

THE TRADER.

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

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SPRING TRADE, 1881.

We have pleasure in informing the Trade, that our Mr. LOWE has just returned from the United States Factories, where he has spent several weeks in selecting what is probably the largest and best assorted stock of American Jewelry ever imported into Canada.

The extraordinary demand for goods last Fall, left us with but little stock on hand, so that we were in an excellent position to purchase the novelties that were being put upon the market for the present season's trade. Our stock will be found more than usually attractive, and will amply repay the inspection of any-intending buyers.

In addition to our immense Stock of American Jewelry, we have also to hand several consignments of English Bright and Coloured Gold, Imitation Jet, Black Garnet, and Real Jet Jewelry, all of the latest designs.

As usual our Stock of Electro-Plated Flat and Hollow Ware, is fully equal to the requirements of the season, and we are prepared to execute any orders in this line promptly and satisfactorily.

Our Stock of Sheffield Sterling Spoons and Forks, acknowledged by all who have tested them to be the best in use, is still unbroken, and we are prepared to fill any orders, however large, without delay.

Our Travellers are now upon the road, and we bespeak for them the kind consideration of the Trade generally.

In all cases we guarantee to meet any honest competition and give satisfaction.

ZIMMERMAN, MCNAUGHT & CO.,

56 YONGE ST.,

TORONTO.