

Incorporated by Letters Patent under the Great Seal of the Dominion of Canada.

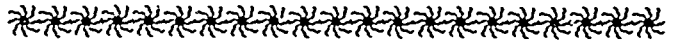
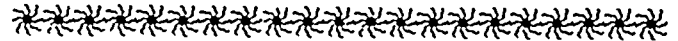
OFFICE AND WAREROOM,

48 Yonge Street, Toronto.

APRIL, 1890.

The production of Roll Plate Chain probably employs more labor and capital than any other branch of the plated goods trade. The value of the annual output is relatively enormous and steadily increasing as the keen competition causes the various manufacturers to produce greater variety of design, and attain a higher degree of excellence in quality of material and beauty of finish. Many of the goods now produced are so perfect that they excel in appearance the solid gold and have displaced them to a very great extent, even with

the better class of trade. In view of all these facts, we have steadily endeavored to provide for our customers the most desirable goods the market affords and give them an article combining all the excellencies at a moderate price. To harmonize price and quality, without sacrificing the latter, is often a very difficult task, but in the Maltese Cross Chain we present for the inspection of the trade, we claim to have scored an unqualified success. We carry an assortment of one hundred



designs, including all the staples and a number of very choice engraved goods. We will take pleasure in forwarding samples to those of the trade who have not yet inspected them. Place no order for chains until you have seen our line, will be a good motto for you to observe. In fancy lines of Chain we have a great range of novelties in Beads, Necks, Victorias, Pearl Links, &c. Many new and nobby things in Bracelets, Charms and a thousand items for which our American jewelry department is noted

The Goldsmiths' Stock Company of Canada, Limited, Toronto.