

Black's Busy Business

FIVE years ago we started in a small store with 7 feet frontage on Eighth Avenue. We knew how to fix watches and our business grew. Two years later we moved into our present quarters. We kept on fixing watches and our business kept on growing. We put the Watch Department in charge of the most expert man we could find in Canada. Under his care no watch was half fixed. Everything had to be just right, and this department grew to be the Largest Retail Watch Repair Business in Canada.

We established a factory, and this also grew until at present our factory is capable of making up any special order in the Jewelry line. Prizes, medals, lockets, rings and pins of all description are being made in this department. It is in charge of a man who also knows his business thoroughly.

During this time we were making a careful study of the Diamond market. We found where to buy them right. We found by experience that the only stone to buy was a perfect blue white Diamond of first quality. They always have a standard value that is always on the increase. Inferior stones have no intrinsic value. We also found the only way to buy them was to buy direct from the cutters and import them loose. They come into Canada free of duty in this way. We mount them ourselves on the premises in the latest and most artistic designs. We were in this way able to give our customers better value for their money than they could get elsewhere, and consequently our Diamond business grew. To-day we are one of the largest Diamond Dealers in the West.

There must be a reason for all this growth. We must be giving our customers what they want, when they want it, and at a satisfactory price. At least this is our motto, and if for any reason our motto fails to work the error will be quickly adjusted if referred to the manager.

Can this store have your patronage?

D. E. BLACK

Manufacturing Jeweler, Optician and Diamond Merchant
CALGARY, ALBERTA

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