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THE TRADER.

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

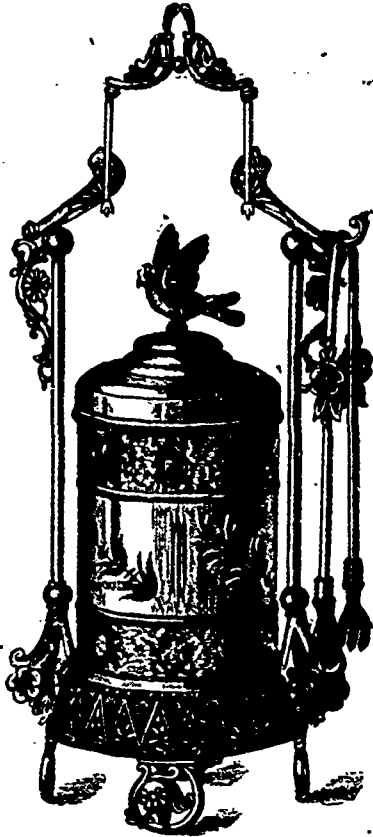
TORONTO, AUGUST, 1880.

FINEST QUALITY OF PLATED WARE,

MANUFACTURED BY

ROGERS, SMITH AND CO.,

WEST MERIDEN, CONN., U. S.



Messrs. Zimmerman, McNaught & Co. have pleasure in informing the trade that they have been appointed sole wholesale Canadian agents for the celebrated manufactures of Messrs. Rogers, Smith & Co., of West Meriden, Conn. These goods have been tested by consumers for more than a quarter of a century, and their reputation is so thoroughly established throughout the United States and Canada, that anything we might say about them would appear superfluous. We propose keeping constantly on hand a full stock of HOLLOW WARE, of their manufacture, consisting of

Cruets, Butter Coolers, Cake Baskets, Card Stands, Berry Bowls, Water Pitchers, Epergnes, Tea and Coffee Setts, Urns, Children's Cups, Communion Ware, &c., &c.,

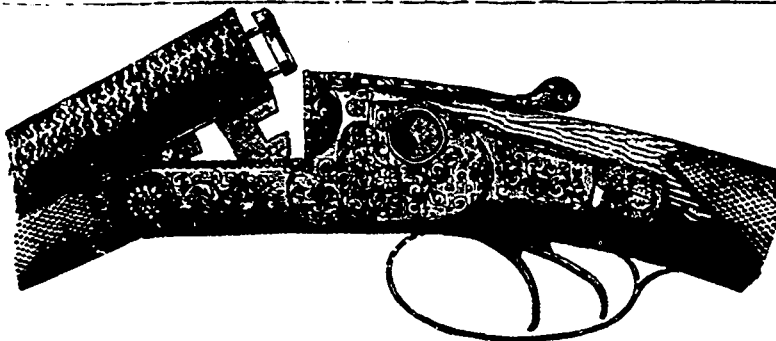
and our customers can always rely on having their orders promptly filled and getting the best value for their money. We have always made it a principle to sell no goods that we can not fully guarantee, and in offering the Rogers, Smith & Co's goods to the Canadian trade, we feel satisfied that they will meet every requirement. We shall be pleased to have our friends call and inspect our new full stock. It will pay them. Now illustrated catalogues now ready, and will be sent to the trade on application.

ZIMMERMAN, McNAUGHT & CO.,

SOLE WHOLESALE AGENTS FOR CANADA,

56 YONGE STREET,

TORONTO.



W. M. COOPER,

MANUFACTURERS' AGENT,

DEALER IN RIFLES, GUNS & SPORTING GOODS

23 Front Street West,

TORONTO.

I have pleasure in informing the Trade that my stock of Sporting Guns and Material is now complete, and that I am in a position to offer them Goods manufactured by the very best English makers, which will give entire satisfaction to the purchaser, and full. Just as the we earned reputation of the Manufacturer. The Guns are imported under my own special supervision and close inspection, and from a life long experience, the public may rely on obtaining first class goods only, as I shall offer no other for sale. The stock kept by me will always be found to consist of good serviceable Guns, at close figures, and comprises at present Single and Double Barrel Muzzle and Breech Loaders, 10 and 12 gauge, of various actions also Hammerless Guns, with the Decey & Anson action. A large assortment of Gun Implements and Ammunition kept constantly on hand. New Illustrated Catalogue just issued, giving full particulars of style and price, sent free on application.

W. M. COOPER, Canadian Agent for W. W. GREENER, Birmingham, W & C SCOTT & SONS, Birmingham, GEORGE GIBB, Bristol, WILLIAMS & POWELL, Liverpool, THOMAS TURNER, Birmingham.

P. W. ELLIS & CO.,

P. W. ELLIS.

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No. 31 KING STREET EAST, - - - TORONTO.**IMPORTERS AND JOBBERS.****WATCHMAKER'S AND JEWELER'S TOOLS, MATERIALS, LATHES AND GENERAL SUPPLIES.****Diamonds, Real and Imitation Stones.****SOLE AGENTS PATENT NICKLE DUST PROOF WATCH KEYS.**

These Keys have now become so deservedly popular that no Watchmaker can do without them in stock. They are the best and most serviceable Key ever introduced.



C.

**NEW GEM KEY.**

The neatest and best chain Key yet introduced. Swivel Top. Very strong and convenient.



A.

Manufacturers have largely increased their facilities, so now we shall be able to keep pace with orders. All back orders filled immediately.

Complete Lists and Advertising Blotters Supplied.

We shall continue to offer new patterns in all our regular lines of Jewelry for the coming fall trade. Will show full lines of 14 Kt. and 10 Kt. Chains, quality of which is fully guaranteed as represented. 15 Kt. sets Brooches and Earrings. New lines in Band Rings, Signet and Fancy. Diamonds in single and matched pairs, mounted or unmounted. Our terms and prices will be found most advantageous.

**HALL'S STAKING TOOL.****SEND FOR DESCRIPTIVE CIRCULAR.***Selling fast and giving good Satisfaction.*

We shall show early next month a fine line of new Watchmaker's Foot Lathes, much superior to American and half the cost. New Universal Tools, Rounding Machines, Screw Head Tools, Polishing Lathes, all on new and improved systems. Silk Alberts, Guards, Steel and Nickle Chains, &c., &c. Our assortment will be the largest and most complete in every line. We invite the inspection of the trade visiting Toronto during the Exhibition in September.

DUNCAN'S Extra Soft Easy Flowing Silver Solder. Selling fast and giving good satisfaction. Send for Sample Box and Circular. Goods sent on selection if desired. Particular care given to filling Special Orders.

THE TRADER.

TORONTO, ONTARIO, AUGUST, 1880.

Distributed free to every Jeweler and Hardware Merchant in Canada.

Advertising Rates.

Full Page, - - -	\$20 00	each issue
Half Page, - - -	12 00	"
Quarter Page, - - -	8 00	"
Small Advertisements, 8 cents per line.		

A Discount of 25 per cent. will be allowed from the above rates for yearly contracts. All advertisements payable monthly

All business and other communications should be addressed to

THE TRADER PUBLISHING CO.,

Box 1325, Toronto, Ont.

The Outlook.

The crop report from all parts of the country are exceptionally good, and everything betokens a thorough and permanent revival of business in the near future. This being the case, our merchants may fully expect a largely increased trade for the balance of the year, and should lose no time in making adequate preparations to supply the demand which is certain to follow as soon as the harvest is realized on. As a general rule stocks are low, and accounts pretty well paid up, a very good position for our merchants to be in. While we do not advise overstocking, still we think that many may err in buying less stock than their requirements really demand, and in that way many sales are lost that might otherwise be secured. As a rule the merchants who have their stocks well assorted are the ones who do the trade; it may be well enough in theory to attempt to run a business on samples, but experience shows that very few customers are so obliging as to wait till the goods can be obtained from the wholesale dealer, especially if there is any other person in the place having them for sale. In view of the increased trade which our merchants may certainly expect in a few weeks we think they will be fully justified in ordering freely of saleable goods.

The Watch Controversy.

For some weeks past quite a fierce battle has been raging in the columns of one of our city dailies, as to the relative merits of the American Waltham

over the English Russell watch, the strife originating on account of the publication by the former of the official report of the judges at the late Sydney Exhibition. The main features of this report we published in our June number, so that our readers are well enough informed as to its tenor. The Canadian manager of Russells (Mr. Cuthbert) seems to have taken umbrage at this method of advertising, and has in a series of letter advertisements endeavored not only to belittle the manufacturers of the Waltham Company, but also to vilify their actions throughout the whole affair. If Mr. Cuthbert is to be believed, the Waltham Watch Company were base enough to put up a job on the Russells, by inducing the Colonial agent of the latter to send to the Sydney Exhibition for competition, without the knowledge or consent of his principals, watches of the Russell make which were inferior in finish and time keeping qualities to the goods they usually place upon the market. Not only this, but we would also glean from Mr. Cuthbert's letters that the Waltham Company kept up their national instincts by buying up the judges, and corrupting Mr. Russell, the Government Astronomer Royal, who made the time test upon the watches. From Mr. Cuthbert's letters it would also appear that the judges were a set of incompetents who know nothing about either the history of watches in general, or the merits of the samples placed before them for their inspection and judgment.

Taking Mr. Cuthbert's letters altogether, they form a very strong indictment against a company which has always had the name of being straightforward and honorable in their business dealings; and as the question of their action is one which affects the whole trade of Canada, we propose to examine it carefully and see if there is really any foundation for these charges.

First, then, as to the watches being exhibited without their knowledge or consent. In proof of this Mr. Cuthbert publishes a cablegram from himself to Russells, of Liverpool, asking if they exhibited any of their watches at the Sydney Exhibition, and their reply, that they did not. Now we do not doubt the truth of these cablegrams in the least, but it appears to us that Mr. C. has been setting up a man of straw in order to show his dexterity in knocking him down. To our mind

such a question has nothing to do with the subject, and it is a matter of perfect indifference whether it be answered in the negative or affirmative. The real question at issue is, *were the watches exhibited, Russell watches, and if so, were they fair specimens of that firm's manufactures?* Mr. Jacob, the gentleman who entered them, appears also to have entered watches manufactured by one or two other firms, and it is highly improbable that being the N. S. W. agent for the Russell watch he would deliberately spoil his own trade by putting on exhibition watches that he know to be of inferior workmanship and unlikely to take a prize. The likelihood is, that being interested in the sale of these goods he sent the very best samples he had, and that they were as good as the stock usually manufactured by the Russells. The only guarantee the public can have is the reputation of the manufacturer, and no manufacturer should ever allow his name to go on any article which does not fully come up to the required standard of excellence. In all such cases he is justly held responsible for its defects. Now in this case unless the Russells can clearly prove that the watches were imitations of their make, or that their N. S. W. agent deliberately tampered with them so as to spoil their chance of taking a prize, they must be answerable for the defects of the exhibits bearing their name and warranted by their trade mark. It is hardly likely that they were forgeries of the Messrs. Russell's manufactures, and just about as unlikely that their local agent tampered with them, for as we have shown above, such a course was clearly against his own interest. The contention which Mr. Cuthbert seeks to establish, that the Waltham exhibit was gotten up especially with a view of securing the first prize at the exhibition, seems almost absurd in view of the fact that the company have no time to prepare such an exhibit, as they are a long way behind with their orders, and have been so for more than a year past. As a matter of fact we know that the watches were selected at haphazard out of the ordinary stock of the Waltham Company, for the reasons that they had no time to prepare a special exhibit, and that they were perfectly satisfied with the superiority of their goods and the reliability of their trade mark.

In reference to Mr. Cuthbert's charge that the judges were ignorant of the science and history of Horology, and therefore incapable of giving a just and intelligent decision, we have nothing further to say than that the names of the judges, if nothing else, ought to be a sufficient guarantee as to their fitness for the position assigned to them. No other competitor that we know of has been fit to call their knowledge or ability in question, and with all deference to Mr. Cuthbert and a profound reverence for his opinions, we may be pardoned if we still adhere to the opinion that the judges at the Sydney Exhibition were as conversant with the horological science and as able to give an opinion upon the relative merit of the exhibits placed before them, as Mr. Cuthbert could possibly be should he ever have the honor to occupy a similar position. In the absence of any direct and positive proof, we decline to take the assertion of any disappointed competitor, as to their incompetency. The insinuations that the judges were bought up and that the whole show was run in the interest of the Waltham Company, is so absurd as to need no refutation on our part, their names are a complete reply to an insinuation, which has evidently been inspired by want of success. Even if the judges had been of the kind that were open to pecuniary argument, we have a high enough opinion of the Waltham Company to think them incapable of such an action. Mr. Manson, their representative at Sydney, is an old and well-known Torontonian, and has such an exalted opinion of the merits of the watch he represents that he would scorn to win honors for it in any other than an honorable way. It is hardly likely that Englishmen would allow any foreigners to run such an exhibition to suit themselves, and Mr. Cuthbert's estimate of his countrymen is very much lower than ours if he imagines such a thing to be true.

Ever if the Waltham Company had intended to do an underhand action it seems incredible to us, that with so many first-class competitors they should have directed their energies against the Russell watch when they had pitted against them so many other manufacturers of higher reputation. English watches in general and the Russell watch in particular, may be all well

enough in the estimation of their makers, but their record in Canada and the United States has not been so brilliant as to cause a company like the Waltham Co., any great amount of anxiety. Twenty years ago the English and Swiss watches hold almost exclusive possession of the Canadian market, and the American watch was then comparatively unknown. To-day the Canadian market is supplied almost exclusively with American and Swiss watches, the English watches having been driven almost entirely out of the market by its lower priced and more reliable American rival. There is not one genuine English watch sold in Ontario to-day where thirty were sold twenty years ago, and everyone knows that this Province is a better market now for the sale of high-priced goods than it ever was before. Why is it that the American watch has driven it out if it was not a better watch for the money? Coming into Canada, which is a neutral battle ground for both, they pay the same duty, so that neither can claim any advantage in that respect. In our opinion the question has been purely one of merit and value. Probably no watch was ever introduced to the Canadian trade as thoroughly as the Russell watch. For a time it seemed to take the lead of all competitors, but its supremacy was short-lived, and to-day amongst the regular jewelry trade of Canada, it is reckoned amongst the things of the past. The watch has been lavishly advertised, its sales have been pushed persistently, agencies have been established and the watch left on sale; in fact no watch has ever been offered to Canadian jewelers on as easy terms of payment as this same Russell watch, and yet in spite of it all, they have been compelled to go out of their legitimate wholesale business and take to peddling goods by auction, or as they are pleased to term it, to establish direct communication between the manufacturer and the consumer.

Facts speak louder than words, and this is a significant fact. In view of it, it appears strange to us that the Waltham Company should have given themselves so much concern and trouble in order to score a barren victory over a competitor whom they had already almost driven out of the neutral Canadian market. Such an action on their part would seem somewhat akin to a sports-

man's trying to kill dead quail. Looking the whole matter over, it seems to us that this is the sore spot in Mr. Cuthbert's cuticle, and fully accounts for the late attacks on the award at the Sydney Exhibition. If not, why did not the Russells take up the cudgels on their own behalf and impeach the judges report themselves, for they must have been in possession of it months ago. It would at least have saved their Canadian Hotspur the necessity of cabling to them for information that had no bearing on the subject.

As far as the Canadian trade is concerned, we think that they have pretty well made up their minds which watch, American or English, best suits their trade, and no amount of letter writing, however much it may mislead the uninitiated, can have any influence in overturning the results of their experience.

Selected Matter.

The Failure List.

That the commercial condition in both the United States and Canada is remarkably improved this year as compared with last, is very apparent from the tabulated statement of failures prepared by Dun, Barlow & Co.'s Mercantile Agency. The American figures are as follows:

UNITED STATES.

6 mos. 1879, No. Failures, 4058, amounting to \$65,779,390
6 " 1880, " 2497, " 32,888,763

showing that the failures of the first half of the present year aggregated exactly one-half those of the same period in 1879, which, in turn, were but half those of the half year of 1878. The latest quarter of the year shows a smaller number and amount of failures in the States than any quarter year for a long time.

The Canadian figures for the past six months are even more favorable. They are, compared with former years, as follows:

6 mos. 1879, No. Failures, 1067, amounting to \$17,425,953
6 " 1880, " 649, " 5,660,848

Thus the liabilities of Canadian traders failed in the last half year are barely one-third those of the same period in 1878, and those of the latest quarter, numbering 146, and amounting to \$844,571, are in most gratifying contrast to the 392 failures, with \$4,407,800 liabilities, which formed the list for the second quarters of 1878.

The circular says, with reference to United States commerce and indebtedness :

"It is evident that the risk of business in the last six months, so far as credits are concerned, have been reduced to a minimum. The lessened volume of internal indebtedness resulting from the years of depression preceding 1879 is seen in the small amount of loss incurred through failures in the past year, especially when compared with the enormously increased volume of business transacted. The circumstances under which the present statistical comparison is made are, therefore, very advantageous, and the result is seen in the very favorable figures herewith presented. The figures, if taken in their broadest sense, would imply a condition of prosperity and a safety in granting credits hitherto not equalled in the history of the country. But it would be unsafe to rely too implicitly upon indications even as exact as these figures; statistics of this nature are essentially the records of the immediate past, and are not in any sense prophetic. It would be unwise to ignore the existence of conditions of business which they do not in any degree illustrate. For instance, it is safe to say that for the next six months the chances of making money do not bear any comparison with the chances as they existed in the last six months of 1879. The circumstances of the two periods are almost precisely reversed. At this time last year stocks of almost every product were small and values at a minimum; at the present hour the results of stimulated production, largely increased importation, and general activity, are seen in accumulations of goods and very uncertain values. The possibilities of making money, therefore, rest solely upon the slow and gradual absorption of goods by consumption. The ability of the country to absorb, consume, and pay for its requirements has never been greater; and the gains that are to be made are likely to be the result of legitimate trade, rather than the quick profits which were realized last year from speculative advances. Those who can afford to wait for this gradual realization of their profits will doubtless participate in the general prosperity which exists; but it is painfully evident that there are many who are heavily weighted with merchandise bought at extreme prices, and

whose profits even for the past year have been, or will be, pretty effectually extinguished by the settling in prices which is going on in almost every department of business."—*Monetary Times.*

The Precious Metals.

Great as has been the quantity of precious metals found in this country, it is thought by many persons who have closely studied the subject that their product has only begun. During the last ten years we have advanced from \$17,820,000 silver and \$83,750,000 gold to \$45,846,100 silver and \$41,800,228 gold, and it is asserted that in the next decade this amount will be more than quadrupled. From 1870 to 1877 the yield of gold exceeded that of silver in the United States; but since then the yield of silver has exceeded that of gold by nearly \$5,000,000, caused in part by the discovery of the great silver mines of Leadville, Col., and in part by the decrease in the gold product of the Comstock lode in Nevada, which is 41 1-5 per cent of the whole. The diminution in Comstock in 1878-9 was \$12,464,481 in silver and gold, while the increase in Colorado of silver was \$80,000,000. The exact yield of gold and silver in the last nine years is, as near as can be reckoned :

	Silver.	Gold.
1870	\$17,820,000	\$31,750,000
1871	19,286,000	34,393,000
1872	19,924,429	38,177,395
1873	27,483,302	39,206,558
1874	29,699,122	38,466,488
1875	31,635,239	39,968,194
1876	39,292,924	42,826,955
1877	45,846,100	41,880,228
1878	37,248,137	37,575,030
1879	38,032,857	31,470,262

In the United States, \$4,000,000 gold is annually consumed in making jewelry and for other arts. Last year about \$74,400,000 gold was imported into America, which, added to the home production, gives an increase of \$160,170,262. If we add the \$37,092,857 of silver yield, we have \$148,202,119 of monetary increase as the nation's wealth. Prodigious as this increment seems, it is insignificant compared with the possibilities of the future. The large and sudden outpouring of Eastern capital into the trans-Mississippi regions will cause an extraordinary development of the mineral wealth of the West.—*American Exchange.*

EXTENSIVE preparations are being made in Montreal for a Dominion Exhibition, to be held in September. The city council has added six acres to the grounds, valued at \$10,000, and \$10,000 is to be distributed in prizes.

NOTES.

A CHICAGO genius has discovered that solitaire diamonds are made of several pieces, and cemented together. When that chap's ears have attained their full length he will be able to pluck ripe cheese from the face of the moon, or set Lake Michigan on fire by the friction produced by rubbing his cheek against the sands of the beach.

A JEWELER named Horace J. Hale, doing business in a small way in Brantford and Paris, has given a chattel mortgage to Messrs. Segsworth & Co., in this city for \$500. He has also been sued by Mr. S. T. Culp. An offer of about 35 cents on the dollar was made and refused, and now it is expected that he will shortly have to suspend.

THE Toronto Industrial Exhibition for 1880 gives promise of being an unusual success. The committee advertise a prize list aggregating in value \$23,000, which should draw a large crowd of exhibitors together. We understand that the entries are coming in very freely, and that they are already much ahead of last year. We wish the association success.

ANOTHER large bank of coral is reported to have been discovered off the Neapolitan Coast, ten miles south of Sciarra. The new Italian fisheries law secures to the discoverer the exclusive right of fishing for a period of two years. But this enactment has not yet come into operation. Consequently several fishing vessels from Torri del Greco have already sailed for the banks in hope of making a rich harvest.

THE American Watch Co., of Waltham, Mass., have made arrangements with the astronomer in charge of the Horological Bureau of the Winchester observatory of Yale College, for testing movements manufactured by them. All movements thus tested when sold are accompanied by certificates showing their rating under the various conditions of adjustment tests. This idea will no doubt prove very satisfactory to parties who desire finely regulated watches.

THE new thing in Paris is a little gold or silver pig, worn by actresses as a trinket on their watch chains. The jewel is looked upon as a talismanic counter charm, which brings good luck to the wearer. It is an old Roman knick-knack, which has been made popular by the recent lectures of a learned professor, who has been discoursing on the worship of the goddess Fortune twenty centuries ago by the people of Italy. They made offerings to her of fat pigs, and gold and silver rings were made to represent them by votaries.

THE sterling silver prize cups, manufactured by Zimmerman, McNaught & Co., for the regatta of the National Association of Amateur Oarsmen, were exhibited on King Street for three or four days previous to the contest for their possession. They are beautiful specimens of the silversmith's art, and very much admired. Although the competition was open to the world, we are happy to say that both of them remain for this year in Canada, the Argonauts of Toronto winning the \$500 challenge cup for the senior four-oared race, and Joseph Laing of Montreal, the \$250 cup for the senior single scull race.

Moss agates, that were formerly so much in demand, commanding a large price, have now no market value, being used only in the cheapest styles of jewelry.

A LARGE find of pearls has been discovered in New Zealand. They are said to be of fine quality, and far more brilliant than those found in the South seas.

MR. ROBERT WILKES, wholesale jeweler, Toronto and Montreal, has disposed of his business. Messrs. Henry Smith and Harris H. Fudger, who have been long employed at head quarters in Toronto, assume the business here, and Messrs. John H. Jones, William Liffeton and Fred Chandler assume the business in Montreal.

MESSRS. DAVIS & McCOLLOUGH, formerly with the late Mr. A. Campbell, jeweler, Hamilton, have bought the stock and good will of his business. They are very pushing and energetic young men, and practical workmen and deserve to succeed. We wish them success in their new venture.

THE value of the imports into England in the first six months of this year was £210,760,753 against £172,631,723 in the corresponding period of last year, being an increase of twenty per cent. For the year ending with June, the increase in imports was over 34 per cent. Exports for the first six months showed as great an increase as the imports, having risen from £88,826,493 to £107,633,736, an increase of over 20 per cent. The addition in the imports consisted mainly of raw materials. The Colonial trade showed an expansion; and as the United States demands fall off, other outlets are found.

THE produce of the South African mines is enormous, and the quality of the stones, which is frequently marred by a somewhat tawny complexion, is reported to be improving. Vast profits have, of course, been realized. One gentleman's claim is said to have cleared in two years £45,000. The New Rush Mine alone yields £3,000 a day. In 1875, when the diggers had been at work only four years, gems to the value of £3,500,000 had been extracted from it. The pockets of diamonds sent by post bag from Kimberly to Cape Town in 1876 weighed 773 pounds, and were worth £1,464,590. Nor does there seem to be any present prospect of the supply coming to an end.

It is said that the watchmakers and jewellers of the United States require on an average about 3,000 watches to fill the demands made upon them. Every time the sun rises and sets this number changes hands. The production per day is as follows:—The Waltham factory produces about 750; the Elgin, 500; Springfield, Ill., 80; Hampden Watch Co., 90; Howard, 20; Lancaster, 50; Rockford, 40; daily production, 1,530. The president of the Waltham Watch Company recently stated that out of 101,671 watches sold in the year ending February 18, 1871, one-third were sent abroad, the sales in London amounting to 23,043 watches. The British Government bought two hundred for the India State Railway. While the declared value of the watches exported from Geneva to the United States for the years given, was as follows:

Year ending Sept. 30, 1871..	\$700,000
" " " " 1877.....	131,596
" " " " 1878.....	106,670

It is the opinion of the Chicago *Journal of Commerce* that there is yet room for an increase of the watch-making facilities of the United States.

Business Changes for July.

Wm. Ball, hardware, Chatham, Ont., advertising his business for sale; Stobart, Eden & Co., wholesale general merchants, Winnipeg, Man., giving up the crockery and glassware part of their business; Wilson & Smith, hardware, Arnprior, burned out; J. Hale, jeweler, Brantford, attached; S. Chown & Son, hardware, Kingston, sold out to T. G. Rudd; John Benham, watches, Parkhill, dead; C. C. Snowden & Co., wholesale hardware, admitted James G. Howden as partner; N. Lefebre, watchmaker, Montreal, stock and premises damaged by fire; G. N. Gordon, hardware and tinware, Colborne, Ont., dead; W. H. Craddock, Essex Centre, has sold out; L. Zoeger, jeweler, Hamburg, skedaddled to the U. S.; Robert Scott, stoves & tins, Teeswater, advertises business for sale; Robert Wilkes, wholesale jeweler, Toronto and Montreal, has sold out.

T. WHITE & SON,

Manufacturing Jewelers,

—AND—

LAPIDARIES,

12 MELINDA ST.,

TORONTO.

Canadian Agates, Amethysts, &c.,

Polished and Mounted for the trade. Store-keepers in town and country will find all work good at moderate prices.

N. B.—Always on hand a stock of

Stones, Imitations, Locket Glasses, &c.

Unsurpassed in the Dominion.

A.C. ANDERSON & Co.,

WHOLESALE JEWELERS,

have removed to

No. 6, John St. North, Hamilton.

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AMERICAN

Rolled Plate Jewelry,

WATCH MATERIALS & TOOLS.

Trade Work Attended to Promptly.

Special Notice

Our Mr. Lowe has just returned from the United States markets, where he has spent several weeks in selecting a complete stock of Jewelry, embracing all the new and desirable lines which the manufacturers have designed for the fall trade.

Our stock of American jewelry is now the largest in Canada, and is most complete in every department. Buyers wishing a nice assortment for the fall trade should lose no time in ordering, as the demand in the United States is so great that goods are almost certain to be both scarcer and dearer before the season closes. Early purchasers will thus have the advantage of better prices and better assorted stocks to select from.

Our travellers will be on the road in a few days, and will be pleased to show you our goods and prices. We bespeak for them a continuance of your confidence, and trust that you will favor them with any orders you may desire to place for your fall goods. Assuring you of our best desire to serve you. We are yours, very truly,

ZIMMERMAN, McNAUGHT & CO.

Toronto.

WELCH & TROWERN.

WELCH & TROWERN.

WELCH & TROWERN, JEWELRY MANUFACTURERS

DIAMOND SETTERS,
AND
DEALERS IN PRECIOUS STONES.

FINE COLOURED GOLD LOCKETS, Brooches, Ear Rings, Ladies Opera and Long Chains, Gent's Chains, Sleeve Buttons, Front Studs, Diamond, Wedding, Gem, Chased and Signet Rings, Monograms, Charms, Masonic and Society Jewels, Gold and Silver Medals, &c., &c.,

FINE SILVER LOCKETS, Napkin Rings, Trowels, Stick Heads, Silver Prize Cups, &c.

Our long experience and practical knowledge, in addition to the best machinery, enables us to manufacture the above in the best possible manner. Using the finest material, combined with neatness, durability and design, we trust to be favored by those desirous of having goods manufactured that can be confidently relied upon.

Orders received or Parcels sent for repairs, receive our prompt and personal attention. Particular care exercised in Gilding, Altering and Repairing all styles of Jewellery.

36 ADELAIDE STREET WEST,

TORONTO, ONT.

West of Grand Opera House, between Yonge and Bay Streets.

CUTLERY.

We desire to notify the Trade that we intend going entirely out of all the common lines of Cutlery, and in order to effect an early clearance, are offering all such goods now in Stock at

Special Net Prices.

Dealers wanting goods of this kind will do well to

Call and See our Prices before Purchasing Elsewhere.

SPECIALTIES IN

BONE HANDLED KNIVES,

AND

Knives and Forks with Rose and Bone Handles,

CALL AND EXAMINE PRICES.

ZIMMERMAN, McNAUGHT & Co.

PRESENTATION

Walking Canes!

WITH

Gold and Silver Heads

AND

EBONY STICKS.

A LARGE ASSORTMENT

Of these Goods just to hand. Assorted sizes and prices.

ZIMMERMAN, McNAUGHT & Co.

TORONTO.

E. & A. GUNTHER,
TORONTO,

Importers of

CLOCKS, REGULATORS, WATCHES,
SPECTACLES,

JEWELLERY, &c., &c.

WATCH MATERIAL, WATCH GLASSES,

—AND—

TOOLS A SPECIALITY.

GORHAM MFG CO.,

UNION SQUARE, NEW YORK,

Manufacturers of the finest line of
SOLID SILVER, Flat AND HOLLOW WARE

in the world. Guaranteed standard quality 927/1-000 fine. Jewellers wanting Solid Silver Tea or Coffee Sets, Urns, Waiters, Epergues, Baskets, &c., or cased goods of any description for presentations, can have photographs of these manufactures forwarded to them by express, by applying to the Company's Wholesale Agents,

Zimmerman, McNaught & Co.,

56 Yonge Street, Toronto.

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."

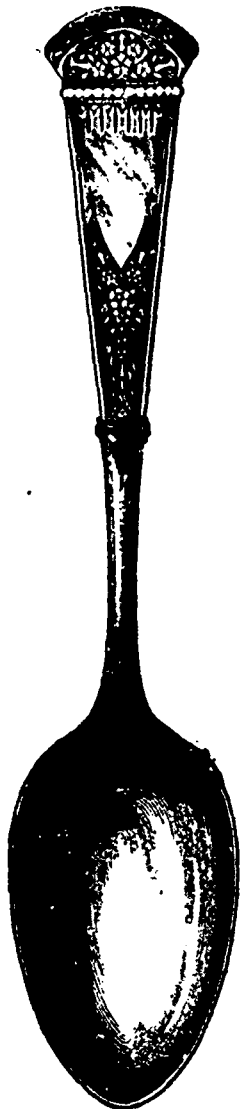
We have in stock a full line of the above goods (in A-1 and XII. qualities) of the Tipped and Imperial patterns given on this page, and are prepared to fill any orders our customers may be pleased to entrust us with. All goods guaranteed. Sample orders solicited.

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

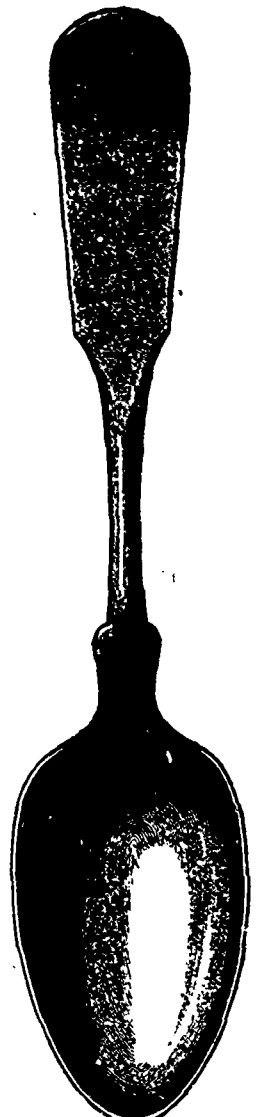
SHEFFIELD STERLING FLAT WARE.

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.