



The Goldsmiths' STOCK COMPANY OF CANADA (LIMITED)

THE Spring Trade has opened quietly, business in every line is depressed and the jewelry trade is no exception. Recognizing that our customers require at this season tempting goods at favorable prices, we made a special effort to obtain drives in every department. We have been successful to a very great extent, and the trade generally will find it to their material advantage to carefully inspect our line and hear from our travellers, the various "points" we are in a position to give them.

We have resources that are very ample in both capital and experience, and these we utilize to the utmost to maintain and increase our trade with the independent jeweler. We draw special attention to our new lines of Ansonia Clocks, for value these have never been and are not now equalled in this market. We publish a few cuts of the more desirable patterns. Of American Jewelry we make a decided specialty, as that department is, for the spring trade, one of the most important in our business. The goods are bought by a buyer of many years' experience who is constantly in touch with the trade, and is in a position to know its requirements. Inspect the samples thoroughly, it will pay you.