

SPOONS, FORKS, &c.



"CANADIAN" PATTERN.



"PRINCESS LOUISE" PATTERN.

SPECIAL NOTICE.

We beg to direct the attention of the **TRADE** and the **PUBLIC**, to the inauguration of a new Canadian industry, viz., the Manufacture of Spoons and Forks and other Flatware for table use. Hitherto Canada has been dependent for a supply of these articles upon English and American Manufacturers, and the consumer has been obliged to pay to the Government an extra profit of 17½ per cent in the shape of duty upon all goods of this kind imported into the country. By manufacturing spoons and forks in Canada, a saving is effected of at least 10 per cent, which we propose giving to our customers, and of which the consumer must ultimately reap the benefit.

The **CANADA STERLING CO'S** goods, are manufactured under the personal superintendance of **MR. CHARLES ELKINGTON**, late of the celebrated firm of Messrs. Elkington, of Birmingham, England. Mr. Elkington may properly be termed the founder of the present system of Electro-plating, and the noted excellence of the goods manufactured under his care in England and the world wide reputation that the name of Elkington has attained on that account, will be a sufficient guarantee that all spoons and forks, &c., stamped with the Company's trade mark, "**C. ELKINGTON 1840**," will be equal if not superior in style, finish and durability to any goods now imported. We guarantee all goods manufactured by the **CANADA STERLING CO.** and bearing the above trade mark, to be plated on 18 per cent nickel silver (or genuine Albata metal) which is the best base metal for plating now in use. They are heavily plated on all parts alike with pure silver of Government assay, the deposit of silver in all cases being accurately weighed and rigidly inspected with a view to their durability. In all cases it is guaranteed to be from ten to twenty per cent heavier than the ordinary market standard.

These goods are all **HAND BURNISHED**, a process which not only polishes the surface, but also hardens the deposit of silver, and makes it wear considerably longer than if burnished by machinery in the ordinary way. Every dozen of these goods are warranted by special guarantee, and dealers are authorized in all cases where these wares prove defective to return them and draw upon the Company for the invoice value. It is a well know fact, that but few imported spoons and forks are the product of first-class manufacturers, the bulk being inferior goods "**Stamped up**," one or two grades higher than they really are, these while temporarily profitable to the Importer and Dealer, prove but a poor investment for the Consumer.

To the **CONSUMER** in want of a reliable article for table use, we strongly recommend the goods made in Canada under the superintendance of Mr. Elkington, because their trade mark is a sure guarantee of quality and they can always tell by the stamp upon the back the exact value of the each article they are buying.

To the **DEALER** we say, it will pay you to sell these goods, because they are cheaper than imported goods of similar quality, more elegant in design and finish, will give better satisfaction to your customer and in the end will be more profitable to yourself. Send for Samples. We guarantee satisfaction. Illustrated catalogues of Flat and Hollow Ware, free to Dealers. The Trade only supplied by

ZIMMERMAN, MCNAUGHT & CO.

The Leading Electro-Plate House of Canada.

56 Yonge St., Toronto,

SOLE WHOLESALE AGENTS FOR ONTARIO.