

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 plate 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 class 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 discolouring; hence we often hear the complaint that nickel goods "turn brassy" after a short period of actual service. In order to enable



THE "TIPPED" PATTERN.

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 labour 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 three dozens—other goods in two 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} _{8 or X} and will fully guarantee all goods bearing such imprint, no matter by whom sold. Price Lists to be had on application. Sample orders solicited. To be had wholesale only from

56 YONGE STREET, TORONTO.

ZIMMERMAN, McNAUGHT & CO.

FINE CUTLERY

We desire to notify the trade that we have been appointed Sole Wholesale Agents for Canada, for the celebrated Cutlery manufactured by Robert F. Mosely & Co., of Sheffield, England. These goods are all manufactured from the best double refined shear steel, and are guaranteed to be equal in finish and quality to any cutlery manufactured in England, while the prices will be found much lower than that of other first-class makers. R. F. Mosely & Co. make a specialty of the following lines, viz.: Bone, Ebonite, Patent Ivory, Hard Rubber and Ivory Handled Cutlery of the newest American patterns. They are also manufacturers of the celebrated

COMBINATION CARVER AND KNIFE REST.

This double guard and knife rest is made all in one piece, and is the cheapest, strongest, most durable and elegant invention of the kind ever offered to the trade. Letters Patent have been secured for this invention, and any person found selling imitations will be prosecuted according to law. These goods will be found the most saleable of any in the market, and are guaranteed to give satisfaction.

TO BE HAD WHOLESALE ONLY FROM

ZIMMERMAN, McNAUGHT & CO.,

MANUFACTURERS' AGENTS,

56 Yonge Street, TORONTO, ONTARIO.

Z. McN. & Co. would also direct the attention of the Trade to the fact that they keep always on hand a large and complete assortment of Electroplated Butter Knives, Pickle Forks, Fish Carvers, Fish Eaters, Dessert Sets, Children's Sets and Case Goods of all kinds. These are all of the best Sheffield make, and are guaranteed equal to any goods of the kind imported into Canada.