

# HOW TO MAKE MONEY!!!



**T**HIS is what every Jeweler wants to know, and I may tell them, without beating around the bush, that they can make money easiest by buying their goods properly. "Goods well bought, are half sold," runs an old proverb, and that is exactly what every Jeweler says who buys goods from me.

I keep the largest and most complete stock in Canada of American Gold, Rolled Plate and Gilt Jewelry. I am headquarters for American and Swiss Watches, and Cases of all kinds. I have a larger stock, and sell spectacles and optical goods cheaper than any other house in the trade.

I buy in larger quantities than any of my competitors and pay spot cash for all my goods, and I will sell away down at rock bottom to cash customers, or to good men who can pay their notes when due. It will pay any Jeweler to call in and examine my goods and compare my prices with those of other houses. They will buy from me because I sell cheaper than any other house in Canada.

**S. FRENKEL, Wholesale Jeweler.**

Remember the Address, 55 and 57 YONGE STREET, Above the American Express Co.'s Office.

## SIMONS, BRO. & CO.

MANUFACTURERS OF FINE JEWELRY,

*Chains, Thimbles, Canes, Umbrella Mountings.*



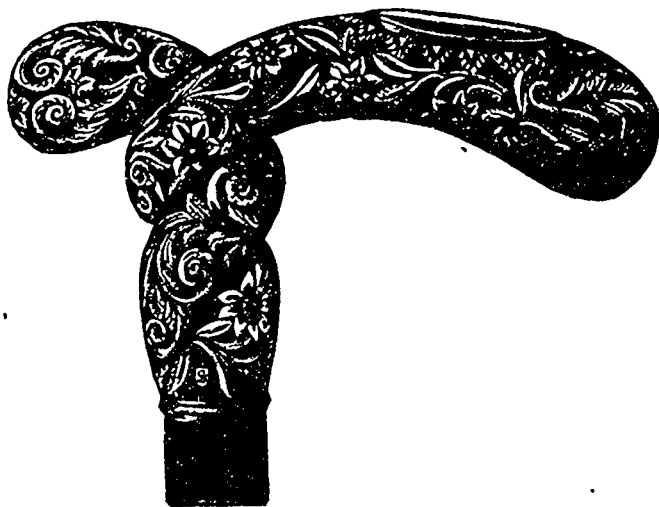
**N. Y. OFFICE, 20 MAIDEN LANE.**

Address all Orders to Factory.

Established 1840.



611 & 613 Sansom St.,  
618 Chestnut St.,  
PHILADELPHIA, PA., U.S.



No. 76.  $\frac{5}{8}$  in.