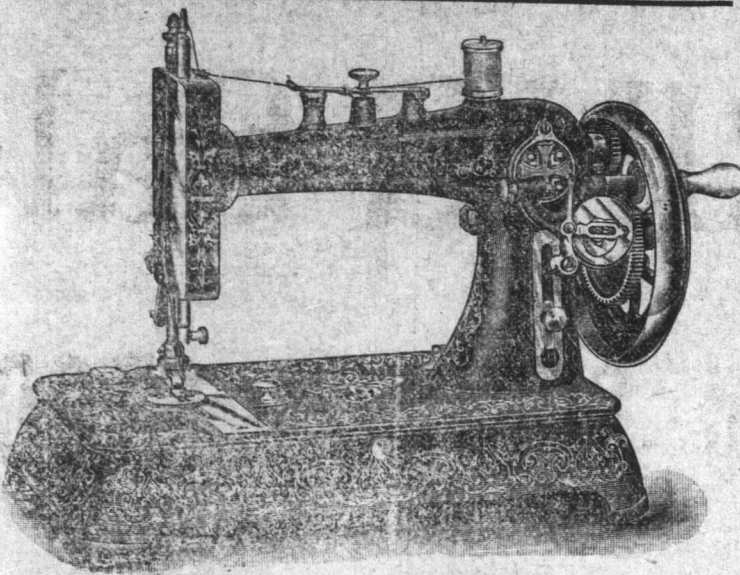


## Sewing Machines!

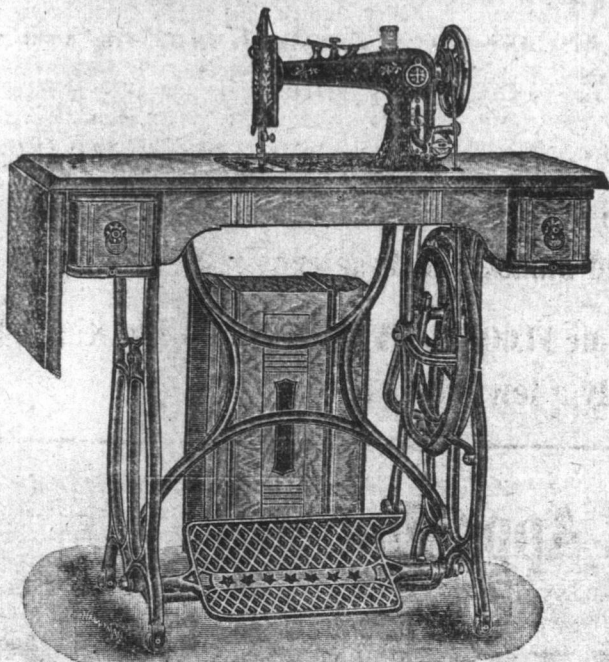


### Hand Machines.

We can thoroughly recommend our stock of Sewing Machines, in both hand and foot power, as The Best that Money, Brains and Experience can buy. They are the most perfectly balanced, lightest running and effective Machines on the market to day.

Every Machine tested by an expert before leaving our store.

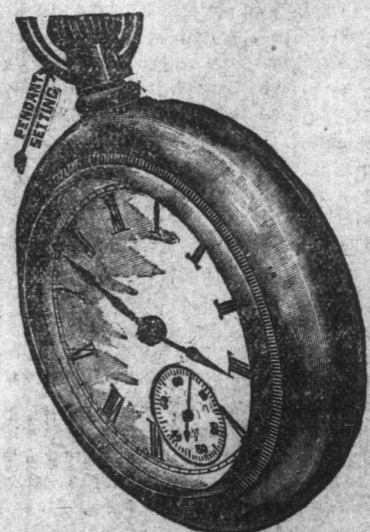
"PAVEWAY," IRON BASE, PRICE.....	\$10.00
"PAVEWAY," WOOD BASE, PRICE.....	\$12.00
"PAVEWAY," WOOD BASE AND COVER, PRICE.....	\$14.00
"EXPRESS," IRON BASE, PRICE.....	\$12.75
"EXPRESS," WOOD BASE AND COVER, PRICE.....	\$17.25
"ROTARY STANDARD," WOOD BASE & COVER, PRICE.....	\$34.00



### Foot Machines.

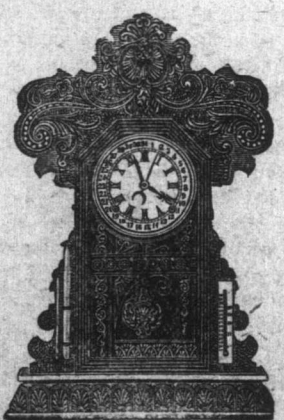
"PAVEWAY," WITH STAND AND COVER, PRICE.....	\$22.00
"STANDARD," TAILORING MACHINES, PRICE.....	\$50.00

## Watches and Clocks.



Silver, Nickel and Gold Filled Watches, guaranteed good time-keepers.

PRICES RANGE FROM \$2.00 TO \$15.50 EACH.



**WATERBURY'S CLOCKS,**  
Requires winding every day.

**8-DAY CLOCKS,**  
Strikes every half hour,  
Price, \$2.90 each.



Alarm Timepieces, same as out to left, Price 65c. each.



Waterbury No Alarm Transit Timepiece, Price, \$1.15.

Waterbury Sunrise Alarm Timepiece, Price, \$1.25.

Marble Finish Clocks, new and massive designs. Price, \$5.00 each.

**THE ROYAL STORES LIMITED**

## History of the Commercial Cable Co.

The following speech delivered by the Vice-President at the Celebration of the Silver Anniversary of the Company's inauguration, embodies an interesting sketch of the history of the Company.

Mr. Ward then spoke as follows:—"Mr. President, and gentlemen, we are assembled here to-night, by the invitation of our President, to celebrate the company's twenty-fifth or silver anniversary. As I look around the tables, it is pleasant to see so many familiar faces, and especially those whose qualities and devotion to the company's interests in the early days of its existence, helped so materially to establish the company as an important factor in Atlantic telegraphy.

When this company was incorporated by the late Mr. John Mackay (whose name we shall ever revere), and Mr. James Gordon Bennett, and it first became public, the companies then operating in the Atlantic, were not very seriously alarmed, doubting because they felt their combined strength was sufficient to overcome any threatened competition.

I am quite sure, that whatever views of that character may have been entertained then, have been entirely replaced by a more wholesome respect for our strength.

I think this occasion is an appropriate one to review the company's history and development during the past twenty-five years, and in doing this I shall relate briefly the steps of progress from its inception.

After Mr. Mackay's work of developing his great mining interests he devoted himself largely to other business enterprises, chief among which was the establishment of an Atlantic cable system. This system was designed to oppose the monopoly existing at that time.

On December 13, 1883, the Commercial Cable Company was legally born, and steps were immediately taken to launch the new enterprise on its active career. Landing places were selected, cables and apparatus were contracted for, arrangements for the establishment of stations were made and all other details necessary to the organization of a high class institution were thoroughly mapped out. There was some doubt at that time as to the Company's purpose and its strength to introduce and maintain competition, but this was dispelled by Mr. Mackay in a letter to the press, which read as follows: "We have no intention of entering into any agreement or coalition whatever with any of the existing companies. We are in a position to take our stand and defy all attempts at coercion. In founding this new trans-Atlantic cable company, we were of the opinion that the time had come to give the public, on a permanent basis, a somewhat cheaper and at the same time a thoroughly reliable and prompt cable service."

You all know how well Mr. Mackay has carried out these promises. Weaker men than he would have yielded to the pressure of the powerful forces united to crush out our existence. Although the matter is now cobwebbed with age, it must not be allowed to be forgotten, especially in an epoch so filled with trusts and combinations.

Recent events have brought forth inferences of a combination between our land line properties and the telephone interests, but our President, Mr. C. H. Mackay, has, I am sure, set all such thoughts at rest by his public statement the other day, in which he reiterated the policies of his father, namely to maintain independence and competition.

I am, however, turning out of my course. The landing places selected as stations for the company's trans-Atlantic cables, as you are aware, were Waterville, Ireland and Dover Bay, Nova Scotia.

Our first trans-Atlantic cable was completed on July 20, 1884, the cable from Nova Scotia to Rockport, Cape Ann, Mass., having been completed shortly before that date.

On October 9th the laying of a second trans-Atlantic cable was completed, and on October 18 the cable from Nova Scotia to New York City was successfully laid, thus forming the first all cable route between New York City and Europe.

In the midst of our enthusiasm over the success thus far attained, first one and then the other of our main cables became interrupted on ground over which the cables should never have been laid. These cables were repaired in December, 1884.

Our New York-Canso cable has the distinction of being the first submarine cable landed and operated in a large city, and has proved a great boon to the business people on many occasions, notably the blizzard in 1888, when all communication to places outside New York City was entirely interrupted except by this cable.

I distinctly remember the impression my words made upon a number of the representative business men in a few remarks I made to them at Coney Island, at the time this cable was landed, in which I ventured to say that a cablegram could be transmitted between New York and London inside three minutes. That prophecy seemed too sanguine to some, but it is unnecessary for me to tell you that we have carried out this prognostication and, in fact, very materially reduced that time.

On December 24, 1884, the cables were opened for public use, at a twenty per cent. reduction, from fifty cents to forty cents per word and from the first were well patronized. The first paid message that passed over the line from America was sent by Mr. I. C. Reiff, of Woerthoff and Company and this gentleman I may say, has always been very proud of the fact. The other companies naturally met our reduced rates. Scenes of unusual activity and stern expressions were visible everywhere in the cable offices as the fight for prestige and supremacy began.

To be prepared at all times to restore interrupted communication without delay the cable ship "Mackay-Bennett" was contracted for and launched in 1883, and was put into commission in the winter of 1884.

On February 1, 1885, our cable between Waterville and Havre was opened for business, thus establishing cable communication with France.

On June 26, 1885, the first cable was laid between Waterville and Weston-Super-Mare, England, thus establishing direct cable communication with England, the manifest advantage of which was reliability of service.

The Company operated its lines in undisturbed tranquillity until April 20, 1886, when placards and circulars were issued by our pooled competitors announcing a reduction in the rates from 40 cents per word to 12 cents per word.

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