

# An Open Letter to the Trade.

OFFICE OF  
**THE ACME SILVER CO.,**  
*9 & 11 Church St., Toronto, Ont.*

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We have received (from friends and customers, during the past two months) information that two representatives of a foreign plating concern, located in Canada, have been spreading reports detrimental to THE ACME SILVER COMPANY.

Among these reports are the following that, (in the interest of our customers), we are compelled to notice:—

"That we do not produce first-class goods, but that all of our goods are light plate.

"That we are not manufacturers, but only have a repairing and plating shop.

"That we have no financial standing, and will not exist six months."

To those who have handled our goods, or have been in our factory, no explanation or denial is necessary, but to such of the Trade that are not so well acquainted with us, we beg to say:

That these men are stating what they know to be false. One of these individuals represents himself as the agent of The Meriden Silver Plate Co., that has ceased to do business in Canada, and should therefore be treated as an imposter.

The well known reputation that the goods of the Meriden Silver Plate Co. attained, while under the management of the present officers of The Acme Silver Co, is a guarantee of their ability to produce goods equal to any in the market, and we can assure the trade that we shall be as careful of our own reputation as we were of that of The Meriden Silver Plate Co.

It is a well known fact, that as soon as a domestic Company attempts to compete for a share of the plated-ware trade of Canada, the foreign Company before alluded to, assail them with all manner of abuse, and circulate rascally reports, calculated to forestall the good opinion of the trade, and the representatives of this concern are only too willing tools in the hands of an unscrupulous management, and endeavor to make up for their lack of ability to sell goods, by misrepresenting and depreciating the productions of other makers. Both representatives and management, have rendered themselves liable for criminal action for libel, which, in self defence, we may have yet to enforce.

All makers of Silver Plated goods, buy more or less in metal from other factories. We are no exception to this rule, but the greater part of our goods are manufactured by us on our own premises from the raw material.

We are now putting in some new and improved machinery, and intend to further increase our line of home productions. All goods bearing our trade mark are plated quadruple plate on hard, white metal, and warranted for twice their cost, to wear as long, and give as good satisfaction, at far less price than those of most other makers.

If a demand for goods is any criterion of their appreciation, the trade must have a good opinion of our efforts to give them reliable goods at fair prices.

Our goods are stamped with our own name. We do not rely upon the posthumous reputation of a bygone age.

We are here to answer for the quality of our goods, and are content to accept failure or success, according to our merits.

Yours truly,

**THE ACME SILVER CO.**