as "German" or "Nickel" silver, "Nickelite," "British Plate" or "Albata Metal," its color and quality depend entirely upon the amount of pure nickel used in its manufacture. The commoner qualities of nickel silver contain from 5 to 12 per cent. of nickel; the better classes from 12 to 18 per cent. This latter quality (18 per cent.) is the recognized standard amongst English and American manufacturers of nickel silver spoons and forks, and is white enough to give good satisfaction, especially when electro silver plated. For table use without plating, however, this quality of metal does not contain enough nickel to enable it thoroughly to resist the acids contained in our ordinary food without discoloring, hence we often hear the complaint that nickel goods "turn brassy" after a short period of



THE "TIPPED" PATTERN.

actual service. In order to enable our customers to sell spoons and forks they can conscientiously recommend, we have introduced into the Canadian market as a substitute for the nickel now in use the new metal known in England as "Sheffield Sterling." This metal has been produced only after a great deal of labor and experiment, and contains nearly 25 per cent. of pure nickel, being a larger proportion of that metal than any nickel silver ever before used in the manufacture of table ware. It has always been held that an alloy containing so much nickel must necessarily be brittle. This difficulty, however, has been fully overcome, and the result is a metal, whiter, stronger, and more like sterling silver than any now in use.

In offering "Sheffield Sterling" spoons and forks to the trade of Canada, we believe we are giving them goods that will commend themselves to their customers, not only because they are as low in price as any first-class goods now in the market, but because they are better in quality, finer in finish and more elegant in design. They are all neatly packed in boxes (teaspoons 3 dozens—other goods in 2 dozens), and every dozen has a guarantee of the quality printed on the wrapper. This guarantee authorizes the dealer in all cases where these goods prove defective to return them and draw upon us for their invoice value. The fact that the manufacturers are willing to guarantee their goods in this way is a strong proof that they themselves have the utmost confidence in them, and this will be found of great assistance to the retail merchant in selling them to his customers. The cut above shows the style of these goods, and will give the trade a fair idea of the new and improved pattern we are introducing. We keep a full stock on hand of all the different sizes and weights, and are prepared to fill orders at the shortest notice.

Where jobbers wish to give importation orders for large quantities, special prices will be given. We have registered the Trade Mark "Sheffield Sterling" **Crown S or X** and will fully guarantee all goods bearing such imprint, no matter by whom sold.

Price Lists to be had on application. Sample orders solicited.
To be had Wholesale only from

ZIMMERMAN, McNAUGHT & Co.,
MANUFACTURERS' AGENTS,
56 Yonge Street, Toronto, Ontario.

THE TRADER.

TORONTO, ONT., OCTOBER, 1879.

Distributed free to every Jeweler and Hardware Merchant in Canada.

ADVERTISING RATES

Full Page	\$15 00 each issue
Half Page	8 00 "
Quarter Page	5 00 "

All business and other communications should be addressed to
"THE TRADER PUBLISHING CO.,"
Box 835, Toronto, Ont.

Special Notice.

In order to make our paper more useful to the trade, we propose to open a column for advertising situations, wanted and vacant. Hardware dealers and Jewelers wanting assistants, or clerks in either business seeking employment, can have their wants made known to the trade free by sending their notice (not exceeding twenty-five words) to our office. Address all communications to "THE TRADER Publishing Company," Box 835, Toronto.

ORDERS.

Every day mistakes are made by wholesale merchants in sending out goods, on account of the delightful indefiniteness of many of the orders they receive by mail. Thus Mr. A. writes: "send me 3 dozen hammers, same as I had before," forgetting that he has had more than one variety of hammer from the same firm, and probably unconscious of the blessings being showered upon his head by that firm's book-keeper, who thinks he has plenty of work to do without losing time in hunting up a customer's back entries to find out what kind of goods he wants. If he has had more than one kind, the chance of getting the wrong article is fully as good as of getting the one he wants, for the merchant has no means of knowing what his customer wants except by his letter, and that is scarcely a guide at all. In this dilemma he has to consult his own judgment and do the best he can, and it is very little wonder that he sometimes sends different goods altogether from what the dealer wanted. Mr. B writes: "send me 6 dozen tea spoons," and leaves the merchant to puzzle his brains to decide whether he wants iron, nickle, electro-plated or sterling silver spoons. As very few wholesale merchants are clairvoyants enough to read what was passing in their customer's mind when he wrote the order, we are

strongly of the opinion that the dealer would find his wishes more faithfully carried out, if they had been properly incorporated in his letter. Sometimes, where the writing is not of the best, most ludicrous mistakes occur, and the writer gets the most absurd filling of his order that could be imagined. Every one has read of the Scotch merchant who ordered "coppers" and got "capers," from which luckily he made a snug fortune. But every blunderer is not so fortunate, and most of us can recall instances where although the blunder was fully as ludicrous as that of the Scotch merchant the results were scarcely so fortunate. It is just as easy to order concisely as otherwise, and if dealers would consult their own interests they would always see that their letter orders expressed exactly what they meant. There are a few simple rules that should always be observed when ordering by letter, and their use would go far to prevent mistakes that are now very common.

Write as plainly as possible.

Keep the order separate from the business part of your letter.

When ordering goods you have had before give numbers and price where possible.

In ordering new goods, give description and prices wanted.

Don't be afraid to explain thoroughly what you want, although "brevity is the soul of wit," and also of a business letter a long description is preferable to none.

Dishonest Advertising.

In this go-ahead age of ours, "Printer's Ink" is a necessity to every one who wants to make his goods known to the public. By its liberal and judicious use businesses have been built up, which have earned colossal fortunes for their enterprising proprietors, but such results have been and are only attained when the articles advertised carry out the promises of the advertiser. A very safe rule to advertisers is, first be sure you have the right kind of goods, then go right ahead and let the public know it. Of course, like everything else, advertising is open to abuses, but we are glad to think that advertisements purposely intended to mislead the public are very few in number. That there are such we cannot deny, but that they carry out their original design we very much doubt. People now-a-days are scarcely so gullible as they were half a century ago, and they are very apt to enquire into the "fitness

of things" before they give any great amount of credence to advertisements that promise any and everything at an almost nominal price. Although advertisers have the privilege of praising up their own goods, there is a limit to this sort of thing, and where the bounds of truth have been overstepped, as is sometimes the case, it very often provokes opposition where a different result was not only intended but expected. In such a case dishonest advertising brings its own reward in the shape of distrust and loss of trade, for where confidence is wanting between the buyer and seller it is very difficult to do either a satisfactory or profitable business.

The Industrial Exhibition.

The Toronto Industrial Exhibition is now a thing of the past, and has not only been a financial success but the best Exhibition ever held in Canada. There have been many factors in bringing about this result, the chief of which were the visit of His Excellency the Governor-General and Her Royal Highness the Princess Louise, the many attractions and amusements afforded to visitors, the large prize list, and the splendid accommodation afforded to exhibitors, and last, but not least, the energy and perseverance of the officers and management of the Association. In spite of all prognostications to the contrary, it has turned out a financial success, and has proved conclusively, not only to the agriculturist and manufacturer, but also to the public at large, that Toronto is the commercial centre of Ontario, and the only place in the Province where all its sections can be equally and fairly represented.

It is now proposed to make this a permanent organization, and we are satisfied that if this idea is properly carried out, that in a few years the "Industrial Exhibition" will not only be the largest and most popular Fair in Canada, but its awards, whether in medals, diplomas, or money prizes, be considered the highest recommendation of worth of any competitive exhibition on this continent. The exhibit of manufactures was the best ever made by Canadian manufacturers, and far surpassed any previous effort, and it certainly was with a glow of national pride that we wandered through the buildings and inspected the great variety of goods, that the enterprise and skill of our artisans had brought forward for exhibition. The idea has long been prevalent that Can-

ada is not, and cannot become, a manufacturing, but must always remain an agricultural country. Any thinking and intelligent observer, however, who took time to note the products of our factories at the Exhibition, would be compelled to acknowledge that if Canada is not destined to become a great manufacturing nation, she is in a fair way to manufacture most of the goods needed for her own use.

In some departments, notably carriages, agricultural implements, machinery, hardware, products of petroleum, woollens, leather, etc., the exhibits of our manufacturers might fairly challenge the world to a fair comparison either in quality, style or finish.

While all the exhibits were highly interesting, space will only allow us to mention a few of the leading lines in the special manufactures we represent.

THE HARDWARE EXHIBIT.

In this department, not only was the display large but the exhibits were as a rule of a very high order of merit. In the article of *Saws* particularly, the exhibit was one that could not be surpassed by the manufacturers of any country, and great praise is due to the exhibitors for the expense they incurred in order to place their goods before the public in a tangible and pleasing form, so as to give them an adequate conception of the importance of this industry. The exhibitors were John Robertson & Co., Toronto; R. H. Smith & Co., St. Catharines; and Shurley & Deitrich, of Galt. The exhibits of these firms were all so finely finished that the judges were unable, unless by actually testing the temper, to decide which was entitled to the highest honors, therefore no award was given for these goods.

James Warnock & Co., Galt, shewed a very fine collection of *Edge Tools* of all kinds, also *Picks Shovels*, etc., all of superior, workmanship and finish. Mr. Warnock also exhibited a good assortment of *Chopping and other Axes*, as also did the "Dundas Tool Company," of Dundas.

The manufacture of *Files* (a new industry for Canada) was well represented by Thomas Graham and Caleb Howard, both of Toronto. The finish of these goods was excellent, and if the temper is good, they deserve the attention and consideration of our hardware trade.

Lead Pipe, Shot and Babbit Metal were well represented by A. J. Somerville and John Robertson & Co., of Toronto.

Peck, Benny & Co., of Montreal, shewed a very fine collection of cut and pressed *Nails*, also *Horse Shoe Nails, Horse Shoes*, etc.

The Electric and Hardware Manufacturing Company, of Toronto, had a very creditable display of *Plated Flatware, Electric Hardware, Furniture Castors*, etc.

In the article of *Scales*, the exhibit was very large and the competition keen; the exhibitors being E. & C. Gurney, C. Wilson & Son, and E. Goff & Co., all of Toronto.

Although there was only one exhibitor of *Safes*, J. J. Taylor, of Toronto, the display was a very fine one and was very much admired.

Booth & Son, of Toronto, made a very fine exhibit of *Brass and spun Copper work* of all kinds.

W. Millichamp was the only exhibitor of *Show Cases*, but he surpassed all his previous efforts in this direction, both in variety and excellence.

W. M. Cooper, Toronto, exhibited a superb collection of muzzle and breech-loading *Rifles and Guns*, from the celebrated factories of Greener, Scott and Gibson, of England.

Manning & Bowman, of Meriden, shewed a fine display of *Granite Ware*, both common for ordinary kitchen use, and with beautifully nickel-plated trimmings for table use.

THE JEWELRY EXHIBIT.

In this department, the exhibit, although confined to a very few entries, reflected the very highest credit upon the manufacturers, and proved conclusively that we have in Canada skilled labor capable of turning out Gold and Silver-smith's work of the finest quality. It was to be regretted that more of our manufacturers did not avail themselves of this Exhibition to let the trade know that they are in the market, but as it is the intention of the Association to offer a large list of prizes for this branch of manufacture at their next competition, we hope that this branch of industry will be fully represented.

P. W. Ellis & Co., of Toronto, exhibited a very fine assortment of jewelry, consisting of chains, necklets, suites, lockets, rings etc. The finish of these goods was unusually good, and they compared very favorably with the best imported goods of a similar kind.

Arms & Quigley, of Toronto, shewed a very creditable assortment of gold and silver watch cases of their own manufacture. The collection, which embraced

both key and stem winders, presented a very handsome appearance, and reflected great credit on the Canadian pioneers of this industry.

Thos. Russell & Son, of Liverpool, shewed a large assortment of gold and silver watches, both in key and stem winders.

Correspondence.

The proprietors do not hold themselves responsible for the opinions of correspondents

DISHONEST ADVERTISING.

Editor TRADER,

DEAR SIR,—I would like to direct your attention and that of my fellow traders to a kind of advertising that is being employed by some of the wholesale jewellers in Canada to force the dealers to handle their goods by making the *public* believe that they are better than any other goods, and that none are good except they bear a particular stamp, and that too of people that we all know are not manufacturers at all, but only buy from manufacturers. Here is a specimen which I cut from the *Globe* last fall. "To give the assurance to dealers and wearers that they are getting bright Gold that will assay to the value of Pure Gold, we stamp the swivels of all our chains R. W. & Co., and guarantee all such to be of superior finish and quality." Every one knows that pure gold is 24 carat fine, and that if this advertisement be true these chains should be 12 carat fine; but, as a matter of fact they do not run full 9 carat. In my estimation this is not only deceiving the public, but an attempt to make us retail jewellers a party to the fraud, and should be frowned down by the trade. If such advertising is not dishonest, it comes so close that I, for one, fail to see any difference. What is your opinion, N. Editor?

Yours truly,

JEWELLER.

TORONTO, Sept., 1879.

DAVID WILSON,

Ornamental and General Engraver

7½ KING STREET EAST.

TORONTO.

Crests, Cyphers, Monograms and Inscriptions on all kinds of Silverware, etc.

JEWELLERY NEATLY ORNAMENTED

TERMS CASH

FINE QUADRUPLE PLATED HOLLOW WARE.



In this age of improvement perhaps no industry has advanced with more rapid strides than that of Silver Ware Manufacture. The introduction and adaptation of machinery to fine work, hitherto performed only by skilled and expensive manual labor, has lessened the price of Artistic Silverware without deteriorating either the quality or style.

The difference in the cost between "reliable" and "cheap" goods is not so great as many people imagine. Fine goods are not always the most expensive, but are the result of skilled labor and good taste combined with the proper facilities for manufacture.

The durability of Electro-Plated Ware depends mainly upon the amount of silver with which it is coated. The coating of Silver on Fine Quadruple-Plated Ware, is four times heavier than is commonly used in the manufacture of Standard Plate, and renders it infinitely superior for actual wear, although in appearance and finish the difference may be so slight as to be almost imperceptible, except to experts. As a consequence, no department of trade offers more inducements or is more taken advantage of by dishonest dealers who prefer large present gains to future and permanent trade.

There are two facts in connection with the Electro-Plate Trade which have almost passed into proverbs, and they are indispensable in determining the relative value of goods of this kind.

"A manufacturer's trade mark is his bond to the vendor or consumer that the goods thus stamped are honest and reliable, and no manufacturer, who has any reputation, ever risks it by allowing his OWN trade mark to be put upon articles of inferior Quality."

"The only real guarantee for a good and sufficient plate is the integrity of the manufacturer."

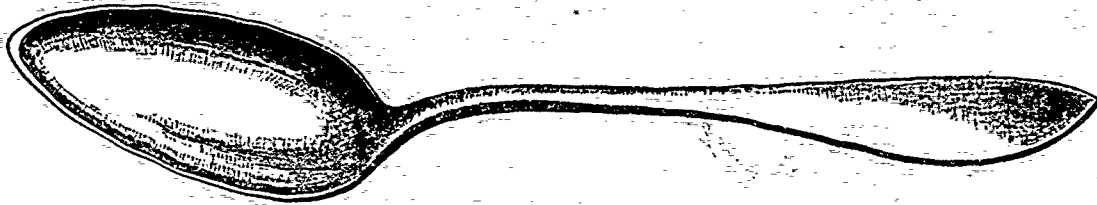
Keeping the above truths fully in view, we have made it a rule that every article we sell, shall be guaranteed by the Trade Mark of some well known and reliable manufacturer, preferring in all cases to take a smaller profit in order to build up a permanent trade.

To those who wish to give their customers goods of the finest quality for the lowest possible money, we offer a selection of goods which cannot be found elsewhere in Canada.

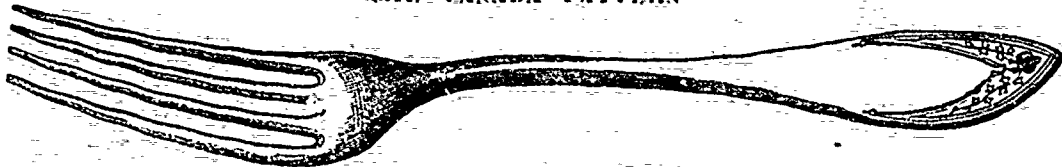
We guarantee to meet any honest competition in price, and at the same time furnish reliable goods.

Our stock is now replete with all the latest novelties, and we invite the inspection of the trade generally. Our New Illustrated Catalogue will be ready in a short time and will be furnished free to our customers: Sample orders solicited.

Electro-Plated Spoons and Forks,



THE "CANADA" PATTERN



THE "PRINCESS" PATTERN

We beg to call the attention of the trade to the line of Spoons and Forks we are now showing. We give above the leading styles which we are at present selling, and are prepared to furnish any of these patterns in 4, 8, 12 or 16 oz. quality of plate. These goods are heavily plated with a deposit of pure Silver upon a base of 18 per cent. Nickel Silver, and are hand burnished; every dozen bearing the Trade Mark "C. Elkington, A 1" is fully guaranteed by the manufacturer no matter who sells them. If these goods do not turn out satisfactory under fair usage, we give our customers the privilege of returning them and we will either furnish other goods or return their money.

In addition to the above lines, we are now in a position to furnish to the trade, cheap Plated Spoons and Forks, similar in quality to the ordinary English goods imported into this market. They are plated equally as well as the 4 oz. guaranteed goods, but do not bear the maker's impress on account of the base being made from a lower grade of Nickel Silver than the standard quality. They are good value for the money and will be found cheaper than any imported goods of similar quality.

In all cases we guarantee our customers full value for their money, and are prepared to meet any honest competition. Send for prices. Sample orders solicited.

ZIMMERMAN, McNAUGHT & Co.,

MANUFACTURERS' AGENTS,

THE LEADING ELECTRO PLATE HOUSE IN CANADA.

56 YONGE STREET, TORONTO.

Business Notes and Comments.

R. & T. BISSETT, dealers in hardware and tins, have sold out their Hensall business.

W. CORBETT & Co., dealers in stoves and tins, Kingston, have called a meeting of their creditors.

Mr. H. A. FIELD, the well known and respected hardware merchant of Brockville, Ont., is dead.

G. R. HANNAH, hardware dealer, of Shelburne, who called a meeting of his creditors in August, has since been attached.

MR. C. POTTS, hardware and tins, Palmerston, has effected a compromise with his creditors, at 60 cents on the dollar.

JOHN RISDON, hardware and tins, has sold out his branch store at Dutton.

We are sorry to hear that Mr. C. WILCOX, jeweler, of Markdale, has been burnt out.

HENRY MORGAN, manufacturers' agent, of Toronto, was killed while crossing the railroad track on the Esplanade in this city. He was a member of the Commercial Travellers' Association of Canada, and highly esteemed by all who knew him.

WM. BRYAN, dealer in tins, etc., late of Whitby, has removed his business to Newmarket.

HENRY BROWN, the well known hardware merchant, of St. Thomas, had his store burned last week, loss heavy.

The writ of attachment issued against S. WILCOCK, wholesale jeweler, of Toronto, has been set aside.

In our business notes of last month the name of the firm of P. W. ELLIS & Co. was by some mistake printed P. W. Ellis & Bro.

JOSEPH ROBINSON, grocer, Woodstock, has had a writ of attachment served upon him. He went into the jewelry trade about three years ago, in addition to his regular business, but not being a practical man, it does not seem to have been a success.

JOSEPH NEVEAUX & Bro., Windsor, hardware merchants, have dissolved partnership, Joseph retiring from the business. The business will be carried on as heretofore by the remaining brother.

"THE GIBSON MANUFACTURING CO.," of Mitchell, Ont., manufacturers of safes, etc., have come to grief and their effects sold at auction. Very ugly rumors are in circulation in the village regarding the action of some of the prominent stockholders. A searching investigation ought to be made into the management of the concern, which should have paid a handsome dividend.

W. MARTINEAU, show case maker, of Toronto, has failed to the tune of about \$4,000. He commenced business some years ago with a cash capital of nearly \$10,000, but has succeeded in making a

failure on account of want of practical knowledge of the business, and selling goods to irresponsible parties on credit. His stock was sold by auction last week.

H. BLOCK, wholesale and retail jeweler, Toronto, has been offering his entire stock of jewelry and plated ware by auction at Wakefield & Co.'s for the past month. It is said that he intends retiring from the Canadian trade and commencing business in New York.

The well known firm of JONES BROS., general dealers, Port Perry, have admitted Mr. George Abbs as a partner into their business. The firm will now be carried on under the style of V. M. Jones & Co.

The Government seem bound to collect all the revenue from dutiable goods they possibly can, and make hay while the sun shines. They have notified the wholesale trade that American plated ware coming into Canada will be charged extra duty on any reduction they may buy at below 40 and 5 per cent. from the manufacturers' list.

COOLICAN & PICHETTE, dealers in fancy goods, Quebec, failed last year, and their estate passed into the hands of an assignee, who now makes a final accounting, shewing the proceeds of all available assets to be \$428.39. Out of this sum are deducted the expenses connected with winding up the estate, \$427.22, leaving the gross sum of \$1.17 to be divided amongst creditors whose claims amount to about \$10,000.

A. S. MURRAY & Co., jewelers, London, offer a splendid gold watch, valued at \$30, to the best scholar in Middlesex, to be competed for at the Northern Fair Examination.

An encouraging yield of gold is reported from the Rose Company's mine at Montague, N.S. A brick of gold is shewn, weighing over 397 ounces, valued at about \$7,600. It is said to be the product of the work of fourteen men for a month. The first crushing from the lead yielded two and one-half ounces to the ton, the second five ounces, and the third (the present) seven ounces. This company has in three months produced 586 ounces of gold, worth upwards of \$11,000, and the cost of production is given at about \$2,000.

Although we hear a great deal about the prosperity of St. John's, New Brunswick, they seem to have business troubles there as elsewhere. F. L. Lewin, hardware merchant, has given a bill of sale on his stock for \$1,700. Several other transactions of a similar kind in other branches of business are reported from the same quarter.

THE QUESTION OF SPOONS.—We were shewn the other day a sample of the new "Sheffield Sterling" table spoon that had been in use in a Toronto kitchen for over six months, and had evidently been subjected to the roughest kind of usage, as

the point of the bowl was completely worn away. The spoon was unusually white and silver-like in appearance, and fully justified the manufacturers' guarantee that they are the best substitute for sterling silver of any metal goods now in use.

DELEGATION TO OTTAWA.—The importers of electro-plated ware in Toronto have been dissatisfied for some time past with the way in which the Customs Department have levied their duties upon these goods, and on Monday last deputed Mr. W. K. McNaught and Mr. George Chillias, of this city, to proceed to Ottawa and lay before the Ministers of Finance and Customs their views upon the subject. These gentlemen, when in Ottawa had a very satisfactory interview with Sir Leonard Tilley and the Hon. McKenzie Bowell, who promised to take into consideration the injustice under which they are at present laboring.

ST. THOMAS claims to have the best China Hall of Canada, being represented in that line by Mr. N. Webb. Mr. Webb is a young merchant of great energy and business ability, and has built up a large trade by studying the wants of his customers. His store is not surpassed in any city in Canada either in extent or variety of goods, and is certainly a credit to St. Thomas.

CANADIANS IN AUSTRALIA.—We received by last mail several papers from New Zealand and Australia, all of which contain very flattering encomiums upon an old resident of Toronto, Mr. Donald D. Manson. Mr. Manson was formerly known to the hardware and jewelry trade of Canada as traveller for the firm of R. Wilkes, of Toronto, but last year was engaged by the celebrated Waltham Watch Company as their foreign traveller, and is now representing them at the Sydney Exposition. Mr. Manson is a gentleman of great business capacity, and his gentlemanly bearing has won for him a host of friends wherever he has been called by business. His many friends in this country will be pleased to hear of his success.

PRESENTATION.—On Thursday last Mr. J. M. Withrow, the energetic President of the Toronto Industrial Exhibition, was presented by the exhibitors with a very handsome service of plate (tea set and tray) in recognition of his very valuable services in connection with the late Exhibition. The service was from the factory of the celebrated "Graham Silver Company," and was imported specially for the occasion by Messrs. Zimmerman, McNaught & Co., of this city.

—"Prisoner at the bar," said the Judge, "is there any thing you wish to say before sentence is passed upon you?" The prisoner looked toward the deacon and remarked that he would like to say "good evening," if it was agreeable to the company.

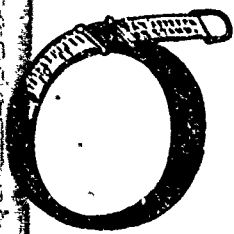
P. W. ELLIS & CO.,

MANUFACTURING JEWELERS & WATCHMAKERS,

IMPORTERS OF

DIAMONDS AND OTHER PRECIOUS STONES.

Watchmaker's, Jeweler's and Engraver's Tools and Materials,
Glasses and General Supplies.



RING SIZE.



FUZZE
CHAIN TOOL.

WATCH TOOL & MATERIAL DEPARTMENT

Sole Agents for Canada of Wm. F. Nye's Watch, Clock and Chronometer Oils, which obtained prizes at Vienna, 1873; Philadelphia, 1876, and the highest award over all at Paris, 1878. We are offering special inducements to the trade to test its quality. Send for prices.

Sole Agents for Ontario of Kendrick Davis & Co.'s Nickle Ne Plus Ultra Dust Proof Watch Keys, now the most popular key in the market, made of the finest quality of steel, with perfect squares and having the advantage over all other kinds, of mortise through the pipe, making it the most simple and thoroughly dust and moisture proof key ever introduced in the market. We supply them in a variety of styles, with or without names. Send for prices and samples.

Direct importers from the manufacturers in Germany of very superior Fine Piercing and Fret Saws, which we are prepared to invoice at closest figures in any quantity. Keep in stock full supply of Jewellers Rouge, Tripoli, Crucibles, Sawdust, Polishing Buffs, Brushes, Lathes, Alloying Coppers, Etc., Etc.

Our Traveller will call on you during the coming two months with the finest and best assorted stock of Tools and Materials in the market, and we trust you will save your orders for us.

WATCH REPAIRING.

We would wish to draw your attention to the fact that we are prepared to do all classes of the most difficult repairing and at the closest possible rates consistent with good workmanship. Send for Price Lists.

FIRST PRIZE GOLDSMITH'S WORK,

TORONTO INDUSTRIAL EXHIBITION, 1879.

MANUFACTURING JEWELRY DEPARTMENT

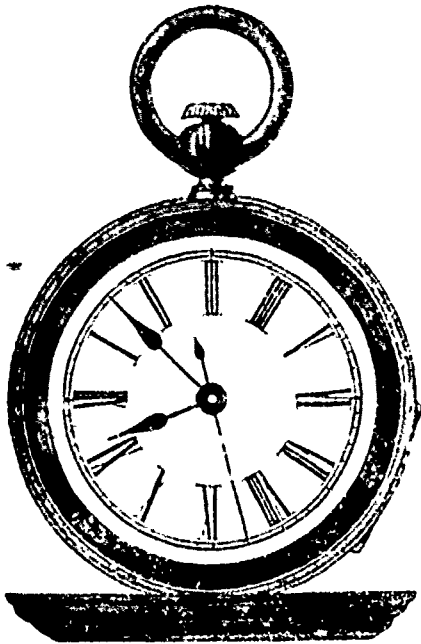
We have again increased our staff and added to our machinery, and are now in a better position than ever to fill all orders on the shortest notice, and are now prepared to do all kinds of enamelling, engraving, gold and silver plating, etc.; give our best attention to special orders in gold chains, lockets, bracelets, engagement rings, etc. which we are pleased to state the trade are taking advantage of, as evidenced by the fact of the number of special and in many cases original ideas we are manufacturing for customers throughout the country. We would invite your attention to our Gold and Silver Medals for presentation to winners of prizes in fairs, schools, athletic matches, etc. Again thanking the trade for the very liberal patronage they are extending to us,

We remain, yours respectfully,

P. W. ELLIS & CO.

N. B.—Repairing of all descriptions carefully and promptly done.

FINE GOLD AND SILVER WATCH CASES.



The trade in the above articles has till quite recently been wholly in import goods, and these foreign goods were almost without exception of English or Swiss manufacture. But with commendable energy and zeal the American manufacturers have succeeded in producing goods that have steadily forced their way against strong opposition into this market, and to-day they take the lead and the demand now is for American watches. The movements for these watches being made of uniform standard sizes, the cases are, with the exception of those of one firm, all made in different factories by themselves, miles away from the movements, and they are both imported into this country separately. This being the case, there is no reason why the cases cannot be made here just as good and cheap if not cheaper than those brought in from there and save the duty.

The subscribers are endeavouring to supply the wants of the Canadian trade and are manufacturing American cases, both gold and silver, for all the standard sizes of movements, and the great success that has attended our efforts for the past three or four years is ample proof of the correctness of the above assertion.

One of our firm having been educated in one of the largest watch case factories in New York from an apprentice, as well as having worked in different factories of the same kind, has succeeded in obtaining a thorough practical knowledge

of the process of manufacture, and by giving his personal supervision to the work in all its branches, and having worked both from the United States and the old country who have been brought up to the business, we are enabled to turn out watch cases, equal in style, finish and material to those of American manufacture.

Our cases were awarded the First Prize at the Industrial Exhibition, Toronto, in September, open to the world, over those of Thos. Russell & Son, which is another proof that our endeavours to produce a first-class article are appreciated.

We get our gold and silver direct from the U. S. Mint and Assay Office, and it being as pure as can be obtained, we guarantee all our cases to be of the quality represented. We make gold cases from 18 k. to 10 k. of any weight, style or finish to suit the customer. Our standard silver cases are all guaranteed coin silver, and made in all the various styles, Bass, Cooper, Mansard, Hunting, Open Face, Plain, Engraved, or Engine Turned, as required.

Our factory is located at present at No. 10 King Street East, where we have all the machinery, steam power and appliances of a capacity for turning out forty silver cases per week, in addition to the gold cases, but we have found it necessary to remove to more commodious premises, and, therefore, about the 1st of December we will occupy our new factory, now being fitted up for us at Nos. 33 & 35 Adelaide Street West, where with increased facilities we hope to be able to supply the increasing demand for our already popular goods. We would invite the trade while in the city at that time to call on us and we will be pleased to show them through our factory and let them see the process of manufacture.

Our goods can be supplied through any of the wholesale dealers, and we would respectfully urge the trade to ask the jobber for Arms & Quigley's cases, and take no other. All goods can be returned if not as represented. We also make cases for English and Swiss movements, for the trade, per special order, and also give careful attention to case repairing in all details.

ARMS & QUIGLEY,

No. 10 King Street East,

TORONTO, ONT.