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THE system of business adopted by S. D. & Co. is simply to sell the very best English Watches manufactured, not through the medium of retail shopkeepers but DIRECT TO THE PUBLIC, at their Canadian Branch, at exactly the same price for a single Watch as if they purchased a wholesale quantity from S. D. & Co.'s manufactory in England; thus saving to the buyer, profits equal to CENT. PER CENT. as will be apparent to all who compare the Canadian Shop Prices with those charged by the makers—

STEWART DAWSON & CO.

LIVERPOOL, ENGLAND,

Usual Canadian Prices.	FOR THEIR WORLD-FAMED WATCHES.	S. D. & Co.'s Prices
£ 7 7 0	Gents' English Full-capped Silver Levers, very best, open-face	£ 3 10 0
7 10 0	Gents' English Silver Levers, high bezel, crystal unbreakable glass	4 0 0
8 8 0	Gents' English Hunting Levers, the very best that can be made	4 10 0
10 10 0	Gents' Keyless English Silver Levers, open-face, highest class	5 10 0
12 10 0	Gents' Keyless English Silver Hunting Levers, perfection itself	6 10 0
7 7 0	Ladies' English Silver Levers, capped movement, very best, open-face	3 10 0
8 8 0	Ladies' English Hunting Levers, every Watch a work of art	4 10 0
12 12 0	Gents' English Centre-seconds Stop Chronographs, crystal face	6 10 0
13 13 0	Gents' Hunting ditto, highest scientific English productions	7 10 0
12 12 0	Ladies' English Gold Levers, 18-carat Gold Hall-marked cases	8 10 0
7 10 0	Ladies' Magnificent 18-carat Gold Watches, finest quality	4 10 0
3 10 0	Ladies' and Gents' Marvellous Silver Defiance Watches	1 10 0
4 10 0	Ladies' or Gents' Silver Defiance Hunters, the wonder of the world	2 0 0

NOTE.—Our prices are nearly half the usual retail rates charged in England, and when compared with the almost prohibitory high prices charged throughout Canada, it is obvious that all will realize the unequalled advantages our system offers to every intending watch buyer throughout the Canadian dominion.

STEWART DAWSON & CO.'S

Splendid ENGLISH HUNTING LEVERS at £4 10s., or \$21.00 are unequalled in quality by any Watch sold in Canada under £8 8s. Same quality in open-face with high bezel and flat crystal unbreakable glass, £4 or \$19.20, worth retail £7 10s. Ditto, with ordinary glass £3 10s. or \$16.80, usual price £7 7s. each kind, in three sizes.

S. D. & CO.'S superb KEYLESS ENGLISH LEVER WATCHES, in open-face and hunting cases, perfect in mechanism, the most convenient and reliable Keyless Watch ever made at prices as above, that defy all competition.

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S. D. & CO.'S LADIES' MAGNIFICENT ENGLISH LEVERS have no rivals in either elegance, price or quality. Every watch a work of art. Prices less than usually charged by retail dealers for worthless foreign watches.

CONDITIONS.

Each watch sent on a week's free trial and the full amount returned to any one dissatisfied, all delivered safe and free to the purchaser, carriage paid by us with key, instructions and guarantee inclosed with each watch, the dollar taken in payment at its full value of 4s. 2d. against our English prices.

DOMINION CHURCHMAN COUPON.

ON receipt of Remittance and this COUPON we hereby agree to supply sender with either of our Watches named above, on the conditions stated, by first return of post.

(Signed) STEWART DAWSON & CO.,
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P. O. Orders payable to Stewart Dawson & Co.,
at the General Post Office, Toronto.

NOTICE.—Don't fail to write for Stewart Dawson & Co.'s Illustrated Pamphlet containing full particulars of all their Watches. 100 pages of valuable and interesting information; 60 pages of most wonderful testimonials from all parts of the world, and illustrations of Gold and Silver Alberts, Chains, etc., all at strictly wholesale prices. Sent free by mail for 5 cents in stamps, to cover postage.

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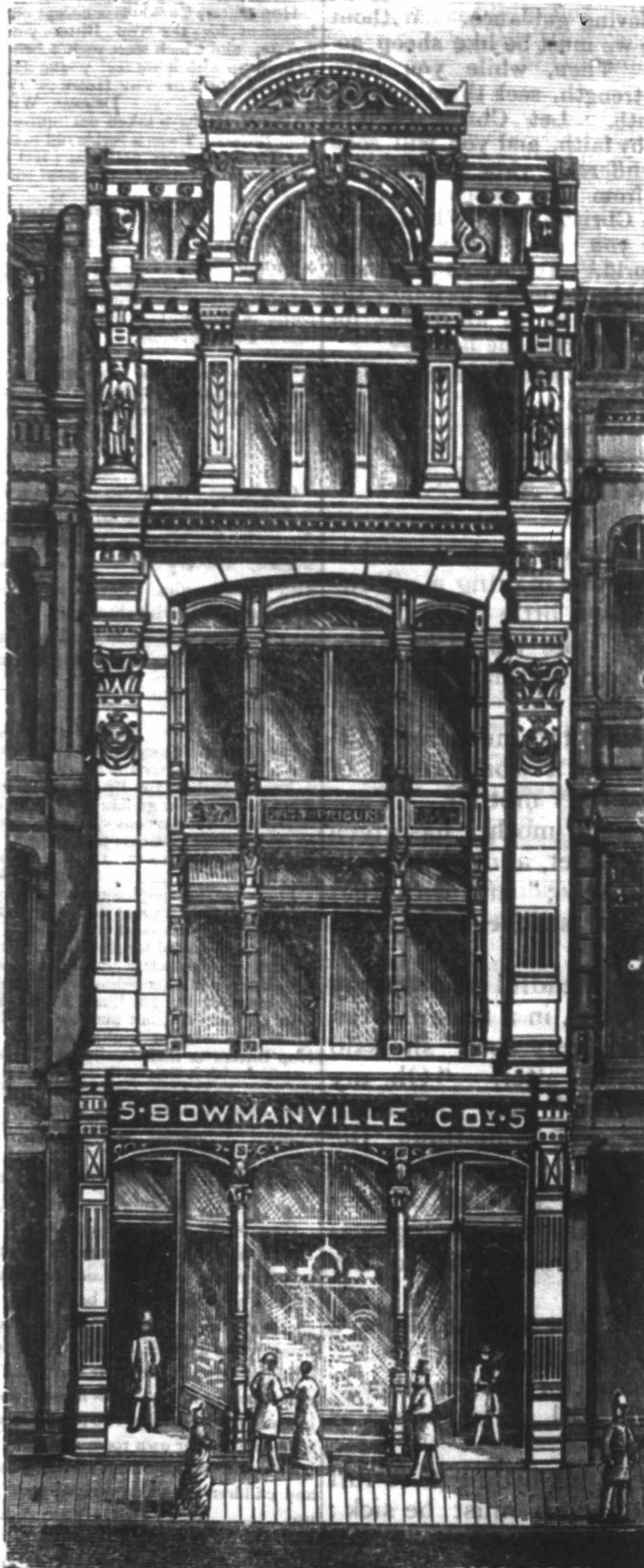
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