



must do the same, or fall into the pit.

Our list of *Watch Cases* now in the hands of the trade is *the closest* yet issued by a Canadian house. We expect to be able at an early date to make a *further reduction*, and would recommend dealers to *buy sparingly* at present. Especially beware of special (?) drives, of which there seems to be a plethora just now. We will have *plenty of regular goods* at right prices that will pay you far better to put in stock.

WATCH CASES—

These goods, as we announced in our special insert of last month, are at last free from the control of the Jobbers' Association, and will now be sold at legitimate prices. We are strong believers in the doctrines of *Free Trade*, and quite satisfied to carry on our business without the assistance of any *legislative body*, political or *commercial*. Trade, like water, will find its level when free and unfettered, and this result will follow by the withdrawal of *artificial* support from the *prices* of Watch Cases; they will be *sold closer* than hitherto, and those who cannot stay in the race will have to drop out. We hear a great deal about "selling below cost," "slaughtering prices," &c., as the outcome of the abolition of a recognised case list. This is all nonsense; the jobbing houses who are trading with their own money are not likely to do any business without a profit, and those not so fortunately situated

SILVER CASES.—We have reduced the price of every line, and will quote special discounts for quantity orders.

FILLED CASES.—We quote very low prices, in some lines a drop of one-eighth from former Association list. We will have this month a line of **Domestic-Made Hunting** goods that will be better value than any *specials (?)* in the market; wait for them.

GOLD CASES.—As usual, we lead in selection and value.

Long-winded open accounts we are not anxious for, believing that short, defined terms and close prices are beneficial alike to Manufacturer, Jobber, Retailer and Consumer.