

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 what 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 and 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 initiate 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 cast, 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 'hooked.' 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 counterfeits have been sent to Coventry. This is the Waterbury age.

In Great Britain the legitimate trade was equally aesthetic, 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 626,359. 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 GIBBS (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.



WEDDING CARDS! WEDDING CARDS!!

A large variety of WEDDING and INVITATION CARDS—Latest Designs, just landed per 'Otarama' and 'Rupehu' from London.

50 VISITING CARDS FROM PLATE FOR 2/6

Samples and Prices Forwarded.

ADDRESS.

MANAGER, GRAPHIC PRINTING WORKS.

AUCKLAND.

AUCKLAND

DEAR BEE,

JANUARY 26.

Was it not fortunate that Mrs Masefield (Ponsonby) had her delightful picnic before the weather broke? It does not look much like outdoor entertainments just now, but the rain was so very much wanted, that I think, for once everybody was pleased when it came, especially as, after two wet days, we seem likely to return to our usual summer weather for the holiday. But I must go back to the waiting picnickers. Two large brakes with spanking teams of four horses each were the recipients of about forty merry bodies, all desirous of improving the shining hours by the sea. A few of the guests were Mr, Mrs, and Miss Masefield, Mr, Mrs, and Miss Upton, Mrs Arrisage, Mr and Mrs Tole, Mr and the Misses Beale, the Misses Lewis, Devore, Dunnett, Dixon, Marks, Jolly, Williamson, etc., Messrs Gordon, Shera, England, Daveney, Dixon, Gibbons, Gilbert, Stubbing, Noble, Dufaur, etc. They passed gaily through Newmarket, Remuera, by St. John's College, and then turned into the gates of Kohimarama down a beautiful winding road, which brought them to a lovely beach, where a most delightful afternoon was spent, some wandering along the beach, while the more energetic joined in rouders. A luxurious tea was served, consisting of fowls, beef, mutton, lobster salad, cakes and fruit of every description, and really I cannot remember all the good things I heard the party had provided. When the repast was disposed of, they all, I understand, indulged in a game of French figure, after which mild excitement the gay party betook themselves to their carriages, and returned home. Everybody declares it was a first-rate outing, or more elegantly, 'just a delightful picnic, dear Bee.'

I heard of another pleasant children's party, this time at 'Sherborne,' the residence of Mrs J. M. Alexander. It was to celebrate the birthday of the youngest child, Inez, and only a few of her small-sized friends were asked. What they lacked in quantity, however, they made up in quality, judging from the shrieks of genuine children's laughter which penetrated even beyond the wall of the large garden. One small boy told me it was very jolly.

The Polo Club gave another of its fashionable afternoon teas, which was very well patronised. The members who played were Messrs Wansborough, Colgrove, Stewart, Lockhart, Mackellar, Stubbing, Wynyard, Whelan, and Frances.

'Someone,' says a kind correspondent, 'is poking fun at New Zealanders, and declaring that they don't know where that sanatorium of the south, the Chatham Islands, is located. Of course the reply comes at once, they are due east from Lyttelton, say about five hundred miles off. Do you remember, Bee, Major and Mrs Gascoigne who lived in Auckland? Well, they are here, in the Chatham Isles. Mrs Gascoigne has got up a most delightful fancy dress ball on New Year's Eve. I will tell you some of the most noticeable dresses. Mrs Gascoigne, Normandy Peasant Girl; Mrs Gibb, Britannia (best costume of the evening); Miss Capstick, Columbia; Miss Clough, America; Miss Shaw, Aunt Dinah (excellent); Mrs Knowles, Gipsy Girl; Mrs Odman, Queen Elizabeth; Mrs Beamish, Night (very good); Miss Beamish, Spring; Miss Carrie Beamish, Swiss Peasant Girl; Miss Alice Beamish, Flower Girl; Miss Alice Clough, Shepherdess; Miss Cox, Maggie; Miss E. Cox, Holly; Miss Shaud, Nurse; Miss Amy Brown, Daybreak; Major Gascoigne, Gentleman 19th Century; Mr Rayner, Unspeakable Turk; Mr Knowles, Pack of Cards; Mr Cox, Officer 17th Bengal I.L.; and many others. The ladies worked hard to provide the very excellent refreshments, so that we had a very creditable balance fund at the close of the evening. Three cheers were, on Mr Foster's suggestion, heartily given for Major and Mrs Gascoigne. Dancing was kept up until daybreak, the whole affair being greatly enjoyed. I hope a great many New Zealanders will take advantage of the cheap trips to be run by steamers on the occasion of our centenary, and come and see for themselves what lovely and healthy spots our little South Pacific Islands can boast of.'

Dr. Knight nearly had a bad accident last week. He had been visiting a patient, and in the Kyber Pass Road a

farmer's cart ran into the box of the buggy-wheel. The doctor's horse was frightened, turned, and upset the dog-cart. Dr. Knight escaped with a few bruises, and is able to attend to his patients as usual.

Mr Edgar Ward and Miss Alloway, daughter of the Rev. Mr Alloway, were united in the holy bonds of matrimony at St. Thomas church, Union-street. The ceremony took place at half-past eight a.m., and as I did not know the precise time, I therefore missed seeing it. The service was choral, and I am told the bride looked lovely in her bridal robes. Miss Hamilton acted as chief bridesmaid, and Mr Alloway, brother of the bride, attended the bridegroom in the capacity of best man.

The marriage of Mr W. A. McGregor, eldest son of Captain A. McGregor, was solemnized at Mahurangi by the Rev. R. McKinnon, the bride being Miss Warin, of Mahurangi.

We are quite without amusements at present, and the advent of the Montague-Turner Opera Company, which I hear opens here next month, will be hailed with delight by the amusement-loving public. The company arrive from Sydney about the middle of February, and purpose toning the colony.

MURIEL.

DUNEDIN.

DEAR BEE,

JANUARY 19.

The month is growing old again, and we are all as staid and settled as though there had been no New Year. The weather takes care that we shall not be too jolly, for the rain it raineth every day. Last week a very severe storm swept over the town doing damage. The flowers hang their heads as if rebuked for growing, and the birds are asking one another all day 'when will it be summer?' Having been fully persuaded that their calculations as to nesting time were all right, they feel it a little hard that their half-bredged little ones should have come into the world to be drowned.

Mr Walter Bentley is having a good time here. Of course, you know that he is an old Dunedinite, and his reception contradicted the statement that a prophet receives no honour in his own country. One afternoon he gave a large 'At Home' at Wain's Hotel where he stays, receiving his guests in the large dining-room. Amongst these were Mrs and Miss Mackerras, the Misses Siewright, Roberts, Williams, Macassey, Carew, McNeil, Mrs R. Wilson, His Worship the Mayor (Mr C. Chapman), the Hon. W. H. Reynold, Messrs J. Brown, Digby, Smith, A. Cohen, Dr. Stuart, and a number of others. 'Othello,' 'Richard III,' 'The Lady of Lyons,' 'Merchant of Venice,' 'The Bells,' 'Richelieu,' have all been played to good houses. A few friends of the actor's met for the purpose of considering a proposal made to present Mr Bentley with a testimonial, and it has been decided that the Mayor shall make the presentation at the theatre one night in an interval of the performance.

Society still remains out of town, and will do so, I expect, until the opening of the schools. The gentlemen, of course, are back at business, while the women and children stay away. But on Saturday afternoons when the offices are closed there is a general rush out to the get-able places.

News comes from Chatton of the marriage of Miss Marjory Black, to Mr S. McIntosh, both of whom are well known and liked in the district. The ceremony was performed by the Rev. Mr Ramsay, of Knappdale, at the residence of the bride's parents. The bridesmaid was Miss May Gordon, of Milton, Mr W. McIntosh acting as best man. There was a large company of guests present to witness the ceremony, more than a hundred sitting down to the wedding-breakfast. It was in all respects a Scottish wedding, for while the feast was in progress, the bagpipes were playing. The presents were numerous and costly. A large party was given at night, over one hundred and fifty being present, the rooms being prettily decorated with wild flowers. The bride's costume was a travelling dress of navy blue, relieved with orange blossoms. The bridesmaid wore blue and white; the bride's mother, a black costume; the bridegroom's mother, black corded silk; Mrs Noble (sister of the bride), black; Mrs Jones (sister), very blue; Mrs McKenna (sister), black; Mrs W. Black (sister of the bridegroom), navy blue corded silk; Mrs Robinson, black; Mrs Ford, black; Mrs Gardner, green cashmere. A number of black dresses were worn—quite an unusual number. Others of those present were Miss Noble, Miss J. Noble, Misses McIntosh, Gordon, Reid, Kidd, Williamson, Lamb (2), Ford (2), Wood, Miln, Bradbury (2), McKenzie, Mesdames Bennetto and Cameron, Miss and Miss H. Jones, Mrs W. Ibbotson, Mrs Howden, Mrs Gardyne, Misses Robertson (2), Mrs Donald, Mrs Miln, Misses Wood (2), Miss Falconer, and others. Dancing was kept up until daylight, a most enjoyable time being spent. The guests then dispersed, a number of them having long distances to ride or drive.

Another outlying entertainment was the ball at Arrowtown in connection with the Hospital. This was held in the drill shed, and was, my correspondent informs me, with the exception of the music, a great success. Whether or not in the country the music is regarded as an important part of a dance or no, I cannot venture to say, but in this town we usually consider that the music forms an important feature of the dance, not being able to dance very well without it. However, perhaps we are fastidious, and ought to regard a pretty dress, a nice partner, and a good floor as all sufficient. The supper was excellent. Among the dresses Mrs Donaldson wore green plush; Mrs Stoddart, black lace relieved with white silk; Mrs W. Butler, Japanese silk; Miss Pritchard, pink satin under fisherman's