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Watch your Watch Stock

AND WHEN YOU ORDER GOLD FILLED CASES
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WADSWORTH

THE
T. H. LEE & SON CO.
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WATCHES,
DIAMONDS AND JEWELRY.
ROYAL INSURANCE BUILDINGS,
1 Wellington St. East, TORONTO.

SOLID GOLD ORNAMENTATION.

Factory and General Offices, Newport, Ky. New York Offices, 11 John St.
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THE MOST ATTRACTIVE AND BEST SELLING GOODS YOU CAN HANDLE.

ELECTROTYPES FOR ADVERTISING PURPOSES FURNISHED ON APPLICATION.

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

1 WELLINGTON STREET EAST,
TORONTO.



P. W. ELLIS & CO.

31 WELLINGTON STREET EAST, TORONTO, CANADA.

SPECIAL AGENTS:
 Omega Watches.
 Waltham Watches.
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 Century Watches.
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 Gun Metal Watch Cases.
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"Regal"
 Solid 6-10k Gold Watch Cases.
 " 10k " " "
 " 14k " " "
 " 18k " " "

Diamond and other Gem Set Solid Gold and Gold Filled Watch Cases.
 Waterbury Clocks.

Mantel Clocks.
 Box of 6 Eight-day Clocks for \$22.50
 Gem Nickel Alarm Clocks, each 1.60
 And many other Clock Specialties.

20th Century Jewelers' Herald.

An up-to-date Watch Price List. If you do not receive it regularly, write for it, as it is yours for the asking. Keep yourself posted by reading the Herald.

Yours truly,
P. W. ELLIS & CO.,
 Watch Department.

New England Watches.

New 14 Size Thin Model.

No. 14—Silver, E. T. Back \$7.50 each
 " 333—Nickel, Plain Back 3.80 each
 " 318—Oxidized Steel, 8.00 each
 " 333—Nickel, Plain Back, Card Dial 4.50 each
 343—Oxidized Steel, Card Dial 5.50 each
 The Oxidized Steel has Gift Bow and Crown.

No. 313 is the lowest priced American 14 Size Black Steel Watch on the market and only \$3.00 each.

Gents' Trump Line.

No. 11—Nickel, Plain Back \$2.50
 " 19—Nickel, E. T. and Engraved Back 3.50
 " 21—Nickel, Scroll Engraved Back 3.50
 " 29—Nickel E.T. Engraved Back 3.50
 " 41—Glass Front and Back 3.50
 " 1785—Black Steel, Plain Back 4.00

No. 1873 is black steel usually called gun metal. Lowest priced Black Steel American Watch on the market, and only \$4 catalogue list.

Ladies' Trump Line.

No. 211 in Plain Nickel Case, \$4.50
 " 213 in Fancy " 4.50
 " 221 in English Turned Case 4.00
 " 301 in Plain or Engraved Turned Gold Gift Case 3.00
 " 313 in Fancy Engraved Gold Gift Case 3.00
 " 379 in Black Steel Case 4.70
 " 371 in Black Steel Plain Case 3.00

No. 371 has a seconds hand and is the best value in an American Ladies Black Steel Watch, only \$3.00 each.

SPECIAL.—Send for Blue Book and Price List of New England Watch Co. Small Watch Specialties.

Seth Thomas Movements.

The "Century" Movement.

10 Size, Open Face or Hunting.
 Description—18 Size, 3 Plate, 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting, Nickel Finish, Damascused, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

Century, price for Movement \$3.80

"Eagle" Movement.

6 Size, Open Face and Hunting, Lever Setting.
 Description.—6 Size, 3 Plate, 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting, Nickel Finish, Damascused, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

SPECIAL has patent centre pinion and compensating balance.
 6 Size Eagle, price for Movement \$5.00

"Eagle" Movement.

18 Size, Open Face or Hunting, Lever Setting.
 Description—18 Size, 3 Plate, 7 Jewel, Quick Train, Lever Setting, Stem Winding and Setting, Nickel Finish, Damascused, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

SPECIAL has patent centre pinion and compensating balance.
 18 Size Eagle, price for Movement \$4.70

Ingersoll Watches.

Complete New Price List.

Yankee, Nickel, plain back (new model) \$3.00
 Yankee, Gilt, plain back (new model) 2.60
 Champion, Nickel, plain back, stem wind 2.40
 Champion, Gilt, plain back, stem wind 2.40
 Champion, Nickel, fancy back, stem wind 2.40
 Champion, Gilt, fancy back, stem wind 2.40
 Fellowship, Nickel, plain back, stem wind and stem set 2.80
 Fellowship, Gilt, plain back, stem wind and stem set 2.60
 Fellowship, Nickel, fancy back, stem wind and stem set 2.80
 Fellowship, Gilt, fancy back, stem wind and stem set 2.60

New Line Ingersoll Watches.

Triumph, Silver Finish, plain back, stem wind and stem set \$3.50
 Triumph, Oxidized Black, plain back, stem wind and stem set 3.50

Bargain.

SPECIAL HERALD.—To give all customers a chance to see and examine these absolutely guaranteed watches, on all orders for one dozen of one style or assorted we will give a Herald credit of \$1.50 net.

Bargain.

Price for 1 dozen New Model Yankee Watches only \$21.60. Less Trader Discount



18 Size Hunting, Engine Turned to Shield Case, same also made in Open Face.

Regal.

Plain Bassino Solid Gold Cases.

PRICE LIST.

0 Size, 10k Hunting, 10 dwt.	\$19.50
0 " 14k " 13 "	25.30
0 " 18k " 16 "	31.50
6 " 10k " 16 "	25.70
6 " 14k " 13 "	37.90
6 " 18k " 22 "	51.50
12 " 14k " 30 "	55.50
12 " 18k " 35 "	77.50
12 " 14k Open Face, 25 dwt	35.00
12 " 18k " 39 "	75.00
16 " 14k " 33 "	67.50
16 " 18k " 40 "	92.00
18 " 14k Hunting, 42 dwt	74.70
18 " 18k " 48 "	103.50
18 " 14k " 45 "	79.50
18 " 18k " 55 "	117.50
24 " 14k Open Face, 10 dwt	79.00
18 " 18k " 45 "	105.00

Subject to Herald Discounts.
 See page 315H August, 1899, Herald for complete Gold Case Price List.

Regal.

Plain Engine Turned Solid Gold Cases.

PRICE LIST.

0 Size, 10k Hunting, 10 dwt.	\$19.50
0 " 14k " 13 "	25.30
0 " 18k " 16 "	31.50
6 " 10k " 16 "	26.70
6 " 14k " 13 "	37.50
6 " 18k " 22 "	51.50
12 " 14k " 30 "	55.50
12 " 18k " 35 "	77.50
12 " 14k Open Face, 25 dwt	35.00
12 " 18k " 39 "	75.00
16 " 14k " 33 "	67.50
16 " 18k " 40 "	92.00
18 " 14k Hunting, 42 dwt	74.70
18 " 18k " 48 "	113.50
18 " 14k " 45 "	79.50
18 " 18k " 55 "	117.50
24 " 14k Open Face, 10 dwt	79.00
18 " 18k " 45 "	105.00

Subject to Herald Discounts.
 See Page 31L August, 1899, Herald for complete Gold Case Price List.

REGAL Solid Gold Cases as priced above are standard weight cases which we usually carry in stock. Besides these we have a full line of **REGAL** Solid Gold Handsomely Engraved Cases, both in light and heavy weights. Selection parcels sent on approval for special sales. Special weight cases made to order. Favor us with your watch case business and we will guarantee you satisfaction.

P. W. ELLIS & CO.,

All Prices subject to "Trader" Discounts.

Watch Department.



THE INCREASING DEMAND

FOR THE

H. & A. S.

Seamless Gold Filled Chains

has enabled us to greatly enlarge our line of Gents' and Ladies' chains.

We beg to thank the trade for its hearty and generous support for this, a new line, and we are pleased to see that our fifty years of hard work and honorable dealing has not been without its reward.

Remember that the H. & A. S. chains are made and guaranteed by

H. & A. SAUNDERS, THE PIONEER
JEWELERS,

*20 and 22 Adelaide Street West,
TORONTO.*

N.B.—Every H. & A. S. chain is accompanied by a certificate of guarantee and is stamped the number of years for which it is guaranteed.

NONE GENUINE OTHERWISE.



Saunders, Lorie & Co.,

...67 Adelaide Street West, **TORONTO.**

FINE MOUNTINGS.

We make a specialty of fine Diamond Mounting and are prepared to submit sketches at short notice with prices.

PEARL BROOCHES.

Our stock in this line is very varied and extensive enough to allow a customer to make immediate selection.

PEARL PINS.

We have just got out a complete new series of the latest patterns.

CLUSTER RINGS.

We claim to have the largest assortment of fine Diamond Mounted Rings in the country.

Our
Trade Mark,

...A **KEY,**

Guarantees
the Quality
of the
Goods.



TORONTO, ONT., AUGUST, 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 not later than the 26th 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.



A NOTABLE CASE.

A CASE of considerable interest to Canadian manufacturers and the Canadian jewelry trade was decided not long since in the English courts, and inasmuch as the principle involved in the decision of the judge voices a complaint that has been strongly urged upon the Canadian Government by our manufacturers, it is worth more than a passing notice.

It appears from the evidence that certain so called manufacturers in England were in the habit of having the majority of their watch parts made to order for them in Switzerland; these were assembled and the watch finished in England and then sent out to the trade as "English Lever Watches." This practice was objected to by some of the bona-fide English manufacturers who make "English Lever Watches" in English factories with English labor, they claiming that such goods were really Swiss imitations of English lever watches and had no legal right to masquerade under the name of English made goods. The trial lasted about ten days, and much evidence

was given on both sides, the result, however, was that the judge decided that the defendants were guilty of applying a false trade description as to the place or country in which the watches were made. In giving the reasons for his decision the judge said: "It is not disputed that the watches in question did contain several parts of foreign manufacture, and that they are sold as English lever watches with the English hall-mark upon them. The question for me to determine is whether that trade description is false in a material respect, and after giving the matter my best consideration I have come to the conclusion that it is. The defendants have acted deliberately in what they have done, and seem to have considered the question of whether they were justified in importing the foreign parts which they have used in their watches. They maintain that they have not exceeded the limits which are allowed by statute and the custom of the watch trade. In my opinion they have exceeded those limits, and it is somewhat significant that since the summonses were taken out new machines have been introduced into the factory by the defendants for the manufacture of parts previously imported from Switzerland. The question of materiality is no doubt one of degree. It is one in which the evidence of experts is of importance, and that evidence in this case appears to me to be almost entirely in favor of the prosecution. Defendants did not call a single witness who was unconnected with their own business to say that in their opinion the foreign parts used by the defendants were so immaterial that they might be disregarded in the description. The relative cost of the foreign parts to the cost of the whole watch is an element of some importance in determining materiality. The defendants did not call the best evidence upon this point, and I am bound to assume that they refrained from calling it advisedly. It was admitted by Mr. Tucker that the train was the most essential part of the watch, and that the train in each of the watches, consisting of three wheels and four pinions, was of foreign origin, in addition to several other parts of greater or less importance. It would, in my opinion, reduce the Act to an absurdity if I were to hold that such parts were not material to a correct description of the watch, in the same way as the screws or the dial might be considered immaterial. It was contended by defendants that the train and other foreign parts used in these watches were on the same footing as the mainspring and hair-spring, which are nearly always of foreign origin in what are honestly called English watches. I think they are not on the same footing, because by the custom of the watch trade the mainspring and hair-spring are known and allowed to be of foreign origin in nearly every watch, so that no trader is deceived by their not being taken into account in the description. It was further urged for the defendants that those foreign parts need not be considered in this description, because those foreign parts were imported in the rough, because they had to be shaped, polished and fitted in this country. That plan was deliberately adopted by the defendants for some reason which is not disclosed. The evidence is that important parts were made in Switzerland according to defendants' orders, and in my opinion they were essentially made or produced in Switzerland, and the place of origin is not altered by the fact that they have had more or less work done upon them in Eng-



land before they were fitted into the watch. . . . My order is that defendants pay a fine of £20 and pay £10 costs, and that the watches in court be confiscated, except such as defendants may prove to the satisfaction of an independent expert not to contain foreign parts similar to those in "A," "B," "C" and "D," such expert to be agreed upon by the parties, or, failing agreement, to be appointed by myself."

By this judgment it has been established in the English courts that in order to be considered and advertised as "English made," the larger proportion of the manufactured material and labor involved therein should be English. With this principle we heartily agree.

The application of this principle to Canadian imports shows that at the present time the preferential tariff in favor of British goods is being taken advantage of by English jobbing houses, and in some cases even by English manufacturers who ship what are practically foreign made goods into Canada as English, and thus secure for them the reduction of duty to the detriment of the Canadian manufacturer and the loss of the Canadian revenue.

The matter was recently put before the Canadian Government in the memorial of the Canadian Manufacturers' Association in these words, "in some lines goods are coming into Canada from Great Britain, and getting the full benefit of the preferential tariff, although in some cases all, and in other cases almost all the labor expended on them is not British but foreign. In such a case the preference acts not against the foreign manufacturer, but against the Canadian, and to remedy this the Government is strongly urged to raise the percentage of British labor in manufactured goods from 25% to 50% before this preference can be obtained; and also to use most stringent measures to guard against false returns being made leading to the importation of foreign goods under the name of British manufactures."

Canada's preferential tariff was intended to foster and build up trade between this country and Great Britain, and never for a moment contemplated giving a similar advantage to goods made in France, Belgium or Germany, all of which countries on account of their cheap labor are in a position to sell many lines of goods to England cheaper than they can be made there.

British merchants are the great middlemen of the world, they buy always in the cheapest market, no matter what that may be, and have no care whether their doing so substitutes foreign goods for English manufactures or not. In this fact, however, lies the weakness of our tariff reciprocity in favor of British manufactures, and if it is intended to really help bona-fide British manufacturers instead of bona-fide foreign manufacturers, or the hybrid British foreign manufacturers located in England, our Government will act wisely if they heed the suggestions tendered to them by so experienced and influential a body as the Canadian Manufacturers' Association.

BOSTON, Mass, July 1.—John F. S. Huddleston, widely known as a maker of high class meteorological instruments, died to night after a brief illness at his home, 34 Union Park, this city.

A LESSON IN ECONOMICS.

OUR esteemed contemporary, *The Toronto Globe*, has a paragraph in its daily issue headed with the above caption, "A Lesson in Economics," but if one were to judge by the matter that is often contained therein, it would better be entitled, "Lessons in Economic Ignorance."

For example, last month the following appeared under this caption, the italics only being ours: "The Russian Government, in order to promote the development of Siberia, has sanctioned the importation, duty-free until 1909, of all plants necessary for the Siberian and Ural mining industry through all the nation's frontiers. No customs dues are to be levied until 1903 upon fishing nets and machinery necessary for the different manufacturing and mechanical establishments of Siberia which may be imported through the mouths of Siberian rivers. This is a reversal of the theory for which a few unfortunate words by John Stuart Mill are responsible. *Instead of protection in the infancy of development, there will be free trade during that infantile period. The Russian method is the more reasonable. It is in the infancy of development that free trade is the more necessary. An obstruction to trade can never be anything but a burden at any stage of development, but, like all burdens, it is easiest borne during the period of greatest strength, and is most injurious during the period of greatest weakness. It is less injurious to adopt free trade in the infancy of development and protection at a later stage than to reverse the order. It is still less injurious to adopt freedom in the infancy of development and continue it.*"

Surely the writer of the above never expected any person to be taken in by such an exhibition of economic ignorance. One has only to look around him in this country and more especially in the United States in order to see the utter absurdity of this proposition in so far as it applies to manufacturing industries of all kinds.

The policy of protection on the North American continent has brought into life numerous industries that could never have otherwise existed on this side of the Atlantic. Take for example the manufacture of steel rails in the United States. The duty placed upon such goods imported into the United States under the McKinley tariff was a specific one of \$23 per ton. Even with this apparently prohibitory duty it was up-hill work at first for American mills to compete against the cheap rails manufactured in Great Britain and Belgium. The American manufacturers persevered however until to-day they are not only selling steel rails for a less price than the duty levied upon the imported article, but are the largest manufacturers in the world, their products competing on even terms against European rails in the open markets all over the world.

What is true of steel rails is equally true of a hundred other articles that we could easily mention. In Canada itself, take for example the article of bicycles. Had they been placed upon the free list as suggested by the *Globe*, does any sane man imagine for one moment that these goods would ever have been manufactured here. On the contrary every merchant knows that it was owing entirely to the protective duty levied by the Canadian Government that the American manufacturers found it to their advantage to locate branch



factories here in order to escape that tax and secure a stronger foothold in the Canadian market. While it is true that they could not make them as cheaply at first as could the American manufacturers, it was not long before even this was done, and to-day Canada not only manufactures the vast majority of the bicycles used by her people, but is in a position to export them to Europe and other countries and compete on even terms in all neutral markets for this trade.

We might go over the list of goods manufactured in Canada to-day, and pick out a score of articles any one of which illustrates this principle quite as well as bicycles. Even in our own business, every thinking jeweler knows how the Canadian protective duty has fostered the manufacture in Canada of such goods as electroplated and sterling silver hollow ware, electroplated and sterling silver flatware, sterling silver novelties of all kinds, watch cases, gold and silver jewelry and rolled plate chains, until to-day the great bulk of all such goods consumed in this country are the product of our own Canadian artisans.

That such results could ever have been secured by placing these goods on the free list instead of making the duty high enough to encourage their manufacture by giving the Canadian manufacturer the control of his own home market, no one will argue for one single moment who has any practical knowledge of business.

The United States has hundreds of factories which have been transplanted bodily from Great Britain and Europe (that is the operatives and the machinery) simply because the tariff wall against such goods made in foreign countries was practically prohibitory when they were placed in competition against domestic goods of a similar kind made in that country. Free entry of manufactured goods was what the manufacturers of Great Britain and Europe always wanted in the United States market, but when the American Government decided to force the manufacture of these goods in the United States they clapped on a duty so high as to make free traders the world over prophesy that they were going to ruin their country. Instead of ruination, however, the United States has gone ahead by leaps and bounds, and has shown the most rapid and marvellous progress in the face of fierce competition of any country in the world.

That such results could have been secured by the adoption of the principle laid down in the Economic Column of the *Globe*, already quoted, no statesman would to-day assert, and the fact that practically all the civilized countries in the world (Great Britain alone excepted) have adopted the protective principle in order to foster and encourage trade and manufactures abundant proof of the impracticability of the *Globe's* economic theory.

Like lots of other things, this free trade theory of encouraging manufactures looks well on paper and it may sound specious, but in practice it fails to pan out.

THE ASSESSOR'S CANVASS of the townships of Rich, Leyden, Elk Grove, Orland and others in Cook Co., Ill., recently showed these places to be poor in diamonds so far as the return of taxable property went. No diamonds appeared on these returns though a few watches and clocks were enumerated.



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.

WANTS AN IDEA.

Editor TRADER—Sir:

As I am about to move into a new store, I would like to give my customers something in the shape of a souvenir on the opening day. If you will kindly give me some idea of what you think would be nice and attractive, and yet inexpensive, you will greatly oblige.

SOUVENIR.

LETHBRIDGE, ALTA., July 12, 1900.

Perhaps some of our readers can help this fellow-craftsman out of the difficulty. If you can, drop us a line in time for our next issue.—*Ed. TRADER.*

A NEW IDEA.

Editor TRADER—Sir:

Kindly allow me through the medium of your valuable journal to make known to my fellow-craftsmen my method of bringing the watch and jewelry trade into its legitimate channel. I have no doubt whatever but the plan would prove as effective as it is simple, if we can pass a bill in the House making it illegal for any person or firm to sell clocks, watches or jewelry who could not (*themselves*) repair the same in a workmanlike manner if required so to do. If this became law, we effectually shut out the general storekeeper throughout the country places from selling clocks, watches and jewelry unless they give employment to a competent man to do the repairs, and if made to pay two dollars or more a day for his services the general merchant would trouble the local jeweler but a very short time. This would be the means of returning the trade into its proper channel. Will others in the craft kindly give their opinions on my plan and oblige a brother craftsman.

SUNDRIDGE.

Sundridge, Ont., July 18, 1900.

THE old and well-known jewelry house of Benedict Brothers, 171 Broadway, New York, was incorporated Saturday, in New York State, with a capital stock of \$200,000. According to the certificate of incorporation the company are to be wholesale and retail dealers in jewelry, clocks, pottery, pictures, statuary and objects of art.



ANNOUNCEMENT.

We desire to announce that we have completed enlargements to our factory, and thoroughly remodelled and repaired the whole shop.

By the alterations we have more than doubled the floor space. New machinery will be fitted in and more workmen employed.

We have also enlarged the office and improved its facilities, and will now be in a better position than ever to satisfactorily supply the wants of our patrons, and respectfully solicit a liberal share of your orders.

Yours truly,

GEO. H. LEES & CO.

PRIZE MEDALS.

In this line we can please you.

SILVER HEART BANGLES.

We make a fine assortment.

HORSE SHOE BROOCHES.

In Silver, Silver Gilt, and a cheaper Gilt line.

HAT PINS.

A fine new line.

ALMOST ANYTHING MADE TO ORDER.

RINGS
OF
ALL KINDS.



Geo. H. Lees & CO.,
JEWELRY MANUFACTURERS,
HAMILTON, ONT.

RIBBON
GUARDS,
BANGLE
PINS.



\$\$ MORE GOLD WANTED. \$\$



On the opposite page we announce the enlargement of our factory, this naturally carries with it the idea that we propose to do a larger business, and to do a larger business we must have a larger amount of GOLD. We are therefore anxious to buy large quantities of OLD GOLD. Our plan is as follows:

Immediately a consignment is received it is accurately tested, and a cheque or money order sent by first mail. If our offer is not fully satisfactory to you the parcel will be returned in the same condition as received. The goods remain yours until our offer is accepted, so that you run no risk of not getting full satisfaction.

No one could conduct this business on a more economical basis, for we are at NO EXPENSE (other than this advertisement), of soliciting consignments, and by using the REFINED GOLD in our own factory we are at no expense in disposing of it. The profits after deducting the cost of refining are very slight, but we must buy gold in any event, and we are satisfied to make a percentage, however small.

Many jewelers have been continually sending their Old Gold to us ever since we began the refining business, and the number of patrons is constantly increasing. We have many complimentary replies from jewelers in every part of Canada, proving that we give satisfactory returns. It has paid them to send their Old Gold to us. Why not you?

WE PAY FOR OLD GOLD AS FOLLOWS, NET CASH:

6 K., 24 cents.	10 K., 40 cents.	14 K., 56 cents.	18 K., 72 cents.
7 K., 28 "	11 K., 44 "	15 K., 60 "	20 K., 80 "
8 K., 32 "	12 K., 48 "	16 K., 64 "	21 K., 84 "
9 K., 36 "	13 K., 52 "	17 K., 68 "	22 K., 88 "

TESTS FOR GOLD.

For testing 18k., take 2 oz. of chemically pure nitric acid and add 2 drops of muriatic acid. This will not affect 18k. but will leave a brown mark on 14k. C. P. nitric acid alone will not affect 14k. but will attack any lower quality, the effect being greater and leaving a darker mark the lower the quality.

Acids should be mixed frequently. Old acids lose their strength and cannot be relied upon.

TESTS FOR SILVER.

Water, 2 oz.; sulphuric acid, 2 drs.; powdered bichromate of potash, 4 dwt. A drop of this mixture placed on Sterling Silver will turn a bright blood red; on lower qualities a duller red. On no other metal will it turn this color.

With a little experimenting and experience any jeweler may become fairly expert in making these tests. Care should be taken to always scrape the spot to be tested as there may be plating on the surface, and also grease, which would not allow the acid to work.

Great care should be taken in buying cases as frequently the lids are of a good quality of gold while the body is of a low quality, and sometimes only plated.

GEO. H. LEES & CO.,

Gold Refiners, HAMILTON, ONT.



WE HAVE JUST RECEIVED FROM
EUROPE A LARGE QUANTITY OF
VERY CHOICE SELECTIONS IN

PERFECT STONES,

DIAMONDS, PEARLS, TURQUOIS,
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OUR MONTREAL LETTER.

(From Our Special Correspondent.)

One of the morals that may be drawn from the Pilon's' connection with the Lasar diamond smuggling case is, "Beware of too much intimacy with the chance acquaintance." Mr. and Mrs. Pilon, just married, started on their honeymoon on Monday morning, June 11, and, as the story books say, "all seemed bright and fair," and they looked forward to a holiday of two delightful weeks in "fresh woods and pastures new." Alas! as the poet says, they were to spend thirteen days of their wedding trip in the custody of the sheriff of Lockport, N.Y., the innocent victims of a wily stranger, who used them as carriers of his contraband. The couple was released on June 25, and on the morning of June 27 returned to Montreal, after having had to put up \$3,000 each bail. Mr. Pilon tells the story of this strange and disagreeable honeymoon as follows: "Dr. Vandandaigne is a cousin of my wife, who was a Miss Dufort. He came over on the same boat as did Lasar, and as the latter was quite sick the doctor gave him a good deal of attention. He professed great thankfulness and declared that he would do much to show his gratitude. On arriving in Montreal, he invited the doctor to take a trip with him at his expense as far as Niagara Falls, and the invitation was accepted. The doctor incidentally remarked to him that his cousin and her husband were also going that way on that same Monday morning, but we did not meet until we reached Toronto. At Toronto, Lasar pretended to purchase a present, and he gave it to the doctor as a wedding gift for his cousins. It was in an envelope, and my wife opened it. She found another envelope and opening that found another. At this time the doctor came into the room and explaining that he had given us the wrong parcel he took it away. On leaving Toronto, he gave us a parcel wrapped in a piece of newspaper. This we threw on the seat and left it lying there at Hamilton while we walked on the platform. When we returned, some people were in our seat, and we fished out the parcel and put it near us on another seat, so little did we think of it. I imagined that it was a spoon or some such thing. At Niagara, we had a drive, and crossing over the bridge we were arrested. Protest as we might, we were taken to jail, and afterwards to Lockport, where we were in charge of the sheriff. We were not separated, and this privilege cost me from \$10 to \$15 a day. I can only add that we shall be completely vindicated and I shall commence a suit for heavy damages at once." The sequel, so far, is that Max Lasar was held for trial on the charge of smuggling diamonds into the United States by the grand jury at Jamestown, N.Y., July 11, while Dr. Vandandaigne was kept in jail until the trial, and Mr. and Mrs. Pilon were discharged, being obliged to give bonds as witnesses only.

Mr. R. A. Dickson, jeweler, Montreal, Mrs. Dickson and family have taken a cottage at Hudson Heights for the summer.

Mr. A. J. Whimby was in Montreal recently to close up the retail store of Messrs. Simpson, Hall, Miller & Co., on Notre Dame Street, and succeeded in disposing of all the large and varied stock of silverware. Mr. Whimby received a hearty welcome from many friends both in Montreal and St. Lambert.

Mr. Alex. F. Barre nas registered as proprietor of the firm of Barre Bros., Jewelers, St. Catherine Street, Montreal.

The many friends of Mrs Harrison, of the firm of Hearn & Harrison, opticians, Montreal, will regret to learn of her decease.

The firm of G. Seifert & Sons, jewelers, Quebec, has obtained a charter.

Mr. H. Logan has opened a new jewelry store at 204 Bleury Street, Montreal. His window is tastefully dressed and his stock is up-to-date and fashionable. His speciality is excellent practical work.

Frank Ford, fireman, who attempted to break into the store of Mr. R. Hemsley, jeweler, Notre Dame Street, on May 28 last, has been sent to jail for six months.

Mr. Dean Robinson, of the American Waltham Watch Co., Waltham, Mass., has been spending his holidays at Cowansville, Quebec.

Mr. Harold Chillas is spending the summer at Valois, the pretty lakeside resort near Montreal.

Madame Rose Boivin, proprietress of the firm of G. A. Boiduc & Co., jewelers, Quebec, has passed away, to the sorrow of many loving friends.

Jewelers may be advised to keep a sharp lookout for one Charles T. McPherson, alias Rogers, alias Cameron, if all that the Dominion Express Co. says about him is true. Mr. H. Hogue, jeweler, St. Lambert Hill, Montreal, is suing the company for \$14.75, the value of a silver watch, an alarm clock and a chain, sent by him C.O.D. to an address at Grenville, Ont. Although the shipment was made a considerable time ago, he has received neither the money nor the goods back, and the company claims that it is not responsible. The company, in fact, claims that the goods were probably stolen by the man with the several aliases, who, it is stated, has been in the habit of ordering goods sent C.O.D. to various places in Ontario, after which he stole them from the express's offices to which he had addressed them. Mr. Hogue, however, is not inclined to believe that the man wanted to swindle him, as otherwise, he contends, he would probably have purchased more expensive goods. "I tried to sell him an expensive chain, and he said that he only wanted a fifty-cent chain. Now, if he wanted to do me up, he would have bought an expensive chain, in my opinion," said Mr. Hogue. When shown the two descriptions sent out by the Dominion Express Company in regard to the man, who the company thinks has defrauded it, he said that the man who ordered the stuff sent C.O.D. from him resembles the description of Charles T. McPherson, although he did not have a moustache. He is not prepared, however, to say that this man is responsible for the loss of the goods. According to the general manager of the Dominion Express Company, there was, on April, 16, 1900, a person giving his name as Charles T. McPherson, and pretending to be in the employ of the Canadian Pacific Railway, who bought at Perth, Ont., and had shipped to his own address at Kemptville, Ont., C.O.D., one black-serve suit of clothes, shirt, drawers, one top shirt of black sateen, socks, braces, handkerchief, necktie; also one alarm clock (nickel), and one gold-filled Waltham watch, fortune case, No. 78,768, movement No. 7,388,598. These articles were stolen from the



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company's office at Kemptville, Ont., on the night of April 9. On May 22, 1900, a person named James Rodgers, alias H. Cameron, bought at Arnprior, Ont., and had shipped to his own address at Sand Point, Ont., C.O.D., one double-breasted, black corded, worsted sack coat (square corners), and pants; one double-breasted, fancy blue vest, with gold spots, small round buttons; one cap, underwear, shirt, tie, hose and pair of cuff buttons. These articles were also stolen from this company's office at Sand Point, Ont., on the night of May 23.

Some twenty-eight of our brave boys have been invalided home from the seat of war after a sojourn in some of the English hospitals, and it goes without saying that they received a royal welcome. Some of them return with the marks of Mauser bullets scarcely healed, others are weak from the ravages of enteric fever, but all of them are cheerful, and the nobility which attends duty well done has set its shining mark upon each of the gallant little band. As the *Parisian* steamed into Quebec the strains of "Home, Sweet Home" greeted the twenty-eight returning soldier lads, returning crowned with the laurels of victory, and all sorts and conditions of men, soldier and civilian, stood at the quay to give them a welcome which not soon will be forgotten. The voyage had done them a world of good, and all had gained in weight and general health from the ten days spent at sea. Contrary to expectations, after the reports sent here and the charges of Burdett Coutts, the men declare that they received the best of treatment in the English hospitals, and they also assert that on the whole the field hospital arrangements in South Africa were satisfactory. As a further proof of their pluck and spirit, if, indeed, anything of the kind were needed, it may be stated, that, sometime before leaving England, the whole of the twenty-eight expressed themselves as desirous of returning to the front, but the medical officers would not hear of it, and ordered them home to Canada. Such sons are indeed an honor to their native land.

Dame Eva Blumenthal, wife of Nathan Forcimmer, doing business under the style and title of Forcimmer & Co., jewelers, 66 St. Lawrence St., Montreal, has made a voluntary abandonment of her assets to Mr. C. A. McDonnell, accountant, 180 St. James St. The liabilities are about \$5,500. All the local merchandise creditors have agreed to the abandonment. A meeting was held at Mr. McDonnell's office after the stock had been taken. Mr. Forcimmer was generally looked upon as being the head of the business, and about three months ago he endeavored to effect a settlement with his creditors at thirty cents on the dollar. The first week of June he went out of town, and it was announced that he had gone to New York to raise some money. In this he seems to have failed, as the next thing the creditors knew Mrs. Forcimmer asked to be allowed to make the abandonment.

A most delightful garden party was given recently by Mrs. R. Hemsley at her summer residence, Pointe Claire Villa. The weather was by no means all that could be desired, but, in spite of this, the affair was an undoubted success. The guests, who numbered over two hundred, were received by Mrs. Hemsley, assisted by her daughters, Mrs. F. D. Henderson and Miss Hemsley. The extensive grounds, which face on Lake St. Louis, were brilliantly illuminated with Chinese

lanterns, forming a scene of almost fairy-like beauty. An immense sheet of canvas was spread on the lawn, and formed a splendid substitute for a wax floor, a large number of guests taking advantage of the opportunity of an *al fresco* dance.

Messrs. Kader, Suter & Hodgson, jewelry case manufacturers, Montreal, have dissolved and the business will be continued by Messrs. Kader & Hodgson.

The eldest son of Mr. E. C. Fitch, President of the American Waltham Watch Co., passed through Montreal on his return from Dalhousie, accompanied by his sister and friends, whom he had gone to meet. The party proceeded to Boston.

Members of the trade will be pleased to learn that the mother of Mr. Thos. McG. Robertson who has been seriously ill is now convalescent.

Mr. and Mrs. A. R. Harmon have been spending a very pleasant holiday at their charming cottage at Prout's Neck, Maine.

Mr. J. Herbert Luke, with Ambrose Kent & Sons, Toronto, has been taking a boat trip down the St. Lawrence to the Saguenay, Ste. Anne de Beaupre, etc., and stopped off at Montreal both on the down and return journey.

Mr. R. J. Abbs, of the Goldsmiths' Stock Co., Toronto, paid Montreal a visit during last month.

Mr. D. Beatty, of St. Peter Street, Montreal, has returned from an enjoyable trip to the seaside.

Mr. A. A. Abbott, has been spending his vacation at the seaside near Boston.

Master Tom Mackenzie, shipper to Robbins, Appleton & Co. in Montreal, has been taking his usual holiday, and with an energy which is characteristic, he put in part of the time putting out a fire which might have assumed dangerous dimensions. It was a warm holiday for Tommy, that part of the time it wasn't wet.

Miss Knox, stenographer to the above firm, spent her holiday at Peak's Island, Maine, and when she returned Mr. J. C. Barlow took a round trip to various holiday resorts, ending up at Portland.

Major Stewart, of the Montreal Watch Case Co., was in camp at Laprairie with his regiment.

Miss Powell, with Mr. Edmund Eaves, jobber, Montreal, has left for a holiday in England, accompanied by her sister.

A daughter of Mr. John H. Jones, the well-known jewelry jobber, has been married to Mr. Walter Stanley, with Thos. May & Co. The honeymoon was passed at Ste. Agathe.

Mr. Thos. McG. Robertson, of the Robbins, Appleton Co., who has been taking a three months' post-graduate course at the company's factory, Waltham, will return to his post in the Canada Life Building on August 1st. Mr. W. H. Heath, who has been performing Mr. R.'s duties here will then rejoin his family at Waltham. By-the-bye, it has been hot in Waltham—very! The thermometer has registered 103 degrees in the shade there, and they are welcome to it. Canada at between 80 and 90 degrees is hot enough for



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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."

T. C. O., Ont.—"How small an amount of Latent Strabismus should be corrected by prisms when such correction is desirable, also which would be the more important defect, Latent Strabismus, or Astigmatism?"

We have never corrected less than 2 degrees of Heterophoria, and for the following reason, small amounts of Latent Strabismus never cause trouble for reading or near work, and particularly when other lenses were fitted for the correction of visual defects, no inconvenience is experienced. We consider it far more important to correct Astigmatism, as that defect interferes with the acuteness of visions for all distances, whilst Muscular Inco-ordination does not interfere with the vision in any way.

As a rule when the errors of refraction are corrected Muscular Inco-ordination, in the majority of cases will disappear or will very materially decrease within a short time, after the adoption of glasses. This may be accounted for by the fact that there is more strain of the accommodation than convergence, and so in the majority of cases, the first cause of Asthenopia may be found in the errors of refraction, causing an undue strain on the Ciliary Muscle.

C. O. N., Ont.—"What advantage does the use of the ophthalmic disc have over atropia? What condition of the nervous system and eye precludes the use of a mydriatic?"

The ophthalmic discs have a very considerable advantage over a solution of atropia. A solution of atropia, no matter how carefully prepared and bottled will within a few weeks gradually lose its strength, and will become a cloudy, muddy solution upon shaking. Through some peculiar chemical action the ingredients form a new substance, and this substance will form a sediment on the bottom of the bottle. When this sediment appears, which it usually does from four to eight weeks after the solution has been prepared, the preparation is unfit for use, principally because the strength of the atropia has greatly diminished. When the atropia has been prepared in the form of ophthalmic discs it will preserve its strength for many years, in fact so long as the discs remain intact. The ophthalmic discs are composed principally of gelatine, which substance holds the medicines after having been thoroughly mixed. So long as the discs are kept dry they will retain their full strength and may be kept in an ordinary pasteboard or wooden box. There is no particular condition of the nervous system that would preclude the use of a mydriatic. A mydriatic should not be used in an eye in which glaucoma is indicated. The cases in which a mydriatic

should be used are very rare. When a satisfactory result cannot otherwise be reached in an eye in which there is indication of spasm of the accommodation, a mydriatic may be used. This condition may be indicated by changeable vision with or without certain lenses; for instance, when a patient will see well through a lens and the next moment sight will be dim, making it impossible for the patient to retain the same acuteness of vision constantly.

D. N., Ont.—"What is a cross cylinder, and when is it indicated?"

A cross cylinder is a lens having one side concave cylindrical and the opposite convex-cylindrical with the axis of the cylinders at right angles to each other. A cross cylinder is used for fitting an eye in which one meridian of the eye is myopia, usually the vertical meridian, whilst the horizontal meridian is hyperopic. For correcting such a defect, which is known as mixed astigmatism, the axis of the concave cylinder, which would correct the myopia, would be placed 180 in the trial frame. The axis of the convex cylinder would be placed at 90 degrees, in order to have the convex portion of the cylinder in the horizontal direction. In our practice we do not use any cross cylinders, but fit a convex spherical, combined with a concave-cylindrical, which will be stronger than the spherical. This answers the same purpose, and may be made any strength desirable.

F. M., Ont.—"A young lady of sixteen came to me to have her eyes examined. Her mother informed me that she had signs of Strabismus up to about three years of age, when she had a sunstroke and an appearance of Strabismus disappeared. I fitted her with minus half DS for each eye, but not being satisfied, I treated the eyes with Atropine after which I fitted each eye with minus half spherical combined with minus half cylinder, axis 180 degrees. She has been wearing this correction for about three weeks and comes back complaining. What would you advise doing?"

The Atropine in this case will accomplish nothing of any practical account. The cylinders fitted with or without Atropine should not be changed. Nothing can be done for any slight opacity which may be present because it is most probably due to Organic change in the Retinal Tissue. We do not think that the sunstroke had anything to do with the Strabismus. Special treatment may possibly check this condition, therefore we would consider it policy for you to refer her to an oculist for medical examination.

STRABISMUS, AND PIN HOLE CONTRACTION OF PUPIL.

At the annual meeting of the New York State Medical Society held at Albany, two articles of interest to optometrical practitioners were read and are given herewith:

Strabismus.—Dr. D. B. St. John Roosa, of New York, read a brief summary of his paper on this subject. He stated that at the time of presenting his communication on this subject last year he had done only six operations by Panas' method, but now he had performed it twenty-four times, and his colleagues in the hospital had done it twenty-two times. This gave a total of forty-six operations, but of this number only two still required further operation. This operation made it possible in almost every instance, to cure completely strabismus



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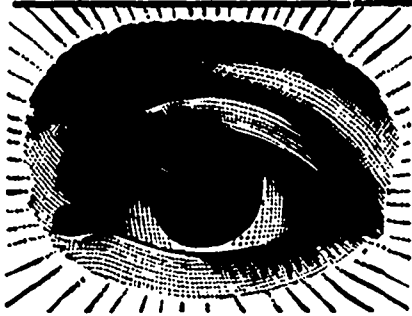


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at one operation. The operation consisted essentially in stretching the muscles to be divided, before dividing them. The other important feature consisted in doing the operation at one sitting, and insisting that the operation should not be done on ambulant cases, but only at the hospital or at the patient's home. He now felt that he could confidently recommend this operation of Panas in both convergent and divergent squint with the assurance that in ninety-five per cent. of the cases the correction of the strabismus could be secured at one operation.

Non-operative treatment of strabismus ; its possibilities.—Dr. A. Edward Davis read this paper. The author's principle points were : (1) Hypermetropia and hypermetropic astigmatism were the causes of convergent strabismus in the majority of cases ; (2) as contributory causes might be mentioned, (a) difference in acuteness of vision, either congenital or acquired, but usually the latter, and due to an unequal state of refraction in the two eyes, and (b) anything that interfered with the acuteness of vision, such as opacities on the cornea and in the vitreous or lens ; (3) faulty structure, insertion, or innervation of the extrinsic muscles of the eye may cause convergent strabismus ; (4) the amblyopia present in most cases of convergent strabismus he believed to be functional and acquired, and not congenital except rarely ; (5) the non-operative treatment of strabismus (the use of atropine, the exclusion pad, and, in patients old enough, glasses and the use of the stereoscope) should be begun as soon as the squint is observed. Just as soon as the non-operative treatment ceased to improve the condition of the squint, it was time to operate. Delay in operating after this time was not only useless but harmful, because the habit of suppressing the image in the squinting eye became fixed, and the amblyopia was made worse. After the eyes had been operated on, the use of the stereoscope, bar reading, the pad and glasses were of the utmost value in completing the treatment by maintaining parallelism and establishing single binocular vision. The rational treatment of strabismus means its early treatment.

The significance of pinhole contraction of the pupil.—Dr. William H. Robey (*Boston Medical and Surgical Journal*, December 21, 1899) related recently to the Clinical Club the following case of a four year-old child brought to his clinic for examination : The father said that the child was sitting on the kitchen table about seven o'clock on the previous evening when he suddenly fell, having apparently lost his balance, struck his head on the floor and became unconscious ; he vomited at the time and had been dull and stupid ever since. The father held in his arms a pale, limp, unconscious child. The history, as given by the parent, suggested some cerebral condition, and with that in mind he first examined the eyes, and found that the pupils were contracted to pinhole size, equal, and unaffected by light. Then the patellar reflexes were tried and proved to be normal, but in tapping the knee the child regained consciousness, sat up and looked around ; the pupils instantly dilated to their normal size and he found, to his surprise, that a healthy, sleeping child had merely been awakened. The man had not made it clear that the child had eaten his breakfast and that he had brought him to the hospital because he feared some possible obscure injury as the result of the blow.

Dr. Robey recently saw another child, whose parents gave almost the same history of a fall. He was apparently asleep at the time of the examination and the pupils were contracted to pinhole size. In this case the reflexes were tried and the child was completely examined without waking him. When he was awakened the pupils instantly dilated.

Since the first experience Dr. Robey has examined twenty-two normal sleeping children ; in all the pupils have been pinholes and have dilated instantly on waking. In several instances the children were examined and handled exactly as if they had been awake without arousing them. For obvious reasons the eyes of children have been examined. In children who have been pinched and stirred up without regaining consciousness the pupils have partially dilated under the sensory stimulation.

Dr. Robey remarks that in the 1878 edition of his *Physiology*, Foster says : "The pupil is contracted when we accommodate for near objects, when the retina is stimulated, as when light falls on the retina, the brighter the light the greater the contraction. The pupil is also contracted when the eyeball is turned inward, when the aqueous humor is deficient, in the early stages of poisoning by chloroform, alcohol, etc., and in nearly all stages of poisoning by morphine, calabar bean, and some other drugs." In the 1880 edition he mentions all of these causes and adds, "in deep slumber."

The twelfth edition of Kirke's *Handbook of Physiology* (1888) mentions all of the above causes save deep slumber. The *American Text-book of Physiology* says : "In sleep, though the eyes are protected from light, the pupils are strongly contracted, but dilate on stimulation of the sensory nerves, even though the stimulation be insufficient to rouse the sleeper."

The cerebral diseases with uniformly contracted pupils are few and the contraction is not a constant symptom. Meiosis occurs in syncope. In the unconscious state caused by a blow, with symptoms of shock producing a condition sometimes spoken of as "concussion," the pupils usually react to light.

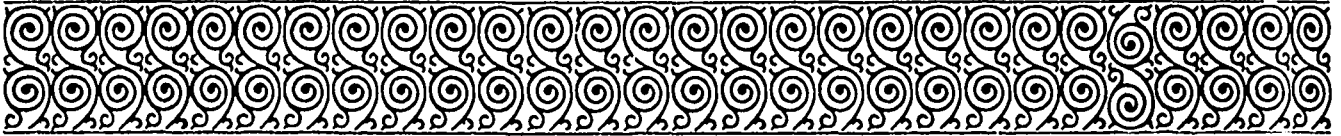
When an adult is handled incident to examination, says Dr. Robey, if he is merely sleeping, the manipulation will awaken him, but fatigued children sleep soundly and are sometimes aroused only after considerable effort, but, once awake, they generally remain so, differing from the drowsy child whose pupils are contracted by some drug. It seems to be of some importance to remember the fact that the pupils are strongly contracted during sleep and that they instantly dilate on regaining consciousness from healthy slumber.—*The Optical Journal*.

HENRY MEYER, engineer for the Columbia Jewelry Co., was fatally injured by an accident to the fly wheel of the factory's engine July 10. Mr. Meyer attempted to shut off the steam, the belt on the governor of the engine having broken, but a piece of the fly wheel, which burst as he was at the valve, struck him on the head, and death soon followed. The plant had started up on the previous Thursday, and Meyer had been in the company's employ only two weeks. He was 59 years of age and left a wife and son.



Why not consider

*the inevitable results of selling
"Junk"*



DO YOU think it wise to educate your customers down to buying "Junk," under the impression that it is Silverplate such as they have known in the past?

It may be easier to sell cheaply finished goods but they will certainly soon prove unsatisfactory to the owners and the certain result will be very damaging to your regular trade.

Our aim has been to improve in every way possible the manufacture of our goods and to turn out nothing in which the workmanship and finish is not capable of standing the closest inspection. We could make "Junk" as easily as anyone—it requires little art and no skill—but we do not consider that it would be to the advantage of any factory wishing to maintain its reputation for high class goods.

We believe it is prostituting the legitimate Silverplate trade to foist such stuff upon the market.

Kindly examine finish and workmanship carefully when comparing prices.

We are constantly adding attractive, salable and finely finished goods to our present line and it will pay you to wait for our travellers.

Standard Silver Company, Limited,
TORONTO, ONT.

THE AMERICAN ASSOCIATION OF OPTICIANS.

This Association will hold their next annual convention at the Hotel Cadillac, Detroit, on August 14th, 15th and 16th, and deserves to attract many Canadian opticians.

This Association has shown by its actions that "American," as far at least as opticians are concerned, includes Canadians.

Mr. L. G. Amsden, secretary of the Cohen Brothers, Limited, and Principal of the Canadian Ophthalmic College, was elected one of the Executive Board of three, while Mr. W. G. Kinsman, who has charge of the optical department of Messrs. John Wanless & Co., has been appointed on the Educational Committee, which is one of the most important departments of the Association.

Among the many educational advantages afforded by this convention will be a lecture on "Light," illustrated by a stereopticon, by Prof. Charles Barnard, whose portrait we herewith present. This lecture takes place on August 15th. Speaking of Prof. Barnard, the *Canadian Optician* says:

"Professor Barnard has a reputation that is world wide among men of science. He has been for many years a contributor to the leading magazines, chiefly upon technical subjects. He was for some years upon the staff of the *Century Magazine*, and was one of the contributors to the "Century Dictionary." His writings include a number of books upon music and other arts, upon electricity, light, and horticulture. Mr. Barnard has been for many years a student and observer of nature, and of natural science as applied to business, and brings to his work extensive and long continued study of shops and industrial plants in all our large cities. He has been engaged in giving popular scientific lectures before schools and educational institutions."

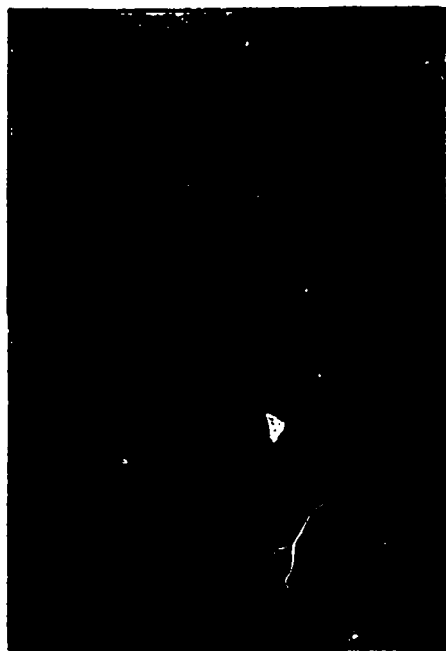
Mr. L. G. Amsden will deliver an address on "The Man Behind the Gun," on August 15.

We trust to give the readers of THE TRADER reports of these papers at a later date.

OPTICIST OR OPTICIAN.

There is a question which our American contemporary *The Jewelers' Review*, has recently been discussing. It has often been queried "What's in a name?" but so far as the optician on this side of the water is concerned, we do not think he is at all dissatisfied with the title by which his profession has been recognised so long, however, our friends over the water appear to think there is a great deal in a name,

and accordingly proceed to discuss it. They are in favor of the new term—*optacist*—because the title "optician . . . has been so mendaciously prostituted by yclept dispensing opticians, and in particular by one who runs a wholesale optical establishment, and who caters in honeyed words to the refractory optician for patronage in the optical and jewelry papers, and then, with viper-like gratitude, sinks his fangs into him in the daily papers by advertising that opticians are incompetent and that 'we should advise all persons with defective eyesight to consult an oculist.'" With all due respect, we are afraid that our friends are generalizing from an individual case, and that this peculiar serpent in the form of an American wholesale optician has drawn the optical editor of the *Jewelers' Review* into calling for an unnecessary alteration in the title by which those who dispense corrective aids to vision have been so long known. It must be remembered that the profession of optician qua optician is a much older one than that of the oculist and that there is every reason why we should be conservative in regard to the title. But there is a very weak point in the argument which has evidently been overlooked, and that is the fact that if the optician calls himself an optacist, it is still open for the gentlemen "with viper-like gratitude" to advertise that optacists are incompetent, etc., and for "yclept dispensing opticians" to prostitute the title.



PROF. CHARLES BARNARD.

THE GREEN RAY AT SUNSET.

The "green ray" or "green flash" at the moment the sun disappears from view behind the horizon has been noticed by many physicists. Some of them consider this is an optical illusion. M. Guebard states, however, that the green ray is the great shadow of the

earth feebly illuminated from the zenith and viewed by an eye fatigued for red; it therefore appears green. Pellat, on the contrary, states that the "yellow setting sun has a red lower and green upper border separately examinable in the telescope and due to prismatic reflection by the atmosphere. The absorption which makes the sun disk appear yellow makes the violet upper rim appear green or greenish blue instead of violet.

When the sun sets the upper green rim can be seen for a fraction of a second, but it may be kept longer in view if the observer goes up a slope as the sun sets." The first writer to whom we have referred thought this was different from the green ray following the setting of the red sun. M. Raveau said that he had seen the sea colored green in a triangle with its apex at the point where the sun set, and the color seems to flow away toward the horizon.



The Best Situations in Canada are held by our Students. Note this fact, when anyone tries to raise a doubt within you, that our students hold the best-paying positions in Canada. No one can gainsay it, and their services are being more and more required, to such an extent in fact that the demand is ten times greater than the supply. The school is the Horological Gibraltar of all students in good standing, it stands behind them, ever helping them along, not alone throughout the period of their attendance but always.

This school is thoroughly practical, up-to-date and reliable, the cost of attending its courses is as nothing when compared with the value of the knowledge and the money bringing skill which honest attendance assures.

38 hours per week practical watch work at the bench. Individual instructions. English or German languages.

4 1-2 hours per week technical horological drawing. Individual instructions. English or German.

3 hours per week lectures on Horology. These are given in classes and in English only.

The new School year—the eleventh—and opening of the new term will begin on September 3rd. Kindly place your application now.

**TERMS REASONABLE.
FULL PARTICULARS ON APPLICATION.**

CANADIAN HOROLOGICAL INSTITUTE,

115 to 121 King St. East,

H. R. PLAYTNER,
Director.

Toronto, Ont.



EDITED BY M. M. COHEN, TORONTO.

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

(Continued.)

Keep lists of "unsatisfied wants," of "inquiries," of your customers' pet lines of wares.

Note their hobbies, have them feel you take a personal interest in their wants, that you are in business to satisfy their desires, in so far as the lines you keep are capable of.

Watch these lists carefully.

Don't trust to memory.

Embrace every chance of showing this personal interest.

Following up unsatisfied wants with personal letters is a particularly favorable opportunity for advertising.

For instance, Mrs. A. calls to see silverware; she finds nothing which pleases her, possibly she is determined not to be pleased. The chances are, however, that either your stock or salesmanship is at fault, and she purchases elsewhere, but there is also a possibility that the sale was not made.

Supposing on receiving your next shipment of silverware you were to write a letter along these lines:

Dear Madam,—Sometime ago I had the privilege of showing you our line of pickle jars, but the stock, which was somewhat low at that time, presented

nothing which pleased you. We have just received a choice selection of silverware, among which are a number of very attractive pickle jars. I have one unique design which may just satisfy you. These goods are made by — Silverware Company, the wearing qualities of whose goods I can vouch for.

I should find much pleasure in showing you these new lines.

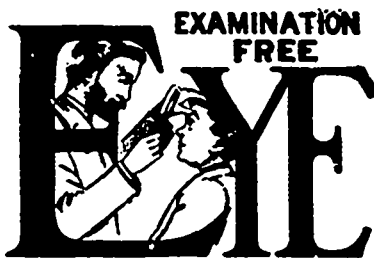
If Mrs. A. has purchased the pickle jar, you remind her that you have received other lines of silverware; if she has not, you open up the subject again. But above all this, is the delicate compliment of considering her wants and making personal efforts to satisfy them. You show that you consider her trade worth having and that you are taking every pains to deserve it. Possibly Mrs. A. was pleased with the designs of the stock you had, but considered your prices too high.

Your next purchases may contain pickle jars equally as showy for less money.

Dear Madam,—Some time ago I had the privilege of showing you our lines of pickle jars, but was unable to please you in matter of price. We have just received a shipment of silverware, among which are a number of pickle jars resembling those I was showing you for considerably less money. The finish is good and they will wear satisfactorily. I should find much pleasure in showing you these goods.

It is not at all unlikely that Mrs. A. may have purchased the "seemingly as good" an article elsewhere. She may also have determined therefrom that your prices were high. A letter of this kind may induce a sale, or what is better, will infer that the pickle jar she may have purchased was of the "resembling-for-less-money-kind," and that your prices were all right, taking quality and finish into consideration.

The practice of clearing out "odds and ends" towards the



Defects scarcely noticeable in children assume dangerous proportions with advancing years.

A proper correction now will prevent serious complications later.

JAMES SMITH,
Scientific Optician,
MOONSTOWN.
No. 52.



Satisfaction
Guaranteed

Our guar-
antee means
something.

We are not here to-day and away to-morrow; you know just where to find us.

Comfortable vision or your money back. No guess work.

Accurate, scientific measurements and tests. Difficult cases a specialty.

RICHARD ROE,
Ophthalmic Optician,
JONESTOWN.
No. 53.



"Looking back I see I never saw before."

This is the exclamation of satisfied customers.

We have fitted successfully stubborn cases that others have failed in.

Satisfaction guaranteed.

Consultation free.

JOHN DOE & CO.,
Jewelers and Opticians,
SMITHVILLE.
No. 54.

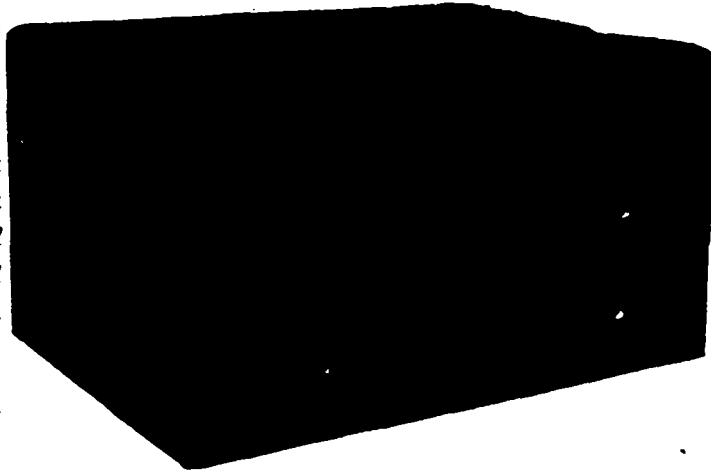


Jewelers' Fine Paper Boxes, Morocco Cases, Velvet Cases, Oak, Mahogany & Walnut Cases.

Our many customers throughout Canada from the Atlantic to the Pacific, know that buying from the manufacturer, or maker of goods, means a large **saving to the purchaser**, for it is assuredly in itself a guarantee against inferior goods and exorbitant prices.

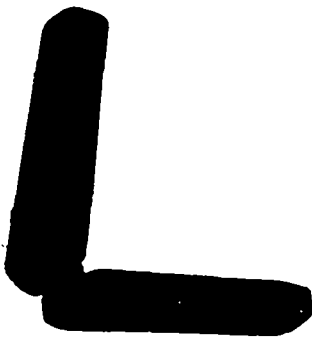
By buying from the **manufacturer direct** the customer reaps the benefit of **close prices**, and all improvements and new lines which we are constantly bringing before the jewelry trade of Canada.

Our goods are made in their entirety in our own Factory, under our own personal observation, and we aim to please and benefit all our customers.

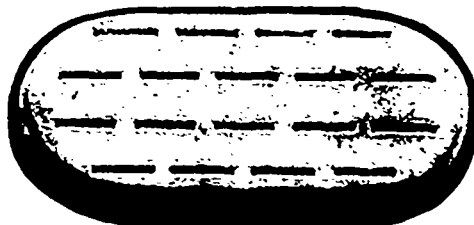


Cabinet—No. 5.

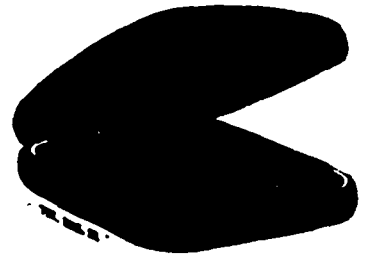
Our Representatives have started on their midsummer trip. We have exceptional facilities for making and filling special orders and all such will have our prompt attention.



Scarf Pin—No. 45.



Ring Tray—No. 331.



Velvet Brooch—No. 65.

When you require Jewelers' Boxes of any sort, Trays, Jewelers' Cotton, Twine, Paper Bags, Rubber Bands, Tags, etc.,

Order from . . .

THE J. COULTER CO.,
LIMITED.
130 KING STREET WEST, - - - TORONTO.

Our MR. W. W. COLE has started on his trip through New Brunswick, Nova Scotia and Prince Edward Island.



end of a season or previous to receiving large shipments of new goods cannot be too highly commended. Novelties don't get more valuable with age, and even staples, after you have had them on the shelf for some time, lose their freshness and you find difficulty pushing them with the same zeal that you do new goods. The clearing out these "odds and ends" at "reduced prices" is a part of the legitimate expenses of an up-to-date mercantile establishment. I shall hereafter dwell at greater length on these clearing sales. At present I merely refer to them as offering particular advantages in letter-writing advertisements.

(To be continued.)



UNITED STATES.

THE E. HOWARD CLOCK Co. have a splendid specimen of the concern's products set up and in complete running order in the new office to which they recently moved. It is the mechanism for the largest hour striking tower clock ever constructed, being built to drive the hands on four dials, each 40 feet in diameter, and strike a 12,000 pound bell. The weight of the clock when fitted in its tower would be 6,500 pounds.

BOSTON, Mass., July 7.—Joseph F. Stephens, employed until a short time ago by D. C. Percival & Co. in their shipping department, is under arrest on the charge of larceny of jewelry valued at about \$4,000, and said to have been taken by him at various times while he was employed by the firm. Stephens was in Lincoln, Me., when arrested, being brought back to Boston for trial. Considerable of the stolen property has been recovered.

VICE-PRESIDENT GEORGE H. WILCOX, of the International Silver Co., Meriden, when questioned last week regarding the outlook for the coming fall for the various factories of the company, said that the outlook was fine and that business would be better than last year. Assistant treasurer George M. Curtis, of the International Silver Co., also said the trade outlook this fall was very good and the prospects for doing a large business were excellent.

KANSAS CITY, Mo., July 11.—The police of this city are looking for a clever swindler who defrauded the Streicher Watch and Jewelry Co., of 1017 Main Street, out of diamonds. A few days ago a man who gave the name of Colingsworth and who said he was from California called at Streicher's and bought a \$10 watch. He had it placed in an envelope and marked with his name, and then picked out diamonds valued at \$700, saying he would call for them also. The diamonds were placed in a similar envelope. The man

returned Monday and asked for his package. A clerk handed him the envelope containing the diamonds. The stranger has not been seen since.

FIND OF DIAMONDS.—A queer story comes from Galesburg, Mich. Dr. Abraham Smith, who practiced medicine there some forty years ago, bore a bad reputation and was credited with being the leader of a band of robbers in that vicinity. One day Smith disappeared and no trace whatever could be found of him. Recently while rummaging in the garret of an old building once occupied by him, a skull was uncovered by some boys. It was their plaything for a day, when one of them accidentally touched a secret spring near the top of the ghastly find, and a cover flew up, disclosing a large quantity of gems, many of them being valuable diamonds. The gems, according to the old inhabitants, were the spoils of robbery. As the doctor had no known heirs the property is likely to be escheated to the State.

OMAHA, Neb., June 28.—The tontine diamond fakirs seem to have made Hastings the centre of their greatest activity in Nebraska. A letter from a prominent business man of that city sheds some light on the subject. The huge profits promised the victims are not half as juicy as the sums pocketed by the tontine grafters. The correspondent writes: "This is the home of six different companies. It seems that every man out of a job starts a company. As it requires no capital, it is an easy matter. You begin earning money the first week. The \$200 diamonds they promise you reads in the contract 'retail value.' Therefore when your contract is reached they take out of the maturity fund \$200, buy a diamond at wholesale, costing them \$160, and pocket the difference of \$40. If you agree to take cash they give you \$160, take out the \$200 just the same and pocket the difference, \$40. This plan is like the nigger's coon trap—'it catches you a-comin' and a-goin'.' Their plan is so strong it cannot last. We have one company here which started last August. The managers now have 1,000 live contracts. Twenty-five cents per contract a week makes them \$250 per week. They are paying off five per week. They make \$40 a piece on them, making a weekly income of \$450 for two men to divide, who started up on wind less than a year ago. There are two more companies being started here now, and still more to follow. Legitimate business is affected here, as almost every man, woman and child holds a contract, and it takes all they can earn to pay their dues. When the inevitable crash comes it will be worse than the Iron Hall ever was."

WILL THE LEVER WATCH BE SUPERSEDED?

To the ordinary observer and horologist such a question seems absurd, but to the thoughtful mechanic and man of progressive ideas there is much food for reflection and speculation in the idea. Every idea has its day. So little did this escapement commend itself to its inventor and his contemporaries that Mudge, its author, who made it in as complete form with double roller as it is made to-day, only made two, one for Queen Charlotte and one for Count Bruil, although he lived thirty years after its invention, preferring to busy himself



OUR CANADIAN POLICY

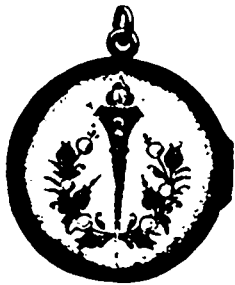


1728 775 - Fob Chain Amethyst Charms.

IS to furnish such goods as are best suited to the trade; make them of better stock than others, by our own special process, give them a finer finish, guarantee them with our broad and liberal guarantee, and lay them down on your counter duty paid, cheaper than any other house in this country can.

We make a specialty of Silk Ribbon and other Vest Chains, and have a large assortment to select from. Also Bracelets, Brooches, Pins, and Sash Buckles. Our new patterns in Sterling Silver Toilet and Manicure Goods are now ready.

Our Locketts are all made of the best gold front stock, hand engraved, and these examples are all set with pearls and opals.



1730.



1729 - Hand Carved Hin.



1726



1727.

THEODORE W. FOSTER & BRO. CO.,

Our Canadian Representative,

MR. GEO. E. SMITH,

350 King Street, KINGSTON, ONT.

Manufacturing Jewelers and Silversmiths,

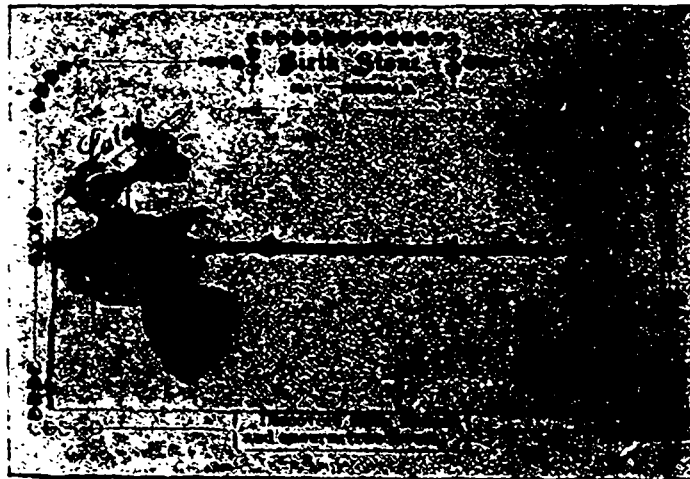
100 Richmond Street,

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

BIRTH STONE BANGLER RING.



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



The above is one of our latest. We have them in the Twelve Birth Stones and they are pronounced the best thing out for the price, \$3.60 per doz.

KLONDIKE BANGLER RINGS.



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

One gross of Birth Stone Pins, with the name of any town or cut of building on the bangle, for \$36.00.

You will make no mistake in ordering some of these.

Prices subject to catalogue and cash discounts.

S. BREADNER, MANUFACTURING JEWELER,

CARLETON PLACE, ONTARIO.



with remontoir chronometer escapements. The horologists of that day—1765—believing the escapement must be freed from the elastic force of the mainspring, all the watch escapements that preceded the lever were comparatively simple, and the impulse was communicated directly from the escape wheel to the axis of the balance. How then, it may be asked, could the lever supersede them, with its roundabout way of action, necessitating three jewelled pallets, two extra pivots and arbor and pivot holes, a well formed lever, with guard pin and notch and horns properly shaped and fitted, and banking pins, with well angled pallets and lever, attached with two pins together, *nearly twenty extra pieces or actions to make or supervise*, the pallets themselves being an extraordinary piece of work to make in those days. All these interpositions between the wheel tooth and balance axis offered little chance of adoption in place of the simple verge, horizontal and duplex escapements then in vogue. Increasing the number of parts was not only a great mechanical error in so small a machine as a watch, but it entailed the use of a mainspring of double power that induced wear of pivots and liability to damage from broken mainsprings; but the old springs and fusee of five and six turns had to be abolished, as chains could not be made *thick enough to stand the strain, and the excellent twelve-leaved centre pinion was abolished and a ten-leaved pinion substituted, which allowed a shorter and thicker chain and mainspring to be used*; until Fogg's safety pinion appeared, a lever watch seemed as likely to burst as a doubly loaded pistol. All the modern improvements in watches seem to be mechanical failures. The three-quarter plate movement and fusee gave a wider spring and chain of greater strength, but the hollow fusee and hole transferred all the pressure and wear and dirt to the top pivot and hole; the full plate divided the pressure between top and bottom pivots. The three-quarter plate balance and escapement were very liable to get injured, being much exposed, and dirt and fibre caught by the fusee chain were often touching the balance and mysteriously altering its time. The large hollow pivots, which allowed the hands to be set from the back, wasted much of the motive force, as the power of a pinion is as the difference between its own and its pivot's diameter. Large centre pivots will even stop a watch. The hollow centre pinion is still used in many keyless watches, some American. It should be abolished, as it has ceased to be useful since keys are not used. Centre pivots should be as small as possible: the Waterbury watches have pivots no larger than those of the third wheel, and the springs are so weak that a run-down through click or other failure does no injury to pivots, as the spring seems to choke in the barrel as they get to the end anyhow. I notice they never run right down, and yet from these weak springs we often see a fair size and weight balance on such watches as series J, with a vibration rivalling that of the best lever; so the lever must waste a deal of power, and the twenty extra actions will probably account for it. As for finish and quality, the Waterbury is miles behind the lever, and it has few or no jewels sometimes. Why, then, does the lever predominate? The answer is, because the lever magnifies the delicate actions of the other escapements and substitutes what is equivalent to a large wheel and pinion action at the balance axis. The motion of

escape wheel is magnified three or four times by the interposition of the lever, but we cannot escape the consequent loss of power by the interposition of the lever actions, and we know that the extra wheel and pinion that transforms the one-day watch into an eight day requires not only eight times the power to drive it, but will do all right with about eighty times the power, as we perceive by watch escapements in clocks. The Waterbury watch was on the right track, as the large wheel used to save a 'scape bridge multiplies the action so as to take away all its delicacy from the duplex escapement, although it is still considered delicate by many, the price it is produced at disproves that, as delicacy costs money to make or to get a performance, and it will go with more variation of its depths than any lever. Either of its two actions can be shifted the distance of a pivot hole without causing failure, which is more than can be done with pallet or ruby pin depth of the lever. The old verge escapement will fail with a variation of the thickness of a piece of tissue paper. When properly made, pallets and wheel teeth catch, and the right depth is found by regulating the end shake when together. Nobody ever thought it could be gauged or found beforehand, and this was the escapement the lever superseded. The Swiss Horizontal still holds its place, and ever will. The English, although its inventors, never took to it, and made it also with the duplex so high in price that they have not recovered from their astonishment at the Waterbury watch as a going concern yet. There are in the patent office (from which they will shortly emerge and we shall be in a position to publish them) two American escapements which will astonish the world by their simplicity and capacity, having more of the best points of timekeeping than the Marine Chronometer, which has much drop and engaging friction like the duplex, and liable to overbank at any time from outside motion. None of these faults are in the new escapements, which give impulse at the line of centres without drop or engaging friction, and at the neutral point of the balance spring. Impulse, before the line of centres and neutral point, disturbs and accelerates the balance as the force of the hair spring is added to the impulse in the lever watch. In the chronometer and duplex the impulse is given at the neutral point of balance spring, but there is engaging friction with half the impulse, less the drop, before the line of centres, and the most powerful impulse is given where it is least needed or useful, as the balance spring offers no resistance and the balance runs away from the wheel without taking up the force. The acting face of the impulse pallet is shorter and the wheel tooth travels to the longer part of the pallet, where, for want of the power wasted already, it sets on the extreme point of the pallet. The new escapements act only in one direction, from the centre to the circumference, and use the shortest part of the pallet without drop to commence the impulse at the line of centre. The pallet being curved, we get in these escapements a single beat not liable to overbank, with a vibration equal to the best lever, with half the usual motive force; no engaging friction, and impulse at the line of centres and neutral point of the balance spring, and in one continuous direction only, without drop, and exactly adapted, by means of the curved pallet, to the inertia and resistance of the balance and spring, which it always overcomes. The



THE TORONTO SILVER

ELECTRO SILVER PLATE.



No. 190. Butter.
\$7.00 List.

No. 488. Syrup.
\$7.50 List.

No. 488. Kettle.
\$16.50 List.



No. 108. Embossed.
\$5.50 List.

No. 104. Oval.
\$7.50 List.

No. 66. Embossed.
\$5.50 List.

No. 113. Embossed.
\$6.50 List.

CAKE BASKETS.



PLATE CO., LIMITED,

SILVERSMITHS AND
MANUFACTURERS OF **ELECTRO SILVER PLATE.**
STERLING SILVER.



No. 162. FLUTED TEA SET. \$308.50 List.

As talk is too cheap to fill up advertising space with we illustrate our New Designs in preference.

If interested in same write us for prices. As an illustration of the fact that we are always producing new goods, you will notice that we never repeat our advertisements.

Please bear in mind that we are NOT MEMBERS of the TRUST or CONNECTED with ANY SILVERWARE ASSOCIATION or COMBINE.

Factories and Salesrooms:

**King Street West,
TORONTO, CANADA.**

E. G. GOODERHAM, Managing Director.



**"SILVER PLATE
THAT WEARS."**



**"1847, ❁ ❁ ❁
ROGERS BROS."**

**In
Olden
Times**



silver shoe buckles, coin, and odd pieces were made into spoons by Rogers Bros. After perfecting the process of electroplating, they discontinued making solid silver spoons, and stamped their plated ware

1847 ROGERS BROS.

You will find it on the silver plate that is most desirable in design, most suitable in style. This stamp is a sign of old-fashioned, enduring honesty in the materials and making—new-fashioned energy and good taste in the finish.

THE "BERKSHIRE"


and many other late patterns are shown in our Catalogue No. 60. Send for it.

Every Dealer Selling 1847 Rogers Bros.

Flatware and  Hollow-ware

is entitled to and should receive all the benefits in the way of advertising that go with the handling of these reliable brands.

Many dealers, for convenience, buy our goods through a jobber, therefore their names do not appear on our books.

To such dealers in particular we make the request that they mail us their name and address, and state from whom they purchase goods of our manufacture, also, whether if, in addition to 1847 Flatware,  Hollow-ware is carried.

On receipt of this information we will mail you several propositions and suggestions, which, if carried out, will considerably increase your sale of our goods in your vicinity.

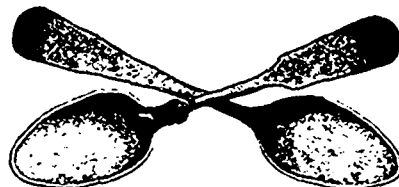
MERIDEN BRITANNIA COMPANY,

NEW YORK, CHICAGO, SAN FRANCISCO,
 208 Fifth Avenue. 195 State St., 134 Sutter St.
HAMILTON, Canada. LONDON, England.

MADE AND
GUARANTEED BY



Trade Mark on
Hollow-ware.



The style they made in
1847.



curved pallet has always been the horologist's desire in watches but found impracticable, although recommended by Jurgenson and others. In chronometers they are useless, as the wheel tooth always falls on the wrong end of the pallet first, and acts down and up it again; the reverse action is what is desired, or rather a continuous action in one direction only, from the centre to the circumference. These are all the good points desired and found in these new escapements, and if others can be suggested they can probably be added by the inventor, who has had these escapements in hand many years, and finds an ideal equipment in one of them, with its soft, clear, and distinctly musical beat, very superior to the loud ticking chronometer and duplex, or the complicated conglomeration of sounds of the lever, which expends its principal force on the banking pins, and, with its unlocking and pallet action sounds, indicates that simplicity, that accompanies all accuracy, is not characteristic of the lever. Springers and timers are just beginning to find out the timekeeping faults of the lever, and indicating what are the points desired in a perfect escapement, and they are to be found in the new American escapements, the only invention in escapements of the century.—*Henry Ganney.*

NEW SAFETY WATCH CHAIN.

Detective-Sergeant John J. Fogarty, one of the ablest of Captain McClusky's staff of detectives, of New York, has just had patented a safety guard for watches, concerning which he says. "In most cases, when watches are stolen by pickpockets, the watch is either separated from the pendant ring by twisting the ring off the pendant or the watch chain and watch are together removed from the waistcoat and waistcoat pocket, which operation is called by pickpockets 'removing the entire front.' This invention is designed to prevent the stealing of the watch alone or watch and chain together by pickpockets by connecting the watch with the waistcoat by means of a comparatively simple attachment, so that the pull caused by removing the watch or chain will immediately disclose the attempt of the pickpocket, so that he may be caught. The invention consists in the combination, with a garment provided with a pocket and a hole or eyelet in the rear wall of the pocket and in the lining of the garment, of a safety guard chain adapted to pass through the holes or eyelets, means for attaching the guard chain to a watch, and means for attaching the guard chain to a garment. This eye may be in the form of a screw-eye screwed into the case or a ring secured by a small screwbolt and nut, but is permanently attached to the case, so as not to be removed by ordinary use or by any manipulation of one attempting to steal the watch. When the safety attachment is applied to a watch and waistcoat, it is obvious that any attempt to remove 'the entire front,' the combined watch and chain, from the waistcoat, which is the most clever trick of the pickpocket, is immediately frustrated by the tug which is exerted on the waistcoat by the auxiliary safety guard chain, whereby the attempt at stealing the watch is immediately indicated, so that the pickpocket can be arrested and the taking of the watch prevented."

A MARVELOUS CLOCK.

One of the most striking individual exhibits which Vienna will send to the Paris Exposition is a most remarkable clock, one of the most marvelous mechanisms of its kind in the world. It was rescued from oblivion by Robert Dammer, a watchmaker of Vienna, and thoroughly renovated, during which process its unique history was revealed.

It was built in 1422 by Anton Pohl, a master mechanic of Vienna, who, after spending two years in its construction, went blind. After several years of want and penury he was brought to the attention of the court, and the clock was exhibited and treasured as a most remarkable relic. Pohl was retained in the royal service and cared for it, but after his death it was neglected and became useless. It was then relegated to the oblivion from which it has been recently rescued.

The clock has four dials. Besides those showing the time, arranged in minutes, and by divisions of twelve and twenty four hours, there are dials recording the exact course of the planets Mercury, Venus, Earth, Mars, Jupiter and Saturn around the sun, and the path of the moon around the earth. Then there is a wonderful calendar on which can be seen the hours, days and years, the month, the week-days and the phases of the moon for centuries to come, with even allowances for the leap years.

The numerous mechanical contrivances, worked by the wheels of this marvelous clock, include a peal of bells, in which the striking is done in front of the spectator by sixteen angelic figures, the figure of St. George, of England, who comes out in full armor and slays the dragon, while the chimes ring the death knell of the beast; Eve offering and Adam taking the fatal apple, the horse of Count Rudolph being offered to the sacristan, Mary with her infant son crossing the desert on her way to Egypt, and a procession of kings moving slowly by.

Every hour a boy, symbol of infancy, plays a pastoral air, youth is represented by a figure that appears at the quarter hours, an adult is seen at the hours, representing manhood, and a patriarch, symbolical of the last stage of man, recites the rosary.

A PURPLE METAL.

It is reported that Professor Roberts Austen has discovered a new alloy of gold and aluminum, the precious metal being present in the proportion of seventy-eight per cent. It is described as the most brilliantly colored alloy as yet known. Its color is a rich purple, and by the reflection of light from one surface of the alloy to another bright ruby tints are obtained. The facility with which aluminum unites with most metals has long been known, and the fact has been turned to a profitable account in many industries, notably in the manufacture of steel, Hercules metal and other aluminum bronzes. Other alloys of the metal with gold have also been known. One per cent. of aluminum gives the precious metal the green gold, and there is very little white and hard alloy containing ten per cent. of gold.



THE DUEBER HERALD

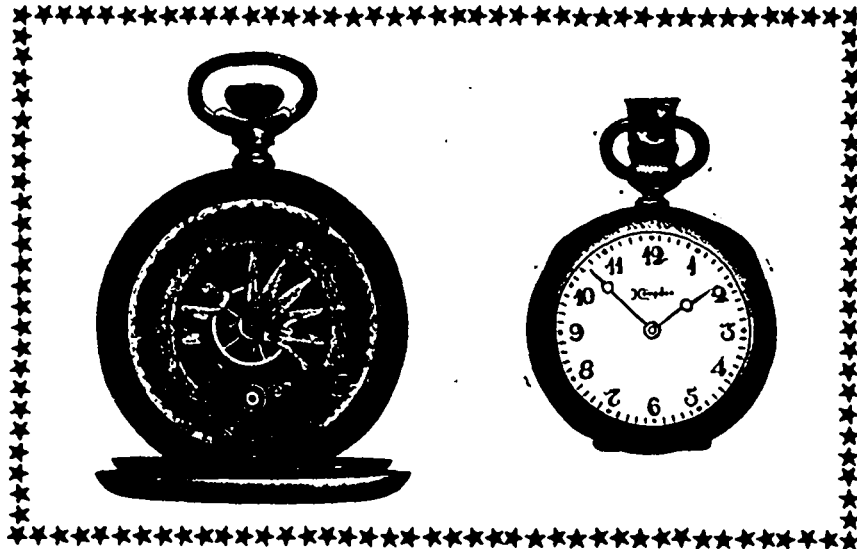
THE ADVOCATE OF HONEST BUSINESS METHODS.
DEVOTED TO THE RETAIL JEWELRY TRADE.

Vol. I.

CANTON, OHIO, AUGUST, 1900.

No. 24.

A GREAT CONCERN'S REMARKABLE RECORD.



THE ACHIEVEMENTS OF THE DUBER-HAMPDEN WORKS IN THEIR FIGHT FOR HONESTY IN WATCH MAKING—THEIR GREAT SERVICE TO THE LEGITIMATE WATCH SELLERS.

Favored neither by luck nor circumstance, assailed by dishonest competition and threatened by conspiracy, the Dueber-Hampden Works, with no weapon except the honesty of their goods and no means except the honesty of their purpose, have, from a humble beginning, risen to be the foremost watch manufacturing plant in the world!

In the face of almost insurmountable obstacles the Dueber-Hampden Works have waged their battle; waged it ceaselessly until at last success was theirs. **Real, enduring success!**

Thus, reared upon a foundation of Honesty and Ability their Triumph stands, a monument firm as the Rock of Ages, lasting as Time itself.

And of what benefit to the trade has been the success of the Dueber-Hampden?

1. In their fight, the Dueber Hampden Works have exposed and defeated practically every abuse in the watch industry.
2. They have relentlessly championed Honesty in watch making to the honest dealer's gain.
3. They have successfully opposed every feature that tended to work harm to the trade, and

4. They have given to the trade a product that the trade may sell with safety and pride; a product unrivalled by any in this country or Europe, a product that can stand the test of time and the scrutiny of wear, that can be measured by any scale and never be found wanting.

Let Canada time her progress by the Dueber-Hampden Watch!—the Paragon, "the Best."

The New 12-Size Dueber Watches:

The Dueber Watch Co.,
John Hancock
and
Dueber Grand,

are sold only in the 14 and 18k. solid gold and 14k. gold-filled cases of the Dueber Watch Case Mfg. Co.

THE
"400,"
FOR LADIES.

The Smallest Watch in America.

"TO EXCEL AND BE FIRST REGARDLESS OF COST."

We, the undersigned trainmen of the Canadian Pacific Railway, take pleasure in certifying to the accuracy of the timekeeping qualities of the 17 jeweled Dueber-Hampden Watches carried by us, and heartily recommend them to anyone desirous of obtaining a watch that can be thoroughly relied upon as a sure and perfect timekeeper, above all others. The motto of the Hampden Watch Company seems to be: "To excel and be first and foremost in the race for a reputation, regardless of cost."

T. A. Jackson, eng'r. R. I. Smith, b'k'n.
T. A. Dickson, eng'r. W. Hart, brakeman.
S. R. Smith, ———. Geo. Balden, firem'n
G. Thompson, cond'r. Geo. Card, brakem'n
J. Nanson, fireman. W. Cheshire, firem'n
Chas. T. Card, b'k'n. C. Armutage, b'k'n.
N. Gilles, engineer. C. C. Cottrell, b'k'n.
Thos. Barrs, b'k'n. F. L. Orde, fireman,
Wm C Clarke, fir'n J I Livingston, b'k'n

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.

MR. T. G. WILSON, jeweler, of Quebec, has closed up his business in that city.

MR. S. T. VANSTONE has removed his jewelry business from Palmerston, Ont., to Burk's Falls, Ont.

MR. ALEX. BILSKY, jeweler, of Ottawa, has been elected vice-president of the Canadian Wheelmen's Association.

MR. J. A. BAISSOLI, jeweler, of Three Rivers, Que., has given up business in that place and moved to Grand Mere, Que.

MR. A. W. BICE has purchased the jewelry business of Mr. Parker, of Ailsa Craig, who has gone to London, Ont.

MR. CHARLES R. WATCHER has opened up a jewelry business on his own account in the town of Ailsa Craig, Ont.

MR. W. E. COURTEMANCHE, jeweler, formerly of Lake Megantic Que., has removed his business to Waterloo, Que.

MR. P. WILLIAMS, jeweler, has removed his business from Powassan to Sundridge, Ont., which address will find him in future.

MR. W. T. LAMPMANN, jeweler, of Thorold, Ont., has removed his business to Niagara Falls South, where he will carry it on in future.

DR. W. E. HAMILL, of the Canadian College of Optics, is spending a well earned vacation at the Thousand Islands, along with his family.

MR. F. H. KAHN (of The Cohen Bros., Limited) and family spent a couple of weeks in the Ottawa Valley, combining business with pleasure.

MR. F. GROULX, formerly of Ottawa, Ont., has removed his jewelry business to Vanleek Hill, Ont., where those interested will please address him in future.

R. W. SAWYER, of Wiarton, Ont., completed a personal course of instruction on ophthalmic refraction, including retinoscopy, at the Detroit Optical College in July.

MR. JOHN PARKER, representing Levy Bros. Co., Limited, of Hamilton, left on his Pacific Coast trip early in July, and at latest reports was finding trade good.

MAJOR HURDMAN, of the Canadian Artillery, in South Africa, at late reports was in splendid health, and doing his duty as all the rest of our boys are, equal to any emergency.

MR. J. A. HEATHERINGTON, secretary of the Goldsmiths' Company, accompanied by his wife, spent his holidays at Welland, Ont. He looks considerably better for his outing.

We are informed that there will be quite a large delegation from Canada to the third annual convention of the American Association of Opticians at Detroit on August 14th, 15th and 16th.

MR. A. C. MERRETT, the Eastern representative of H. & A. Saunders, is taking his vacation this year in the United States, where he has gone to look up the latest styles for his fall trade.

We hear that Mr. Marks, the Ontario representative of Messrs. H. & A. Saunders is enjoying a well earned rest on a fishing tour with Mr. Coehenthaler the well-known Montreal jeweler.

MR. J. S. SMITH, the well known jeweler of St. Catharines, left last month for a two months' trip to England. We trust he will have a good time and benefit in every way by the change.

MR. H. B. LURK, secretary of the Ambrose Kent & Son Company, Limited, Toronto, went down to Tadousac, that well-known watering place on the St. Lawrence for his holidays during the early days of July.

A CHANGE. Messrs. C. A. Humbert & Son, jewelers, of Seaforth, have closed out their Seaforth jewelry business, and Mr. H. H. Humber has accepted a position with Mr. J. J. Walker, jeweler, of Nelson, B.C.

UNCLE HARRY LEVETUS has just returned from a trip through the Maritime Provinces, accompanied by his wife. He was combining pleasure with business. We are informed that he succeeded in obtaining both.

MR. D. THOMPSON, formerly manager of the jewelry department of the Cardston Company, Ltd., of Cardston, Alta., N.W.T., has left their employ and opened up a jewelry store in that place on his own account under the style of D. Thompson & Co.

MR. A. H. DEWDNEY, of A. H. Dewdney & Co., leaves in a few days for his usual summer vacation. Unless he changes his mind it is probable that he will spend them down on the Atlantic coast, where clams are plentiful and bathing is fashionable.

MR. T. H. LEE, president of The T. H. Lee & Son Co., Ltd., of Toronto, spent the latter half of July up in Muskoka. In addition to some great catches of fish, Mr. Lee secured a splendid coat of tan which is the envy of all the other jewelers in the city.

MR. DEFOE, who has been in charge of the optical department of C. H. Flach & Son, St. Thomas, has received a similar position with Messrs. Chaloner & Mitchell, of Victoria, B.C., and spent a few days in the city previous to going west, purchasing outfit, etc.

WE ARE DESIRED by the Canadian Ophthalmic College to say that it teaches Retinoscopy, or shadow test, at its regular classes without extra fee. The study of Retinoscopy is entirely optional with the student of the primary courses, and is taken up outside of regular hours.

BROCKVILLE ALSO IN LINE.—The grocers of Brockville organized on the 29th June last what will be known as the Retail Grocers' Association of Brockville. The members have unanimously adopted a resolution agreeing to discontinue the giving of trading stamps or discounts after July 15th.

HYMENIAL.—Mr. Fred C. Vickery, watchmaker, in the employ of Mr. Fred Leach, jeweler, of Neepawa, Man., was married on the 3rd July to Miss Minnie Evoy. The ceremony was performed at the residence of Mr. Leach, by the Rev. Dr. Maclean. THE TRADER wishes them every happiness.

MR. EDMUND SCHEUER, the well-known wholesale jeweler of Toronto, and Mrs. Scheuer have been spending a few weeks at the Hotel Del Monte, Preston, Ont., for the purpose of taking the celebrated mineral baths. We understand that they have received considerable benefit from the treatment.

APPRECIATED.—Mr. George H. Johnson, son of Mr. Thomas C. Johnson, jeweler, of Halifax, N.S., having spent one year and three months at the Canadian Horological Institute, Toronto, entered the employ and has now full control of the watch repairing department of W. A. Aston, wholesale and retail jeweler, Truro, N.S.

MR. CHALONER, of Chaloner & Mitchell, jewelers, of Vancouver, B.C., passed through Toronto last month on his way from the Paris Exposition and Great Britain. Mr. Chaloner was delighted with his trip and expressed himself in the highest terms regarding the beauty of the exhibition and its surroundings.



LEVY BROS. CO., HAMILTON. Limited.

Have Many Pretty European Novelties to Show.

.. ALL THE LATEST IN ..

A Full and
Complete
Line
To Suit the
Most
Fastidious.

Prompt
Despatch.

American Jewelry and Novelties.

American and Swiss Watches.

Hemsley Souvenirs,

Artistic Enamelled Novelties.

Ingraham and New Haven Clocks.

Seth Thomas Regulators.

MATERIALS AND TOOLS.



MR. H. K. S. HEMMING, of the Dominion Regalia Company, Toronto, was injured last month by falling from his bicycle. In addition to several bad scratches on his face, he had a sprained wrist, which was not only exceedingly painful, but kept him from active duty for several days. We are glad to say he is about again and as well as ever.

THE CANADIAN OPHTHALMIC COLLEGE has a fair attendance at the class which commenced July 30th. We will publish the names of the graduates in our next issue. The following were graduates of the June class. Messrs. W. H. House, Dundas; J. House, Welland; D. H. Sutherland, Toronto; R. W. Russell, Parkhill; P. G. Morrison, Edgchill.

MR. H. LEVEUS, of Birmingham, England, brother of Mr. G. H. Leveus, of the Montreal Optical Co., has been spending the past month in Canada for the purpose of opening up trade connections with the jewelry trade of this country. He expresses himself as being well pleased with the success he met with, and promises to make his visit an annual one.

A MASS MEETING of the retail grocers of the city of Toronto was held on the 5th July last, at which it was unanimously resolved to discontinue the use of trading stamps after the 1st of August. The crusade against trading stamps in this city at least, has gathered headway so fast and so strongly, that it seems to be only a question of time when they will have to go.

MR. J. J. ZOCK, of J. J. Zock & Co., manufacturing jewelers, Toronto, has just returned from the United States where he had been spending his holidays amongst friends, and incidentally looking up everything that is new in the jewelry business. He says their new fall goods will surpass anything they ever showed before, and they expect a very large trade in them.

WE are informed that Mr. Sternberg of H. & A. Saunders has recently returned from a prolonged tour in the United States where he has collected a splendid lot of samples of gold jewelry, which his firm have now reproduced and are selling at less than the American prices. Messrs. Saunders say that their line of pearl jewelry this season will be an eye opener to the trade.

A DEFIANCE.—The Toronto Silver Plate ball nine resumed practice last month at Stanley Park, after a rest of two weeks during vacation. They challenge any factory, wholesale house, or retail store nine in the city, to play for a ball, any Saturday afternoon or any evening; none excepted, none preferred; first come first game. Manager's address, A. Ward, No. 17 Charlotte Street.

MR. S. LORIE, of Saunders, Lorie & Co. has been "out west" for the past month looking up the trade of Manitoba, British Columbia and the Territories. He reports good orders for the special lines they manufacture, but that is scarcely to be wondered at considering the quality and design of their products and the price at which they sell. This is Mr. Lorie's first trip to the Pacific Coast.

AGAIN MESSRS. GEORGE H. LEES & CO. have found it necessary to increase the size of their premises. Only last year they built an addition to their factory, but still have found the place too small to successfully cope with their growing business, and they have now enlarged again, all of which goes to show their faith in the country, and the confidence that they know the Canadian jewelry trade reposes in them.

MR. W. TOMS, of P. W. Ellis & Co., Toronto, sailed for England on June 29th for a visit to his old home. Mr. Toms has we understand not had an opportunity to revisit the land of his birth since he came to Canada nearly thirty years ago, and we wish him every possible pleasure that any man could crowd into such a holiday trip. We expect him to come back looking younger and prettier than ever, if that is possible.

MR. W. H. HOUSE, of Dundas, and Mr. Jonas House, of Welland, brothers, and both of them engaged in the jewelry business on their own account, spent a few weeks in Toronto recently taking an optical course for the benefit of their business. They are both wide awake and level headed jewelers, and recognized the fact that if

they were to succeed in the optical trade, they would have to be thoroughly posted so as not to have to take a back seat from anybody. They were right.

MR. W. A. YOUNG, wholesale jeweler, of London, has just returned from a buying trip to the United States markets and says that he has secured an excellent line of American jewelry of every description, many patterns in which will be found exclusively in his stock. Mr. Young thinks the outlook for business this season is more than good, and he looks forward to the biggest fall trade that Canadian jewelers have ever had.

MR. FRED A. THAYER left Toronto on the 19th of July for England, where he will act as advance agent for the firm of I. D. Bradshaw & Co., Toronto, manufacturers of chewing gums, for a couple of months. He will carry with him the best wishes of his friends and the trade generally. He expects to be back in Toronto again by the middle of September, when he will at once start out on his regular trip to British Columbia and the Territories as usual.

MR. JOHN L. SHEPHERD, well known to Canadian jewelers as of Boss case fame, has been elected vice-president of the Commercial Travellers' Sound Money League of the United States. The *New York Tribune* recently published a very fine half tone portrait of John L. and a complimentary notice of him and sketch of his life. If John keeps climbing up in the future as heretofore, it is not improbable that he will be nominated for the Presidency of the United States before he dies.

THE LEVY BROS. CO., Limited, of Hamilton, announce that looking forward to one of the most prosperous years that Canada has ever experienced, they have laid in a stock larger than usual of every kind of goods sold by the jewelry trade. They make a specialty of diamonds, watches, clocks, and jewelry of all kinds, and claim that the trade can get anything they want from their stock at all times. Their travellers are now on the road and the trade would do well to look out for their visit.

THAT our Canadian jewelers can learn new and up-to-date wrinkles from Scotch jewelers may be gathered from the following cute idea of an Edinburgh jeweler, who advertises that with every engagement ring he sells he will give a coupon entitling the purchaser to buy a wedding ring with ten per cent. discount off the regular price. In our opinion he might even give a larger discount than that and still make money and draw trade, as it should be the start in many cases of future profitable business.

AN ART MUSEUM has been organized for the cultivation and advancement of the fine and applied arts in Toronto during the past month, and has just received letters of incorporation. Although we have not yet got the particulars of the scheme, we understand that five thousand dollars entitles a contributor to a life membership, which will give a chance to any of our wealthy fellow-citizens to show their appreciation of art and their desire to assist in its advancement. Amongst the provisional councillors we notice the name of Mr. R. Y. Ellis, of the firm of P. W. Ellis & Co.

MR. W. ASHALL, the official horologist to the City of Toronto, is well known as one of the most skilful rifle shots in the Dominion of Canada, having on more than one occasion secured a place upon the Canadian rifle team at Wimbledon. At one of the league matches last month he won the first prize by making the almost impossible score of all bull's eyes except one shot, which was an inner. Brer. Ashall is a "Queen's Own" veteran of the North-West rebellion, and a few thousand men of his calibre would be a great addition to the British army in South Africa, or anywhere else for that matter.

P. W. ELLIS & CO. have arranged with Messrs. Eaton & Glover of New York, manufacturers of the Eaton Eagle Engraving Machine, to have an expert operator visit the Toronto Exhibition, which is to be held from August 27th. to September 8th. 1900. The machine will be found on the ground floor of the main building on the south side, about one-third way around from the eastern entrance. They consider this the most practical way of showing the many uses the machine can be put to and the means of enabling a jeweler to do his own engraving, which he would find utterly impossible to accomplish without the use of it."



The Perfected American Watch.



WHEN selecting a watch one is often confronted with a bewildering display of sizes, grades and styles. The fact that one may wish to spend a certain sum of money and prefers a watch of this or that size gives little guidance. Does the buyer wish to put \$50 into the fancy gold case and \$5 into the movement? Yes, if one is disposed to carry a watch principally for show. Or, is one satisfied with a low priced case if it cover a good timekeeper? Occasionally a person buys a watch as an investment, upon which he might at some time wish to realize, and argues that as gold is always salable, the case should bear the burden of the cost. That is a fallacy. Gold wears in inverse ratio, a watch movement in direct ratio to its fineness. Although it is best that the case should be of a quality suitable to the movement, the purpose of a watch is to tell the time. If you intended to build a house, you would first choose the site. When selecting a watch begin with a movement that is constructed to run with lasting regularity. And do not suppose that the number of jewels in a watch movement is the sole indication of its value. Most movement manufacturers use rubies and sapphires to overcome friction of the pivots. The AMERICAN WALTHAM WATCH COMPANY use rubies, sapphires and diamonds for this purpose.

But jewels alone do not make a first-class watch. It is the successful co-operation of about 150 precisely made parts. Simply the law of cause and effect. There is no mystery about a watch, and as public recognition of this fact grew, the sale of high priced swiss watches declined. To engrave plainly each watch movement with an established trade mark, which the dealer may indicate and the customer observe; to back up that trade mark with a responsible guarantee against any defect in material or construction, is a policy not common among European watch manufacturers. It is an American idea—an original WALTHAM idea. That is one of the many reasons why WALTHAM watches are preferred.

SELLING AGENTS,

THE GOLDSMITHS' STOCK COMPANY OF CANADA,

LIMITED,

TORONTO, ONTARIO.



JEWELERS who are on the lookout for new ideas, may get a wrinkle from the following: Last month jeweler Frank T. Proctor, of Yonge Street, Toronto, placed a new vehicle for delivery upon the streets of this city, which is so unique as to merit more than a passing mention. Mr. Proctor calls it a "clock waggon," for on each side of the top there are clocks which keep correct "standard time." On the sides appear Mr. Proctor's trademark and address. On the back the information that "clocks are called for and delivered without extra charge." It is a neat business turnout and should be a striking as well as a good advertisement for the firm.

THE CANADIAN MANUFACTURER CO., Limited, last month issued a special tariff edition of their journal containing the revised tariffs of Canada, the United States, Newfoundland, and Great Britain, the four principal countries with which the Dominion does business. In addition to the tariff it contains a supplementary index in which every article is conveniently tabulated under its proper heading and the page of the tariff quoted where it may be found. This work will be found very convenient to every dealer doing business with any of the above-named countries, and Editor Cassidey is entitled to the thanks of the mercantile community for the pains he has been at to furnish them with such a useful and convenient book of tariff reference.

SPECTACLE MAKERS report that the demand for larger eyes is rapidly increasing. The optician to-day who insists on fitting all his patrons with one size eye is simply resigning his trade to his more aggressive competitor. One of the chief reasons for prejudice against the wearing of spectacles is the unsightliness of the average frame misfit. If the opticians gave more attention to cosmetic effect, much of this dislike would be removed. Nothing looks more disproportionate than a small lens before large eyes or a bull's eye lens in front of wee ones. There must be proper proportion between the size of the eye and the size of the lens, and the sooner the optician realizes this fact the better for all concerned. The Montreal Optical Company in their this month's ad. call the attention of the opticians to this important fact.

A MUCH NEEDED REFORM.—Those of our readers who have been called upon by some ordinary individual in civilian's clothes to give up our keys and allow them to rummage through our baggage at the Canadian border will note with pleasure that the Hon. Mr. Patterson, Minister of Customs, has decided that a recognized uniform shall hereafter be worn by all officials who examine baggage at frontier points or seaports. It will consist of dark-coloured woollen pants, dark blue woollen vests, dark blue woollen double-breasted sack coat, with brass buttons, and dark blue cloth cap of approved pattern, with Customs insignia thereon, a crown surrounded by a wreath of maple leaves between the words "Canada Customs" on a movable band forming the insignia. The department will contribute the brass buttons and caps with insignia, and contribute \$7 yearly towards the rest of the uniform.

A JEWELER SENTENCED.—A despatch from Dawson City, Yukon Territory, dated June 25th, states that Nelson A. Soggs, formerly a jeweler of Binghamton, N.Y., was sentenced to two years in the penitentiary for attempted murder. Soggs was tried in this town before Justice Dugas and a jury, in the Territorial Court, and was convicted, June 22, of attempting to take the life of J. W. Rogers, with whom he had had a difficulty in connection with his claim. The evidence showed that Soggs had been abused, insulted and assaulted by Rogers and one Cahill for some time before the shooting, and had finally used his revolver during an altercation with the former. The jury brought in a verdict of guilty with a recommendation to mercy, which was evidently considered by Judge Dugas. Public sympathy for Soggs is so manifest that a petition in his behalf to the Minister of Justice is now being circulated.

THAT the dry goods section of the Toronto Board of Trade are heartily in accord with the remarks we made in our last issue regarding the necessity of the Government putting their foot down firmly and allowing no compromises on customs frauds may be judged from the following: The wholesale dry goods section of the Toronto

Board of Trade have passed a resolution expressing strong disapproval of the action of the Government in accepting a compromise in the Customs actions against Thouret, Fitzgibbon & Co. and Fitzgibbon, Schafheitlin & Co. The resolution points out that \$23,000 represents only the amount of duties underpaid, while between the total amount of penalties which the old and new firms should have paid there is over a quarter of a million which should stand against this firm. So that the Government has actually accepted a compromise of less than ten cents on the dollar. The opinion of the trade is that the law should take its course, and no compromise be effected.

POSTAGE STAMPS.—Just a word or two to those of our readers who may have occasion to remit sums of money either to us or to any one else, and do so by means of postage stamps. Postage stamps, especially two cent stamps, are always welcome and are just as good as money to any business firm; that is if they come all right. This is not always the case however, for often on account of the carelessness of the sender, they reach their destination in such a condition as to be utterly useless to any one unless it be the waste paper man. Here is what we want to say to those who remit stamps. Always place the gummed side next to oiled paper and that will insure their not sticking to it and leave them ready for immediate use in first class condition. If wrapped between ordinary paper or simply enclosed in the latter, they are almost certain to adhere to the paper in hot weather. If you want to get the commendation of those to whom you remit stamps, always enclose them in oiled paper or rub a little oil over the gummed side of the stamp itself. It is simple and satisfactory.

MR. THOMAS MARKS, one of the oldest and most respected citizens of Port Arthur, Ont., died at the Toronto General Hospital last month. Mr. Marks had been ailing for some months, and his physicians decided that he ought to go to the hospital and undergo an operation. This was successfully performed, but Mr. Marks did not have sufficient vitality to rally and gradually sank until the end came. Mr. Marks was one of the pioneer storekeepers of the Port Arthur district, and in the early days away back between the sixties and the eighties, his firm were the largest dealers in jewelry and watches west of the Georgian Bay. Mr. Marks was a gentleman of much natural ability, and in addition to his large mercantile business, he engaged in contracting and railroad building in which he was very successful. It was mainly owing to his energy and influence that Port Arthur was originally selected as the Government port at the head of Lake Superior, and he devoted much of his time and talents, not to say anything of his means, to further the interests of the flourishing town of which he was one of the chief founders.

ONTARIO JASPER.—Dr. Coleman, the Provincial Geologist, left for Paris about the middle of July, where he will attend a convention of geologists assembled from all parts of the world. Dr. Coleman returned to Toronto, after completing a geological survey of western Ontario for the Ontario Bureau of Mines. He has been tracing out the jasper bands from Lake Superior across the Province. Outcroppings of parallel jasper were found in many places along the Algoma and Nipissing Railway and Batchawan Bay. Owing to extensive areas of drift and the interruption of Laurentian rocks it was not possible to trace out the bands continuously. Iron deposits were found at a number of points, though not in large bodies. The fact that ore exists, however, gives encouraging hope that it will be found in large quantities when the exploration has been thoroughly gone into. While in the West Dr. Coleman visited the Heden mine at Michipicoten, and saw the first three carloads of ore brought into the harbor from that deposit. The quality was excellent. He believes that millions of tons are to be gotten out of the mine.

AT THE recent meeting of the Chambers of Commerce of the British Empire, held at London, England, the principal discussions turned upon the subject of preferential trade relations between the various parts of the Empire. The fight between the Manchester school of absolute free trade with everybody, no matter who or what



Sterling Silver Goods.....

are seasonable and find a ready sale amongst Canadian jewelers generally at this season of the year.

We are now showing at our new warerooms, 50 Bay Street, Toronto, the largest and most complete line of Sterling Silver Flatware, Hollowware and Novelties generally that has ever been brought together in the Dominion of Canada.

These goods have been manufactured with great care and are specially adapted for the jewelry trade. Our styles are the newest and most elegant ever offered to Canadian jewelers, and our prices are as low as any manufacturer can afford to sell honest goods for.

They are profitable goods to handle and will be sure to make customers for you.

Remember the address and give us a call when in the city. If you can't come, drop us a letter for a sample order.

Simpson, Hall, Miller & Co.

A. J. WHIMBEY,
Manager.

50 Bay St., Toronto.



they are and treat everybody alike, and those advanced imperialists who believed in drawing the Empire closer by means of preferential tariffs was long and keen, but the latter ultimately triumphed and the Toronto Board of Trade motion was finally unanimously agreed to with the addition that a committee was appointed to wait upon the Premier, Lord Salisbury, and ask the British Government to appoint a Royal Commission to investigate the whole matter and report later on. If the British Government grants this request and the Commission reports upon it, preferential trade will either be killed outright or become a live question in the politics of Great Britain itself as well as the rest of the Empire. We shall see what we shall see, as this is a question like Blanco's ghost; which will not down.

A RARE SETTING.—The manufacture of jewelry is not as a general rule a very exciting business, but if one had been in the factory of Messrs. J. J. Zock & Company on the 19th July they would have perhaps changed their minds about it. The cause of the excitement was peculiar and we are glad to say very rare. It appears that a young man named Warner, who is employed by the firm, had a diamond of considerable value in his mouth and, as accidents will happen even in the best regulated families, swallowed at the wrong moment. The gem slid down his gullet and consternation reigned in the shop. One hundred and sixty dollars at a gulp was too Cleopatra-like a meal for the firm to stand, and the animated diamond mine was at once hurried to the Emergency hospital around the corner for developments. There emetics of rare potency were administered, with dynamite effect on young Warner's system, but without the desired result, so far as the buried treasure was concerned. It was at last decided to abandon the claim temporarily, and the young man was sent home. If the gem fails to materialize the "x" ray system may be utilized to locate its whereabouts. In the meantime the firm has a treasure in this young employee that they do not care to part with.

CANADA'S GREAT FAIR.—Our readers will be pleased to learn that preparations are being made by the management of the Toronto Industrial Exhibition on a more extended scale than usual for this year's fair. Manager Hill was sent over to Europe to gather pointers, and spent two months in London and Paris, and it is needless to say that he has brought back with him a great many ideas and suggestions, which will prove of benefit to the Toronto Exhibition. The entries of manufactured goods are said to be more than usually early and plentiful this year, so much so, that the management have decided to retain the whole of the ground floor of the Main Building exclusively for manufactured goods. In cattle, horses and farm products the entries are away ahead of the record, and without doubt there will be a turn out of the products of our Canadian farms that Canadians generally may well feel proud of. In the amusement line Manager Hill promises something superior to anything we have had of late years. The principal feature of the evening performance will be the spectacular "*Siege and Relief of Mafeking*," an episode of the Transvaal War which is admirably adapted for the talents of the scenic artist and the pyrotechnic manipulator. From present appearances it looks as though the twenty-second Annual Exhibition of Toronto's Industrial will be one of its greatest successes. It is the Ontario farmers' annual picnic anyway, and Toronto will be *en fete* as usual to welcome them.

THE BEGINNING OF THE END.—The Toronto Cash Coupon Company, 35 Yonge Street Arcade, Toronto, assigned last week to F. Jenkins. The business was begun in 1897 as the Buyers' and Merchants' Benefit Association, which was later taken over by a company capitalized at \$40,000, and the name changed to the Toronto Cash Coupon Company. The plan of business was to sell to retail merchants books of stamps to be issued one stamp for each 10 cents' worth of goods purchased by customers, who were given books with space to contain stamps showing \$100 worth of purchases. On presentation of a full book at the Cash Coupon Company's office \$3 was promised for the book. The retailers purchased the stamps from the company at ½ cent each, or 5 per cent. The company redeemed the stamps at the rate of 3 per cent., leaving 2 per cent. as

a margin for working expenses and profits, in addition to the stamps paid for by the merchants and not returned by customers. Strong opposition to the payment into the hands of the stamp company of this 5 per cent. on cash sales has recently developed by merchants in, and outside of Toronto, and the decision to discontinue the use of stamps by many retailers, along with the increased competition and expenses is given as the cause of the failure. The assignee has not yet prepared a statement of assets and liabilities, and it will probably be some weeks before the extent of the failure is fully known, as the thousands of books held by customers of the storekeepers, and the stamps in the hands of merchants, must be collected. If anything is left after the payment of rent and other preferred liabilities holders of stamps may get something. The company, besides doing business in Toronto, had quite a few agencies in outside towns.

THE WAR.—Since our last issue, the Transvaal War has been completely dwarfed by the terrible news which comes from China, of massacres, pillage and torture, until one's blood boils with a desire to avenge such treacherous barbarism. Even had this not been the case, the South African War has entered upon a phase which has almost completely eliminated the interest to outsiders not having personal friends engaged in the struggle. From war as commonly understood, it has come down to a kind of guerilla warfare and police patrol business, and, although such work may be harder upon the men than the fighting they have hitherto been engaged in, it is none the less prosaic and uneventful. Of course in such a contest the advantage lies principally with the Boers, and they will doubtless win many miniature victories on account of their greater mobility, their knowledge of the country and the fact that the inhabitants are all friendly and anxious to assist them. In spite of all this however the net is being gradually closed in, and it is only a question of time when they must meet their Paardeburch as Cronje did, and surrender to the inevitable. The British troops find it almost impossible on account of the horse epidemic to keep up a supply of remounts for their cavalry, and this drawback will no doubt materially assist the Boers and help to lengthen the term of their resistance. General Lord Roberts is however quietly laying his plans, and just as soon as he can get his arrangements as to transport, supplies, remounts, etc., completed, we are likely to see another period of activity which should convince the Boers of the futility of their resistance. The longer they hold out, the larger the bill of costs they will ultimately be called on to pay, and when this idea once gets through the heads of the Boers they will experience a change of heart. Our Canadian troops continue to uphold their end in first class shape, and are now considered equal to the very best regular troops that Britain has in South Africa.

THE INCREASE in the preferential tariff in favor of Great Britain from 25 to 33½ per cent. went into effect upon the 1st of July last. As was expected a great volume of British goods were held in bond over June until after the 1st July so as to take advantage of the lowered duty, thus making the imports of manufactured goods for the month of July abnormally large. Without doubt the lowering of the duty upon British goods will be a good thing for British manufacturers, but it remains to be seen whether it will be equally good for the manufacturers of Canada, and ultimately for the Canadian public. Without being alarmists, we may say right here and now, that we are almost certain that it will adversely affect several lines of Canadian manufactures, and although this increased competition will not be so apparent so long as the present boom times continue, yet when the reaction sets in some one will have to pay for these concessions. Canadian duties are not high enough to stand any such sweeping reductions to Great Britain or any other country, and while we are strong believers in giving a reasonable preference to the Mother Country, we think our maximum tariff should be raised high enough to enable us to do so and still have the minimum tariff high enough to afford adequate protection to our own Canadian manufacturers. After all is said and done, charity begins at home. Britain is free trade, not because it is right in principle, but simply because her people consider that free trade is the best suited for their needs. On the other hand, the people of Canada and the United



States are protectionists, because under existing conditions they could not compete against the products of cheap European labor if their goods were admitted duty free. Trade is essentially as selfish as war. Each country is looking out for itself, and will do just such things as it thinks are going to advance its own interests. While Canadian protectionists are selfish enough to believe in looking out for Canadian interests first, they thoroughly believe in looking after the welfare of the British Empire next to their own, and giving them every possible advantage compatible with the preservation and encouragement of their own domestic manufacturing industries. This is as far as they do go, or ought to go, and selfish as it may appear, it certainly goes a great deal further in the direction of giving advantages to our own fellow-subjects than anything that free traders have either advocated or put into practice. Free trade recognizes only one thing; the lowest price. It has no feelings of kinship towards those who dwell beneath the same flag, it knows no country or anything else; save price only. It is essentially selfish, else it would not be free trade.

A PANACEA.—One of our readers elsewhere in this issue offers a suggestion which he thinks will cure all the ills that the Canadian retail jewelry trade is suffering from and place them on their feet. The remedy is simple and would certainly be effective so far as general store keepers are concerned, although it would not affect the department stores in the slightest degree. This correspondent's cure is simply to get a bill passed by Parliament making it illegal for any person or firm to sell watches, clocks or jewelry unless they themselves can repair the same in a workmanlike manner if required to do so. Our correspondent's contemplated bill evidently proposes to empower firms employing practical watchmakers to sell such goods for them in the same way as the department stores do with dispensing, namely, by employing a regular graduate chemist. Of course if such a bill could be secured from the Legislature it would restrict the sale of these goods somewhat in country places, but after all it would mean but little real good for the trade. In our opinion, however, the bill is not workable and would never be sanctioned by Parliament. Such an arrangement contemplates a *test of fitness*. Who would make the test and what would be the standard for it? Our increasing horological graduates might take the position that the only fair standard of merit would be the thorough examination they themselves have had to undergo, and that no person who cannot come up to that should be allowed to register as a watchmaker and jeweler under the proposed act. Such a contention while it would bowl out a great number of watchmakers, would no doubt be seriously, if not favorably, considered by Parliament, seeing that at the present time this is the only place in Canada where competitive horological examinations are held. Again, once Parliament admitted such a principle as such a bill would necessarily contain, where would the thing end? The bicycle repairers would claim that no one should sell a bicycle unless they are able to repair it. The merchant tailors would follow suit and bowl out the dealers in ready-made clothing, in fact a dozen other trades would find in such a bill an excuse to secure legislation in order to restrict competition. The fact is, the principle underlying such a bill is unsound, and Parliament could never be got to sanction it. The principle involved in the legislation regarding doctors, dentists and druggists is entirely different from anything which could apply to ordinary trades. These professions are legislated for, solely because the health and even the lives of the citizens of the country are involved, and much depends upon guarding their ranks from quacks and imposters of all kinds. The Legislature gave them certain restricting powers, not in their own interest, but in the interest of the public generally, but no such argument could be urged in defence of any bill in the interest of the jewelry trade such as is suggested by our correspondent. A bill in the interest of the public could be urged regarding the optical business of the country, and we have no doubt that legislation of this kind will be passed sooner or later by our provincial legislatures, but the principle underlying that is analogous to the one involved in the protection of the medical and drug trades. We could say much more regarding this proposed panacea, but

leave it to the trade generally to say if in their opinion such legislation could be obtained, or would be effective could it be secured.

ANNEXATION LEAGUE.—We notice by our American exchanges that a league has recently been formed in the United States with the avowed object of bringing the balance of the North American continent under the Stars and Stripes. To Canadians who know all about the spontaneous burst of loyalty which has evidenced itself throughout the Dominion during the past year, the time seems most inopportune for the launching of such a crusade, even from an American point of view. From a Canadian-British standpoint the whole thing is simply ridiculous, and were it not for some of the names attached to the document, might be considered the work of some demented individual. Certainly Canada will have none of it, and if it pleases the promoters and gives them a little cheap notoriety it will do us no harm; all the same it is pretty gally for Americans to assume as they appear to do that we are dissatisfied with our present condition and would be better off if we foreswore our allegiance to the Union Jack and came under the protecting folds of the Stars and Stripes. A circular setting forth the aims and objects of this absurd organization is being sent to all Canadian newspapers. The "declaration" signed by members of this precious league is as follows: "We, the undersigned, desire that all peaceful and honorable means should be used to consummate the political union of the United States and Canada. In our opinion the time has come when it is desirable that Europe should cease to direct or control the political or domestic affairs of any portion of this continent; and we believe that such cessation will tend to unite all English-speaking communities throughout the world in one common effort to develop, promote, extend and defend constitutional government, and will be for the best interests of humanity. We earnestly desire to see the two great English-speaking families who now occupy this continent united under one flag upon terms generous, just and honorable to both of the contracting parties. We firmly believe that the extension of the boundaries of the United States from the Gulf of Mexico to the Arctic Sea, and from Newfoundland to Vancouver, will not only secure the rapid development of the practically unlimited natural resources of the whole continent, but likewise promote the happiness and best interests of all the people, materially lessen the per capita cost of government, and defence, and be preservative of the peace of all concerned. We therefore unite in organizing 'The National Continent Union League,' having for its object the promotion of continental union by all lawful, peaceful and honorable means." All this is very amusing. If the league does nothing beyond holding quarterly meetings and drawing up fanciful resolutions of this nature Canada will look on and enjoy the fun. It will come as a shock to many Canadians, however, to learn that the man who is secretary and manager of this concern is Francis Wayland Glen who, although born and bred an American citizen, lived for several years in Canada, took the oath of allegiance and became a member of the Canadian Parliament. This is the only humiliating feature of the whole business; we can excuse the other gentlemen who have signed the declaration, because they probably did not know any better, but this man Glen, whose name is flourished among the list of officers, would do well to keep as far away from Canada as possible. The man at the head of this ridiculous league is Mr. Paul Dana, editor of the *New York Sun*. Mr. W. Bourke Cockran is a vice-president, and of course this is eminently fitting, for Mr. Cockran may always be depended upon when there is anything doing against England; he is an Irish Anglophobe of the worst variety. Hon. George Hoadly is counsel for the league, while Hon. S. B. Dutcher is treasurer. There are one hundred names of prominent Americans on the Advisory Committee, and all, it seems, have signed the declaration of covetousness. Millionaires, politicians, generals, college presidents, writers, and lawyers make up the list. The man who is given first place is Mr. Andrew Carnegie, a Scotchman, a naturalized American and a man who, not content with denying his own country, would like to see Britannia robbed of her brightest and best possession. John Jacob Astor and William C. Whitney, stand shoulder to shoulder with Carnegie. Seth Low,



president of Columbia University, follows. Some sixty well-known New Yorkers are in this section. Hon. Levi K. Fuller represents Vermont in the declaration. From Massachusetts the historian, Henry Cabot Lodge, has signed his name, and Charles W. Elliott, the famous president of Harvard University. Connecticut is represented by Hon. Simeon F. Baldwin and by Samuel L. Clemens (Mark Twain), whose sense of humor no doubt prompted him to sign his name to this comic document. Hon. John Hay is the only member of the United States Government whose name appears. Other well-known names are those of Col. Alexander K. McClure, Mr. Charles M. Pratt, Major-General Dodge, Mr. H. O. Havemeyer, Hon. Elihu Root, Mr. Charles L. Tiffany, Mr. Frederick P. Olcott, Mr. Russell Sage, President Daniel C. Gilman, LL.D., Hon. Asa Bushnell, and Hon. John B. Foraker.

LITERARY NOTICES.

"THE REIGN OF LAW."—A TALE OF THE KENTUCKY HEMP FIELDS. To the Northerner—the Canadian—"hemp" has meant little, nothing better perhaps than a suggestion of coarse sails or rude sacking. With the Kentuckian it is different. Memories sweet and bitter overpower him at the sound of the word;—hemp, that tall, waving weed which an ancestor had looked out upon with lordly pride of ownership, or bent his back in the breaking.

Mr. Allen has written his allegory of those fields with a witchery that could only be equalled in the dreams of a mystic Hindoo, as he, reclining, puffs the dried hemp—*gunyah* smouldering in his yellow pipe carved from the ivory of some tusk-deprived animal.

There was, perhaps, something in the hemp which made David dream the David of this story; the mighty youth who, even while he slashed down the great coarse weeds with his rude scythe, turned ever with a longing gaze toward halls of learning. A religious feeling was strong within the lad, inherited from generations. How he wrestled and strove with circumstance that he might attend a Bible College soon to be founded in a distant part of the State; how proud his parents were when they learned his desire to go, and how they toiled and saved to send him! Then, after a year away; with all its wonderful experiences,—the home coming, how tragic! The fond glad welcome ready for him, but he too sincere to receive it until his confession was made.

He had been expelled from the University, and by the entire body of its learned professors. Why, the reader will discover. He had gone beyond all recognized bounds. Then descended the terrible lash from his father, "Why have you come back here?—I always knew there was nothing in you!"

More than noble, David arose from the scourge, setting about in deadly earnest to repay his father and mother all they had sacrificed for him that he might be fitted to preach the Gospel—not of Christ—but of the Bible. He did many house chores for his mother; dug out vegetables for the cook on days when the ground was hard with sleet; and took the place of a common "black" in the hemp field. As a wage for all this he received continued coldness and rebuke. He cared tenderly for every animal on his farm, and was human to all helplessness. With a nature so deep, how he craved affection, and what possibilities for love!

Gabriella, a beautiful daughter of Southern aristocracy wrecked at the time of the Revolution, came to be the district school-mistress. Issuing from a life of luxury and ease, her struggles were as great in their way as David's; but "Brave spirit! Had nature not inclined her to spring rather than to autumn, had she not inherited joyousness and the temperament of the well-born, she must long ago have failed, broken down. Behind her were generations of fathers and mothers who had laughed heartily all their days. The simple gift of a wholesome laughter, often the best as often the only remedy for so many discomforts and absurdities in life—this was perhaps to be accounted among her best psychological heirlooms."

When these two met, it was a solemn occasion, and to David the spring was worth the hard and bitter winter. Their love story is one of majesty. You read and dare not smile, its power impressing you as some grand primeval force of nature.

The illustrations are befitting the exquisite English and imagery of the work, which is published by the Copp, Clark Company, Limited, Front Street West, Toronto.

"A KENT SQUIRE," by Frederick W. Hayes. "A Kent Squire" is neither countrified nor idyllic. It is a full-blooded romance of wildest adventure, and we are delighted to exchange the dull and pompous squire of our expectations for the luckless but daring Ambrose Gwynett, Squire of Thornlaugh, the hero of Mr. Hayes' novel. There is something altogether tantalising about the plan of the book. Nothing ends with the last chapter; there are a hundred loose threads, threads we should much like to see gathered up. Yvonne de Valincour failed of course, in her bid for empire, but how? She seems on the high road to success when we take leave of her. What was the end of her daring villiany? Of course Ambrose won through all his trials, but his success is quite shady when we close the book. What happened to Marlborough's infamous letter, and did the man who held it get his revenge? Did—but there are a dozen mysteries we want solved, a dozen intrigues to be explained. But the very fact that the end of "A Kent Squire" does not satisfy us is proof enough that the book is out of the ordinary run of novels. Four hundred and fifty closely printed pages of historical romance are usually enough and to spare, but we should not have complained indeed, we should have rejoiced—had Mr. Hayes doubled the length of his story. He has caught something of the fascinating power of Dumas. He deals with great men and events, he re-writes history. His picture of Marlborough is magnificently daring and—convincing. He scatters adventures with lavish hand; every chapter has its hairbreadth escape. His heroes and heroines and villains (of both sexes) are all immense; the coloring of the story is lurid. The Workmanship, too, is distinguished and striking. Altogether "A Kent Squire" is a book to be read and hugely enjoyed by every lover of a good stirring romance. We have placed an order for the sequel: so will every one who follows our advice and procures a copy of Mr. Hayes' thrilling and remarkable story.

FOR SALE.

One large J. & J. Taylor Jewelers' Fire-Proof Safe in good condition.

DIMENSIONS: Inside, 60 x 46½.

" Outside, 75 x 63.

As we are moving into new premises about September 1st, we offer this Safe for sale at a bargain.

We also offer our present office fittings, consisting of nice wheel cut glass partitions for two offices, also 27 feet of bank railing, best quarter cut oak, fitted with bevelled English plate glass.

APPLY TO J. E. McELDERRY,

MANAGER GUELPH AND ONTARIO INVESTMENT AND SAVINGS SOCIETY.

GUELPH, ONT.



HELP COLUMN.

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

A BARGAIN.—New model De Zang Refractometer, good as new, cost \$80.00. Have got two, will sell one for \$40.00 cash. The Tate Optical Co., Peterboro.

FOR SALE.—An optical outfit (entirely new) consisting of the following: Trial set, lense measure, presoptometer Ophthalmoscope. Address Optician, Taunton P.O., Ont.

FOR SALE CHEAP.—One Lubin Cinemograph, moving picture machine, complete with rheostat, electric and calcium lamps, good as new, reason for selling have two, also a few films to sell. F. W. Hess, Zurich, Ont.

JEWELRY BUSINESS FOR SALE.—The jewelry business of the late W. M. Cross, of Sutton, is offered for sale. First class chance for a young man to get an established business. Address Mrs. Charlotte Cross, Sutton West, Ont.

SITUATION WANTED.—By an experienced watch, clock and jewelry repairer, has tools, lathe, etc., references furnished. R. Pringle, Box 64, Guelph, Ont.

WATCHMAKER WANTED, apply Ryrie Bros., Yonge and Adelaide Sts., Toronto.

WANTED TO BUY.—One trial set, must be in good order. The lowest cash price for it. G. T. Dorion, St. Johns, P.Q.

WANTED a good sized jeweler's safe, must be in good condition. State size and price. Baker, The Jeweler, Hamilton.

WANTED.—A universal face plate, for a No. 1 Moseley. Must be in good order, and cheap. Address Box 576, St. Marys, Ont.

WANTED.—A good, strong, portable electric battery with indicator and attachments. Address with particulars, Jeweler, 691 St. Patrick St., Ottawa, Ont.

WANTED at once a strictly first-class watchmaker. Must be a young man and a workman, good salary and a permanent position to right man. G. S. Mañon, Arcade, Vancouver, B.C.

WANTED.—A good, second hand 6 ft. or 8 ft. oval walnut show case, 16 in. back, nickle trimmings, write stating appearance and price. Must be in perfect order. J. B. Strathearn, Sault Ste. Marie.

WANTED AT ONCE.—A young man with from 3 to 5 years' experience at clock and jewelry repairing. Must be able to furnish good references as to character and ability. Address I. S. Ostrander, St. Thomas, Ont.

WANTED.—At once a young man with from two to four years' experience at the jewelry business. State wages expected, and send references as to character and ability in first letter and address Jeweler, c/o Levy Bros., Hamilton, Ont.

WANTED.—By an expert mechanic, all-round jeweler, optician and engraver, a position of trust. Am able to take complete charge of a factory or store. Can furnish the highest testimonials of character and ability. Address R. C., Jarvis Post Office, Bank St., Ottawa.



STRONG LIQUID GLUE.—Strong melted glue, five parts; vinegar, four parts; alcohol, one part; alum one-half part. The vinegar may be replaced by acetic acid, but in that case one part instead of four is sufficient.

TO COLOR INFERIOR GOLD.—Boil the jewelry made of low standard gold in the following bath to dryness: Saltpetre, two parts; alum, one part; sea salt, one part; distilled water, enough to immerse the pieces completely.

GOLD SOLDER FOR GOLD AND PLATINUM.—In many cases where 18-karat gold and platinum are to be united, it is best to combine both surfaces with 18-karat gold, according to the following formula: 1.36 grammes of fine gold, 0.7 gramme of fine silver and 0.3 gramme of pure copper. This is a readily fusible solder for 18-karat gold and will give excellent results. No joint will be noticeable, since it constitutes a widening of the gold part, in color as well as in quality.

RAPID BRONZING.—Blood-stone, 100 grammes; sea salt, 30 grammes; alkali, 30 grammes; sal-ammoniac, 30 grammes; graphite, 30 grammes. Put all into a liter of vinegar and leave alone for two or three days. For bronzing copper articles or any other metal covered with copper, place a little of it in a glass or porcelain vessel and apply this composition to the object by means of a brush. If you desire to obtain gold shades as relief, pass a moist cloth over the reliefs and the copper will reappear. Now take a piece of skin, rub it on graphite or blood-stone, or amber spread on paper, and pass the skin over the bronzing, which will produce very handsome tints.

GRAINING OF BRASS.—Brass parts of timepieces are frequently provided with a dead grained surface. For this purpose they are fastened with flat headed pins on cork disks and brushed with a paste of water and the finest powdered pumice stone. Next they are washed off well and placed in a solution of 10 liters of water, 2 grammes of mercuric nitrate and 4 grammes of sulphuric acid. In this amalgamating solution the objects become at once covered with a layer of mercury, which forms an amalgam with the copper, while the zinc passes into solution. After the articles have again been washed off well, they are treated with graining powder, which consists of silver powder, tartar and cooking salt. These substances must be pure, dry and very finely pulverized. The mixture is done with very moderate heat. According to whether a coarser or finer grain is desired, more cooking salt or more tartar must be contained in the powder. The ordinary proportions are:

		Parts.
Silver powder.....	28	28
Tartar	283	110-140
Cooking salt....	900	370
		900

This powder is moistened with water and applied to the object. Place the article with the cork bottom support in a flat dish and rub the paste on with a stiff brush while turning the dish incessantly. Gradually fresh portions of graining powder are put on until the desired grain is obtained. Same turns out the rounder the more the dish and brush are turned. When the right grain is attained, rinse off with water and treat the object with a scratch brush, with employment of a decoction of saponaria. The brushes must be moved around in a circle in brushing with the pumice stone as well as in rubbing on the graining powder and in using the scratch brush. The required silver powder is produced by precipitating a diluted solution of silver nitrate with some strips of sheet copper. The precipitated silver powder is washed out on a paper filter and dried at moderate heat.



Jewelers' Security Alliance of Canada.

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The favorite preparation for cleaning and polishing silver and gold plated ware, nickel and tin goods, metal or glass-ware. By use of Silver Cream the plating will last longer, and retain perfectly new appearance.

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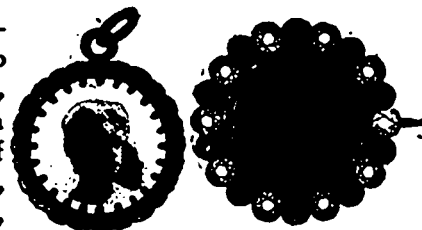
NOTE.—To introduce SILVER CREAM we will send any quantity (from one dozen up) per Express (charges paid) on receipt of price, \$1.50 per doz.

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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Charm, 2 pictures, \$2.00. Brooch, \$2.00.

RETAIL PRICES.

Small size Brooch, plain,	\$0 30 each.	R.P. rim,	\$0 75	R.P. Twist Mount,	\$1 00
Medium size Brooch,	50 "	"	1 00	"	1 50
Large size Brooch,	60 "	"	1 50	"	1 75
Scarf Pins,	50 "	"	1 00	"	1 25
Scarf Buttons and Links, 2 pictures,	1 50 pair.	"	2 00	"	3 00

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Special.—Send 10c. for 50c. Sample and Illustrated list.

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Watchmakers' and Jewelers' Tools and Materials and GENUINE AMERICAN Watch Material.

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Roll Plate Bars or Swivels, per doz.	1 25
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Watch Paper, box of 1,000 sheets, per box	40
Fine American Roll Plate Wire, per 1/2 oz. coil.	65
Swiss Mainsprings, best quality, per doz.	50
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American made Balance Staffs for Elgin, all sizes.
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Also for all other makes not mentioned above.

Gray finish, per doz., 75c. Polished, per doz., \$1.00.

Jewels for all sizes American Watches, Garnet, per doz., 50c.

" " " Sapphire, " 75c.

Ruby Pins " " " per doz., 15c.; per grs., \$1.50.

Genuine Waltham A.K. Mainsprings for all sizes Waltham, per doz., 75c.

" American A.K. " " " Am. Watches, per doz., 75c.

I pay Postage on all small parcels, also Express on orders for Ontario amounting to five dollars or over, and on orders for the North-west and Lower Provinces amounting to ten dollars or over.

The above prices and quality of Staffs and Jewels are only to be had by sending orders direct to my Office, 67 Yonge St., TORONTO, as I do not



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In watch repairs we have exceptional facilities, having both American and Swiss workmen for this purpose.

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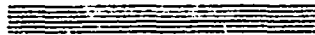


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