

FINE QUADRUPLE PLATED HOLLOW WARE.



In this age of improvement perhaps no industry has advanced with more rapid strides than that of Silver Ware Manufacture. The introduction and adaptation of machinery to fine work, hitherto performed only by skilled and expensive manual labor, has lessened the price of Artistic Silverware without deteriorating either the quality or style.

The difference in the cost between "reliable" and "cheap" goods is not so great as many people imagine. Fine goods are not always the most expensive, but are the result of skilled labour and good taste combined with the proper facilities for manufacture.

The durability of Electro-Plated Ware depends mainly upon the amount of silver with which it is coated. The coating of Silver on Fine Quadruple-Plated Ware, is four times heavier than is commonly used in the manufacture of Standard Plate, and renders it infinitely superior for actual wear, although in appearance and finish the difference may be so slight as to be almost imperceptible, except to experts. As a consequence, no department of trade offers more inducements or is more taken advantage of by dishonest dealers who prefer large present gains to future and permanent trade.

There are two facts in connection with the Electro-Plate Trade which have almost passed into proverbs, and they are indispensable in determining the relative value of goods of this kind.

"A manufacturers' trade mark is his bond to the vendor or consumer that the goods thus stamped are honest and reliable, and no manufacturer, who has any reputation, ever risks it by allowing his OWN trade mark to be put upon articles of inferior quality."

"The only real guarantee for a good and sufficient plate is the integrity of the manufacturer."

Keeping the above truths fully in view, we have made it a rule that every article we sell, shall be guaranteed by the Trade Mark of some well known and reliable manufacturer, preferring in all cases to take a smaller profit in order to build up a permanent trade.

To those who wish to give their customers goods of the finest quality, for the lowest possible money, we offer a selection of goods which cannot be found elsewhere in Canada.

We guarantee to meet any honest competition in price and at the same time furnish reliable goods.

Our stock is now replete with all the latest novelties, and we invite the inspection of the trade generally. Our New Illustrated Catalogue will be ready in a short time and will be furnished free to our customers: Sample orders solicited.

Electro-Plated Spoons and Forks.



THE "CANADA" PATTERN



THE "PRINCESS" PATTERN

We beg to call the attention of the trade to the Lines of Spoons and Forks we are now showing. We give above the leading styles which we are at present selling, and are prepared to furnish any of these patterns in 4, 8, 12 or 16 oz. quality of plate. These goods are heavily plated with a deposit of Pure Silver upon a base of 18 per cent Nickel Silver and are hand finished, every dozen bearing the Trade Mark "C. Elkington, A 1" is fully guaranteed by the manufacturer, no matter who sells them. If these goods do not turn out satisfactory under fair usage, we give our customers the privilege of returning them and we will either furnish other goods or return their money.

In addition to the above lines we are now in a position to furnish to the trade, cheap Plated Spoons and Forks, similar in quality to the ordinary English goods imported into this market. They are plated equally as well as the 4 oz. guaranteed goods, but do not bear the makers impress on account of the base being made from a lower grade of Nickel Silver than the Standard quality. They are good value for the money and will be found cheaper than any imported goods of similar quality.

In all cases we guarantee our customers full value for their money, and are prepared to meet any honest competition. Send for prices. Sample orders solicited.

ZIMMERMAN, McNAUGHT & CO.,

MANUFACTURERS' AGENTS,

THE LEADING ELECTRO PLATE HOUSE IN CANADA.

56 YONGE STREET, TORONTO.