

# HOW HISTORY REPEATS ITSELF.

## THE CZAR'S PRESENTATION WATCH AND HOW IT PANNED OUT.

A story illustrating the official dishonesty prevailing in Russia at the time of the Emperor Nicholas is told by Karoline Bauer in her memoirs. An acquaintance of hers, the Berlin artist Kruger, had been sent for to paint a portrait of the Emperor, who commanded that Kruger should receive, as a special mark of his satisfaction, a costly gold watch set with diamonds. But this watch had previously passed through the hands of several Russian officials. To the one pair stuck fast the diamonds, to the other the gold, so that Kruger received a very ordinary silver watch. When he thanked the Emperor for the present, he purposely pulled out the watch so that the donor might see it. "There, you see now, dear Kruger, how I am robbed," the Czar said in agitation, "but if I would and could punish all the thieves in my realm, as they deserve, Siberia even were not large enough to receive them, and Russia would be a waste as Siberia is now." Kruger of course received another watch from the Emperor's own hands.

While we don't wonder that such a thing could be done in semi-civilized Russia, it is hardly credible that cases almost parallel are occurring almost every day in our own country. The following, which we clip from the catalogue of one of the leading Case Companies in the United States, is pretty conclusive evidence that, in that country at least, the trade stand an equal chance with the poor Czar of being victimized, and thus making history repeat itself:

## "THE OLD WAY OF SELLING GOLD CASES.

We lately heard of a "diamond cut diamond" transaction in every sense of the word; and the incidents are founded upon actual facts, and occurred between well-known watch dealers and manufacturers:

B, the country banker, goes to J, the country jeweler, and gives him an order for a Gold Watch Case, eighteen karats fine, agreeing to pay the regular rate asked by J. But J, being of an avaricious turn of mind, thinks he will still further increase his profits, and orders the case from the jobber, C, to be sixteen karats fine, but stamped 18-k. Now J stands well with C, the jobber, pecuniarily, but has the reputation of being very close, and hard to make any money out of. Therefore, seeing from the order of J, that a fraud and swindle is intended, he thinks that he may add to his profits a little, and, therefore, orders the manufacturer to make the case fourteen karats fine, but still stamp it 18 k. "Birds of a feather flock together," and C, the jobber, had driven many a hard bargain with M, the struggling manufacturer, and M scans with eager eye the order from C to make the case in such a manner that he knows he is perfectly safe in making his illegitimate share of profit out of the transaction; and on the principle that there is "honor among thieves,"

and consequently no danger of discovery, actually makes the case twelve karats, and stamps it 18k., colors and gilds it up nicely to look like eighteen karats, and completes the swindle. In due course B gets his watch case and shows it with much pride to relatives and friends; but the final catastrophe approaches, when, upon visiting a near-by city, he meets the well-known —, who can tell the quality of gold almost in the dark, by intuition, and showing him the case, he is thunder-struck to hear the word "bogus" offered to what he fondly considered a master piece in the way of a watch-case. Explanations follow, and like the child's row of bricks, the different parties through whom the case was purchased, in their efforts to escape blame, throw the responsibility from one to the other, until finally the poor and struggling manufacturer, whose original crime was in following the path already pursued by his customers, is saddled with the entire load of guilt; and with upturned eyes and long-drawn faces the others stand about and say: "Thou canst not say I did it."

## REAL PROTECTION TO THE TRADE.

In order to prevent any such imposition or fraud in goods of their manufacture, The American Watch Case Co., of Toronto, determined when they commenced business to make their Trade Marks an absolute and recognized guarantee of quality. They, therefore, laid down the following platform, which they have strictly adhered to in the past, and propose to continue in the future: (1) To make no goods without their own Trade Mark. (2) To stamp no goods of higher quality than they really are. (3) To guarantee the quality of every case they made to be of the quality stamped upon it.

In order to ensure this the following Trade Marks were adopted by them and registered in the office of the Hon. the Minister of Agriculture, at Ottawa:



These stamps will be found upon all the goods of their manufacture, according to quality. They ask the Jewelers of Canada with confidence to buy their cases, whether of gold or silver, for three reasons: 1st. Because they are up to the standard and guaranteed as to quality. 2nd. In design, workmanship and finish they are fully equal to any goods in the market. 3rd. Because they are much lower in price.

For the above reasons dealers will find it to their advantage to buy these cases in preference to all others.