

SHEFFIELD STERLING FLAT WARE.

For ordinary table use amongst those who do not desire to go to the expense of sterling silver or electro silver plated forks or spoons, no metal has yet been discovered that answers the purpose so well as Nickel Silver.

Pure "Nickel" is a hard, brilliant, silver white metal, almost useless when used by itself because of its extreme brittleness, but invaluable as an alloy on account of its wonderful whitening properties.

The "Nickel Silver" of commerce, is a compound metal, composed of copper, nickel and zinc, and varies in quality according to the proportions of the metals of which it is composed. This metal is put upon the market under various names, but whether it be known as "German" or "Nickel" silver, "Nickelite," "British Plate" or "Albata Metal," its color and quality depend entirely upon the amount of pure nickel used in its manufacture. The commoner qualities of nickel silver contain from 5 to 12 per cent of nickel; the better classes from 12 to 18 per cent. This latter quality (18 per cent) is the recognized standard amongst English and American manufacturers of nickel silver spoons and forks, and is white enough to give good satisfaction, especially when electro silver plated. For table use without plating, however, this quality of metal does not contain enough nickel to enable it thoroughly to resist the acids contained in our ordinary food without discoloring, hence we often hear the complaint that nickel goods "turn brassy" after a short



THE "TIPPED" PATTERN.

period of actual service. In order to enable our customers to sell spoons and forks they can conscientiously recommend, we have introduced into the Canadian market as a substitute for the nickel now in use the new metal known in England as "Sheffield Sterling." This metal has been produced only after a great deal of labor and experiment, and contains nearly 25 per cent. of pure nickel, being a larger proportion of that metal than any nickel silver ever before used in the manufacture of table ware. It has always been held that an alloy containing so much nickel must necessarily be brittle. This difficulty, however, has been fully overcome, and the result is a metal, whiter, stronger, and more like sterling silver than any now in use.

In offering "Sheffield Sterling" spoons and forks to the trade of Canada, we believe we are giving them goods that will commend themselves to their customers, not only because they are as low in price as any first-class goods now in the market, but because they are better in quality, finer in finish and more elegant in design. They are all neatly packed in boxes, (teaspoons 3 dozens—other goods in 2 dozens) and every dozen has a guarantee of the quality printed on the wrapper. This guarantee authorizes the dealer in all cases where these goods prove defective to return them and draw upon us for their invoice value. The fact that the manufacturers are willing to guarantee their goods in this way is a strong proof that they themselves have the utmost confidence in them, and this will be found of great assistance to the retail merchant in selling them to his customers. The cut above shews the style of these goods, and will give the trade a fair idea of the new and improved pattern we are introducing. We keep a full stock on hand of all the different sizes and weights, and are prepared to fill orders at the shortest notice.

Where jobbers wish to give importation orders for large quantities, special prices will be given. We have registered the Trade Mark "Sheffield Sterling" **Crown** and will fully guarantee all goods bearing such imprint, no matter by whom sold. **S or X**

Price Lists to be had on application. Sample Orders Solicited.

To be had Wholesale Only from

ZIMMERMAN, McNAUGHT & COMPANY,
MANUFACTURERS' AGENTS,

56 Yonge Street, Toronto, Ontario.