

ELECTRO-PLATED FLAT WARE.

"The only guarantee for a good and sufficient plate is the integrity of the Manufacturer."

SPECIAL NOTICE.

We desire to notify the trade that we have been appointed sole Wholesale Agents for Canada for the sale of the celebrated Flat Ware manufactured by

ROGERS, SMITH & CO., of West Meriden, Conn.

This brand of Flat Ware has been tested by the American public for the last thirty-three years, and has given such entire satisfaction that it has come to be regarded as the standard of excellence for all goods of this kind. So celebrated have these goods become on account of their superior wearing qualities that imitations are constantly being put upon the market. We desire to warn the trade, however, that the company do not guarantee any goods unless stamped with their trade mark,

"1847—ROGERS BROTHERS.—A-1."

All such goods they guarantee to be plated at least 25 per cent. over the market standard, hand burnished, and to be the best value goods in the world. Particular attention is invited to their patent "Sectional Plated Forks and Spoons," by which the parts most exposed to wear receive an extra coating of silver three times the usual thickness. The sectional plate is recommended for hard service, and is worth many times the additional cost in durability. The trade mark on all such goods is

"1847.—ROGERS BROS.—XII."

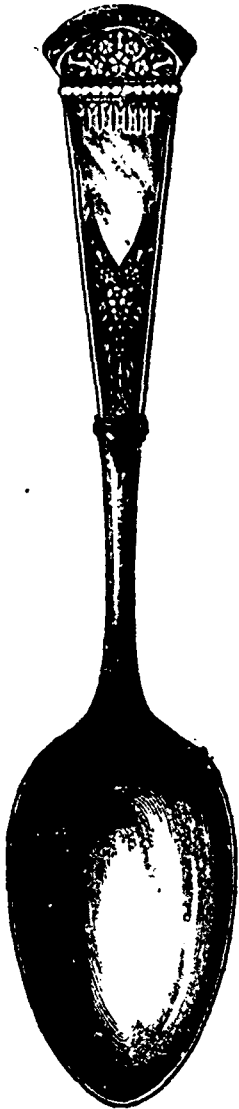
We have in stock a full line of the above goods (in A-1 and XII. qualities) of the Tipped and Imperial patterns given on this page, and are prepared to fill any orders our customers may be pleased to entrust us with. All goods guaranteed. Sample orders solicited.

ZIMMERMAN, McNAUGHT & Co., 56 YONGE-ST.
TORONTO.

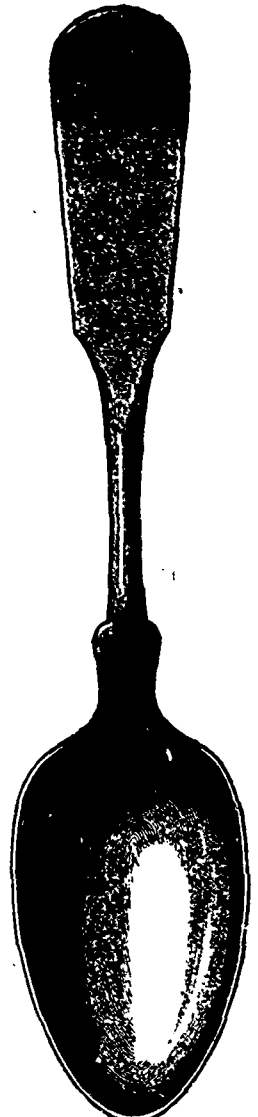
SHEFFIELD STERLING FLAT WARE.

The favor with which these goods have been received by the trade of Canada, and the admirable way in which they have stood the practical test of hard usage, has fully convinced us that they are all that the manufacturers claim them to be—The Best Unplated Spoons and Forks in the World. We have now in stock over three hundred gross of these celebrated spoons and forks, Tipped Pattern all sizes and weights fully assorted, and are prepared to furnish them to our customers on the most favorable terms. These goods are the best known substitute for sterling silver, and are warranted to resist acids, keep their color, and improve with use. Every dozen is guaranteed as above with printed guarantee wrapper, and the trade is authorized in all cases where they prove defective, to return them and draw upon us for the invoice value. Dealers who have tried them will use no other. Wholesale only by the Company's Canadian Agents,

ZIMMERMAN, McNAUGHT & Co.



THE IMPERIAL PATTERN.



THE TIPPED PATTERN.

GEO. E. COOPER,
Ornamental and General Engraver,
31 KING STREET EAST,
TORONTO, - - ONTARIO.

ALL KINDS OF PLATE, JEWELLERY, ETC.
TASTEFULLY ORNAMENTED.

Inscriptions, Mottoes, Crests and Monograms designed and engraved in first-class style. Terms Cash.

INSTRUCTION GIVEN.

David Wilson,
ORNAMENTAL AND GENERAL ENGRAVER,
7½ KING STREET EAST,
TORONTO.

CRESTS, CYPHERS, MONOGRAMS,
And Inscriptions of all kinds of Silverware, etc., etc.

JEWELLERY NEATLY ORNAMENTED.

TERMS CASH.

1,000
Best Watchmakers'
TAGS!
Sent to any address, post-paid on receipt of
90 CENTS.

LONDON CARD COMPANY,
LONDON, - - ONT.