



Fine Quadruple-plated Ware.

Zimmerman, McNaught & Co.

In spite of the hard times and tremendous competition in this line of trade, we have steadily worked our way to the front, and our House is now acknowledged to be the leading house in the Dominion of Canada for all descriptions of ELECTRO-PLATED GOODS.

The reasons for our success are not far to seek. Although only established for two years we have gained the confidence of the Trade by supplying them with first-class goods at close prices, the goods in all cases bearing the trade-mark and being fully guaranteed by the manufacturer. The durability of Electro-plated ware depends mainly upon the amount of silver with which it is coated. The coating of pure 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.

No manufacturer who has any reputation, ever risks it by allowing his own trade-mark to be put upon articles of inferior quality. Dealers buying the goods of the well known manufacturers we represent have the double guarantee, of our own recommendation and the bona fide trade-mark of the maker. We hold the largest and best assorted stock of plated ware in the Dominion of Canada, and are prepared to fill orders at close prices on the shortest notice. To large dealers

desiring their goods shipped direct from the factories we have to say that our facilities for filling orders of this kind are unequalled by any House on this continent, and we guarantee the prompt and faithful fulfilment of all such orders entrusted to our care.

We direct the attention of the trade to the following specialties:

Plated Steel Cutlery, Spoons and Forks, Hollow Ware.

We solicit a visit or sample order, from every solvent dealer in these goods in Canada, and to good men will give liberal discounts and time. Our new illustrated catalogue of Hollow Ware will be ready in a few days 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.," Meriden Cutlery Co."
"Friedmann & Lanterjung," "Canada Stirling Co."