



CARD STAND.

During the time we have been in business, we have rigidly adhered to the principle of selling only first class goods of well known manufacturers, and these at close prices. For these reasons, in spite of the hard times and tremendous competition, we have steadily worked our way to the front until our House is now acknowledged to be the Leading House in the Dominion of Canada for all descriptions of Electro-plated, Flat and Hollow Ware. We sell to the Trade only, and Dealers purchasing from us can always rely upon getting full value for their money. We hold the largest assortment of Plated Ware in Canada, and are prepared to fill orders either from stock or from the factory, in either case satisfaction is guaranteed. We direct the attention of the Trade to the following specialties,

PLATED STEEL CUTLERY, SPOONS, FORKS, and HOLLOW WARE.

Our new Illustrated Catalogue of Flat and Hollow Ware, is now ready and will be sent free to any Dealer sending us his address.

ZIMMERMAN, MCNAUGHT & CO.,

MANUFACTURERS AGENTS.

56 YONGE ST., TORONTO.

AGENCIES { Meriden Silver Plate Co.; Derby Silver Co.;
Canada Sterling Co.; Meriden Cutlery Co.

SPECIAL NOTICE.

Fine Quadruple Plated Ware.

The durability of Electro-plated Ware depends mainly upon the amount of silver with which it is coated. The coating of Silver on Fine Quadruple Plated Ware is four times heavier than is commonly used in the manufacture of standard plate, and renders it infinitely superior for actual wear, although in appearance and finish, the difference may be so slight as to be almost imperceptible, except to experts. As a consequence, no department of trade offers more inducements or is more taken advantage of by dishonest dealers, who prefer large present gains to future and permanent trade.

It has become almost an axiom in the Electro-plate trade that "The only Guarantee for a good and sufficient Plate, is the integrity of the Manufacturer." A manufacturer's trade mark is his bond to the Vendor or Consumer, that the goods thus stamped are honest and reliable, and no one who has made any reputation ever risks it by allowing his impress to be put upon articles of inferior quality. Amongst first class manufacturers, goods that are slightly damaged or which do not fully come up to the necessary standard of excellence, are finished up as highly as possible and branded with the name of some fictitious Company or Manufacturer. These "Culls," although almost worthless for wear are often palmed upon the Dealer for reliable goods; and the result is that the Consumer is made to pay a first class price for an article that cannot possibly give satisfaction. It will thus be seen that the only safeguard that either the Dealer or Consumer can have is to refuse to buy any goods which do not bear the trade mark of some well known and reliable manufacturer. By adhering to this rule they will save money.