



# A CASE YOU CAN SWEAR BY



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

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



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

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

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

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

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