

# THE TRADER.

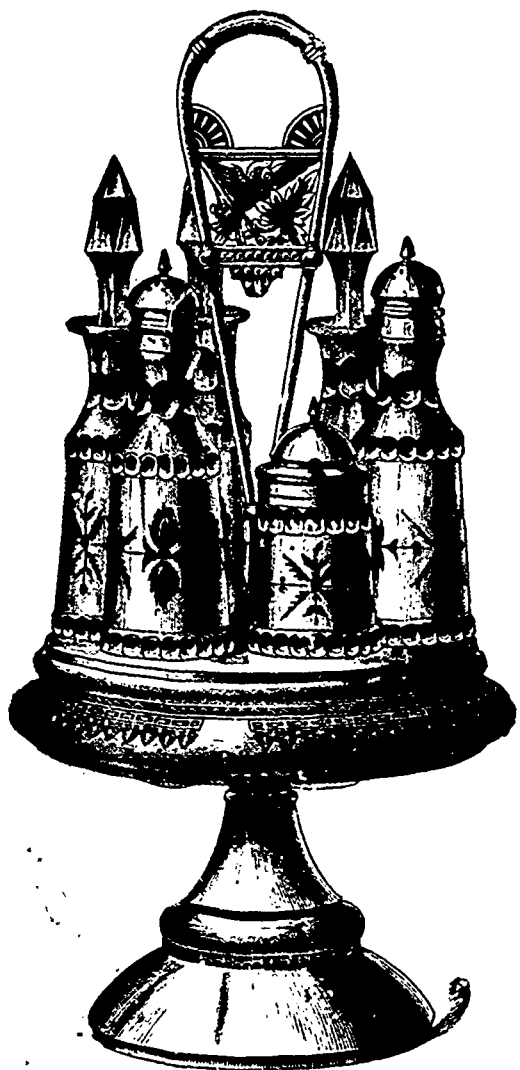
"A Journal devoted to the interests of the Hardware and Jewelry Trades."

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NO. 4

## XMAS TRADE!



*We take pleasure in directing the attention of the trade to our unusual facilities for furnishing the special lines of goods we handle. We do not pretend to sell any and everything; the day for that class of business has gone by; but we assert that in our Special Departments, we have the largest, best assorted, and best value stock of any house in Canada.*

*Our goods are well bought, sell out clean, and leave us with little or no dead stock on hand. As a consequence, our customers can always depend on getting new goods and new styles at rock bottom prices.*

*We sell no goods we cannot honestly guarantee, and customers can always be sure of getting the best possible value for their money. For this season's holiday trade we are showing an immense variety of goods, in the following lines, and invite the inspection of all intending purchasers:*

**ELECTRO-PLATED HOLLOW WARE.**—A full assortment Rogers, Smith & Co., and Simpson, Hall, Miller & Co's. goods. **ELECTRO-PLATED SPOONS AND FORKS,** Plain and Fancy Patterns, Rogers Bros. **ELECTRO-PLATED TABLE CUTLERY.**—Square and Windsor Patterns, in 4, 8 and 12 det. plate, the latter quality made by Rogers Bros. **SHEFFIELD STERLING SPOONS AND FORKS,** the best unplated Flat Ware ever sold in Canada. **CASED GOODS,** such as Fish Carvers, Dessert Sets, a full assortment. **BUTTER KNIVES AND PICKLE FORKS,** with Bone, Ivory and Pearl Handles, Plain or Chased Blades. **CUTLERY.**—Jos. Rogers & Son and other makes, in Bone, Rubber and Ivory Handles. **RAZORS.**—Wade & Butchers best makes. **JET AND BLACK GARNET JEWELRY.**—An immense assortment of these Goods in Brooches and Farrings. **GOLD AND ROLLED PLATE JEWELRY.**—The Largest and Best Assortment in Canada. **WATCHES.**—Ladies' and Gents', in Gold and Silver Cases. **PRESENTATION CANES,** all sizes, with Gold or Silver Heads.

*Buyers in want of any of the above goods for their Holiday Trade, will do well to call and examine our stock before purchasing.*

*In all cases we guarantee satisfaction! Call and see us! It is no trouble to show goods! Orders by mail will have prompt attention.*

ZIMMERMANN,

McNAUGHT & CO.,

56 YONGE ST.,

TORONTO.