

THE TRADER.

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

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TORONTO, APRIL, 1880.



SHEFFIELD STERLING SPOONS AND FORKS.

The last advices from England inform us of an advance in the price of Nickel Silver of all grades, of from 10 to 15 per cent. on old figures, and that a further increase may shortly be expected.

In consequence of these advances it is impossible that Nickel Silver Spoons and Forks can continue to be sold at former prices, but must go up in proportion to the rise in Great Britain. As this rise must of necessity affect the price of cheap goods more than of the finer qualities, dealers will find it more than ever to their interest to buy reliable goods that they can safely recommend to their customers as being value for their money.

We have now in stock over 300 gross of our celebrated

SHEFFIELD STERLING SPOONS AND FORKS

which we fully believe to be the best plated Flat Ware ever offered to the Trade of Canada Superior in Quality, Design and Finish, and as low in price as any goods ever offered in this market. Every dozen Forks or Spoons, have a guarantee wrapper, of which the following is a copy:

SPECIAL NOTICE.—These goods are made of **SHEFFIELD STERLING**, the best known substitute for Sterling Silver, and are warranted to resist acids, keep their colour, and improve with use.

The manufacturers guarantee all the goods bearing the Trade Mark—

SHEFFIELD STERLING CROWN
9 or X

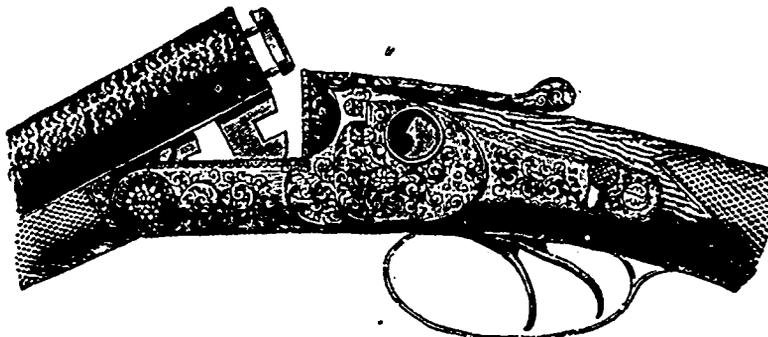
to be of the above metal throughout; and the trade is authorized in all cases where these goods prove defective to return them to their Canadian Agents and draw upon them for their invoice value.

THE SHEFFIELD STERLING CO., Sheffield, England.

Dealers who have tried them will use no other.

WHOLESALE ONLY by the CO.'S CANADIAN AGENTS,

ZIMMERMAN, McNAUGHT & CO.



W. M. COOPER,

MANUFACTURERS' AGENT,

DEALER IN RIFLES, GUNS & SPORTING GOODS,

Sole Agent for the celebrated Guns and Rifles manufactured by W. & C. Scott & Son, W. W. Greener, George Gibbs, Thomas Turner, Williams & Powell.

New Illustrated Catalogue now in press, will be sent free to dealers on application.

W. M. COOPER,

23 Front Street West,

TORONTO.