



A TELEPHONE CONVERSATION WITH THE TRADE.



A. W. C. Co.—Hello, Central!

Central.—Yes, who do you want?

A. W. C. Co.—Give us the Retail Jewelers of Canada.

Retail Jewelers.—Hello, who is it that wants to speak to us.

A. W. C. Co.—THE AMERICAN WATCH CASE COMPANY, of 67 Adelaide Street West, Toronto, is speaking, and they just want to inform you that they absolutely refuse to accept any responsibility for any Gold, Silver or Gold Filled Watch Case unless it bears one of their Registered Trade Marks.

Retail Jewelers.—That's all right, but just tell us what are your registered trade marks?

A. W. C. Co.—Our trade mark on all Gold and Silver Cases is a "Maltese Cross," (☒) and on all Filled Cases a

"Winged Wheel," (☞) and when you are buying Cases always look for these stamps. If they are stamped with one (☞) of them our Company will guarantee the quality and workmanship of the Case, no matter who sells it to you.

Retail Jewelers.—That's first-class as far as it goes, but why don't you name your Filled Cases so that we can order exactly what we want from our jobber?

A. W. C. Co.—We have done so. In 14 K. Filled we make two different kinds of O. F. Screw Cases, the "Premier" and the "Cashier," and one Hunting Case called the "Cashier." In 10 K. Filled we make the "Fortune" in Open Face and Hunting. Every one of our Filled Cases has one of these names stamped in it in plain letters right above our trade mark of the Winged Wheel, so that you can't make any mistake about them.

Retail Jewelers.—Thanks! We will certainly bear these things in mind when next we buy cases. In the meantime let your Company keep right straight along as you have heretofore done and give us first-class goods that we can swear by. We want to sell honest goods that we can conscientiously recommend.

A. W. C. Co.—Thank you, gentlemen, your advice is first-class, and we will always try and deserve your confidence. Good-bye.