



JAMES EASTWOOD,

WHOLESALE JEWELER AND MANUFACTURER OF

14 KARAT ROLLED PLATE CHAINS,

NEW GLASGOW, NOVA SCOTIA.



To obtain the best wearing qualities in a chain

it is not always necessary to buy the highest priced. There is a vast amount of humbug in the world of trade concerning the relations between value and price. The trimming on a lady's dress is the expensive extra which brings up the cost, but does not add to her protection from the cold. The Company which produces the best values without these trimmings in manufacturing process employs only skilled labor, economizes at every stage and produces the largest amount of goods at the lowest possible cost per cent., is bound to lead. The J. E. 14k. Rolled Plate goods are made in this way. Large productions at the lowest possible expense, all extra frills and trimmings lopped off. They have been too long before you to doubt their quality. We stop nothing short of **the best in the world for the money.**

GENTS' CHAINS. STUDS. LADIES' CHAINS.
 BROOCHES. BRACELETS.
 PINS. LINKS. BUTTONS. ETC.



DON'T FORGET THIS NAME

"The Celebrated Mayflower Main Springs."

BUY NO IMITATIONS.