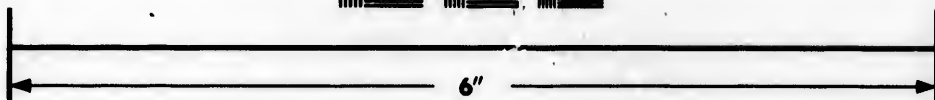
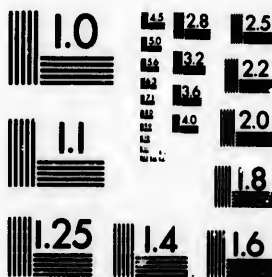


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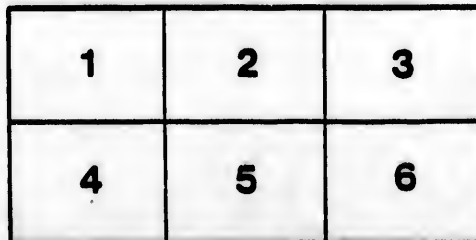
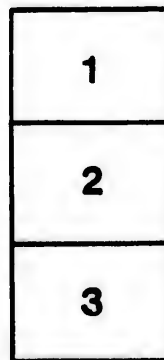
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1896-1

FREE TRADE

VERSUS

NATIONAL POLICY.

The American Watch Case Co. of Toronto,

VS.

W. F. Doll, of Winnipeg,

Via Judge Rose, the Good Tory.



JUDGE ROSE.

The "learned" Judge Rose, who draws \$6,000 a year for administering Canadian justice, told the jury that a *Guarantee* or *Warranty* which stated that an article that was guaranteed to be *made to wear* was as good as one that *guaranteed* or *warranted the article to wear*. He saw no harm in manufacturing and stamping counterfeit or base metal watch-cases as Solid Gold or Perfection Coin Silver. The judge is a decided Tory. He it was who advised Mr. Tupper and the Minister of Justice that the ends of "Canadian justice" would be satisfied if those two thieves, Conolley and McGreevy, were released before their time, and they were.

Is it not fortunate for Judge Rose's bread and butter that judges in Canada are appointed by "the hoodling political tricksters" at Ottawa, instead of, as in the United States, by the voice of the people whom they are appointed to judge?

1896.

Price 10 cents, at all Newsdealers.

Free Trade

VERSUS

National Policy.

THE AMERICAN WATCH CASE COMPANY OF TORONTO

Vs.

W. F. DOLL, OF WINNIPEG

Via JUDGE ROSE, *the Good Tory.*

JUDGE ROSE did the honors at the second trial of the now celebrated suit wherein the so-called American Watch Case Co., of Toronto (no connection with the well-known—the *genuine*—“American Watch Case Co.” of the U. S.) brought suit against W. F. Doll, of Winnipeg, claiming \$5,000 damages for alleged slander.

Mr. Doll and over 150 of his fellow jewellers, it appears, have for some years been petitioning the government to reduce the absurd 35 per cent. duty on watch cases and clocks. They pointed out that clocks were not being made in Canada, and had not been for over 12 years; that clocks were a necessity to the poor man, and the duty, which practically amounted to robbery, should be reduced to at least 10 per cent., and if more revenue must be raised, the Government should put a duty on *diamonds*, which are absolutely free, and which should certainly not be free, while the farmers' plows, harness, clothing, etc., are being so heavily taxed. It was also pointed out that the American Watch Case Co., of Toronto, who claimed to control the output of Canadian watch cases, “were only prosperous because of the similarity of its name to that of one of the largest and oldest watch case companies in the world, the “American Watch Case Co. of the United States,” and because a large portion of the Canadian watch cases resembled, in *everything but quality*, those of the U. S.

The Government were also requested to make it a criminal offence to stamp watch cases, jewelry, etc., with “fictitious” stamps, or stamps that did not denote the exact quality of materials that the cases, etc., were made of. This would have put a stop to the *dishonorable practices* of those protected manufacturers of

The Rev. John N. Lake, who draws \$1,000 per year as President of the American Watch Case Company of Toronto, swore that he knew it was wicked to run street cars on Sunday, but he *did not know* whether it was wicked or not to make gold-plated watch-cases and stamp them "Warranted 14k," or to stamp silver-plated cases "Perfection Coin Silver."

The Rev. Lake's wife is a large stock-holder in the Watch Case Co., as are three other Toronto ministers and their wives. Comment would be superfluous.



REV. JOHN N. LAKE.

watch cases, rings, etc. But that "job lot" of brawlers, the Tory Government at Ottawa, refused the very reasonable request, because of the "financial arguments" taken to Ottawa and given to the Ministers by those two birds of "ill omen," (to the jewelry trade of Canada), Mr. W. K. McNaught and M. C. Ellis, of P. W. Ellis & Co., Toronto, the same gentlemen who, *under oath*, stated that "Warranted 14k," stamped on watch cases, etc., was only intended to denote the quality of plate or gilt with which the cases, etc., were covered. So stated those two good Tories, the two vultures out of the one egg, W. K. McNaught and M. C. Ellis.

In 1892, the pamphlet was issued exposing the president and managers of the so-called American Watch Case Co. for turning out *dishonest* watch cases. (This was clearly proven in both trials; in the first the majority of the jury agreed that Mr. Doll was justified in all he had stated as to the dishonesty of the Company's cases.) With 35 per cent. protection, it pointed out that this combination of Tories stole their name American Watch Case Co. and the stamps on their cases from the genuine or reputable United States manufacturers; and that they manufacture watch cases stamped "Mohawk" which imitated in all but quality the United States made "Montauk"; and that they made so-called "Solid Gold Eagle Cases" (ladies' size), which imitated in all *but quality* the United States made Eagle cases; and that they stamped "Perfection Coin Silver" on watch cases that are nearly all "base metal" or really "only silver plated"; and that they manufacture, among others too numerous to mention, gentlemen's size watch cases stamped "Warranted 14k. U. S. Assay" that are really only "gold plated."

It was truly stated that between manufacturing such watch cases and making counterfeit money there was absolutely no difference, except that the one is legalized and encouraged by the "National Policy" and the other is not; morally they are the same.

Mr. R. J. Quigley, manager of the Company, and designer of the "snide cases," when questioned in the witness box as to why the Company made such goods, replied "because there was a demand for them"; in reply to why they did not make counterfeit money, he said there was no demand for it. This answer is worthy of a Tory cabinet minister, and when Mr. Tupper is making up his jewels (if he ever does) he should not overlook Mr. Quigley or his partner, Mr. W. K. McNaught, who, when asked why the Company had stamped "Warranted 14k." on watch cases that were only gold plated, replied that the Company intended to guarantee only the gold that was "on" the cases to be 14k., and that if the watch cases only contained 5c. worth of gold that was 14k. the Company guarantee would be fulfilled. Surely these gentlemen—McNaught, Quigley, and Ellis—are spiritual affinities of one Ananias.

It was shown that the National Policy was their moral curse, for the watch cases they manufactured under 17½ per cent. protection were not as dishonest as those made under the N. P., with its 35 per cent. protection; but under the 17½ per cent. the directors *did not*, as under the 35 per cent. draw \$8,000 a year in salaries and dividends or drive a carriage with a flunkey.

It was the latter part of 1895, 3 years after the claimed libel was published by W. F. Doll, before the Company succeeded in bringing the case before the judge of their "choice," and it is safe to say that had Mr. Doll been aware of Judge Rose's strong Tory leaning, and of the reported relationship said to exist between Judge Rose's father and the Rev. John N. Lake, President of the Company, he—Doll—would have been as anxious that Judge Rose should *not* hear the case as the Company were that he and no one else should hear it. Subsequent events demonstrated that the Company had calculated well.

The legal firm of Roaf, Currie & Gunther acted for the company against Doll, and here let me deviate from the point to show what a "funny set" this legal firm is, who pulled the strings so successfully for the company of bogus watch-case fakirs.

In July, '93, when the Queen, via the Toronto Police Court, assisted by Mr. Currie, of the "funny set," summoned Mr. W. K. McNaught, of the American Watch Case Co., for fraud, in selling bogus watch-cases, McNaught at once engaged the services of Mr. Roaf (the head and father of the "funny set") to defend him. Mr. Currie, the "stomach and bowels" of the "funny set," then went fishing, and left the prosecution of Mr. McNaught in the innocent hands of Mr. Gunther, the tail end of the "funny set," who, although acting for her "Gracious Ma-

Mr. R. J. Quigley, manager of the manufacturing department of the American Watch Case Company of Toronto, when on oath, said the company manufactured the snide or counterfeit watch-cases because there was a demand for such goods; but, he said, they *did not make counterfeit money because there was no demand for it!* The directors (did) pay him \$5,000 per year salary and \$3,000 in dividends, or \$8,000 in all. He is a member of Toronto's Board of Trade and of the manufacturers' combine. (And he takes the collection after the Rev. John N. Lake, president of the company, has made his prayer.)



R. J. QUIGLEY.

jesty" in consideration of \$5.00 for each conviction, failed to convict. Mr. McNaught was of course defended by the head or brains of the "funny set," assisted by the now city solicitor, Mr. Fullerton, who, with Mr. McNaught and that *Government and city-fed loyal cad, Col. Denison*, the magistrate who tried the case, all belong to the same "Tory Club" and are as thick as thieves.

For these and other reasons herein stated, we may well say there is nothing like "Canadian or British justice," as laid down by those two "living monuments of loyalty,"—Judge Rose and Col. Denison. To worship their idea of justice would be no sin, as there is nothing like it in heaven above, the earth beneath, or in the waters under the earth.

But to return to the suit. The "combined" forces of the funny set, with the celebrated Mr. Lount, Q.C., were now found arrayed against Mr. Doll, who was "so sure of the justice of his cause," that without legal assistance, he defended himself against that array of "legal lights," who received some \$300 per day from the company to prove that "Warranted 14k" did not mean warranted at all, and that "Perfection Coin Silver" was only intended to meant silver-plated, and that "Solid Gold" only meant one part gold and twenty-three parts of brass.

The plaintiffs had previously applied to JUDGE FALCONBRIDGE for a "special jury of manufacturers," who would be all "Tories" of course, to try the case, but His Lordship justly refused to listen to them, and said that if he were trying the case he would let the regular jury, then in court, act. *Judge Rose refused to let the regular jury, who were again in court, act on the case, but allowed the company to use a jury that had been struck by them for this case eight months previous.* Mr. Doll strongly objected to this jury, pointing out that the company had known these men for eight months. It would be in keeping, he said, with the company's directors, the \$200,000 capital, and their watch cases, for them to influence the jury. But Mr. Doll's protests fell on

the unwilling ears of Judge Rose, and were in vain. The case occupied from Monday till Saturday afternoon.

Mr. Doll admitted publishing all the alleged libels. He said the statements were all true, and he was prepared to prove them. He went directly to the enemy's camp for his chief witnesses, and put Mr. McNaught, and Mr. Quigley, the company's Sec.-Treasurer and Manager, into the box. They gave the most contradictory and self-condemning evidence, McNaught swearing that the company's "Eagle cases" were solid gold, while Mr. Quigley swore they were only "brass," gold-plated, and that Mr. McNaught was responsible for the company's cases being "*dishonestly*" advertised. Thos. C. Davis, bookkeeper for the Winnipeg Jewelry Co., Prof. Hayes, the expert assayer, Geo. Wellings, manufacturing jeweller, and P. C. Mills, retail jeweller, testified that the Company's watch cases were "short weight," not as represented, and imitated the U. S. Company's cases in *all but quality*. The Company's "Mohawk" cases which witness swore imitated the U. S. made "Montauk" *in all but quality*. Prof. Hayes swore he assayed and found less than 5c. worth of gold. Mr. McNaught had sworn these Mohawks were "gold filled," and admitted advertising them as gold-filled in the company's price list for April, 1892. The company's "*so-called*" Eagle solid gold cases, were shown to be worth only 38c. intrinsically, and the company's cases stamped "Warranted 14-k." only assayed 6-k. Mr. Mills, the Yonge-street jeweller, *swore they were a fraud and disgrace to the country.*

Mr. Doll went into the box to testify in his own behalf. After being sworn, Judge Rose stopped him as he started to give evidence. and stated that if he (Doll) gave evidence "now," he would not be allowed to make only a limited address to the jury. Mr. Doll and others in the court understood this to mean that he could, "now being sworn," give such evidence as he wished in his address to the jury, and desiring to meet the apparent wishes of the Judge—"not being then aware of his Honor's weakness," gave no evidence then, but found when it was too late that the Judge had either wilfully or unintentionally deceived him. So that the "*back bone,*" so to speak, of *Mr. Doll's defence,* "his own," *was not heard,* for which the Judge has the thanks of the A. W. C. Company.

The principal witnesses for the company were the before mentioned M. C. Ellis, of Ellis & Co., wholesale and retail jewellers, the now celebrated "*so-called*" solid gold ring manufacturers, out of two parts of solid brass to one part of solid gold, from his own admissions under oath, and A. C. Anderson, of Anderson & Co., jewellers, who also sheepishly admitted, "under cross examination," that he too "*loaded the uninitiated*"

Mr. M. C. Ellis, of P. W. Ellis & Co., jewelers, &c., Toronto, is the expert manufacturer of "Solid Gold" rings, made out of one part of gold to two parts of brass or base metal. He swore that P. W. Ellis & Co. sold the Watch Case Company's Cases, and found no fault with them; and that it was quite proper and honest to add twenty-three parts of brass to *one part of gold*, make it into rings and watch-cases, and stamp them "Solid Gold." He is another loyal Tory manufacturer, who shouts from the stump "Canada for the Canadians!" a member of the Toronto Board of Trade and the manufacturers' combine.



M. C. ELLIS.

with the same class of "so-called" solid gold rings, watch cases, etc., which were at least two-thirds brass. Those "two beauties," Ellis and Anderson, readily swore that it was the *custom of the trade*, etc., to stamp plated watch-cases, rings, etc., "Warranted 14k," or that contained only one part of gold to ten parts of brass, as "solid gold."

Mr. Ellis' testimony, of course, did not surprise those who knew he was a "National Policy fed" manufacturer; and Mr. Anderson's testimony did not startle those who knew that Mr. McNaught, the father of those snide cases, held a string on the finances of A. C. Anderson & Co..

But the plaintiff company did not call Mr. Edmund E. Scheuer, wholesale jeweller, who had in the former trial admitted "*he too*" had been deceived in the company's so-called gold cases.

Neither did the company call Prof. Latimer, the expert assayer, who, in the former trial, admitted that the company's so-called solid 14k. gold cases stamped "A. W. C. Co. and Matze Cross," which he assayed, were not 14-k, as stamped.

When the evidence was all in, Mr. Doll stated to the Judge that he had never conducted a case in court before, much less address a jury. He would ask his Lordship to adjourn the court for an hour in order that he might pull his nerves together and prepare his address, having been examining and cross-examining witnesses for nearly a week; but even this scant courtesy was denied him, and he proceeded with his address, but was repeatedly interrupted by the opposing lawyers on technical points, which, though legal, must have been very annoying.

Mr. Lount, Q.C., who followed for the company, was more fortunate on the technical points, although stopped by Mr. Doll for uttering two startlingly false statements.

Judge Rose (much to the astonishment of those who were ignorant of his Lordship's strong N. P. leaning), charged strongly against Mr. Doll and his Free Trade and anti-National

Policy ideas, and told the jury that although Mr. Doll might have proven the plaintiff company guilty of fraud in his four out of five charges, that the jury, "according to the law they had sworn to carry out," *must* bring in a verdict against Doll, unless he had proven up to the hilt the fifth charge, and that "*four out of five*" was not sufficient.

That piece of Canadian or British justice is on a par with that already referred to, which, to worship, would be no sin. You accuse a man of stealing your hat, coat, vest, pants, and boots. You prove that he stole all but the boots on his own evidence; and because you did not prove he stole the boots, you must pay him for "*defamation of character.*" So said Judge Rose to the jury; and they brought in a verdict—not for the \$5,000 asked "by that combination of bogus-watch-case fakirs," but for \$100 as directed by the "learned judge," because Doll had not proven them guilty of taking the boots; and many people marvel at his lordship's "great learning," which he has magnanimously condescended to exchange for \$6,000 per year of the people's ready cash; perhaps another illustration of "the learned pate ducking to the golden fool."

The learned Judge was evidently in "*love*" ("*love is blind*") with those National Policy abortions—the Mohawks, Eagles, Warranted 14-k, Perfection Coin, and Bogus Guarantees—for he generously gave the Company part of the costs, so that they may continue in the "good work" of manufacturing "*counterfeit*" watch-cases, etc.

The learned Judge, Doll remarked, is like unto the Company's guarantees wherewith they guarantee their so-called filled cases to "*be made to wear* for 20 years. To "*be made to wear,*" said Doll, is *no guarantee* that they *will* wear. "Men were *made to be good, unbiassed, etc.*, but that is no guarantee that they *are*, or will be good, etc. Judges were *made* to be fair, unbiassed, etc., but that is no guarantee that they will be fair, etc. *The U. S. Company* "*guarantee*" their cases to *wear* for 20 years. Judge Rose told the jury there was no difference between "*made to wear*" and "*guaranteed to wear,*" and the Hon. Mr. Tupper has stated that Judge Rose's ability makes him eligible for the vacant seat on the Supreme Court bench.

Considering the Judge, the \$200,000 capital of the Company, the wire-pullers, and legal talent that was pitted against him, and the *twelve Tory jurymen* (on the former trial the jury consisted of only 5 *Tories* with 7 *Grits*, and 7 of the jury said Mr. Doll was justified in what he published, and *refused to give any damages*, but the 5 *Tories* wished to salt him, and by "some accident" the jury were all *Tories* this time). Bearing in mind the above and the fact that Mr. Doll was alone, a stranger and a Free Trader in

Mr. W. K. McNaught, who drew \$5,000 a year as Sec.-Treasurer of the American Watch Case Co. of Toronto, swore that "Warranted 14k." stamped on a watch-case was only intended to denote the quality of gold on the case, and if one of these cases so stamped contained but five cents' worth of 14k. gold, the guarantee would be fulfilled. He admitted advertising "Solid Gold Crowns" and supplying gold-plated crowns,—because, he said, "they were just as good." He is the editor and proprietor of *The Trader*, and lectures on "business morality." He is a member of the Toronto Board of Trade and of the manufacturers' combine, and is a loyal Tory.



W. K. M'NAUGHT.

an N. P. Tory city, he can certainly feel elated on his magnificent victory over hypocrisy, political bias, and fraud.

But Mr. Doll was not satisfied with either the Judge's charge or the jury's verdict, and plainly stated so to Judge Rose. He applied for a new trial, and engaged that eminent lawyer, B. B. Osler, to act for him. This move so frightened the American Watch Case Co.—a band of honest watch-case fakirs—that they agreed to *pay the costs*, on condition that Mr. Doll abandoned his appeal for a new trial. This was done.

This exposure of counterfeit watch-cases and counterfeit rings manufactured by these "honest Tory" N. P. supporters should show the Minister of Justice the necessity of enacting a law, in accordance with the request of Mr. Doll and his fellow-petitioners, making it a *criminal offence* to put fictitious and misleading stamps on watch-cases, jewelry, etc., Judge Rose to the contrary notwithstanding.

The *farmers* are compelled by law to honestly stamp their products, and why not *compel the manufacturers*, who are heavily protected, to be honest? If a farmer sells adulterated milk, he pays a fine or goes to gaol. But if a protected manufacturer turns out bogus watch-cases or snide rings, or sells and stamps as solid gold stuff that is more than two-thirds brass, you dare not whisper it in public or you must pay a fine; so says Judge Rose, whom we pay royally for *administering justice*.

The following letter, received from Mr. Hammond, the well-known hatter of Toronto and Winnipeg, is a sample of dozens that Mr. Doll had in his possession during the trial, and which he wished to read to the jury, but Judge Rose ruled they were not admissible as evidence.

Winnipeg, April 7th, 1895.

W. F. Doll, City:

Dear Sir,—My watch, stamped "Perfection Coin," No. 50,012, which you examined, I purchased from a Toronto watchmaker and jeweler for "Solid Silver." I paid \$40.00 for the case with a United States movement. The movement is all right, but the case is only "Silver Plated" or stuffed—a perfect fraud of a watch case.

(Signed)



(This is one of the many snide cases manufactured by the American Watch Case Co. of Toronto, under a protection of 35 per cent.)

This pamphlet is mailed to you by "The W. F. Doll Co.," who are prepared to substantiate the statements contained therein. They have an authorised capital of \$50,000, with offices in the Temple Building, Montreal, and the Canada Permanent Block, Winnipeg. They purchased from W. F. Doll and have on exhibition the bogus watch-cases and snide rings manufactured by the so-called American Watch Case Company, and P. W. Ellis & Co., Toronto. They also have copies of the evidence given in the recent trials, which they will be pleased to show the *Minister of Justice* or the general public.

The W. F. Doll Co. also have on exhibition a line of honest solid gold and solid silver Watch-cases, which are manufactured by them. The Doll Gold and Silver Watch-cases are *not stuffed* with brass centres, hinge-pins, heavy iron springs or brass crowns, coated with gold or silver. They are all stamped with the trade mark, "THE DOLL," and are manufactured in 10, 14, and 18-k. gold or coin silver. The quality of which they are made is stamped on each case, and they are "*the first*" and "*only really honest*" gold or silver watch-cases ever made in Canada.

" THE DOLL " Watch Cases

Can be had from any honest jeweler in Canada, or from

THE W. F. DOLL CO.,

TEMPLE BUILDINGS - MONTREAL.

They cost no more than the public have been paying for counterfeit cases. Send for descriptive circular and quotations of "THE DOLL" Watch Cases. They are put up with the genuine American Watch Co. or Waltham movements; are never sold by peddlers or at auction; but are sold like gold or silver at the United States Mint, at a small profit for cash, by all first-class jewellers.

The following is another example of what the N.P. has done for Canada :

In 1895, the farmers of Canada imported \$291,219 worth of farming implements, on which they paid \$58,243.80 duty or tax—the years previous to '94 the duty on implements was one-third greater.

In the same year 1895, the rich manufacturers and capitalists imported \$239,057 worth of Diamonds on which they *were not even asked to pay a single dollar* (in the U. S. they pay 25 per cent.),

Diamonds in Canada, thanks to the rich Tory manufacturers, are on the “free list.”

Had diamonds been taxed the same as watch cases or clocks, they would have paid in '93 \$88,670.55 in duty. So that if farming implements had been on the free list instead of diamonds, the government would have been \$25,442.75 richer, and the farmers would have saved from 20 to 30 per cent. on every implement purchased—or hundreds of thousands of dollars.

But the National Policy considers only the manufacturer, and practically says, To hell with the farmers ; if they don't like the “old policy” let them go to the United States ; and in consequence there are to-day more Canadian farmers in Dakota and Minnesota than in the whole of Manitoba and the N. W. Territories. Land in Dakota and Minnesota, within 15 years, has increased from \$1 to \$20 and \$30 per acre—while lands have so depreciated in Manitoba that to-day hundreds of thousands of acres of choice farm lands can be had for the taxes or from 10c. to \$1 per acre. A recent sale of 100,000 acres of *choice* Manitoba farm lands brought 90c. per acre, “thanks to the N. P.”

P.S.—The June, '96, *Trader*, which is published and edited by Mr. W. K. McNaught—the of the snide A. W. C. Co., Toronto—in an editorial on the benefits of the N. P. to Canada, has the “cheek,” begotten of the National Policy, to trot out and publish as a FACT, that mildewed, moss-covered and often-buried LIE, that Canadian made watch-cases are sold as low in Canada as the U.S. made cases are sold in the United States. Space will only allow us to name one style of watch case—we could name a dozen—to show what a cheerful liar the Editor of the *Trader* is. The U.S. MONTAUK Gold-filled O.F.S.W. case costs the wholesaler in the U.S. just \$1.20 more than the Canadian made O.F.S.W. so-called Gold-filled MOHAWK costs the Canadian wholesaler. They look as near alike as two peas, and the Canadian case *looks* the best value, but the U.S. made case contains just THIRTY-SEVEN TIMES—or 3,700 per cent.—MORE GOLD than the Canadian case, and will wear over fifteen years longer.

The U.S. case is honest ; the Canadian, to our shame, but to the glory of the N.P., is a counterfeit manufactured to rob the innocent farmer ; likewise the other counterfeits—the Canadian Eagle, Lion, John Bull, Perfection Coin, N.P. Coin, Victoria, &c., &c., all of which call that Prince of Mountebanks, the Editor of the *Trader* and Sec.-Treas. of the A.W.C. Co., Toronto, *Father*.

Let the man found hurraing for the old policy be locked up as a driveling idiot, or taken out and shot as a “subsidized scoundrel.”

THESE PLACARDS were part of W. F. Doll's exhibits that were shown in the Rossin House window, Toronto, and were the second cause of the libel suit.

IT IS WICKED TO RUN STREET CARS ON SUNDAYS BUT

TO HONOR TO THE

*** BALD & GREEN FACTS SEE THEM BELOW ***
THAT THE EMPIRE TRADER ETC HAVE BEEN DENYING.
Meat for the Manufacturers. Dirt for the Farmer & Laborer.

THE EFFECTS OF 35 PER CENT DUTY
Ganadian & Cases Stamped Untraceable in the United States, Assay Are Only Gold filled or Plated See Sample & Cases Below
These Cases are Mined by The American Watch Case Co Toronto
W.K. McNaught Manager, Rev J.N. Lane President
Some of these Watch Cases as Shown Here Only Contain 94% worth of Gold Letters over 100 in Number from Wholesale and Retail Jewellers - Canada DEMONSTRATING
the American Watch Case Co's Cases of Toronto.
THE EFFECTS OF THE NP ON NATIONAL PLUNDER POLICY.



35%
THE OLD FLAG THE OLD POLICY. SEE ITS EFFECTS.

What About Making WHICH CASES WORTH 9% OF GOLD.

The American Watch Case Co's advertisement in the Toronto Mail, Globe, World and Trader, says: "We decided at the outset of our business career that we would make no goods that did not bear our own Registered Trade Mark, and that every case should be Stamped with the Exact Quality of Metal with which it is made." Compare these promises with the Company's Seide and Counterfeit Watch Case.

