

W. MILLICHAMP'S

FIRST PRIZE

Gold & Silver Plating

—AND—

NICKEL SILVER SHOW CASE WORKS.

MILLICHAMP'S BUILDINGS, 31 ADELAIDE ST. EAST, - - TORONTO.

REVISED CASH PRICE LIST

OF

**Nickel Silver and Metal Jointed Counter and Window
SHOW CASES.**

**N. B.—I Make a Specialty of Round Front Cases. Jewellers' Trays.
Made to Order.**

Read, Learn and be Wise, and save money by purchasing direct from the manufacturer, any and every style of Show Case you require.

Travellers have to receive their expenses in the shape of commissions or salary, which means for the purchasing public to pay at least fifteen per cent. more for their goods than they otherwise would, and as W. MILLICHAMP has resolved to withdraw all his agents for the sale of Show Cases, and to place upon the market his manufactures at the lowest possible figure for a good article, at net cash prices, the reduction in prices being **25 PER CENT.** less than ever sold in Canada or the American Market. This plan has been adopted with the full conviction that the Canadian public will appreciate the great inducement offered to purchase only for cash, and at the only really responsible factory in the Dominion. There is no gainsaying the fact that our Show Cases are the most reliable, having been manufacturing for the past twelve years, and got all machinery and premises as complete as one could desire, I feel the confidence so liberally given me during that period will be retained in the future unimpaired. Notwithstanding the immense reduction in my prices, I will look well to the quality of goods turned out.

I have a great variety of styles from which the most fastidious can make a satisfactory selection. Our celebrated Round front cases, 8 and 9 especially, for beauty, utility, cheapness and strength are unexcelled.

SPECIAL.—I put a circular Iron Bar in all my round front cases, also in my No. 6 Pentagonal, which adds very much to the strength of the case, in fact it carries the whole weight of the glass. No other makers up to the present have used this desirable improvement; further, our cases are all made true, and every joint is well braised; the base is the heaviest and handsomest introduced.

Hoping to receive your favors,

I remain, yours truly,

WALLACE MILLICHAMP.

NET CASH PRICE LIST.

| | | PER RUNNING FOOT. |
|-------|---|-------------------|
| No. 1 | Case as per catalogue..... | \$ 4.00 |
| " 2 | Case same as No. 1, but Straight Front..... | 4.00 |
| " 3 | Best English Plate Glass in one pane..... | 5.00 |
| " 4 | Pine Oval Plate Glass Case..... | 10.00 |
| " 5 | " " Stand \$3 extra | |
| " 6 | Pentagonal Case as per catalogue..... | 5.00 |
| " 7 | Square Case, suitable for Milliners..... | \$28 the Case |
| " 8 | My Unequalled Round Front Case..... | 5.00 |
| " 9 | Improved Round Front Glass Case, 20 inches on top to serve goods on..... | 5.00 |
| " 10 | Case as per Catalogue, is well supported with Iron Frange and will not sag or give way in the centre. | 14.00 |
| " 11 | Is the Gem of the lot for Windows or Counters..... | 9.00 |
| " 12 | Window or Counter Case..... | 5.00 |
| " 13 | Window or Counter Case..... | 5.00 |

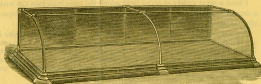
SHOW CASES—THE LEADING STYLES.

PATENT HINGES ON ALL CASES TO PREVENT THE DOORS FROM FALLING.

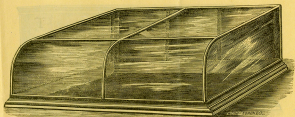


Special Patent Bent Glass Counter and Window Show Case.

No. 8.—The peculiar merit of this Case lies in the fact of there being NO OBSTRUCTION TO A FULL VIEW OF THE GOODS, combined with the low price for a rich looking article, there being also a 12 inch shelf for outside display, which may be used for serving on. The height of Case is 16 inches; width, 27 to 28 inches; length, from 4 feet. Doors and frame work same as No. 1.



No. 13.—Same style of case as No. 8 in all respects, with the exception of the frame work, which is made of Walnut or Ebony, with Nickel Silver Joints, as shown in cut, but we invariably recommend the full Metal Case as being the strongest and most durable.



No. 9.—This is a Case which I have lately introduced, and which sells rapidly, having a round front which does away with the objection of a bar immediately in front of Case, also covers goods, making the Case have a very light easy look, while it has a top to serve over of 10 inches in width. This Case is one invention, pure and simple, and where the Case is specially required to serve over it has no equal for a round front Case. Height of Case, 12½ inches, width 27 to 28 inches.



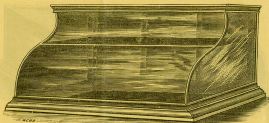
No. 1.—This cut represents an eight feet case in length, Matted front with two panes selected English double thick glass, all the outside frame made of the best Nickel Silver beautifully burnished, equal in appearance to best sterling silver, four doors in the back, lined with best mirrors, made to swing from the side or to fall down. Height of Case at front 18 inches, back 18, width 27 to 28 inches.



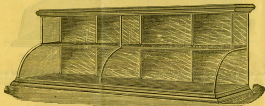
No. 3.—This cut represents a straight front case, eight feet in length, with two panes selected English double thick glass, all the outside frame is made of the best Nickel Silver, beautifully burnished, equal in appearance to sterling silver, four doors in the back, lined with best mirrors, made to swing from the side or fall down.



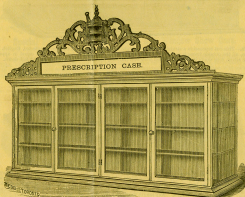
No. 4.—The above cut represents my Patent Portuguese Case, specially adapted for the Drug and Fancy Goods Trade. The frame is all made of the best Nickel Silver. The construction is such as to afford a full view of the goods from the front to the back, and at the same time have a twelve inch shelf to display goods on the outside; and the front glass having a fall of six inches, the glass is prevented from being scratched. The full width of case is 27 to 28 inches; height, 14 inches at back. Any length required. For door, &c., see No. 1.



No. 11.—This is the O. G. Case, just introduced by us, and an article which for style is unique, and very attractive for the display of goods in the window, being high and yet very light in appearance, with an elevation to a full view of goods from front to back. Height about 30 inches, width 28 inches, but can be made to suit any window. For doors, etc., see other cuts. Glass is the best English double thick. There may be one or more shelves fixed in this Case, as may be desired. All outside frame best Nickel Silver, doors lined with glass. We are the sole inventors of this beautiful design and have obtained all the 1st Prizes for 1876 and 3 years prior. WE MAKE A SPECIALTY OF BEST GLASS CASES.



No. 12.—This is a Case for the window or counter, being lightness and neat in all respects. Any length required. Height, about 30 inches; width, 28 inches. Doors to fall down or open sideways. Frame best Nickel Silver.



Prescription Case—Is made so as to allow desk room behind, and made to any required length and height.