

PALMERSTON NORTH

FEBRUARY 10.

DEAR BEE,

I notice that 'Minnie' has not been writing to you lately, and as we have had several festivities worthy of note, I take up my pen to try and fill the vacancy.

The Rev. H. B. Harvey has returned from his trip to the old country. Humour proved correct, for he has brought a bride, and very charming she is.

We have also another bride, namely, Mrs Milton (nee Miss Irvine). At present they are occupying the Union Bank in the absence of the manager.

Mr and Mrs Lionel Abraham gave a very enjoyable tennis party at their residence last week. There were from fifty to sixty guests present.

We have all been very excited over the playing off of the tennis tournament. At the final games the combatants were, ladies' singles, Mrs Harrison and Mrs Abraham; gentlemen's singles, I. Spjers and H. Cosh. The games were very exciting throughout, the winners being Mrs Abraham and H. Cosh. We were all sorry to see Mrs Harrison and I. Spjers beaten, as they are such favourites, and play exceedingly well.

Among our visitors here during the holidays were: Mr and Mrs Barron, from Wellington; Mrs Ireland and daughters from Auckland, who, I am sorry to say are leaving us again; Mrs Broad, from Sydney, who is on a visit to Mrs Cook; she too is leaving us to go to Nelson.

There is great excitement among the young folks just now over a circus which opens directly. I will tell you all about it in my next letter.

Now, Bee, for a few of the pretty dresses which I have noticed at our different places of amusement, namely, the tennis lawn, the sports, and about town. Miss Waldegrave, looked well in a handsome black silk, pretty black hat with white flowers; Mrs Milton, fawn, stylish cape trimmed with pink, and hat to match; Mrs Harrison, black skirt, stylish pink delaine blouse, cream Tom-tug; Miss Randolph, black skirt, blue and white bodice; Miss L. Randolph, very pretty grey costume, hat to match; Miss Keeling looked well in blue and white delaine, dainty white hat trimmed with white feathers; Mrs Fitzherbert, prune cashmere, handsome dolman, fawn hat; Mrs Ireland, stylish grey costume, bonnet and parasol to match; Mrs C. Scott looked charming in a pretty fawn costume; Mrs Snelson, brown tweed mantle and dress to match, large black lace hat trimmed with black ribbon and white roses; Mrs (Dr.) Porter looked very handsome in a flowered delaine, with long lace mantle reaching to the ground, black hat; Mrs Ireland, pretty cream delaine with gold trimmings, chic black hat; Miss E. Ireland, becoming grey dress, pretty transparent hat trimmed with chiffon; Mrs W. H. Smith, cornflower blue costume, sweet little bonnet to match, red silk parasol; Mrs Pratt, dainty black and white costume, very becoming hat to correspond; Mrs L. Abraham, black serge skirt, blue spotted shirt, white hat trimmed with ostrich tips; Mrs Watson, pretty prune dress, pale lavender vest, lace hat with lavender flowers; with many others too numerous to mention.

You will be sorry to hear that our popular Mayor (Mr Snelson) has been very ill, but is now sufficiently recovered to drive out.

MINNIE'S FRIEND.

[Thank you very much for so kindly and ably filling the vacancy. Please do it again.—BEE.]

LONDON.

DEAR BEE,

JANUARY 3.

Still paramount amongst the New Year questions is the important one of our Royal wedding. According to one statement Society is greatly exercised by the rumour that the Princess Victoria Mary is desirous of being married on the last day of February, 'Leap Year Day.' This is not an original idea. More than one cynic has selected that day because it only involves the celebration of a silver wedding day a century afterwards, and the usual anniversary wedding-day party only once every four years. Even if the cynical husband is not a 'literalist,' the choice of February 29th as one's wedding day raises the embarrassing question whether its anniversary in ordinary years should be celebrated on February 28th or on March 1st.

I learn on good authority that the eight bridesmaids selected are all daughters of dukes or earls, with the exception of one (the daughter of the Marquis of Bath). They are Lady Margaret Grosvenor, Lady Dorothea Murray, Lady Alexandra Hamilton, Lady Katherine Glynn, Lady Evelyn Lindsay, Lady Victoria Leveson-Gower, Lady Eva Greville, and Lady Gertrude Molyneux. The eldest of the fair group is Lady Eva Greville, whose brother, the Hon. Alwyne Greville, was Equerry to the Duke of Clarence from 1885 until his marriage in 1888, when he was made extra Equerry to the Prince of Wales. The youngest of the bridesmaids is Lady Alexandra Hamilton, who is only fifteen years of age, and the next youngest is Lady Margaret Grosvenor, who is eighteen. The bridesmaids will wear white and silver, trimmed with May-blossom in compliment to the bride. They will also wear wreaths and veils. The bride's dress will be trimmed with Honiton lace and orange blossoms. The looms at Spitalfields are, it is said, busier than they have been for over 190 years, weaving the silk for the dresses of the bride and her attendant maids, and also for the trousseau.

We are none of us surprised that the Duchess of Teck is very much depressed at the prospect of losing her companion. Princess May has always been of the greatest assistance to her mother in all her many charitable undertakings. The dress that is already prepared for the young bride is going away in five faced white cloth, embroidered with gold and trimmed with sable, and a small white bonnet, with an edging of sable, to rest on her light-brown hair, is exceedingly pretty, and will suit her to perfection. There is something about Princess May's figure and manner of doing her hair that gives her at times a great look of the Princess of Wales.

Hunting just now is at a standstill, owing to the weather. Have I ever told you, Bee, how much Miss Tennant has been admired in the field? She has been lately staying with Lord Spencer at Althorpe, and wears a real pink coat being very particular about the proper make of it: her skirt is a new safety one.

A little German girl is greatly disappointed that the Empress has had another little boy. One of the correspondents of a society paper gives the following translation of the little maiden's letter to a Berlin newspaper. 'The Kaiser,' she writes, 'has taken the boys' part in demanding that they should be relieved from too much study at home, and that time for their bodily exercise should be freely allowed. Now, my brother has had three afternoons lately for skating, while we girls sit in school over our geometry, geography, and Nibelungenlied. This is not right. My brother says the Emperor's children are all boys, and that is the reason why he looks after boys especially. The girls pray to God every day that the stork will bring him a little girl, so that his Majesty may be led to take mercy upon us girls also.'

A dainty wedding present for the Princess Mary of Teck that I saw recently was a little tortoiseshell eight-day clock mounted in silver. Tortoiseshell ornaments—candlesticks, letter cases, jewel cases, card trays, and so forth—are fashionable gifts this season. Silver flower vases, too, are largely sold for the same purpose. They are chased or fluted, and sometimes take the form of flowers. The Queen has just bought several, with other things, for gifts.

I have been touring the shops lately for novelties, and send you one or two ideas on the subject of clothes. They are not altogether mine, but they are just what I think. I noticed that this season's coats are trimmed with very handsome buttons. One of the new models is trimmed with real tortoiseshell buttons as large as a five-shilling piece. A beautiful coat for an Italian duchess with a long name that I have forgotten how to spell was of pearl grey and black broché silk and velvet, lined with pale pink brocade. It was made like a covert coat, and fastened down the side with three carved ivory buttons. Another model not so ornate as the one described was dark blue cloth, with braided collar and cuffs of tan cloth fastened with porcelain buttons hand-painted and mounted in steel, faceted to sparkle like diamonds. A beautifully warm-looking coat, made of fawn-coloured frieze cloth, with a brown velvet collar, was adorned with mother-of-pearl buttons.

If you wear a fashionable sheath gown, my dear Bee, mind you get a petticoat and bodice in one. It is so comfortable and so slim-looking! It is made of fine stocking-ette edged with lace, and fits the figure like a glove. The texture of the material is so soft that it can be worn next the most sensitive skin without causing irritation. Some new silk undershirts that I saw elsewhere were lined with flannel. A very pretty one of shot pink and grey silk for evening wear was wadded and quilted inside. It would be warmer and lighter than two ordinary petticoats.

I suppose you have had two full reports of the great Pearl Mystery! No one feels any sympathy for the woman who could not act so base a part towards her friend. Had not proofs of Mrs Osborne's guilt been forthcoming, the Hargreaves might have long rested under the imputation of having, for their own ends, slandered an innocent woman.

On Christmas Eve I was at Loughborough, where the thermometer registered 17°. The highest inland temperature was 35° with the exception of one place, Cambridge, where it rose to 35°. But oh, Bee, how we did enjoy the skating! It proved to us that the foundationless skirts are a boon and a blessing to women, because they hang closely and compactly, and, being made with an extra width round the hem they allow greater freedom to the feet. But woe to that woman who thinks she can manage in her ordinary walking-dress, and so appears on the ice with a demitrain! One or two women were foolish enough to make the attempt, and the result, of course, was disaster. It is easy enough to take hold of one's 'tail' when walking, but on skates it is a totally different thing. The mere stooping sideways to catch hold of the superfluous portion of the skirt is enough to upset the equilibrium of the unaccustomed performer; and, even if that feat is safely accomplished, it is impossible to take long and elegant sweeps when the skirt is dragged back, as it naturally must be when held up. Also, both hands are wanted by most people to restore the balance, if it is at any time threatened to be lost.

A CITY MOUSE.

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 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 suitable substitutes. Each small parcel of metal watches came in, usually handsome in appearance, but they 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 bal-

loon, 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 passed, 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 counterfeits 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 626,359. 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 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 560 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 53s. 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.