

ZIMMERMAN, McNAUGHT & CO.



We take pleasure in directing the attention of the Trade to our unusual facilities for furnishing the special lines of goods we handle. We do not pretend to sell any and everything; the day for that class of business has gone by; but we assert that in our Special Departments, we have the largest, best assorted, and best value stock of any house in Canada,

Our goods are well bought, sell out clean and leave us with little or no dead stock on hand. As a consequence, our customers can always depend on getting new goods, and new styles at rock bottom prices.

We sell no goods we cannot honestly guarantee, and customers can always be sure of getting the best possible value for their money. For this season's trade we are showing an immense variety of goods, in the following lines, and invite the inspection of all intending purchasers.

ELECTRO PLATED HOLLOW WARE.

A full assortment of Tea and Coffee Sets, Cake and Card Baskets, Pickle Frames, Sugar and Berry Bowls, Castors, Waiters, Trays; in fact everything known to the trade. The largest stock in Canada. Rogers, Smith & Co., Simpson, Hall, Miller & Co., and other first-class makers goods to select from.

ELECTRO PLATED SPOONS AND FORKS.

In this line all our fine goods are made by "Rogers Bros." of Meriden, Conn., and are specially guaranteed. We keep always on hand Plain and Fancy Patterns, and can supply any quantity desired.

ELECTRO PLATED TABLE CUTLERY.

Is now an extensive trade with us. We keep a large Stock always on hand and sell at close prices, dependent upon the weight of silver upon them. We keep these goods in 4 dwt., 8 dwt. and 12 dwt. qualities, the latter of "Rogers Bros.," and other celebrated makes.

SHEFFIELD STERLING SPOONS AND FORKS.

These goods are the best known substitutes for sterling silver, and are warranted by special guarantee to resist acids, keep their color, and improve with use. They have given unrivalled satisfaction wherever tried, and dealers who know their quality and price, will sell no other.

CASED GOODS.

We keep on hand a large assortment of Cased Goods, such as Dessert Sets, Fish Carvers, Fish Eaters, Child's Sets, Tea Spoons, Berry Spoons, Soup Ladles, &c., &c.

CUTLERY.

We also keep a large assortment of Fine Table Cutlery, in Bone, Rubber, Patent Ivory and Real Ivory Handles, of Joseph Rogers and other celebrated makers. Also a full assortment of Wade & Butcher's Celebrated Razors, hollow, ground and concave

BUTTER KNIVES AND PICKLE FORKS

of all kinds, solid steel plated, 4 and 12 dwt. per doz. Bone, Ivory and Pearl Handles. Plain and Chased Blades. The largest and best assorted stock of these goods in Canada.

JET AND BLACK GARNET JEWELRY.

Just to hand an immense assortment of these goods, in Brooches, Earrings and Bracelets. Also a large stock of Imitation Jet Brooches and Earrings. Jet Necklets in 1, 2 and 3 Row carved and faceted patterns.

GOLD AND PLATED JEWELRY.

In American Jewelry we are showing the largest, newest and best assorted stock of any house in Canada. As we buy in large quantities direct from the manufacturers, and pay no commissions, we are in a position to sell these goods as close as any house in the trade. In English Jewelry, we are showing a very fine stock of Ladies' Sets, Gem Rings, Lockets, &c., &c., all new and valuable goods, of this season's purchase.

WATCHES.—We have just to hand a large shipment direct from the makers in Switzerland, of Imitation American Movements and Cases. These Watches are 18 size, have expansion balance and are sold in either gilt or nickel finish. Swiss Gold Watches all qualities and prices.

PRESENTATION CANES, all sizes, in Gold and Silver Heads.

We shall be glad to have customers and the trade generally, call and inspect our stock which is now very complete. It is no trouble to show goods. Sample and Mail orders promptly attended to.

ZIMMERMAN, McNAUGHT & CO., MANUFACTURERS' AGENTS,
56 YONGE ST., TORONTO.