

THE TRADER.

"A Journal devoted to the interests of the Hardware and Jewelry Trades."

TORONTO, MAY, 1880.



SHEFFIELD STERLING SPOONS AND FORKS.

The last advices from England inform us of an advance in the price of Nickel Silver of all grades, of from 10 to 15 per cent. on old figures, and that a further increase may shortly be expected.

In consequence of these advances it is impossible that Nickel Silver Spoons and Forks can continue to be sold at former prices, but must go up in proportion to the rise in Great Britain. As this rise must of necessity affect the price of cheap goods more than that of the finer qualities, dealers will find it more than ever to their interest to buy reliable goods that they can safely recommend to their customers as being value for their money.

We have now in stock over 800 gross of our celebrated

SHEFFIELD STERLING SPOONS AND FORKS

which we fully believe to be the best unplated Flat Ware ever offered to the Trade of Canada. Superior in Quality, Design and Finish, and as low in price as any goods ever offered in this market. Every dozen Forks or Spoons, have a guarantee wrapper, of which the following is a copy:

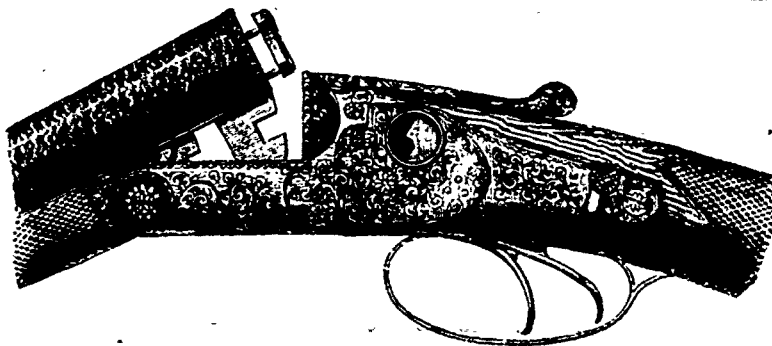
SPECIAL NOTICE.—These goods are made of SHEFFIELD STERLING, the best known substitute for Sterling Silver, and are warranted to resist acids, keep their color, and improve with use. The manufacturers guarantee all the goods bearing the Trade-Mark:—

SHEFFIELD STERLING CROWN
S or X

to be of the above metal throughout; and the trade is authorized in all cases where these goods prove defective to return them to their Canadian Agents and draw upon them for their invoice value.

Dealers who have tried them will use no other.

THE SHEFFIELD STERLING CO., Sheffield, England.
WHOLESALE ONLY by the CO.'S CANADIAN AGENTS,
ZIMMERMAN, McNAUGHT & CO.



W. M. COOPER,
MANUFACTURERS' AGENT,

DEALER IN RIFLES, GUNS & SPORTING GOODS
23 Front Street West, - TORONTO.

I have pleasure in informing the Trade that my stock of Sporting Guns and Material is now complete, and that I am in a position to offer them Goods manufactured by the very best English makers, which will give entire satisfaction to the purchaser, and fully sustain the well earned reputation of the Manufacturer. The Guns are imported under my own special supervision and close inspection, and from a life long experience the public may rely on obtaining first-class goods only, as I shall offer no other for sale. The stock kept by me will always be found to consist of good serviceable Guns, at close figures, and comprises at present Single and Double Barrel Muzzle and Breech Loaders, 10 and 12 gauge, of various actions, also Hammerless Guns, with the Deeley & Anson action. A large assortment of Gun Implements and Ammunition kept constantly on hand. New Illustrated Catalogue just issued, giving full particulars of style and price, sent free on application.

W. M. COOPER, Canadian Agent for W. W. GREENER, Birmingham, W. & C SCOTT & SONS, Birmingham; GEORGE GIBB, Bristol, WILLIAMS & POWELL, Liverpool, THOMAS TURNER, Birmingham