

"Economy is in Itself a Source of Great Revenue."--Seneca.



TRADE MARKS.



HOW TO BUY, WHAT TO BUY, FROM WHOM TO BUY.

That is the question, and it is easily answered. You should buy closely those things which sell best, and from the parties in whose integrity you have implicit confidence.



Watches are the staples of the jewelry trade, and no retailer can do a healthy, paying business unless he deals only in reliable goods and sells them at honest prices. No matter what movements you prefer, you can make more money by handling the Gold and Silver Cases made by the American Watch Case Co. of Toronto, than any others, because they are so much lower in price that you cannot hold your trade without them. Every Case bearing any of their trade marks is fully guaranteed to be of the quality stamped upon it, and they excel all others in finish and excellence of workmanship. Ask your jobber for them, and take no others.