

THE NEW WATERBURYS.

A WONDERFUL RECORD.

The average newspaper reader who has noticed our advertisements from time to time often remarks, 'What a pile of money those Waterbury fellows waste in advertising, and no doubt this is the view held by ninety-nine people out of every hundred. The initiated, however, know that a wonderful result these advertisements have brought about. When the writer came to New Zealand with the Waterbury Watch in 1887, and made the usual trade calls, the wholesale dealers would have none of them; one Dunedin firm having about a hundred stowed away in a Dowling-street cellar, quite, as they stated, unsaleable, because every one considered it infra dig. to carry a nickel watch. Retail jewellers were appealed to, but with no better result. The public will never take to a nickel watch said they, and if they did we could not sell them without lowering the status of our craft. This position was illogical. They handled nickel clocks, but could not be persuaded to handle nickel watches. This result was general in New Zealand, and not until the advertisements began to appear, and the public started their eagerness to obtain these watches, could any dealer be induced to purchase them. When a show was made the sale grew by leaps and bounds. Thousands were sold in each city in the colony, and the country, stimulated by the 'weeklies,' began to pour in their orders. Shipment after shipment arrived, and were at once absorbed, orders originally modest were doubled and trebled by cable, and yet for more than half the year we were without stock. Gradually our circle of distributors extended, and many firms finding that a regular 'nickel age,' had set in, hunted the market of Europe and America for substitutes. Each mail brought small parcels of metal watches equally handsome in appearance, which were offered to the trade as fully equal to the Waterbury, and on which double the profit could be made. They equalled the Waterbury in outward finish only, not as timekeepers; they, like the man who fell out of the balloon, were not in it. Still the inducement of excessive profits was potent, and many firms who ought to have known better became parties to the deception, and backed up with their influence the representations of the maker abroad who had nothing to lose, and were not worth powder and shot, did they imitate the Waterbury never so closely. In this manner, and aided by our shortness of supply, many spurious imitations were foisted upon the public, and gained a temporary footing. Our boxes were at first imitated, and Continental watches were eased, so that the outward resemblance was great. Many purchasers were so deceived, and have urged us several times to take proceedings against the parties to the fraud. Sufficient legal evidence of sale and identity has never been forthcoming, and all we could do was to watch our

'suspects,' and wait our opportunity. We place our monogram W.W.C. on the face of every watch, and buyers should see that it is there, otherwise they are being 'rooked.' Gradually the public became more wide awake. Our advertisements were too far-reaching, and having initially created the demand, we were also able to minimise the chance of deception. Store-keepers in the first place not in the trade, gradually began to consider the Waterbury a first staple. Jewellers saw that their original idea of the views of the public had been refuted by results, and the larger and more respectable who were most in touch with the people overcame that early prejudice and resolved to supply what their customers required. Judges, Bankers, Merchants, Clergy, and the other components of our population called for the Waterbury with no uncertain sound. History repeats itself. In America, where the Waterbury sales were originally confined to Clothiers and Booksellers, nearly 40,000 Jewellers are now purchasing direct from the Company, and are selling no other 'cheap watches.' Their Swiss and Home counterparts have been sent to Coventry. This is the Waterbury age.

In Great Britain the legitimate trade was equally apathetic, and not until close on

ONE MILLION WATERBURYS

had been sold by the great railway booksellers, W. H. Smith and Sons, and others, did they chip in.

However, to return to New Zealand, the reaction in favour of the Waterburys was as decided as its former opposition was spirited and determined. We have sold during the last eight months of the current year more Waterburys than in any previous year of our trade. Orders flowed in by telegraph and telephone, by mail and by messenger, and many of the public who have been waiting months for their watches as well as the trade are in a position to verify this statement. So far as actual figures go, the total sales to date are

84,790 WATCHES,

and the population of the colony at the last census was 626,559. This gives more than one Waterbury to every eight natives and settlers, young and old, males and females, in the colony, and is a result totally unprecedented. 'Ah, but how do we know it is true?' says a reader, and for purposes of corroboration we annex testimonials from four only of the thirty-two firms who are at present acting as our distributing agents, who certify personally to the sale of over 34,500 watches.

11,952 WATCHES.

WELLINGTON, 24th October, 1891.

I have examined the books, and find that EIGHTY-THREE GROSS (equal to 11,952) Waterbury Watches have been sent out of Messrs Kempthorne, Prosser and Co.'s Wellington warehouse.

There have been very few complaints, and every satisfaction is expressed that such reliable timekeepers can be procured at so small a cost.

All the last parcel of Gold Watches have been sold, and there is quite a number of orders on hand for them in the next shipment to arrive.

(Signed) ORLANDO KEMPTHORNE, Manager.

9,360 WATCHES.

AUCKLAND, 25th September, 1891.

We have examined our books and find that we have sold SIXTY-FIVE GROSS (or 9,360) Waterbury Watches. We have had no complaint of any importance, and our customers generally have expressed themselves in terms of unqualified approval.—Yours faithfully,

E. PORTER & CO.

4,320 WATCHES.

CHRISTCHURCH, 29th September, 1891.

We have much pleasure in stating that our experience with the Waterbury Watch has been most satisfactory. We anticipated all sorts of trouble from purchasers treating a watch as an ordinary article of trade, but our fears proved groundless. Out of 360 DOZEN (or 4,320) sold by us, very trifling complaint has been received. The almost unanimous opinion is, that for strength and correct timekeeping the Waterbury is unsurpassed.—Yours faithfully,

EDWARD REECE & SONS.

9,000 WATCHES.

DUNEDIN, 10th November, 1891.

We have examined our books, and find we have sold close on 9,000 Waterburys, and the demand for them still keeps up.

We have much pleasure in testifying to the excellent character which these watches have earned for themselves as timekeepers, and considering the large numbers sold we have remarkably few brought in for repairs.—Yours truly,

NEW ZEALAND HARDWARE CO., LTD.

(Per T. Black, Manager.)

The remaining twenty-eight firms make up the balance of sales. We attribute this large turnover to the undeniable excellency of the Waterbury as a timekeeper, and its intelligent appreciation by the public, who would never have known of its existence but for the value of the press as an advertising medium.

The new short-wind, solid silver, and gold-filled Waterburys have arrived, and any person requiring the correct time in an intrinsic setting can obtain the keyless Waterbury, jewelled movements in either ladies' or gentlemen's size, for from 22s 6d to 65s. The nickel favourites, with improved movements, remain at 22s 6d and 30s, and the long-wind pioneer series is unaltered at 13s 6d. Call and see the new watches before purchasing other Christmas and New Year's presents.

HIGHEST AWARDS EVERYWHERE.



LONDON,

PARIS,

BOSTON,

SYDNEY,

MELBOURNE

PHILADELPHIA,

EDINBURGH,

ETC.

Pears'

For TOILET and NURSERY.

Specially prepared for the Delicate Skin of Ladies, Children, and others sensitive to the weather, winter or summer. Imparts and maintains a soft, velvety condition of the Skin, and

soap

Prevents Redness, Roughness, and Chapping

DR. REDWOOD, Ph.D., F.C.S., F.I.C.—"I have never come across another Toilet Soap which so closely realises my ideal of perfection. Its purity is such that it may be used with perfect confidence upon the tenderest and most sensitive skin— even that of a new born babe."