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THE TRADER.

TORONTO, ONT., FEBRUARY, 1886.

The recognized organ of the Jewelry and kindred Industrial Trades of Canada. Published on the first of every month, and sent free to every dealer in jewelry and kindred goods in the Dominion of Canada. Our rates for advertising will be found very low, and will be made known upon application.

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

All business and other communications should be addressed to

THE TRADER PUBLISHING CO.,

87 ADELAIDE ST. W., TORONTO, ONT.

SPECIAL NOTICE.

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

EDITORIAL.

WILL IT PAY?

A good deal of cheap talk has of late been indulged in regarding the way in which wholesalers, who are members of the Canadian Association of Jobbers in American Watches, have been living up to their contract to sell at the prices and on the terms laid down by the Manufacturers' Association. It is not an uncommon thing to hear a retailer say, "Oh, this list price is all very well for the young fellows, but you can't fool old heads like me, why, I can get all the goods I want at ten per cent. discount off the list price." While such things may be done in the future, and no doubt have been done in the past, we think that the genuine cases are very few and far between, and we do our jobbers only justice when we say that the most of them have lived faithfully up to their agreement in respect to prices and terms. It is possible, when retailers make such sweeping misstatements as the one we have quoted, that there may be found travellers, or even jobbers themselves, so weak in the back, that they take such talk for pure gospel, and determining not to be undersold by an opponent, actually sell the goods at the price the retailer claims he can buy them at. Our honest opinion is, however, that in nine cases out of ten, such statements are deliberate falsehoods, and the buyer knows he is only trying the jobber when he makes them. Our advice to all jobbers and travellers is to trust implicitly in the integrity of the members of your Association, unless the buyer can back up his statements with written proof in the form of an invoice of goods delivered. In any such case, take a memorandum of the date and other particulars, and report at once to the Secretary of the Association, and have the offender cut off.

A great many persons in the retail trade appear to believe that they are doing a big thing if they can induce a jobber to break his contract and cut the price of watch movements and cases to them. We think, however, that if they would look at the matter in a proper light they would see that it is their duty, as well as in their own interest, to prevent any such violation on the jobber's part. If the Association is any good at all, and we certainly think that any organization that makes a definite and uniform price for such staple goods as watches undoubtedly are, is a benefit, it is because that by its working, retailers are certain that if an opponent sells goods below the regular rates it

is not because he buys them lower, but because he is sacrificing part of his profit. The experience of the retail trade throughout the United States and Canada is that since the organization of this Association, retail prices have become more uniform, and, as a consequence, profits have increased. In addition to this benefit the Canadian Association has protected the retailer by making it impossible for anyone but a jobber to buy these goods at wholesale prices. They have also opened a crusade against jobbers selling at retail, the result of which will probably be that the retailer will be amply protected against this evil in future. Now, these safeguards to the retail merchant on the part of the jobber, which are far in excess of those enjoyed by retailers in the States, can only be secured to them by the co-operation of such an organization as the Jobbers' Association, and we argue, therefore, that it is to the direct interest of every retail jeweler in Canada to see this institution live and prosper.

The jeweler, therefore, who tries to, or who does induce any member of the Association to violate his contract, is thus breaking down a very strong safeguard to the retail trade, and one moreover, whose protection cannot be secured in any other way. He may argue however, that although this may be quite true, the direct advantage he receives in the way of a reduction of price, by far outweighs the indirect benefits he can secure by having the members of the Jobbers' Association keep their contract inviolate. While at the first blush this may appear to be correct, we think a very little reflection will convince any thinking person that even this advantage is more apparent than real. Any retailer who buys his goods from a jobber who thinks so lightly of an agreement entered into with others, and which he is in honor bound to carry out faithfully, may be pretty sure of the fact that if he will thus practically perjure himself in such a case, his word, to put it very mildly, is not to be depended upon in any other case. They may rest assured that the man who, under pressure, cuts five per cent. to them, will, if the inducement be sufficiently great, cut ten to their neighbor, or lower still if it seems to be to his own interest to do so. He could never be sure, therefore, that he was buying at bottom figures, or that whatever cut he had induced the jobber to give him, some opponent would not possibly be buying at lower prices.

Taking it altogether, as far as we can see, it is to the interest of the retail trade to discourage any violation of their contracts by jobbers, and to do everything that lies in their power to help the members of the Jobbers' Association to keep their pledges inviolate. If they could possibly induce enough of jobbers to go back on their word of honor to break up the Association or make its operation a dead letter, we think they would find the condition of trade very much worse than it is at present. The large dealer would, as before, be able to buy very much cheaper than the small one, and, as a result, would be able to sell at the other's cost and still make a profit. Under such a system, prices would quickly become demoralized, and the average retailer would find it very much harder to make money than he does at present. Our disinterested advice to retailers, therefore, is to weigh this matter fully before being led away with the idea that they can derive any real or lasting benefit from the violation of a jobbers' contract, and to distrust thoroughly any one who offers of his own accord to violate his solemn word of honor.

IMPORTANT ANNUAL MEETINGS.

During the past month there were held by jewelers, in the City of Toronto, two annual meetings, each of which were of the utmost importance to the members of the trade in general. The meetings referred to were the first annual gatherings of the "Jeweler's Security Alliance of Canada," and the "Canadian Association of Jobbers in American Watches," full reports of both of which will be found elsewhere in this issue. We are glad to see such meetings take place in our midst, for they indicate very plainly that the day of individual trade isolation is past, and that more good fellowship and feeling is bound to be found amongst our jewelers in future. Isolation begets selfishness and distrust, while organization and communication, on the contrary, usually brings out what is best in people. The more we mingle with our opponents, the more we should find in common with them, and although trade is a perpetual warfare, in which the weakest is always forced to go to the wall, such conflicts are better to be carried on good humoredly, and with a due appreciation of the good as well as the bad points of our opponents. How often do we find, when we come to know our opponents better, that they are not such bad hearted fellows after all, and that if they were in any other line of trade, we might positively take a liking to them. For such reasons, as well as for the fact that the organizations whose meetings are above alluded to, are of almost incalculable benefit to the jewelry trade, we are pleased to chronicle the prosperity and progress of these Associations. All the more do we congratulate them, on account of the sneers and cavils with which some members of the craft heralded their inception. While neither of them have yet reached maturity, they both exhibit a vigorous and healthy vitality, which should keep them alive and working in the best interests of the trade for many years to come. They should both have the cordial support and best wishes of every member of the jewelry trade in this country.

SELF PROTECTION.

In one of our editorials last month we ventured the assertion that the present demoralization of the retail jewelry trade was beyond the reach of any remedy that the jobbers could offer, and that if the business was to be put upon a healthy and paying basis the retailers would have to depend mainly upon themselves to accomplish it. In the outset we may say we are firmly of the opinion that the greater part of the causes which tend to make the jewelry business depressed and unremunerative are to be traced directly to the unbusiness-like methods employed by retailers themselves. The most of these abuses are inspired by a desire to get ahead of competitors in the race for business, but many of them can be traced to an utter ignorance of the first principles of business.

For example: while excessive competition may induce a man to sell goods at or about cost, the same thing does not force him to take the general public into his confidence and tell them what his goods cost, who he buys them from, and all the other things about his business that a level-headed business man usually keeps to himself. Yet these things are told to the public every day with the idea that by posting them they can get their confidence and induce sales. Can any retail jeweler tell us what earthly reason there is for initiating the public into what should be the secrets of the trade; why they

should explain to the intending purchaser of a watch that the movement they offer him has a patent pinion, expansion balance, breguet hair spring, four pairs of jewels, why the 18k. gold case should be worth so much per dwt. for the gold, so much for making, so much extra for stem wind and engraving. Is there any reason why the retailer should quote the public gold chain by the dwt., or silver spoons by the ounce? We know of no earthly reason why they should do so, but we can find twenty against such a suicidal course. The information that is thus so glibly shot off by many of our jewelers is part of their capital. They did not acquire all this knowledge by intuition; in most cases it took them years to learn it thoroughly, and cost them money in addition. They might better give away part of their stock than this knowledge, which, while it is of practical value to themselves, only serves to make the customer more independent of them by posting him about prices. For example, to take a very common instance, a man goes into a jeweler to purchase a gold vest chain. The retailer shows him a lot, and although they are all as different as can possibly be in pattern, quotes him say one dollar per dwt. for them. "All 10k. chains cost alike," he tells his customer, "and we buy and sell them entirely by weight, just as the grocer does his sugar." The purchaser after inspection leaves, and promises to call again, but he is now posted about gold chains. He knows that no matter what the pattern is it should not make any difference to the price, that 10k. is worth one dollar per dwt., 15k. one fifty per dwt., and so on, according to the quality. Now all that he has got to carry in his head is the price per penny-weight, instead of the price and pattern, weight and size of each individual chain in the jeweler's stock. He can talk business to the second jeweler he visits sure. When he called on the first jeweler he was green at the business, now he is thoroughly posted. He now asks what is the quality of these chains; what do you charge per dwt. for them? If he is any good at driving a bargain, and the seller is not gifted with plenty of back-bone, he very soon makes him feel that if he is going to sell him a chain must be cut mighty fine, and, therefore, down goes the price five or ten cents per dwt. If he has half-a-dozen stores to go to, and can set the one quotation against another's, he usually gets the chain so near cost that the jeweler who sells it to him at that price, *rather than be undersold*, has little or nothing left for himself out of the transaction.

Now what is true of gold chains is equally true of the sale of watch movements, silver spoons, clocks, and a dozen other staples of the trade that everyone knows are cut down so close to the quick that there is not a living profit in them. The fault is not with the business, for the jewelry trade is a profitable one if properly conducted, nor yet with the purchaser, for he would be indeed a foolish man were he to refuse this gratuitous information, by which he can easily save from ten to twenty per cent. on his purchase. As we said at first, the fault rests entirely with the jewelers themselves. When they sell goods in this way they violate every principle of business, and yet they are surprised that they are compelled to cut goods so fine to make sales. A watch movement should be sold as a movement and priced accordingly; a watch case by the piece, and not so much for the gold in it and so much for the making and other extras. A gold albert, guard, or necklet should be sold just the same as a locket or a brooch: so much each, and nothing whatever said about weight or price per pennyweight. Silver

W. MILLICHAMP & CO.,

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

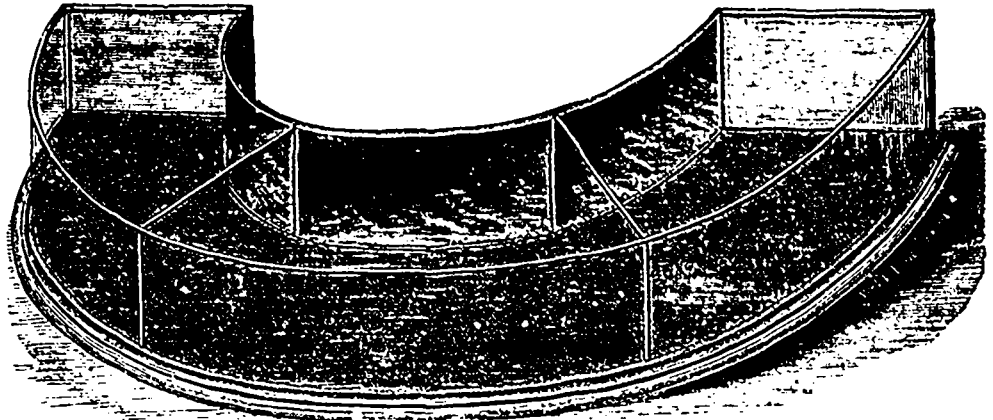
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SHOW CASE MANUFACTURERS

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

Agents for Canada for the Celluloid Show Cases. Send for Illustrated Catalogue.

SHOW CASES.



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

REMOVAL.

John Segsworth & Co.,

JOBBERS IN WATCHES AND IMPORTERS OF ENGLISH & AMERICAN JEWELRY,

HAVE REMOVED

—TO—

No. 6 WELLINGTON ST. EAST,

Where they will be glad to see their customers.



Jewelers' Cases and Trays in endless variety.

TOILET CASES.

Plush Novelties, Etc.

Travellers' Trunks and Trays fitted specially for any line of Samples.



SAMPLE GRIPS

FOR

JEWELLERY

SILVERWARE

HARDWARE

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LIQUORS

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- TELESCOPE BOXES -

MADE ANY SIZE

TRAYS MADE

FOR

JEWELLERY

CUTLERY

FANCY GOODS

SHOES, Etc., Etc.

WATCHES

BOTTLES

SHIRTS

Hemming Bros.

29 ADELAIDE STREET EAST,

TORONTO.

spoons should be so much per dozen, and not so much per ounce and engraving thrown in, as is usually the case.

If goods were always sold by the piece, instead of by the weight of metal and value of workmanship, we think that it would go a very long way in making the jewelry business more prosperous. No buyer could possibly carry all the prices and patterns in his head, and could never be certain which was the cheapest place to buy. By this means, although no more goods would be sold, very much better prices would be realized, as the retailer would find himself in many cases making money instead of losing it.

This is a reform, however, that can only be brought about by united action amongst the retailers themselves. The best way that we know of to accomplish it would be to do as suggested by one of our correspondents in last month's issue. Form district associations. These associations could decide what would be a fair retail price for all staples, and if the members stuck to the agreement and sold only by the piece this evil would be remedied in a large measure.

Now what are our retailers going to do about these abuses, which are of their own making? Will they make an effort to root them out, or will they let them go on ruining the business by taking all the profit out of it?

Such associations could also regulate the prices for watch repairing, and put this on a very much better paying basis than it now is. As this watch repair business is one of the biggest, as well as one of the worst abuses in the trade, we propose to open out on it more fully in our next issue.

ANNUAL MEETING OF THE CANADIAN ASSOCIATION OF JOBBERS IN AMERICAN WATCHES.

The Annual Meeting of the above Association, was held at No. 1 Wellington Street East, Toronto, on the 18th January, 1886. There were present:

Messrs. E. Scheuer, (in the Chair), T. H. Lee, M. C. Ellis, J. Segsworth, W. F. Carrier, W. G. H. Lowe, J. H. Jones, G. Chillas, L. E. Battegay, H. Benham, R. Y. Ellis, S. Frenkel, Thos. Marshall, H. H. Fudger.

The Vice-President, Mr. Scheuer, having read the Report, as follows:—

GENTLEMEN,—

It is with pleasure I meet you again, and I have to congratulate you on the successful working of the Association during the past year.

I have to report that on the 22nd July, your Secretary attended a meeting of the Joint Executive Committee, held in New York, for the purpose of recognizing the members of this Association, when twenty-five names were accepted.

At a meeting of the Association held in Toronto on 13th August, the Secretary was instructed to obtain from the Movement Companies letters agreeing to sell only to members of this Association in Canada, and in accordance with these instructions, obtained such assurance from the American Watch Co., Elgin National Watch Co., Hampden Watch Co., and Illinois Watch Co.

On the 2nd September, the Joint Executive Committee held a meeting in New York, when a resolution was passed that no member of this Association should sell American

watches at retail, of which you got due notice by circular dated 2nd September.

The only unpleasant matter on which I have to report is the violation of contract and consequent cutting off of Messrs. Rothschild & Co. On the 10th November, the Secretary received a communication signed by five firms, members of this Association, stating that a certain firm in the West had stated to their representatives that they had bought Elgin Movements at less than prices allowed by the Elgin Co., and desiring an investigation. The Secretary at once laid the matter before the Directors representing the West, Mr. E. Scheuer and Mr. John Segsworth. After due investigation they found that Messrs. Rothschild & Co. had sold the movements in question. Messrs. Scheuer, Segsworth and Chillas called on Messrs. Rothschild & Co. for an explanation, and made their report to the Joint Executive Committee. A meeting of this Committee was held in New York, December 22nd, at which the President and Secretary, as members representing this Association, were present. The Committee decided that the case was fully proved, and ordered that Messrs. Rothschild & Co. should be cut off, due notice of which you received by circular dated 24th December.

The account of the Association stands as follows:

Total receipts, as per C. B. and Interest, - - -	\$731 23
“ disbursements, - - - - -	382 10
Balance on hand, - - -	\$349 13

E. SCHEUER,

Vice-President.

TORONTO, 18th January, 1886.

It was resolved, That the Report be accepted as read.—Carried.

Resolved, That Messrs. R. Y. Ellis and J. Segsworth do audit the accounts.—Carried.

Resolved, That Article 4, Sec. 1 of Constitution, be amended to read as follows:

ARTICLE 4, SEC. 1.—The Annual Meeting of this Association shall be held on the third Monday in January, each year, alternately, at Toronto and Montreal.—Carried.

Resolved, That Article 8, Section 1 of the By-laws, be amended to read as follows:

ARTICLE 8, SEC. 1.—Application for membership in this Association shall be made to the Secretary on the printed form to be supplied by him, accompanied by a draft for \$25, which amount shall be returned to applicant if he is not accepted.—Carried.

Resolved, That Messrs. Scheuer, Chillas and Fudger be the Directors for the West for the ensuing year.—Carried.

Resolved, That Messrs. Schwob and Jones be the Directors for the East for the ensuing year.—Carried.

Resolved, That the Secretary of this Association notify each of the Watch Movement and Silver and Filled Case Companies in co-operation with this Association, that it is the desire of the Canadian Association of Jobbers in American Watches, that all goods bought by Canadian Jobbers shall be shipped by express direct to Canadian ports of entry, and that the Secretary shall obtain assurance from each Company that they will comply with this request.—Carried.

Resolved, That this Association express its entire sympathy with the question of protection to retail watchmakers, and are



Meriden Britannia Co.

MANUFACTURERS OF STANDARD

ELECTRO, SILVER AND GOLD PLATE.

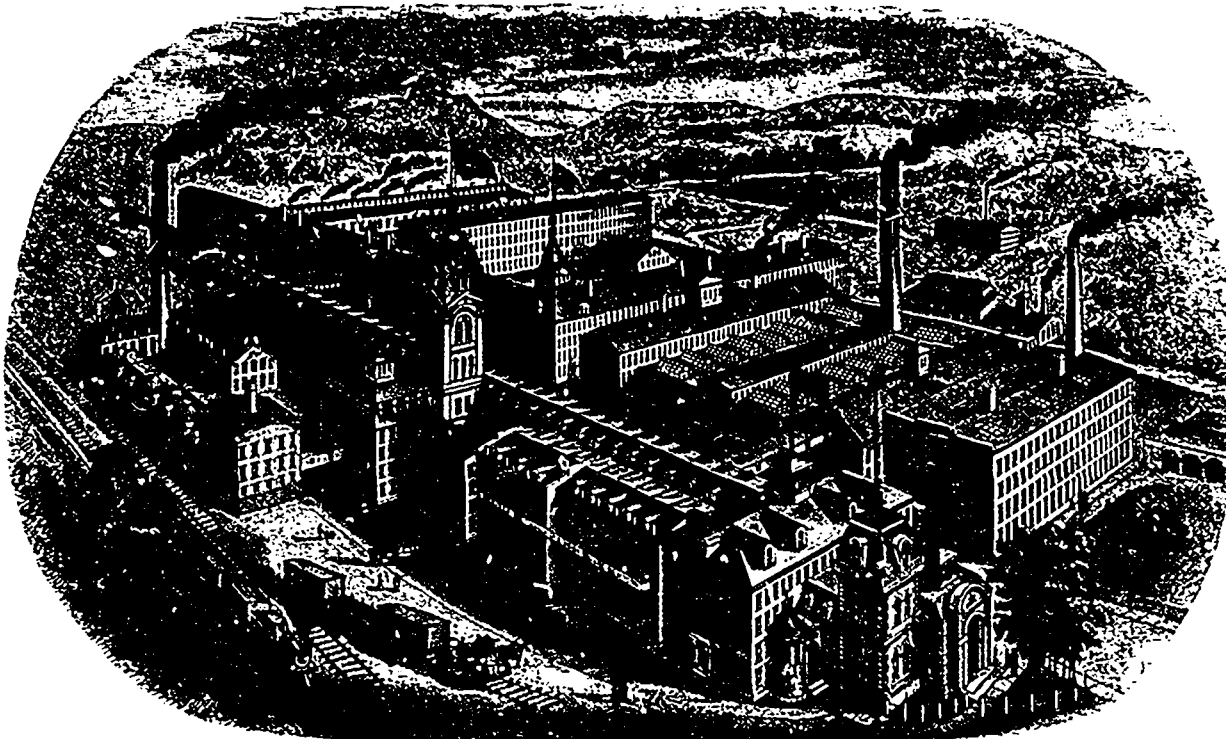


HIGHEST HONORS OVER ALL COMPETITORS.

—AND—

Only Gold Medal Awarded at Toronto Industrial Exhibition, 1884.

WAREHOUSES: Chicago, Ill., San Francisco, Cal., London, Eng.



WAREHOUSES: Union Square, N. Y., Meriden, Conn., Hamilton, Ont.

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



OBSERVE

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

TRADE

1847, Rogers Bros., A I,

OR

1847, Rogers Bros., XII

MARK

OBSERVE

this Trade Mark is stamped on all Knives, Forks, Spoons and other flat ware of our manufacture

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

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

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

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

prepared to co-operate heartily with any organization the retail trade may form to carry out their views.

Resolved, That the Report of the proceedings be sent to THE TRADER for publication—Carried.

Resolved, That the thanks of the Jobbers' Association are due and are hereby tendered to Mr. George Chillas for the admirable manner in which he has discharged the duties of Secretary, and that he be requested to accept the sum of seventy-five dollars.—Carried.

Resolved, That the Secretary shall convey to the Board of Fire Underwriters the thanks of this Association for their kindness in allowing us the use of this room for our meeting to day.

GEORGE CHILLAS, *Secretary.*

JEWELERS' SECURITY ALLIANCE.

The annual meeting of the Jewelers' Security Alliance was held on Thursday, January 14th, 1886, at 4 o'clock, in the office of John Segsworth & Co., Wellington Street East, a fair representation of the trade being present. The President in the chair.

The Minutes of last Meeting were read and confirmed.

The withdrawal of Messrs. Crell & Battegay was presented and accepted.

The Treasurer's Annual Statement, showing a surplus of \$588.06, after being audited by Messrs. Ellis & Ryrie, was received and adopted.

The election of officers for the coming year was then proceeded with, and resulted in the following appointments:

President, John Segsworth; Vice-Presidents, R. Y. Ellis, E. Scheuer and John H. Jones; Secretary-Treasurer, James Ryrie, the retiring Secretary-Treasurer, W. K. McNaught, finding it impossible to act for the coming year; Committee, H. H. Fudger, W. G. H. Lowe, C. H. Robinson, Max. Saunders, John Welsh (Stratford), S. Spangenberg (Belleville), B. Chapman and W. K. McNaught.

Upon resolution, the Secretary was instructed to renew the agreement of the Society with Detectives Curtin, of Buffalo, and Gates, of Hamilton, for the coming year.

Upon motion of W. K. McNaught, seconded by R. Y. Ellis, it was decided to issue a new Certificate of Membership.

It was also decided, that inasmuch as the finances of the Society are in so flourishing a condition, for the present the annual fee shall not be called for, but shall be subject to the call of Committee should occasion demand it.

Upon motion of B. Chapman, seconded by Geo. Chillas it was decided, since THE TRADER is so thoroughly circulated amongst the jewelry trade of Canada, that this Meeting send a report of its doings, with the request that they be published in its pages.

The Meeting then adjourned.

JAMES RYRIE, *Secy. Treas.*

GOLD—One cubic inch of gold is worth \$210; one cubic foot, \$312,380, and one cubic yard \$9,797,762 (counting the ounce at \$18). At the commencement of the Christian era there were altogether \$427,000,000 worth of gold, but at the time of the discovery of America only \$57,000,000 remained. At present the value of all the gold in the world is counted \$6,000,000,000.

CORRESPONDENCE.

RETAIL JEWELERS' ASSOCIATION.

Editor THE TRADER:

As it is very essential that some preliminary steps should be taken at once towards the formation of a "Retail Jewelers' Association," in order that the jewelers may be better protected from those wrongs that have been perpetually practiced upon them by the wholesalers, both directly and indirectly, and which they have not been able to overcome so far, I offer a proposition which I am sure will lead to the most sanguine anticipations, if the course is adopted; and it is beyond question that either the method which I will shortly bring forward, or some *such* similar one, must be carried out before any progress can be made towards forming an alliance.

I do not intend writing a long article upon this subject—it is unnecessary, because the grievances to which I refer are too well known by all those who represent the legitimate trade, without enlarging upon them. But I will briefly ask, through the valuable medium of THE TRADER, with your permission, Mr. Editor, for the co-operation of the retailers, and it is to be hoped that all will heartily and readily respond, for I presume it is obvious to all that something must be done very shortly in this direction, if the jewelry trade in Canada is to be preserved as a distinct trade in the future.

I am taking upon myself the responsibility of this action, merely to ascertain how the general feeling is in regard to an Association, and also in order that a definite idea may be formed of the number who will extend to it their aid, by attending any meeting that might be called, &c.

Hence, I earnestly ask all those who are in favor of forming a "Retail Jewelers' Association," and also those who would be willing to become members of the same, to send me their names.

Now let every retailer, whether he resides in a village, town or city—who is favorable to the plan—answer, so that some decided action may be taken towards the accomplishment of our object.

It is the duty of each and every one to lend his assistance in repressing a system which is causing a great amount of harm amongst the retailers, and which, if not stopped, will ultimately be the ruin of the retail trade.

Yours truly,

A. A. DAVIDSON.

Guelph, Ont.

ED. NOTE.—Although we think Mr. Davidson is wrong in charging the evils that retail jewelers are laboring under against the wholesalers, as the reports in another part of this issue will testify, we regard his idea as a good one. We are glad to publish his letter, and will do all that lies in our power to make such an organization a success.—ED. TRADER.

SPECTACLES, AND HOW TO SELL THEM.

WRITTEN SPECIALLY FOR THE TRADER.

PAPER NO. I.

We do not propose in this, our first article on Spectacles, to give a scientific treatise or description, but simply to consider their relation to the jewelry trade, and by what means their sale can be increased. The ordinary jeweler considers the sale of Spectacles simply as an incident in his business. He buys a

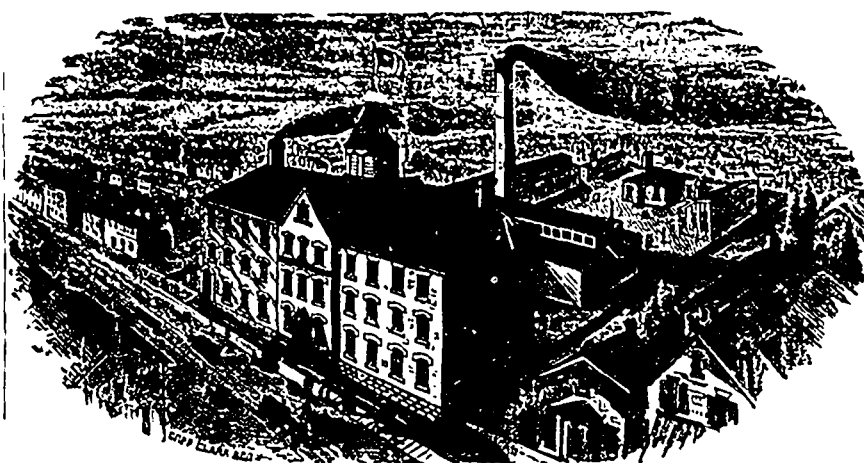
THE TORONTO SILVER PLATE CO'Y,



420, 422, 424, 426
KING STREET WEST,
TORONTO.



GOLD AND SILVER
MEDALS
AWARDED 1883.



GOLD AND BRONZE
MEDALS
AWARDED 1884.

Only Gold and Silver Medals Awarded 1885.

(THE ABOVE CUT IS AN EXACT REPRESENTATION OF THE COMPANY'S FACTORY.)

STREET CARS PASS EVERY FIVE MINUTES.

MANUFACTURERS OF SILVER AND ELECTRO-PLATED WARE

OF THE FINEST QUALITY AND DESIGN.

SPECIAL NOTICE.

The Toronto Silver Plate Company is in thorough running order, and is the First Silverware Factory in Canada to manufacture the goods it sells from the raw material.

Their machinery is of the latest and most improved design, their labor as skilled as any in America, their designs are elegant and original, and they use all the newest processes for quality and finish now in use in the best United States factories. TRADE MARK.

They guarantee the quality of their goods to be equal to anything made in America. Prices will be found as low as for any goods of the same quality.

Their Flat Ware is all plated upon a base of 18 per cent. nickel silver, and guaranteed to be 25 per cent. heavier plating than the regular standard quality of the best makers.

They will be pleased at all times to show their Customers the very interesting process of manufacture in all its details, from the melting of the metal ingots to the finishing of the article.

They guarantee all goods bearing their Trade Mark.

They have now in stock Shelf and Hollow Ware of their own design and workmanship.



few here and there from different jobbers, keeps a badly assorted stock, and reckons Spectacles as a line not worth handling. We could, however, in many instances reverse this picture, and point out jewelers who find Spectacles a good profitable line to keep. These latter keep a good stock; they generally buy their goods from one house, that deals exclusively in Spectacles and makes a specialty of the Optical trade; they sort up their stock continually and keep every focus; they avoid unnecessary duplicating of the numbers, and only buy those that they are out of; they do not, in order to force a sale—as a good many jewelers do—fit a person badly with a number which is not suitable, thus injuring their reputation as reliable dealers; but keeping a full supply they take a little trouble in fitting, and reap the reward of a gratuitous and valuable advertisement from their satisfied customers.

A great many jewelers think that a 25 cent Spectacle is all that is demanded. They don't stop to consider the reason why a 25 cent article is wanted. It lies mostly in the fact that it is because that is the Spectacle they keep, and that nine cases out of ten if they keep a proper stock they would sell a better article, *instead of the peddler doing so.*

It is a very simple matter to fit a person of ordinary sight, and in a future article we will treat of that subject; but at present we will consider:

Firstly, The advisability of keeping Spectacles and Eyeglasses in stock.

Secondly, How to buy the stock. (Where to buy we will leave to the dealer's own judgment).

Thirdly, How to keep the stock.

Fourthly, How to make the Spectacle trade a success.

Firstly—If a jeweler stops to consider the immense number of Spectacles and Eyeglasses worn, and that at least one in every twenty of the population requires them, he would at once try to cater to this trade, which assumes larger dimensions every year. The demand is rapidly increasing. In fact more than one oculist has said that 40 years hence we shall be a spectacle nation, and it must be remembered that, unlike jewelry, Spectacles are an article of necessity and cannot be dispensed with. The writer, who has had over 13 years' experience of the trade in Canada, begs to state that as far as that experience goes it convinces him that the trade is a profitable and increasing one, and that \$100 properly invested in Spectacles will pay better than any other line a jeweler can handle, the profits are good and the sales, although not extraordinarily large, are steady.

We now come to the second point. How to buy a stock of Spectacles and Eyeglasses. Choose a first-class house to buy from—one that devotes its full energies to the Spectacle trade, and does not sell them as a side line only; in fact from a house that will fill all special orders for you—a very important matter in this line. Lay in a stock on the following plan: Spectacles, convex, to sell retail at 25 cts., 50 cts., \$1.00, \$1.50, and pebbles at \$3.00 per pair, respectively. Eyeglasses, convex, to sell retail at 25 cts., 50 cts., \$1.00 and \$2.00 per pair. In Spectacles take of each kind: 2 pair of each No. from 5 to 7, 4 pair each from 8 to 18, 2 pair each from 19 to 30, and 1 pair each from 32 to 60. In Eyeglasses you will require from No. 10 to 48 principally. Of concave or short sighted glasses an assortment of 3 dozen Spectacles and 3 dozen Eyeglasses will suffice for ordinary requirements in country stores. Have your higher grades of goods made *interchangeable*, so that you can fit gold Spectacles with lenses from your steel Spectacles made

on the same gauge, and never allow your stock to run down so that you are out of any number.

How to keep your stock: Don't keep it out of sight. Remember out of sight out of mind. Get a good show case, made up so that each focus number is kept separately, and so that by looking at your case you can tell at a glance what you have in stock. Keep your goods clean and neatly arranged, and you will find half your work in selling Spectacles done. It is a very bad plan to keep your numbers all mixed up, so losing time in looking them out.

How to make your Spectacle trade a success: Never misrepresent your goods. Sell your Spectacles for what they are. Do not sell a common Spectacle for a good one. Never sell a good Spectacle for a pebble when it is not one. Sell it on its own merits. Get a good line of goods from a reliable house. Keep a good assortment, and if you have not got what your customer requires get it for him. Advertise judiciously yourself, and you will know what you are paying for it. Don't buy from houses that profess to advertise for you gratis, as they can't do it for nothing, and you pay for it half-a-dozen times over in reality. And last, but not least, fit your customers carefully.

H. G. LEVETUS.

“RETAILER” SPEAKS AGAIN.

Editor THE TRADER:

SIR,—Your correspondent H. D. seems to have his share of grievances in his letter. He says he agrees with “Retailer” in the first part of his letter, but not in the latter. All “Retailer” proposed was to have a uniform scale of prices for American movements, whether it be ten or twenty per cent. or whatever the trade may determine, and all bind themselves not to sell below the prices agreed upon; and if found so doing shut them off from buying any more movements.

It is true that the great difficulty is in taking old watches in exchange, but the remedy for that is: allow no more for them than they are worth; and if others do so they will soon find it a losing game.

Let there be no petty jealousies between brother craftsmen. Let all endeavor to raise the trade to its proper standing, and all will be well satisfied with the result.

In the first place let there be a meeting of the retail trade called—say in Toronto—and organize an association of retail dealers on the same basis as the Jobbers' Association, and let there be a set of rules laid down for the approval of the trade.

And then at the next meeting let them be either accepted or rescinded, just as the members may think good. If such is done all would have a voice in the making of the rules by which they would be governed.

I think there are men enough in Toronto of sufficient mental calibre to draft a set of rules for the good of the trade, subject to the approval of the whole association.

Your article “Protection to Retailers” is to the point. Retailers must organize if they are in earnest to correct abuses.

My opinion has been expressed before, viz.: Let us have a uniform scale of prices laid down for work and all abide by the scale, as the public don't bring me or Mr. Jones a job for charity—to keep us from starving; they bring it because they cannot do it themselves; and if we do not give them satisfaction we lose their custom. I hear tell of some who profess to

• OFFICE OF •

THE KEYSTONE WATCH CASE FACTORIES

NINETEENTH AND BROWN STREETS,

PHILADELPHIA, Jan. 1, 1886.

DEAR SIR,

The Firm of C. N. Thorpe & Co. was dissolved by mutual consent on the 31st ult., the business and assets of the Firm having been bought by the Keystone Watch Case Company, a corporation organized under the laws of Pennsylvania.

We will continue our interest in the said Company, of which Mr. Thorpe is President, and we ask for the Company a continuance of your kind favors.

Yours respectfully,

GEORGE W. CHILDS.
CHAS. N. THORPE.

THE Keystone Watch Case Company is the same concern as formerly, but continued under a changed title. The name Keystone is a good and suggestive one, with which the Trade is thoroughly familiar, and it has long been the practice of many of the patrons of the Keystone Factories to speak of and address the late Firm as the Keystone Watch Case Company. The title, therefore, is peculiarly fitting, because of extensive usage and the fame and popularity of the Keystone Factories and their products.

The Keystone Watch Case Factories, as is well known to the Trade, have always been recognized in connection with thoroughly made, perfectly reliable, and in all respects satisfactory goods.

Under the operations of the Keystone Watch Case Company, that enviable position will be loyally maintained.

The opening of the new year finds the Keystone Factories admirably equipped for business, and the management confidently rely on the co-operation of the Trade in a greatly enlarged output from this time forward, satisfied that their joint efforts will be mutually advantageous.

clean a watch for twenty five cents. (It is not in the town in which I live you will understand)

There is a storekeeper in King who makes his boast that he can sell American watches cheaper than any watchmaker—a boast that he will not be able to make good when he has sold his present stock, for he does not keep anything in the trade but a watch or two, which is kept to draw his former friends' custom from the opposite store.

I would say to the trade generally, if they have any suspicion that any of the jobbers are not following out the principles laid down by Messrs. Smith & Fudger, Lowe & Anderson, and Lee & Chillas, and in fact all the jobbers in Toronto, or if they find storekeepers or others selling American watches, let them take the No. and send the same to the factory, when they will be able to find who it was that sold it; or, if smuggled, the Customs should be apprized of the same.

Your correspondent, Mr. Fenwick, objects to peddlers carrying watches, etc. I think, while it is their regular stock in trade, they should be reckoned as legitimate dealers, for we may rest assured that the general public will sooner buy from a regular dealer than from a peddler who is not an expert.

I have already trespassed too much upon your space, and conclude by wishing you a Happy New Year, and hope the retail trade will do their part as faithfully in the matter as THE TRADER is the wish of
Yours truly,
RETAILER.

SELECTED MATTER.

HE WANTS PIE.

A little, with content, is much
To him who'll not refuse it,
Who takes it as the Lord hath sent,
And then doth rightly use it.
Most men, with nothing, have a thought
That life would be a pleasure
If they could share, in smallest part,
With those who have the treasure.
But is it true? Experience shows
That, in this world of sorrow,
The man who fights for bread to-day
Will fight for pie to-morrow.

He vows he does not want the earth,
His thoughts are far above it,
The gold of Ormus and of Ind
His simple tastes don't covet.
A very little meets his wants,
Enough to yield a living.
He says, is all a man should ask,
And thank the Lord for giving
But, is it true? Well, if it be,
The truth you'll have to borrow,
The man who fights for bread to-day
Will fight for pie to-morrow

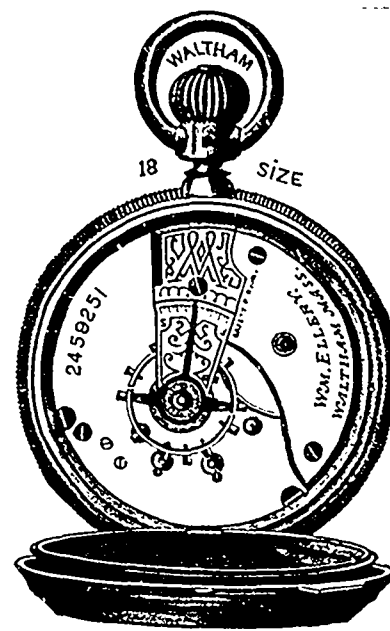
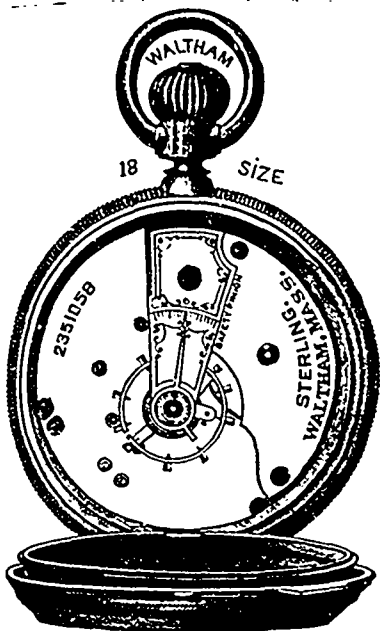
Of wealth, a fraction's all he asks,
With smallest numerator
Set out in unit bold, above
A large denominator
This makes the sum of all his joys,
Of all his hopes and blisses
Tis all he needs, 'tis all he prays,
Tis bread and cheese and kisses,
But, is it true? You bet 'tis not,
For, in this world of sorrow,
The man who fights for bread to-day
Will fight for pie to-morrow.

THE SUCCESSFUL SALESMAN.

If we have been correct in assuming that there has been something in the nature of a revolution in the ordinary conduct of the country store business in Canada during the last twenty years, the change is not less marked in the character of the salesman than in that of the buyer and the business man. The grumpy, uncouth, general purpose attendant, who lazily left his concealment behind some overtopping pile of nail barrels and biscuit boxes, at the summons of the bell, sprung into clanging activity by the opening door, to ascertain the wants of the occasional purchaser, is no longer the rule, but the exceptional type of the modern salesman. What he is, is perhaps less to the purpose of this article than what he must needs be in order to attain the highest rung of the ladder as a salesman. And, first of all, he must needs have a competent acquaintance with the merchandise he offers for sale. A perfunctory knowledge gained in a passing way is only sufficient to betray his ignorance to the first customer of perception with whom he comes into contact. Here, as in every other walk in life, "knowledge is power," and no amount of address, tact and patience will compensate for the lack of a thorough, complete and technical acquaintance with each article, and which must extend to every variation of size, width, weight, quality, description and name, its relative value and peculiarity, the manner in which it is put up, bought, sold, etc., and all these must be at his fingers' ends, naturally, for the benefit, assistance and guidance of his customer, to the end that doubt and difficulty may be removed, and a sale effected. Could we reach the ears of the numerous class of young men seeking to qualify themselves to-day, for salesmen and merchants, we would ask them with all earnestness, as they value their future, to aim at *thoroughness*. One branch of trade, one department, one class of goods known completely, exhaustively, is of supreme importance. Not that the acquisition of knowledge should cease there, for, in a new country, an acquaintance with many kinds of merchandise may be extremely helpful, but the man who has but a smattering, a crude and imperfect knowledge of many things, without being thoroughly conversant with one, as a rule, achieves little success.

Assuming, however, that as the result of careful training, and the cultivation of habits of perception and observation, he knows his goods, and can speak about them with authority: a like amount of study must be given to human nature, so as to adapt himself to every variety of disposition, peculiarity and idiosyncrasy of the customer. Here the exercise of tact, skill, diplomacy and patient industry come to the assistance of the salesman. Address, urbanity of manner, imperturbable good humor, and long suffering are all needful, and these are usually found in the highest perfection in the man enjoying good health, as the result of abstemious and regular habits. The man of quick temper, short, irritable, too anxious for results, is as likely to fail as the ungracious, angular crank, from whom the customer is intuitively repelled. Neither does success usually attend the loquacious parrot, whose dictionary of adjectives is so speedily exhausted, any more than the man who stretches exaggeration into falsehoods, which are speedily detected, and the salesman discredited. Just as a thorough knowledge is essential to the successful advocacy of the salesman's wares, so is truth the key and channel to confidence and esteem, without which there can be no permanent hold upon the customer.

American
Waltham
Watch Co.
WALTHAM, MASS.



WALTHAM
FULL PLATE MOVEMENTS

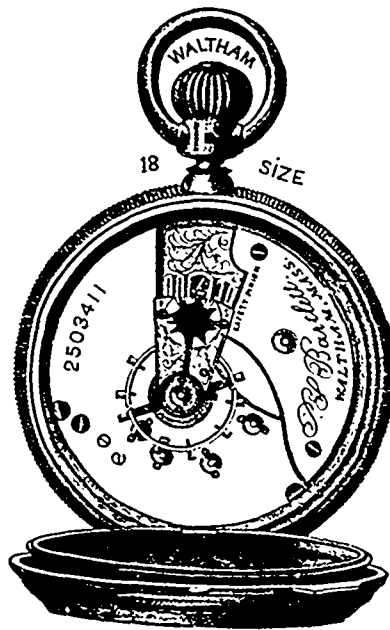
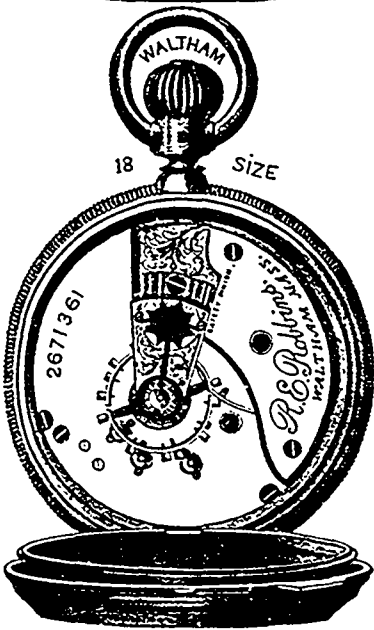
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OPEN CASE STEM WINDERS,

—MADE TO—

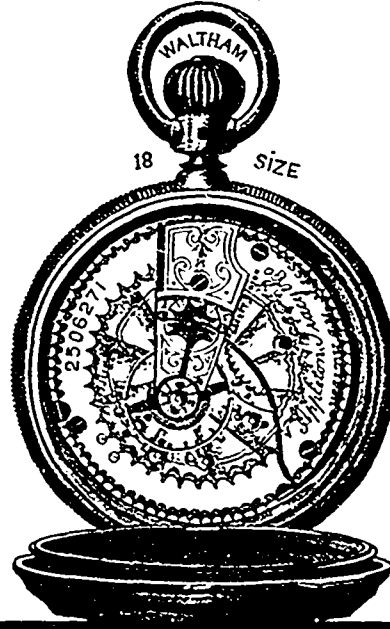
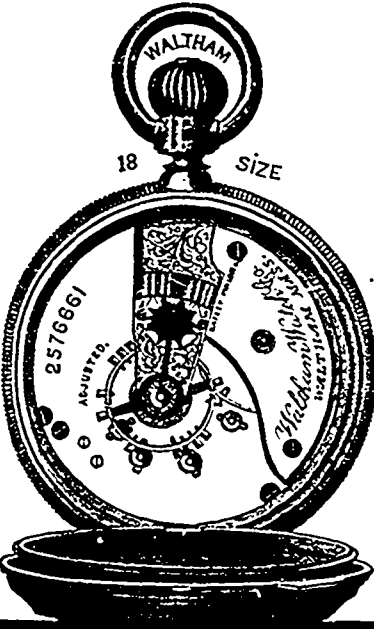
SET BY THE PENDANT ONLY,

Doing away with Inside Hand-Setting Lever.



A Complete Assortment of Gold, Silver and "Crescent" Filled Cases on hand to fit any of the above Pendant Setting Movements.

All Pendant Setting Cases will take any American Full Plate Movement with Female Winding Pinion.



ROBBINS & APPLETON

GENERAL AGENTS,

BOSTON. CHICAGO. NEW YORK.
LONDON. SYDNEY.

This analysis of the successful salesman may be supplemented with a few illustrations.—Mr. P. was one of the most successful travelling merchants we ever knew. Of fine physique, to a more than ordinary share of good looks, he combined a gentlemanly address and extraordinary cheerfulness, as the result of excellent health. The buoyant, elastic step with which he entered a merchant's store arrested immediate attention, and the cheery, radiant salutation, never too familiar, and always respectful, frequently put the merchant, blue over the tightness of money or quietness of trade, into instant good humor, inspired him with hope that issued in a determination to persevere, drove away the despair, and an order to the visiting inspirer almost invariably followed. It is needless to add that the salesman "knew his business," and was not strange to the art of displaying his wares, nor to the efficacy of a manly advocacy of the respectability of his firm, and the merchantability of their goods. From the memoirs of "George Moore, Merchant and Philanthropist," we extract the following:—

Mr. Moore had, of course, many rebuffs to encounter in the course of his journeys as a commercial traveller. With sufficient confidence in his own abilities, he had no personal pride. Though rebuffed a dozen times, though bowed out of a shop again and again without an order, he would call again with his "Good Morning" as brisk and cheerful as ever. He used to say that it was a bad plan to fall out with a customer, however rude he might be. He talked with them, he joked with them, he amused them, and finally he brought them round to his side—which was to order a good parcel.

Many are the stories still told by commercial travellers about George Moore's determination to get orders. He would not be denied. If refused at first, he resorted to all sorts of expedients until he succeeded. On one occasion he sold the clothes off his back to get an order. A tenacious draper in a Lancashire town refused to deal with him. The draper was quite satisfied with the firm that supplied him, and he would make no change. This became known amongst the commercial travellers at the hotel, and one of them wagered with George Moore that he would not obtain an order.

George set out to try. The draper saw him entering the shop, and cried out: "All full! all full, Mr. Moore! I told you so before!" "Never mind," said George, "you won't object to a crack." "Oh, no!" said the draper. They cracked about many things, and then George Moore, calling the draper's attention to a new coat which he wore, asked what he thought of it. "It's a capital coat," said the draper. "Yes, first rate, made in the best style by a first rate London tailor." The draper looked at it again, and again admired it. "Why," said George, "you're just my size, it's quite new, I'll sell it you." "What's the price?" "Twenty-five shillings." "What? that's very cheap." "Yes, it's a great bargain." "Then I'll buy it," said the draper. George went back to his hotel, donned another suit, and sent the "great bargain" to the draper. George calling again, the draper offered to pay him. "No, no," said George, "I'll book it: you've opened an account." The draper afterwards became one of his best customers.

On another occasion a draper at Newcastle upon Tyne was called upon many times without any result. He was always "full." In fact he had no intention of opening an account with the new firm. Mr. Moore got to know that he was fond

of a particular kind of snuff—rappee, with a touch of beggar's brown in it. He provided himself with a box in London, and had it filled with snuff. When at Newcastle he called upon the draper, but was met as usual with the remark, "Quite full, quite full, sir." "Well," said Mr. Moore, "I scarcely expected an order, but I called upon you for a reference." "Oh, by all means."

In the course of conversation, George took out his snuff box, took a pinch, and put it in his pocket. After a short interval he took it out again, took another pinch, and said, "I suppose you are not guilty of this habit?" "Sometimes," said the draper. George handed him the box. He took a pinch with zest, and said, through the snuff, "Well, that's very fine!" George had him now. He said, "Let me present you with the box; I have plenty more." The draper accepted the box. No order was asked; but the next time George called upon him he got his first order, and numerous others followed.

—HENRY W. DARLING, in *The Merchant*

HALF AN HOUR TO SKIP.

A clock-cleaning tramp observes: "Cleaning clocks is another good fake, only it has been worked to death. One of us goes ahead and tinkers up the clock, taking it partially to pieces, tuckling it up with a feather, and anointing it with ole or lard or something. I always, when I'm on the tramp, carry box-constrictor ole or yak ole for the purpose. It's coal ole or lard, just as it happens. When I comes to put it together, if I don't know exactly where all the wheels go, I do the best I know how, and if there is any overflow of wheels without holes to put 'em in, as is usually the case, I jest quietly slip 'em in my pocket. I then handspike the hands ahead a half hour, and tells the folks it is unhealthy to turn them back, and that they had better wait until the time comes as pointed by the clock before they start it running. This saves disarrangin' the innards, I tells 'em. That half hour lets me out, and I goes if the clock don't."—*Exchange*.

STEPPING STONE TO SUCCESS.

Learn your business thoroughly.

Keep at one thing—do not seek change.

Always be in haste, but never in a hurry.

Observe system in all you do and undertake.

Whatever is worth doing at all is worth doing well.

One to-day is worth two to-morrows.

Be self-reliant; do not take too much advice, but rather depend on yourself.

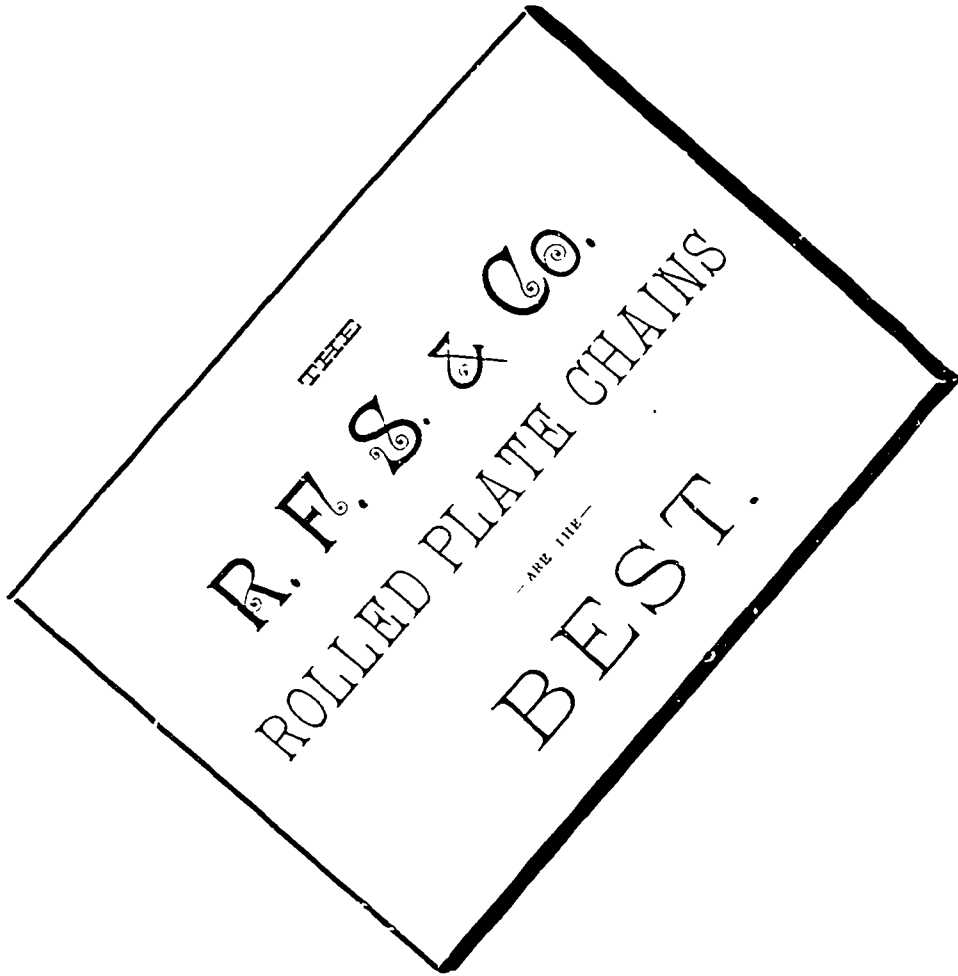
Never fail to keep your appointments, nor to be punctual to the minute.

Never be idle, but keep your hands or mind usefully employed except when sleeping.

Use charity with all; be ever generous in thought and deed—help others along life's thorny path.

Make no haste to be rich; remember that small and steady gains give competency and tranquility of mind.

He that ascends a ladder must take the lowest round. All who are above were once below.



BUSINESS NOTES.

MEMBERS OF JEWELERS' SECURITY ALLIANCE.—SPECIAL NOTICE—
In case of burglary, telegraph at once to John Segsworth, 4 Wellington St. East, and James Ryrie, 113 Yonge St.

Mr. A. W. Dixon, formerly with Samuel Stern and afterwards with the late John Zimmerman, is now on the road for Messrs. P. W. Ellis & Co.

LOWE & ANDERSON are out with a very neat calendar and Christmas card which they have distributed broadcast amongst the jewelry trade. If you haven't got one ask the firm, "Why is this thus?"

FIRE.—Last month, the store occupied by Mr. J. A. T. Caton, wholesale jeweler of Victoria British Columbia, caught fire, but was extinguished before a great deal of damage was done. The loss was about \$100, fully covered by insurance.

HOW TO SELL SPECTACLES.—If you want to get a few good, practical points about spectacles and how to sell them, be sure and read the series of papers that are being published in THE TRADER, commencing with this number. They will repay careful perusal.

W. F. DOLL, jeweler, late 55 and 57 Yonge St., Toronto, has removed to 525 Main St., Winnipeg, in Clements' new block, opposite city hall. Mr. Doll is now visiting New York and the eastern markets, picking up new lines, and will return to Winnipeg about the 1st of March.

SALE OF A BUSINESS.—We understand that the stock and fixtures of the business of Simon Schreck, jeweler, of St. Thomas, has been sold at thirty-five cents on the dollar to Mr. Fox, jeweler, of this city. Mr. Fox intends bringing it here to dispose of. Experts say that it was no great bargain even at that low figure.

THE ACME SILVER Co., of Toronto, not to be out-done, have sent out one of the handsomest calendars that has appeared this season. It is handsomely lithographed in colors and is good enough to frame. We should say that if the demand for the company's goods were as general as the demand for the lithograph they would need to double their capacity in the near future.

A LUCKY JEWELER.—We understand that Mr. Simon Shreck, whose stock and business were recently sold by his creditors, is starting again in his wife's name next door to his old place of business. It is rumored around St. Thomas that Mr. Shreck's better half was, only a few weeks ago, lucky enough to win a \$3,000 prize in the Hamburg, German, lottery. The moral to every jeweler about to fail is, obvious! Get your wife to go in for German lotteries.

ARREST OF A JEWELER.—We see by our Hamilton contemporaries that T. J. Carrol, jeweler of Hamilton, has been arrested by Messrs. Thomson & Co., of that city, for larceny. From the evidence before the magistrate it appears that Messrs. Thomson & Co. gave Carrol a couple of watches to sell for them and he refused either to account for them or the money. The firm had him arrested and we understand that the police magistrate has committed him for trial.

A NEW WATCH CASE.—The American Watch Case Co., of Toronto, have just secured the patent for a new and improved cheap dust proof silver watch case, which they have dubbed the "Perfection," and which bids fair to create a revolution in the trade. They have just supplied the jobbing trade with samples, and are ready to fill orders for them as fast as they come in. It is the cheapest case ever sold in Canada, and every dealer should ask his jobber to send him a sample of it at once.

A TASTY SOUVENIR.—One of the most elegant Christmas souvenirs that we have seen this year was sent us by the Illinois Watch Co., of Springfield, Ill. U.S. and consisted of a beautifully lithographed series of views of their factory and of the principal places in the capital of the State. No price-list marred its attractiveness, but in its place was a very neat and well written treatise on the adjustment of watches and the superiority of the system used by the Illinois company over all others.

BETTER THAN GOLD OR EVEN WHISKEY!—We learn from an exchange that Mr. Gage, formerly a jeweler of Kingston, Ont., but latterly a resident of California, U.S., has discovered a very fine spring of pure drinking water near the city where he resides, which he has

disposed of for the sum of \$65,000. Prospecting for water springs in California seems at present to be a better paying investment than prospecting for gold. We doubt if in such a "glorious climate as California" that a spring of pure whiskey would have brought a much higher price in an open market.

FLATTERING.—Our esteemed contemporary *The Metallurgist* of Chicago, says of us—"One of the brightest and most welcome jewelry publications that comes to our table is *The Trader*, of Toronto, Ontario. It is wide awake and pretty level headed on current topics of interest to the jewelry public." If we hadn't a bad cold in our head, we would take off our hat. As it is we can only say, Thanks!

SERIOUS ACCIDENT.—We regret to learn that Mr. William Ellis, brother of P. W. Ellis and foreman of their factory, met with what might easily have been a fatal accident on Saturday afternoon last, while coasting on the hill near the Dor. As we go to press he is considerably improved, and although badly shaken, expects to be able to resume work in a few days.

THE TORONTO SILVER PLATE Co.—We had the pleasure of going through this superb factory a few days ago under the guidance of the enterprising manager Mr. E. G. Gooderham, and were very much surprised at the advance which they have made in every department of manufacture during the past few months. They are now turning out goods of original design, beautiful finish, reliable quality and at prices almost as low as the same class of goods are sold at in the United States. Such factories as this are a credit to any country and if this is the way the present tariff tends to ruin the country we say like Oliver Twist, "Give us more" of the N. P.

THE ARREST OF TOBIAS EPSTEIN, who was formerly in the jewelry business but latterly engaged in the gents' shirt and furnishing trade, has created no small comment amongst those who knew him in the city. Mr. Epstein, who has been endeavoring to compromise, is charged by his creditors with having made way with some \$30,000 worth of his assets. At the preliminary investigation before the Police Magistrate a few days ago he was committed to stand his trial at the next court but was allowed out on bail being given for \$35,000. We trust Toby may clear himself, but at the present time things look rather squally for him.

THE ANNUAL MEETING of the American Watch Case Co., of Toronto, was held at the Company's office on Wednesday, the 20th January, when the old Officers and Board of Directors were re-elected for the current year. Although only eleven months have elapsed since this Company was organized, they are now thoroughly equipped with the very latest and most improved machinery known to the business, and are in a position to fully meet the demands of the trade, both as regards quality and quantity. They will in future continue their policy of making no goods without their own stamp, and of fully guaranteeing the quality of every case bearing any of their trade marks.

DEATH OF MR. THOMAS ATKINSON.—We regret to have to record the sudden death of Mr. Thomas Atkinson, jeweler of Newmarket, Ont. Mr. Atkinson was in Toronto only a few weeks ago on business connected with his firm and at that time no one would have for a moment supposed that he was so near the end of his life. He was an honest, upright merchant of a school that was old-fashioned enough to believe in paying one hundred cents on the dollar, and that a gentleman's word should be as good as a bond. He will be much missed in the town in which he lived and where he was highly respected. We understand that the business will be carried on by his only son Lemuel Atkinson who is a practical jeweler.

THE ELLIS TRADE MARK.—Messrs. P. W. Ellis & Co., in order to put an end to the misrepresentations often indulged in regarding the quality of gold jewelry, have for the future determined to stamp all the goods of their manufacture with a trade mark, (fully described in their advertisement) which, while serving to identify all goods of their make, will also, so far as the trade is concerned, act as an absolute guarantee of quality. This we regard as a wise step, and from the integrity and reliability of the firm using it we have no doubt that in a very short time our Canadian jewelers will look upon the E stamped maple leaf with as much confidence as if it were the Hall mark of the English Government Assay office.

**T. WHITE & SON,
MANUFACTURING JEWELERS,
LAPIDARIES & DIAMOND SETTERS.**

30 King St. West, Toronto.

Canadian and Foreign Stones Polished and Mounted for the Trade.
N.B. - A variety of Stones and Imitations of all kinds in Stock.

C. W. COLEMAN,

10 KING ST. WEST, (UP STAIRS), TORONTO.

WATCHMAKER TO THE TRADE. DEALER IN WATCH MATERIAL, TOOLS, SPECTACLES, &c.

Complicated and other Watches put in thorough order. Broken or imperfect parts replaced by new Gold Dials re-figured. Watches de magnetized Musical Boxes repaired. Jewelry Jobbing and Engraving Stubbs, Hammers, Plyers and Files Spectacles from 65 cts. per dozen up Orders must be accompanied with City reference or Cash.

**E. & A. GUNTHER,
IMPORTERS AND WHOLESALE JEWELERS,
COR. JORDAN & MELINDA STS.**

Spring Stock now full and complete in all departments.
Special attention given to JEWELRY REPAIRING.
Our Travellers now out.

GEORGE J. BRAY & CO.,

— JOBBERS IN —

Watches, Jewelry and Diamonds, Tools, Materials, &c.

WATCH REPAIRING & DIAMOND SETTING a Specialty.

Call and see us when in the City or send your work in.

65 AND 67 YONGE STREET, TORONTO.

ATTENTION.



RETAIL JEWELERS who desire to get their Goods direct from the Manufacturer at first cost will save money by calling on me when in Toronto, or ordering samples of my Goods by post. I sell Goods cheaper than any other house in Canada, and guarantee everything I sell to be as represented.

Engraving of all kinds a specialty. For sample look at the cut in this advertisement.

REMEMBER THE ADDRESS:

**A. M. WELLINGS,
MANUFACTURING JEWELER AND ENGRAVER,
26 ADELAIDE ST. EAST, TORONTO.**

W. F. DOLL,

WHOLESALE JEWELER & IMPORTER

— OF —

Diamonds, Watches, Jewelry, Clocks,
Silver and Electro-Plate, Optical
Goods, Watch Material, &c.

525 MAIN ST., WINNIPEG.

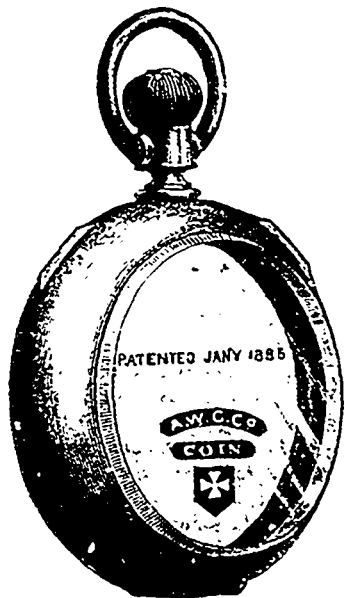
(Late 55 & 57 Yonge St., Toronto)

THAYER & CO.,

3 WELLINGTON ST. EAST, TORONTO,

MANUFACTURERS' AGENTS AND DEALERS IN

Watches, Clocks, Material and Jewelry of all Kinds.



We beg to inform the trade that our **MR. FRED. A. THAYER** when in New York last month, succeeded in buying for SPOT CASH, some of the biggest bargains in Jewelry ever secured by any Canadian buyer, and of which we propose to give the trade in this country the full benefit. A look through our Stock, which is entirely new, will convince any Jeweler that he can save money by dealing with our house.

In addition to Watches and American Jewelry, we make specialties of the following lines, in all of which our Stock will be found very complete :

**WATCH AND CLOCK MATERIALS OF ALL KINDS, WATCH GLASSES AND
GENERAL JEWELERS' SUNDRIES.**

Our **MR THAYER** will call on you during the month, and we trust that you will reserve for him a share of your esteemed orders.

MONSTER SAFES—We learn from a British Columbia exchange that the arrival of two monster safes manufactured by Messrs. J. & J. Taylor, the well-known safe makers of this city for the Bank of British Columbia in Victoria, created quite a furore in that place. *The Colonist* devotes a full column of what it terms "these masterpieces of mechanical skill" and refers in very flattering terms to the makers. Although Solomon's saying that "a good name is better than great riches" is now over two thousand years old, the experience of Messrs. J. & J. Taylor proves that he was quite right in making such an assertion. Their name is regarded all over Canada as a synonym of fair dealing and honest work, and we are therefore, not surprised that the arrival of two of the finest safes they ever turned out of their works should be so loudly heralded by our far away countrymen in British Columbia.

A NEW DEPARTURE—As will be seen from our advertising columns, Messrs. Smith & Fudger in fulfillment of their promise to the Retail Trade made last November, have separated their jewelry entirely from their fancy goods business. The jewelry business will hereafter be a distinct business, they having sold it out en bloc to a joint stock company, consisting of themselves and several of their oldest employees. We trust that the change will be a beneficial one to all concerned, and we offer our sincere congratulations to their employees who have thus obtained a partnership in such a prosperous business. (The new company carry out their promise of selling only to bona-fide retail jewelers, as we have no doubt they will, they should be able to secure a large share of the legitimate jewelry business. They have our best wishes for the success of their new venture.

A LIVE RODGERS.—Meeting the genial manager of the Acme Silver Plate Co. the other day, we asked him in banter if it was true that he had the real Rodgers chained up in his back yard. He assured us, upon his word of honor, that there was not a single particle of truth in the story, but that if we had an opportunity of coming down, he would show us the real, live Rodgers working in the factory and superintending the manufacture of the plated knives, spoons and forks which bear his name. They say it's better to be born lucky than rich, but if we were to have any control over our advent into this sublunary sphere, we would prefer being born a "Rodgers" in preference to being the son of a prince or any other profession, except that of a plumber. There's money in it, so long as you can do good honest work.

THE KEYSTONE WATCH CASE CO—As will be seen from the advertisement on another page, the firm of C. N. Thorpe & Co., of Philadelphia, manufacturers of the "Boss" and "Keystone" cases, have turned their business into a Joint Stock Company, under the appropriate name of The Keystone Watch Case Company. With the exception of a larger working capital, and increased facilities for doing business, the change is in name only, as the management of the new Company will remain as before in the hands of Mr. C. N. Thorpe, Mr. H. L. Roberts and Mr. Chapette, the three gentlemen who made the reputation of the old concern, and who may safely be trusted to preserve and enhance it in the new. The "Boss" case has more than a continental reputation, and if the management of the new Company still adhere to their old idea of making only first-class goods and giving the public full value for their money, they may reasonably expect to increase their trade very largely. We wish the new Company a long and successful career.

PLEASE TAKE NOTICE—We have frequently of late been in receipt of communications from various parts of Canada, which, for the most part, consist of personal attacks, either upon offending jobbers or retail opponents in business. While there may be some—nay, a great deal of truth in many of these charges, we desire to say right here that the columns of *THE TRADER* is not the place in which to ventilate such grievances, and we do not propose to constitute ourselves a vehicle for the conveyance of abuse. If the jobber with whom you have dealt does something you don't like or consider fair, settle the matter with him directly. If he won't make the *amende honorable* you can refuse to have anything to do with him, that is if you don't owe him anything, if you do you had better pony up before you say too much. There are any amount of jobbers to buy from, and if one will not use you fairly, perhaps another will. If your grievance is against some local opponent, you must find some other way of getting even with him, for although your difference may be important to you per-

sonally, it is not so to the trade in general, and won't interest them in the least. For the ventilation or exposure of any trade abuse, such as may be of interest to the trade in general, or any section of the trade in particular, we have always room in our columns, and will do all in our power to help to correct them, but we can't go into the personal abuse business. For such communications we have a large waste basket, and our devil says they come in very handy for lighting the fire.

WARNING!—We are informed upon undoubted authority, that the Government have decided to protect themselves, and at the same time protect honest dealers from the unfair competition of jewelry smugglers, whether wholesale or retail, and to this end have detailed several private detectives to make a thorough investigation of all and sundry jewelers suspected of such practices. We are glad that this is the case, as such a proceeding on their part to enforce the law, cannot fail to be of benefit to every honest, law-abiding merchant who pays the duty. It is the duty of every honest jeweler, whether wholesale or retail, to give the Government all the information in his possession that may help to stamp out this practice. They will consult their own interest and the good of the trade in general by doing so. We expect to hear of some striking examples being made by the Government before the year is out.

CAN IT BE TRUE?—A special dispatch to a city contemporary says:—"The barefaced swindle perpetrated upon the customs authorities in Montreal, and discovered by the guardians of the estate of the absconding jeweler, C. T. Picard, who is supposed to be hiding in New York, has caused no little gossip amongst the trade. The full extent of the swindle is not known, but so far as discovered amounts to over 170,000 francs, and the authorities expect the amount will reach at least as much more. The most astounding feature of the affair is that a large, wealthy and presumably respectable house in Europe should have been guilty of aiding and abetting the firm here. It is asserted that the well-known watch manufacturing house of E. Sanderz & Co., Geneva, Switzerland, have been guilty of such conduct. They have, it is said, supplied Picard & Co. with three sets of invoices. In those for the customs authorities, the goods were entered at from 50 to 70 per cent. lower than the invoices sent to the firm. The invoices containing the real values were addressed to Picard's private residence, where he kept a separate set of books and in which he debited Sanderz & Co. with the difference in invoices." In reference to this dispatch, we may say that the trade can scarcely conceive it possible that any honest man could so far lower himself as to take the false oaths that such a system of cheating must necessarily entail. Of the two evils, we think regular smuggling the lesser, and from a business standpoint, would certainly prefer to deal with a sneaking smuggler, who risks his personal liberty in cheating the Government, than with the able bodied liar, who effects the same object by committing perjury, either personally or by proxy. Both are bad enough in all conscience, and should be stamped out by the Government with an iron heel. These developments came none too soon, and the only pity in the Picard case is that it is the absconder's creditors and not himself who will have to pay the piper, if the Government insists on "its pound of flesh" in his case.

THE DEARDON SMUGGLING CASE—Following close on the heels of the Picard Case, comes the intelligence that the customs authorities at Montreal have made another large seizure of jewelry, the "victim" this time being Mr. Deardon, one of the oldest wholesale jewelers of that city. This seizure, which reflects the highest credit upon the officials at that port, has only been accomplished after three years' strict surveillance of the importer by a tide waiter here, whose suspicions were aroused by information he received. The difficulty in the way of unravelling the mystery as to how or by what route the goods were brought in, was the great obstacle that postponed the seizure until the present. It appears that everything was brought out on the Allan Steamships from England without being entered on the freight list, this having been done, it is alleged, systematically, in winter to Halifax, and in summer to Quebec, where the owner received the goods himself, and by concealing them on his person had difficulty in getting them to his place of business. He admits the fraud, so the goods will be confiscated, and a fine of fifty per cent. of the legitimate duty imposed, or he will have to go to jail in default of payment. This looks as though the department meant business. It is also said that

LOWE & ANDERSON,

Wholesale and Manufacturing

JEWELERS.

HAMPDEN MOVEMENTS,

WALTHAM MOVEMENTS,

ELGIN MOVEMENTS,

ILLINOIS MOVEMENTS,

WALTHAM CASES,

DUEBER CASES,

FAHY CASES.

KEYSTONE CASES,

AMERICAN WATCH CO'S CASES,

GOLD CASES,

FILLED CASES,

SILVEROID CASES,

SILVERINE CASES,

FAHY JUNIOR CASES.

AMERICAN JEWELRY,

ENGLISH JEWELRY,

SILVER JEWELRY,

GOLD JEWELRY,

PLAIN GOLD RINGS,

ENGRAVED BAND RINGS (Our own Manufacture)

GEM RINGS,

GOLD CHAINS,

SILVER CHAINS,

SILVER COLLARETTES,

SILVER LOCKETS,

GOLD LOCKETS.

LOWE & ANDERSON,

TORONTO, - ONT.

Deardon made a clean breast of the whole concern, and gave the customs authorities a full list of his accomplices and the retailers who bought from him. As the customs people have a direct interest in every seizure, a share of the spoils going to them, it is probable that there will be "wigs on the green" ere long.

SOMETHING ABOUT R.F.S. & Co—We clip the following interesting item from *The Metallurgist*, which we think will be of interest to our readers—"The house of R. F. Simmons & Co., Attleboro Fall, Mass., was established in 1873, and the present members of the firm are Messrs. R. T. Simmons, E. L. Hixan and J. L. Sweet. Mr. Sweet is the Vice-President of the Jewelers' Board of Trade of Providence. They at present employ over one hundred and eighty workmen, and although I hear other manufacturers claiming to employ as many, yet after having covered the jewelry manufacturing districts of the East pretty thoroughly, it is my belief that this house "leads the van" in the number of employees. Their specialty is gold stock plated chains. They carry in stock over 2,000 different styles. Messrs. Simmons & Co run several patented chains and among others their patent box link. They were the first originators in plate of the "California" chain. This has always been a hot chain to make in plate as it is apt to run up to too high a price in making. The "California" chain was probably first imported and is made in bright and Roman gold. As per a patent process, with Messrs Sweet & Co., these two materials are now united without solder, and this process has given the firm almost the entire trade in this chain. They have a very large sale for it on the Pacific coast."

WHAT IS A MINOR?—Louis Sapery, a young man of a speculative turn of mind, embarked in business in Toronto some four years ago as a jewelry peddler, and for some time did a snug little business, buying exclusively for cash, on account of the scarcity of credit. Subsequently, however, young Sapery entered into partnership with his brother-in-law, a Mr. Muscat, under the style of Muscat & Sapery, and in addition to his peddling trade, the new firm opened out a retail jewelry store on King Street East, almost opposite the St James' Cathedral. As the new firm for a while met their engagements very promptly, it was not long before they were favorably regarded by the jobbing trade and getting all the credit they wanted, and, as it now appears, a great deal more than they deserved. Last fall, after laying in an unusually large stock of goods, young Sapery started on a trip to Manitoba to dispose of his stock. Later on he returned to Toronto and informed his creditors that he had sold nearly all his goods up there, but while in a house of ill fame, in the prosecution of his business, he was drugged and robbed of the entire proceeds of his sales. His creditors, not taking this for gospel, commenced to make inquiries, and the result was that Messrs. P. W. Ellis & Co., one of the largest of them, got out a *capias* and had him arrested and put in jail. His friends have moved in court for an order to set the *capias* aside, on the ground that he is a minor, but their application has been thrice dismissed with costs, they having so far failed to convince the hard-hearted judge that the poor little fellow should have been tied to his mother's apron strings instead of selling jewelry these few years past. It is usually charged against this country that our youths are too precocious, but certainly if what Sapery's friends allege be true, here is at least one authentic case, where a young man of about twenty one, who for four years has hoed his own row as a jewelry peddler, has suddenly relapsed into an irresponsible child, who should be pulling away at the feeding bottle instead of being put into jail by his hard-hearted and unfeeling creditors. Messrs Ellis say that they are going to fight this thing out to the end on the line they have started on, come what may, and we think they are to be commended for so doing. A few such examples would clear the moral atmosphere in the jewelry trade and make it healthier for some time to come. In the meantime, if being a minor is going to save them from paying their legal obligations, some of them may suddenly discover that they are under age and act accordingly. If, however, they are as successful as Mr Sapery has been, it will scarcely pay them

WORKSHOP NOTES.

TO TEMPER STEEL.—Steel tempered in oil is not as hard as when tempered in water, softer in tallow than in oil, softer in sealing wax than in tallow. Small drills hardened in sealing wax require no an-

nealing, very thin ones may be tempered by drawing them with a quick motion through the air, they, too, need no annealing.

TO HARDEN PINIONS—I have for several years used petroleum for hardening pinions with best results. The steel parts to be tempered are first heated upon charcoal in the customary manner, then annointed with ordinary washing soap, heated cherry red, and quickly immersed in petroleum, without anticipating that the latter might ignite. Steel articles heated in this manner do not warp whatever, no matter how thin, and remain almost entirely white.

THE FUNCTIONS OF OIL SINKS.—Oil sinks are formed in watch and clock plates so that by capillary attraction the oil is kept close to the pivot instead of spreading over the plate, and back slopes are formed on the arbors, so that the oil may not be drawn all up the body of the arbor. The "attraction" is sometimes negative and becomes a repulsion, as is the case of mercury in a glass tube. It is still called capilarity whether the fluid is raised above its natural level or depressed below it.

REVARNISHING CLOCK CASES—It is often incumbent on the country watchmakers to revarnish clock casings and other objects, we therefore publish a few recipes of easily-prepared varnishes. *Common Varnish*: 16 parts mastic, 2 parts Venetian turpentine, 24 parts sandarac, 120 parts alcohol. *Black Varnish*: 20 parts alcohol, 1 part sandarac, 2 parts shellac, 1 part elemi, 1 part seedlac, 1 part mastic, 1 part boneblack, 1 part Venetian turpentine. *Red Varnish*: 50 parts alcohol, 1 part dragons' blood, 4 parts Venetian turpentine, 4 parts shellac, 8 parts mastic, 2 parts elemi. The ingredients are put into a bottle and filtered through a fine cloth, and the varnish is ready for use. For a colorless varnish, use 1 part mastic, 2 parts bleached shellac, 2 parts sandarac, and 20 parts alcohol.

BURNISHER—The surface to be burnished must be free from scratches, which the burnisher would not remove, but render more distinct by contrast, and the burnisher must be kept highly polished, for the surface burnished can never be smoother than the burnisher. Burnishing polished pivots with the glossing burnisher preserves them from wearing. Very little, if any, of the metal is removed by burnishing in the ordinary way, although watchmakers sometimes use what are called cutting burnishers to form pivots. The cross section of these burnishers matches the outline of the pivot it is desired to form, and they are roughened by rubbing on a lead block charged with coarse emery. The pivot is finished with a smooth burnisher of the same form as the cutting one. Silversmiths use burnishers of agate.

WEAKENING THE SPRING.—The balance spring is best placed upon a piece of glass, not too thick, which lies upon a piece of white paper, whereby the disturbing shadow is prevented altogether. Much twisting of the spring is injurious, and no exact regulating can be had with one that is bent. Should it ever become necessary for the repairer to weaken an over-strong spring, for want of a suitable one, let him do as follows: Cut a medium-hard holly, narrowed flat, press the spring carefully within it, lay it upon a plate of glass, and apply the oilstone with gentle pressure, or coarse redard oil, and thus remove as much as consistent. When much has to be taken off, it is better to shellac the spring upon the plate for flat grinding and polishing—of course set the screws very exactly to obtain a uniformity, after finishing, remove the spring, with alcohol and boil. The spring coils must lie in their natural position, neither twisted nor cramped. I wish to state in this connection that this desperate remedy should only be used when the repairer has no other means at command, and only then in watches of low grade. Of two evils choose the lesser. The spring is not improved by such treatment.

OTHER NOTES.

A watchmaker in Newcastle is said to have completed a set of three gold shirt-studs, in one of which is a watch that keeps excellent time, the dial being about three-eighths of an inch in diameter. The three studs are connected by a strip of silver inside the shirt bosom; and the watch contained in the middle one is wound up by turning the stud above, and the hands are set by turning the one below.

Engines of war are short-lived now-a-days. Three years ago no praise was too high for the machine-guns which had brought to a close the bombardment of the forts of Alexandria, by driving the gunners from the guns they were serving. Now those same guns of Mr Nordenfeldt's invention are pronounced obsolete, and no longer fulfilling

SIMPSON, HALL, MILLER & CO.,

WALLINGFORD, CONN.

—MANUFACTURERS OF—

Artistic and Useful Hollow Ware,

ELECTRO-PLATED UPON FINE HARD WHITE METAL.

There is nothing in Designing, Ornamentation or Manufacturing which our artists and workmen cannot produce

OUR FACILITIES FOR EXECUTING FINE WORK ARE UNEXCELLED

OUR ASSORTMENT IS SUITABLE FOR THE BEST TRADE.

WE CARRY A STOCK OF MANUFACTURED GOODS SUFFICIENT TO MEET THE DEMANDS OF THE LARGEST TRADE.



SPOONS, FORKS, ETC., PLATED UPON THE FINEST NICKEL SILVER IN
EXTRA, DOUBLE, TRIPLE AND SECTIONAL PLATE.

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

WM. ROGERS, - - WALLINGFORD, CONN.

No connection with any concern in Waterbury, Meriden, or Hartford using name of Rogers in any form.

FACTORIES: WALLINGFORD, CONN., U.S., AND MONTREAL, CANADA.

the necessary requirements. Recent experiments carried out in Weymouth Bay by the Polyphemus against dummy torpedo-boats have shown that the quick-firing gun manufactured by Messrs Hotchkiss is the only one at present whose results are satisfactory.

The total number of watches produced annually in the entire world is estimated to be about 3,000,000. The annual production in the United States is now 1,000,000. The total number of key winding watches made in this country since the introduction of machinery in their manufacture, or since about 1850, is 3,250,000. Probably over 2,000,000 of these were made during the last ten years.

The interest factor is one of the most potent features in all business transactions. Money will double itself at ten per cent in about seven years, at nine per cent in eight years, at eight per cent in nine years, at seven per cent in ten and a half years, at six per cent in twelve years, at five per cent in fourteen years, at four and a half per cent in sixteen years, and at four per cent in eighteen years.

WISE AND OTHERWISE.

"A little nonsense now and then
Is relished by the wisest men."

How to make a Maltese cross—tread on her tail.

A NAVIGATOR'S most dangerous strait is a whisky straight.

EVERY angry man thinks he's right, and nine out of ten can see that they were wrong when anger cools. The tenth man is a fool.

PROFESSOR—"Is the intensity of gravity greater at the Poles or the Equator?" Sophomore—"Yes, sir." Professor—"Which?" Sophomore—"It's greater."

"THE mouth of the Amazon," said a professor of geography in a St. Louis female seminary, "is the biggest mouth in the world—present company always excepted."

A SCOTCH schoolmaster having repeatedly and at last angrily demanded of the pupils, "Who signed Magna Charta?" a little girl tremblingly replied, "Please sir, it was na me."

A CERTAIN little damsel, being aggravated beyond endurance by her big brother, fell down upon her knees and cried: "O, Lord! bless my brother Tom. He lies, he steals, he swears. All boys do; us girls don't. Amen."

ON a recent trial a witness was asked as to the common sense of Joseph Buckley. "When Buckley was sober," he said, "he was very sensitive—as sensitive as any other man; but when drunk he was very much exaggerated."

Two Irishmen were proceeding in company to witness an execution, when one said to the other "I say, Pat, where wud yez be if the hangman had his dues?" "Begorra," said Pat, "I'd be jist walkin' down this shtreet alone."

A MAN who had filed a petition for a divorce was informed by his counsel that his wife had filed a "cross petition," as lawyers call it. "A cross petition!" exclaimed the husband! "that's just like her. she never did a good natured thing in her life."

A FATHER lately induced a croupy little boy to make a healthy meal of buckwheat cakes and molasses, but the latter proved to be syrup of squills. The boy said he thought something ailed the molasses the very minute his father told him to eat all he wanted.

"TEN dimes make one dollar," said the schoolmaster. "Now, go on, sir. Ten dollars make one—what?" "They make one mighty glad these times," replied the boy, and the teacher, who hadn't got his last month's salary yet, concluded that the boy was about right.

OUR HELP COLUMN.

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

When requested, these advertisements will be published in successive numbers of the paper.

If you have a Store, Stock, or any Special Article to sell; if you wish to buy an Established Business, or enter into Partnership; if you want a Journeyman, Clerk, Salesman, or Foreman; if you want a situation yourself—communicate the fact to THE TRADER PUBLISHING CO., 57 ADELAIDE ST. WEST, TORONTO, and it will be inserted in this column free of charge. This is the only way by which you can reach the entire Trade, and we shall be glad to help you.

SAFE FOR SALE.—Outside measurement, 4 ft. 6 in. x 3 ft. x 2 ft 7 in., inside measurement, 3 ft. 4 in. x 1 ft. 10 in. x 1 ft. 2 in.; also two nickel counter cases, 8 ft. and 9 ft., and two walnut wall cases, 9 ft. long. Apply to JOHN PEBBLES, jeweler, Hamilton.

SALESMAN WANTED.—By one of the largest retail jewelers in Toronto. A first-class salesman, who thoroughly understands the business. References required. Address, stating salary required, JEWELER, care THE TRADER Publishing Co., 57 Adelaide St. West, Toronto.

WANTED.—SITUATION AS WATCHMAKER, by the 15th of February, by a young man just out of his time. Can do all kinds of watchwork and jewelry repairing. Address, E. G. TAYLOR, care of G. D. Pringle, Guelph, Ont.

THE TRADER is printed by E. G. McLEAN, 13 Adelaide St. E., Toronto, who makes a specialty of Jewelers' Work. Samples and estimates on application.

ASK YOUR JOBBER FOR GOODS OF THE MAKE OF
C. E. HAYWARD & COMP'Y,
Successors to HAYWARD & BRIGGS,
MANUFACTURERS OF FINE ROLLED PLATE JEWELRY
179 BROADWAY, NEW YORK.

PATENT



BRACELETS.

"THE MORTON" PATENT POST SLEEVE BUTTON.

Link Buttons, Collar Buttons, Plated and Ribbon Vests and Guards, Hair Chain Mountings, Seals, Lockets, Charms, Jewelers' Findings; Etc.

Factory: ATTLEBORO, MASS. Buyers invited to call at our Office and examine new Goods.

SPECIAL NOTICE.

CANADIAN
PATENT.



JANUARY
15TH, 1886.

The American Watch Case Co. of Toronto desire to ask the attention of the Retail Jewelers throughout Canada to the merits of their newly patented

- "PERFECTION" -

Dust Proof Watch Case, which has just been placed upon the Market. This Case, an exact representation of which is shown above, has so far been made only in Silver, and is the best Cheap Watch Case ever turned out by any Factory on this Continent. The same pains are taken in its construction and finish as in the Company's regular Silver Cases, and they have only to be thoroughly examined to be appreciated. The "Perfection" is

The Cheapest Silver Watch Case Ever Sold in Canada,

And is now in the hands of all the leading Jobbers; the Trade can therefore be supplied with them without any delay. Ask your Jobber to show them to you; it is money in your pocket to handle them, therefore take no others instead. Every "Perfection" Case we manufacture bears our stamp and registered Trade Mark as above, and is fully guaranteed as to quality, no matter by whom sold.

⚠ Dealers will please notice that we are now fitting all of our *regular* Open-Face Stem-Wind Cases with our new Patent Unbreakable Pendant Set, the simplest, strongest and best device for the purpose ever invented. They are made so as to take any regular American Full-Plate Movement with Female Winding Pinion.

GUARANTEE NOTICE.

All Spoons and Forks bearing the stamp

G. RODGERS, A 1

are made of the finest nickel silver and are plated and hand-burnished under my personal supervision, and standard of quality—each article is guaranteed perfect in finish and durability.

All Knives bearing the stamp

G. RODGERS

12 DWT.

are plated on the best English cast steel with pure silver, and are hand-burnished and warranted to give perfect satisfaction. The well known reputation that the name RODGERS has attained all over the world have induced other makers to adopt a similar name, calculated to mislead the public. See that the trade mark reads and is spelled G. RODGERS, A1, on Spoons and Forks, or G. RODGERS, 12 Dwt, on Knives.

SOLD ONLY BY

THE ACME SILVER COMPANY,
TORONTO,

to whom all orders should be addressed. Send for quotations.

G. RODGERS,

Known to the trade in Sheffield, England, and on this continent since 1846.

THE
ILLINOIS WATCH COMPANY

is now receiving orders for its new and beautiful

FOUR AND SIX

*size movements, and is the ONLY Company now in the
market with FOUR size movements.*

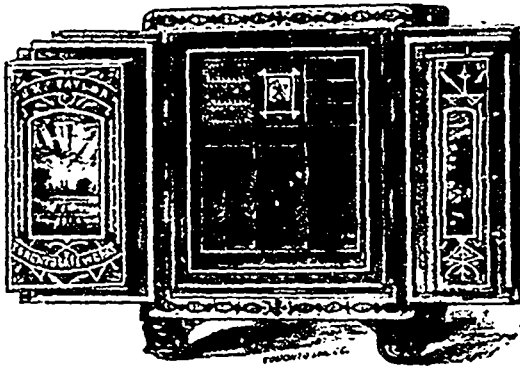
PLACE YOUR ORDERS EARLY.

THE ILLINOIS WATCH COMPANY
*warrants every movement of every size manufac-
tured by it.*

DON'T FAIL TO READ WHAT WE HAVE TO SAY TO
YOU IN MARCH.

H. ELLIS,
WHOLESALE JEWELER,
3 WELLINGTON STREET EAST, TORONTO,

BEGS to thank the Jewelry Trade for the liberal patronage extended to him during the past year, and hopes by square dealing to merit a continuance of same. His stock of the following lines will be found very complete and prices right: **Waltham, Elgin and Springfield Movements, Gold, Silver and Filled Cases, American Jewelry, Materials, Tools, Glasses, Spectacles, &c.**



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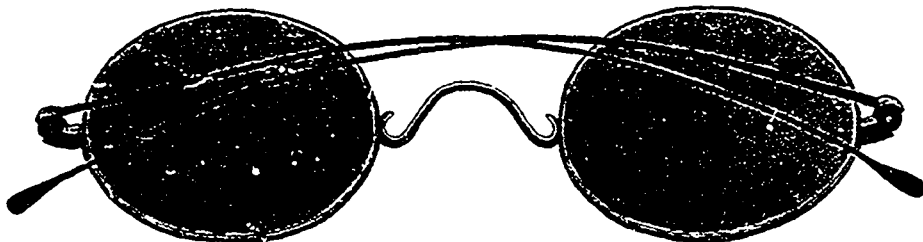
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