

# THE TRADER.

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

VOL. 2.

TORONTO, NOVEMBER, 1880.

NO. 8

## THE 'Commercial Traveller' AND 'Mercantile Journal.'

*The only Organ of the Commercial Man  
in Canada.*

*Published monthly at \$1.00 per year in  
advance.*

*Invaluable to Commercial Hotels as a  
medium of advertising, and to country mer-  
chants for its reliable and authenticated price  
lists current. No merchant should hesitate  
to send in his dollar for one year's subscrip-  
tion to the Commercial Traveller, mailed to  
any address POST PAID.*

*Box 21, Commercial Traveller Office,  
London, Ont.*

### GEO. E. COOPER,

Ornamental and General Engraver,

31 KING STREET EAST,

TORONTO, - - - ONTARIO

ALL KINDS OF PLATE, JEWELLERY, ETC.

TASTEFULLY ORNAMENTED.

Inscriptions, Mottoes, Crests and  
Monograms designed and engraved in  
first-class style. Terms Cash.

INSTRUCTION GIVEN.

## W. M. COOPER,

Manufacturers Agent and Dealer in

## GUNS, RIFLES,

And Sporting Goods of all kinds.

29 KING ST. WEST

TORONTO.

Canadian Agent for W. W. GREENER, Birming-  
ham; W. & C. SCOTT & SONS, Birmingham;  
GEORGE GIBB, Bristol; WILLIAMS & POWELL,  
Liverpool; THOMAS TURNER, Birmingham.

I have pleasure in informing the Trade that I removed my business to larger and more commodious premises, and that in future I shall be found on the First floor of Manning's New Block, No. 29 King St. West, where I shall be happy to meet any of my customers in want of

**RIFLES, GUNS or SPORTING GOODS OF EVERY DESCRIPTION.**

As heretofore, I shall keep Guns manufactured only by the best English makers, which are guaranteed to give entire satisfaction to the purchaser and fully sustain the well-earned reputation of the manufacturer. They are imported under my own special supervision and close inspection, and the public may rely on obtaining only first-class goods, as I shall offer no other for sale. Illustrated Catalogues sent free on application.

## \$50.00! ENGLISH REWARD. GOLD JEWELRY.

It having come to our knowledge that imitations of our justly celebrated "Sheffield Sterling" Spoons and Forks are being put upon the Canadian market, we desire to notify the trade that we have registered the name "Sheffield Sterling," as our Trade Mark in the office of the Hon. the Minister of Agriculture at Ottawa, (No. 1421) and that any person found guilty of illegally using the aforesaid Trade Mark, or vending any such imitation, is liable to prosecution for misdemeanor.

The test of ACTUAL WEAR has proved that our Genuine Sheffield Sterling Goods are the best unplated Spoons and Forks ever offered to the public of Canada, and their Trade Mark has become valuable as a recognized guarantee of superior excellence of quality and finish. In order to protect the Trade from the worthless imitations of our goods that are being imported into this country, we are prepared to offer the above reward for the conviction and punishment of any person illegally using the above Trade Mark or vending imitations of our goods. All our unplated Spoons and Forks are stamped "Sheffield Sterling" "Crown S or X," and every dozen is wrapped in a special guarantee wrapper. For sale only by  
**ZIMMERMAN, McNAUGHT & Co.**

We beg to inform our friends that our New Goods are now arriving, and we shall show during the month of November, one of the Largest and Newest Stocks in the country.

## ALL NEW GOODS!

We also keep a Full Line of  
**WALTHAM  
WATCHES,**  
GOLD AND SILVER CASES,  
of the best American Manufac-  
ture. We invite the trade visit-  
ing the city to come in and look  
at our goods, and will show them  
with pleasure.

**J. SEGSWORTH & Co.,**

Cor. Scott & Wellington Sts.,

**TORONTO.**

