

SPRING TRADE, - 1881.

We have pleasure in informing the Trade, that our Mr. LOWE has lately 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 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 STREET, - TORONTO.

\$50 00 REWARD!

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 imitation, is liable to prosecution for misdemeanor.



The test of ACTUAL WEAR has proven 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 wholesale only, by the Company's Canadian Agents,

ZIMMERMAN, McNAUGHT & CO.