



Cheapness



Quality.



Durability.

Gold and Silver Watch Cases.

The attention of the Retail Jewelry Trade of Canada is directed to the Watch Cases, both of Gold and Silver, manufactured by the American Watch Case Company, of Toronto. Every Case made by this Company, and bearing any of the above Trade Marks, is guaranteed to be of the quality stamped upon it, according to the U. S. Mint assay.

The American Watch Case Company invite the Trade to carefully examine their goods and compare them with those of other makers, and recommend them as being equal in quality, workmanship and finish, and lower in price, than any other Cases sold in this market.

These reliable goods can be obtained from any of the Wholesale Jewelers belonging to the Canadian Association of Jobbers in American Watches, at the prices and on the terms laid down in the Company's printed Price Lists. They are guaranteed to be the best value Watch Cases now offered for sale in Canada, and dealers will consult their own interests by insisting on getting them and no others, whenever they are in want of any goods of this kind.

Remember that by keeping Cases made by the American Watch Case Co., of Toronto, you are not only saving money, but dealing in Cases that are guaranteed to be as represented, and to give satisfaction to both dealer and wearer.

