



NEW GOODS for 1900.

We desire to inform the jewelry trade of Canada that we are now fairly settled down in our new premises, 50 Bay Street, Toronto, where we are showing the largest and most complete line of

STERLING SILVER GOODS

ever seen in Canada. These consist of Staple and Fancy Articles in Flat and Hollow ware, specially adapted for the Jewelry Trade. Our styles are the newest and most elegant ever offered to the Canadian jewelry trade, and our prices are right as usual.

WM. ROGERS' FLAT WARE, W^M ROGERS.

as every jeweler knows by experience who has handled it, is the best on the Canadian market. The prices are exactly the same as ordinary goods of other makers, while the styles and finish are unexcelled. They are profitable goods to handle and are sure to make customers for you.

SIMPSON, HALL, MILLER & CO.,

A. J. WHIMBEY, Manager,

**Manufacturers of Fine Electro Plate and
Sterling Silver Flat and Hollow Ware.**

50 BAY ST.,

TORONTO.