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The Trader.

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

No 1. TORONTO, SEPTEMBER, 1879.

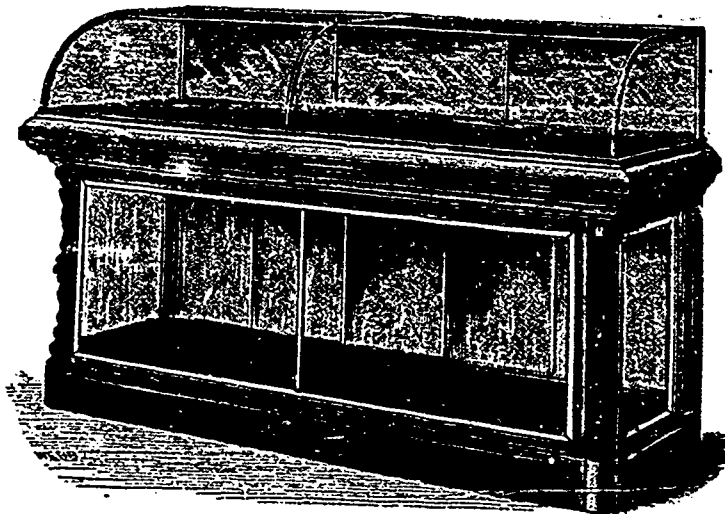
The Oldest, the Largest & the Only Reliable Show Case Factory in the Dominion.

ESTABLISHED 1859.

Business depression has had a bad effect on most Manufacturers, but we have been steadily pushing ahead, and to-day our business is better than ever before.

GOOD GOODS AND LOW PRICES

ALWAYS GIVE SATISFACTION.



W. MILLICHAMP & CO,

STEAM-POWER SHOW CASE WORKS,

29, 31, 33 & 35 ADELAIDE ST. EAST, (ENTRANCE 31) TORONTO, ONT.

MANUFACTURERS OF ALL KINDS OF

Show Cases, in Nickel Silver, Walnut, Ebonized, Silver-Jointed and Plain Cases made to suit customers, from their own designs. Gold, Silver and Nickel Plating in all its branches. Door Plates and Window Bars for Store Fronts.

ALL WORK GUARANTEED. WOULD RESPECTFULLY SOLICIT YOUR ORDER.

W. MILLICHAMP & CO.

SHEFFIELD STERLING FLAT WARE.

For ordinary table use amongst those who do not desire to go to the expense of sterling silver or electro silver plated forks or spoons, no metal has yet been discovered that answers the purpose so well as Nickel Silver.

Pure "Nickel" is a hard, brilliant, silver white metal, almost useless when used by itself because of its extreme brittleness, but invaluable as an alloy on account of its wonderful whitening properties.

The "Nickel Silver" of commerce, is a compound metal, composed of copper, nickel and zinc, and varies in quality according to the proportions of the metals of which it is composed. This metal is put upon the market under various names, but whether it be known as "German" or "Nickel" silver, "Nickelite," "British Plate" or "Albata Metal," its color and quality depend entirely upon the amount of pure nickel used in its manufacture. The commoner qualities of nickel silver contain from 5 to 12 per cent of nickel; the better classes from 12 to 18 per cent. This latter quality (18 per cent) is the recognized standard amongst English and American manufacturers of nickel silver spoons and forks, and is white enough to give good satisfaction, especially when electro silver plated. For table use without plating, however, this quality of metal does not contain enough nickel to enable it thoroughly to resist the acids contained in our ordinary food without discoloring, hence we often hear the complaint that nickel goods "turn brassy" after a short



THE "TIPPED" PATTERN.

period of actual service. In order to enable our customers to sell spoons and forks they can conscientiously recommend, we have introduced into the Canadian market as a substitute for the nickel now in use the new metal known in England as "Sheffield Sterling." This metal has been produced only after a great deal of labor and experiment, and contains nearly 25 per cent. of pure nickel, being a larger proportion of that metal than any nickel silver ever before used in the manufacture of table ware. It has always been held that an alloy containing so much nickel must necessarily be brittle. This difficulty, however, has been fully overcome, and the result is a metal, whiter, stronger, and more like sterling silver than any now in use.

In offering "Sheffield Sterling" spoons and forks to the trade of Canada, we believe we are giving them goods that will commend themselves to their customers, not only because they are as low in price as any first-class goods now in the market, but because they are better in quality, finer in finish and more elegant in design. They are all neatly packed in boxes, (teaspoons 3 dozens—other goods in 2 dozens) and every dozen has a guarantee of the quality printed on the wrapper. This guarantee authorizes the dealer in all cases where these goods prove defective to return them and draw upon us for their invoice value. The fact that the manufacturers are willing to guarantee their goods in this way is a strong proof that they themselves have the utmost confidence in them, and this will be found of great assistance to the retail merchant in selling them to his customers. The cut above shews the style of these goods, and will give the trade a fair idea of the new and improved pattern we are introducing. We keep a full stock on hand of all the different sizes and weights, and are prepared to fill orders at the shortest notice.

Where jobbers wish to give importation orders for large quantities, special prices will be given. We have registered the Trade Mark "Sheffield Sterling" **Crown** and will fully guarantee all goods bearing such imprint, no matter by whom sold. **S or X**

Price Lists to be had on application. Sample Orders Solicited.
To be had Wholesale Only from

ZIMMERMAN, McNAUGHT & COMPANY,
MANUFACTURERS' AGENTS,

56 Yonge Street, Toronto, Ontario.

THE TRADER.

TORONTO, ONT., SEPTEMBER, 1970.

Distributed free to every Jeweler and Hardware Merchant in Canada.

ADVERTISING RATES:

Full Page.	- - - -	\$15 00 each issue.
Half Page.	- - - -	8 00 "
Quarter Page.	- - - -	5 00 "

All business and other communications should be addressed to

"THE TRADER PUBLISHING CO.,"
Box 835, Toronto, Ont.

Introductory.

We have no apology to offer for introducing ourselves at this juncture to the Hardware and Jewellery Trade of Canada, as we have long felt that a paper devoted to these interests, which in many branches are closely identified, would not only pay, but supply a want long felt by them. As this paper will be distributed free of expense to every Jeweller and Hardware Dealer in Canada, we do not think that we shall be considered unreasonable if we venture to direct the special attention of our readers, not only to the original and selected matter, but also to the advertisements of the well-known and first-class houses that it contains. Although our revenue is derived entirely from our advertisements, we shall in all cases endeavour to direct the attention of the trade to reliable houses who offer reliable goods. In this connection we would ask the consideration of the manufacturing and wholesale trade of Canada, who wish to reach the retail trade with the least possible expenditure, to the facilities which our paper offers as an advertising medium. By our system the advertiser gets the *maximum* of advertising at the *minimum* of cost. Our rates will be found elsewhere.

We propose to discuss all questions involving trade issues, from a purely independent stand-point, and shall give forth no uncertain testimony for the side which we consider to be in the right. We shall be glad to receive communications on live trade issues, or trade abuses, from our readers, and our columns will always be open for the free discussion of subjects that will tend to advance sound business principles, and elevate the standard of commercial morality.

The Outlook.

Now that the harvest has been gathered, people are beginning to speculate on the prospects for the fall trade and lay

their plans accordingly. Returns from all parts of Canada shew that our crop of wheat and other cereals is an unusually heavy one, and as the crops of England, France, Germany and Russia, are either entire failures or less than their usual average, it is but fair to assume that American grain will have to supply the deficit. For this reason there can be no doubt that the price of wheat and other produce will be higher than for many years past, although we doubt that any great rise will take place on account of the immense surplus that America has to sell. Our farmers would do well therefore to thresh out their crops and realize on them as soon as possible, as although prices will probably remain firm, the chance of any decided rise is small and will be more than counterbalanced by the shrinkage. By selling at once, they will be enabled to pay their accounts and save interest, and their action will enable the dealer with whom they trade to do likewise. This in itself will help to a revival of business, by the more independent position it will enable the dealer to take in making his purchases, and will create a healthier demand for other produce the farmer may have to dispose of for local consumption. The outlook is brighter this fall than for many years past, and we think we may fairly assume that the turn has been made and the nation is now on the highway to prosperity. If this year's crop does nothing more than enable our farmers to pay up their old debts, we shall be in a healthier financial position than we have been for a very long time, and the impetus thus given to trade by its being freed from the incubus of debt which has been hanging over it for years, must have a tendency to bring about a healthier condition of trade. That this view is sound is evidenced by the fact that our best and most energetic business men are laying in liberal stocks and making preparations for doing a large and profitable fall trade. We trust that the tide of commercial prosperity which has now set in will not make us forget the sound business principle, that nations do not get wealthy by what they lavishly spend, but by what they produce and save.

Are you Insured?

This is a pertinent rather than an impertinent question, and the wholesale dealer who allows himself to make heavy accounts without knowing whether his customer is insured against loss by fire, is foolish in the extreme.

Insurance in this age is not a luxury but a necessity, and no person having property can afford to be without it. No matter how hard up a dealer may be, he should never allow his stock or property to remain uninsured for a single day. We can call to mind scores of cases, where traders, whether from economic motives or carelessness, either refused to insure or allowed their policies to lapse; when they least expected it they were burned out, and the result proved disastrous to their future business prospects. Such cases are not rare; every day we read of fires somewhere, and in many cases the report is followed by the comment, "*property uninsured*." Granted that insurance is a necessity, a very important factor in its usefulness is the standing of the company a person insures in. Many people run away with the idea that any Insurance company is good enough, if they are insured at all it is all right, they are safe enough. There never was a more absurd idea. As a rule this class of people get into small Mutual companies of little or no responsibility and in many cases when loss by fire does occur, they are unable to get a single dollar from the company, who will raise any and every possible quibble in preference to paying the claim. We remember a few years ago a friend of ours in Walkerton who had been burned out, giving us a claim he had against one of these cheap insuring Mutual companies, to see if we could not make a compromise with them or effect a settlement on some terms as he was tired of their higgling over the few hundred dollars involved in his claim. When we interviewed the Agent we found that the company had not paid a cent of claims to any one for nearly six months, and yet, strange to say, during all that time they had gone on taking fresh risks and receiving premiums. The fact was they were bankrupt—but still that did not stop people from insuring with them.

As a rule cheap insurance generally means unsafe and risky insurance.

The best advice we can give our friends is briefly this—Always keep your stock and property fully insured.

See that it is insured in some first-class company who have a reputation for honorable dealing. Read your policy carefully, and see to it that you carry out your obligations faithfully.

There is very little difference between the rates of strong and weak Companies, and it pays to have the best if it does cost you a trifle more; it is a great advantage to be in a company that is financially strong.

The Hardware Trade.

During the severe crisis through which the country has just passed, probably no class of business men have stood the strain better than those in the Hardware trade.

It is true that in this as in all other trades there have been failures, but the percentage has been small, and the causes have been, in most cases, the direct violation of the ordinary principles of business. Although the cutlery and fine class part of the Hardware trade has been dull for the past five years on account of the depression of the times, yet the extreme cheapness of all classes of builders' hardware and material caused that branch of the business to be more than usually active, and although goods were cut fine they still left a paying margin.

With the prospect of good prices for our large crops, the Hardware trade ought to take a long stride forward in prosperity, for not only will building be stimulated, but a greater demand will be felt for fine goods, which heretofore consumers have compelled themselves to do without on account of their inability to pay for them. Prices for Hardware of all kinds are now exceedingly low, and the indications are that with better times and an increased demand for this class of goods, prices will be somewhat advanced.

Goods are now as low as they possibly can be sold at to pay the manufacturer a profit at all, and this being the case we think it would be sound policy for such of the trade as can afford it to lay in a full stock in anticipation of the rise in price which must follow returning prosperity as surely as daylight follows darkness.

The abuse of the credit system by the Hardware trade, especially when carried on by general store-keepers, is an evil that ought to be remedied, as it probably works the trade more injury than any other thing they have to contend against. If they could sell for cash, or shorten the time of credit to three or four months, it would enable them to sell goods cheaper and vastly improve their position in every way.

The Jewelry Trade.

Perhaps no branch of business has felt the recent depression more than the Jewelry trade. Dealing as it does mainly in articles of luxury, it is little wonder that in hard times the consuming public

"shut down" on such goods rather than on articles of necessity. For this reason the Jewelry business may be justly regarded as the barometer of trade. As a rule it is the first to feel the depression of hard times and the last to derive any benefit from the return of prosperity. We are glad to know, however, that the cloud which has so long rested over this business seems now to have fairly lifted; signs of the revival of trade this fall are already apparent, and the jeweler who has so long struggled with hard times may confidently look forward to a recompense for his prudence and frugality. His stock ought to be light, and his liabilities lighter, and his position altogether would safely warrant him in buying new and fresh goods with a better chance of turning them over to advantage than he has had for many years. The stocks of the wholesale dealers in Toronto seem now to be fully assorted with all the latest novelties both in staple and fancy jewelry, and dealers wanting an assortment of goods for their fall trade should take advantage of the opportunities afforded by the Industrial Exhibition to make a personal selection.

In the way of novelties, rolled-plate Necklets and Bracelets, with fine leaf work patterns, are attracting attention and having large sales. In rolled-plate and fire gilt Chains the assortment, quality and designs exceed that of any former season. In Gold Chains, the American make still continues to hold its lead on account of its superior quality and finish, and many new styles are introduced. The most saleable patterns, however, either in gold or plate, are the close and open curbs. In Gold Jewelry the American styles are gaining somewhat, although there is still a good demand for the English colored lines in Brooches, Ear-rings, Sets, &c. In Watches, the "Waltham Company's" goods still take the lead. In Cases, the "Boss" Gold Filled Case is making good headway and is increasing in favor. While equal in finish and appearance to any gold case, and guaranteed to wear at least twenty years, it costs less than half the price.

In Jet goods, the "Ball" patterns still maintain the lead as the favorite design both in Ear-rings and Necklets.

Space would fail us, however, did we attempt to convey to our readers an idea of the many new and elegant lines that are being put upon the market this season. Our idea is that it will pay them one and all to personally visit this market during the Exhibition and see and select for themselves.

The Industrial Exhibition.

The Toronto Industrial Exhibition, which opens on the first and lasts until the nineteenth of this month, will, if the weather holds good, be without doubt the most successful affair of the kind ever held in Canada.

Not only are the buildings and other equipments of the Exhibition very complete and attractive in themselves, but the number of entries and the quality of the exhibits, will, it is believed, far surpass any previous effort, and enable visitors to form a tolerably correct estimate of the manufactures and resources of our country. The Canadian exhibits at Philadelphia and Paris were excellent in their way, and impressed foreigners with an idea of our great natural resources. But the main purpose of this Industrial Exhibition will be to shew its visitors what our manufacturers are doing, and where we stand when compared with other nations. The additional attraction of the Vice-Royal party, and the amusements and entertainments incident to the visit of these distinguished personages are of such a nature and on a scale so comprehensive as to make Toronto for the next three weeks the centre of attraction throughout the whole Dominion.

Excursions have been arranged on all the railroad and steamboat lines running into the city, and the very low fares thus obtained will make this a favorable opportunity for our country friends to see the "Queen City."

These excursions and low rates will also afford unusual facilities for buyers to visit the markets of Toronto and enable them to make a personal selection of the goods needed for their fall trade. Wherever this can be accomplished, it is certainly a desirable thing to do, as a buyer can nearly always make a better selection from stock than from either cuts or samples. For these reasons we trust that as many dealers as can possibly do so, will avail themselves of the opportunity, and by judiciously combining business with pleasure, make the trip pay in more ways than one.

A list of the attractions in honor of the Vice-Regal visit will be found in another column.

—The Rev. Mr. — was once called upon to marry a man to his fourth wife. As he approached the couple he said: "Please to rise." The man wiggled about in his chair a moment and finally spoke, "We've usually sot."

ESTABLISHED 1819

P. PATERSON & SON,

HARDWARE MERCHANTS,

No. 24 King Street East, Toronto, Ontario.

SOLE AGENTS

FOR THE CELEBRATED

GUTTA PERCHA PAINT CO.,

OF CLEVELAND.

Hall's Fire and Burglar Proof Safes.

WOLLENSAK'S

Patent Transom Window Lifts,

The best invention in the world for ventilating Churches, Schools, and all Public and Private Buildings.

VALENTINE'S

Patent Felt Weather Strip.



NO PLACE LIKE HOME
 To Preserve and Beautify Your Homes Use
GUTTA PERCHA PAINT,
 THE BEST PRESERVATIVE EVER USED
 for Wood, Iron, Stone or Brick Structures,
 FOR INSIDE OR OUTSIDE WORK. Send
 for Sample Colors and Price Lists (FREE)

MANUFACTURERS OF

CLARKE'S PATENT

DOUBLE COIL

SPRING BEDS.

The Cheapest, Most Durable, Most Comfortable

AND THE

BEST SPRING BED MADE.

The Trade supplied at very liberal rates. Hundreds of Certificates from most reliable persons.

Call and see them.

Send for Circulars and Prices.

P. PATERSON & SON,

NO. 24 KING STREET EAST,

TORONTO, ONT.



BUYERS

Visiting Toronto during the Industrial Exhibition will find it to their advantage to call and inspect our splendid assortment of

CUTLERY,

ELECTRO-PLATE,

JEWELLERY.

NEW GOODS. NEW STYLES. NEW PRICES.

WE ARE CLEARING OUT JOB LINES VERY CHEAP.

Zimmerman, McNaught & Co.

MANUFACTURERS' AGENTS,

56 Yonge Street, Toronto.

"CALL AND SEE US."

RAILWAY GUIDE.

Visitors to the Toronto Industrial Exhibition will find the following condensed Railway Guide very handy for reference.

TIME TABLE.—TORONTO TIME. Grand Trunk Railway.

<i>From the East.</i>	<i>From the West.</i>
Belvie Train—5.00 a.m.	Night Express—5.15 a.m.
Express—11.30 a.m.	Mixed, from Galt—12 a.m.
Mixed—5.15 p.m.	Express—6.40 p.m.
Express—11.30 p.m.	Mail—1.05 p.m.
	Mixed—11 1/2 m.

<i>Going East.</i>	<i>Going West</i>
Express—7.02 a.m.	Mail—7.30 a.m.
Mixed—11.00 a.m.	Express—12.15 p.m.
Belleville Train—4.37 p.m.	Mail—3.45 p.m.
Express—7.07 p.m.	Galt Accommodation—5.15 p.m.
	Express—11.45 p.m.

Great Western Railway.

<i>Going West.</i>	<i>From the West.</i>
Accommodation—7.10 a.m.	Mixed—9.15 a.m.
Express—9.55 a.m.	Express—10.20 a.m.
Accommodation—12.55.	Accommodation—1.15 p.m.
Mail—3.20 p.m.	Express—4.50 p.m.
Express—7.30 p.m.	Mail—7.00 p.m.
Mixed—11.20 p.m.	Mixed—11 1/2 p.m.

Northern Railway.—CITY HALL STATION.

<i>Going North</i>	<i>From the North</i>
Mail—7.30 a.m.	Express—10.20 a.m.
Mixed—12.45 p.m.	Mixed—1.40 p.m.
Express—4.10 p.m.	Mail—9.40 p.m.
Accommodation—6.15 p.m.	Accommodation—8.50 a.m.

Toronto, Grey and Bruce Railway.

<i>Going North</i>	<i>From the North.</i>
Mail—7.30 a.m.	Express—10.30 a.m.
Accommodation—12.12 p.m.	Mail—1.40 p.m.
Express—5.00 p.m.	Accommodation—9.40 p.m.

Toronto and Nipissing Railway.

<i>Going North</i>	<i>Coming South.</i>
Mail—7.00 a.m.	Local 10.30 a.m.
Local—3.30 p.m.	Mail—6.10 p.m.

Whitby, Port Perry & Midway Railway.

<i>Departs.</i>	<i>Arrives.</i>
Toronto, (G.T.R.)—7.02 a.m.	Lindsay—11.00 a.m.
4.37 p.m.	9.15 p.m.
Lindsay—7.30 a.m.	Toronto—11.07 p.m.
2.40 p.m.	11.50 p.m.

Business Notes and Comments.

BILLS of the defunct Banks are at present selling at the following rates:—Exchange Bank, 96 cents on the dollar; Consolidated, 95 cents; Ville Marie, 88 to 89 cents; and Mechanics', 50 cents. There is comparatively little doing in Exchange, Consolidated or Ville Marie bills, as the holders expect shortly to be paid in full. We trust their expectations may be realized.

WE ARE sorry to learn that Charles Black & Co., Hardware Merchants, of Hamilton, have been forced to succumb to the pressure of the times and effect a compromise with their creditors. This firm, which has been in business for a number of years, has always been regarded as strictly honorables in all their dealings, and they have the sympathy of the trade in their reverse. Messrs. Black & Co. intend to sell off their entire stock and retire from the hardware business altogether.

W. T. PARRISH, dealer in Hardware and Tins, Port Perry, has also been forced to compromise with his creditors, paying 60 cents on the dollar. Mr. Parrish has always been regarded as one of the safest and most trustworthy merchants in Eastern Ontario. His local credit was exceptionally good, and his failure was quite unexpected by the wholesale trade here. He is possessed of considerable means, a good deal of which consists of real estate, on which he was unable to realize.

WE ARE glad to hear that our old friend, Mr. W. F. Snell, Jeweler, of Strathroy, has reached home safely after a three months' visit to England and the continent. Mr. Snell, although comparatively a young man, has built up a good paying business by strict integrity and close application, and has made himself very popular amongst all classes of people in the town in which he lives. His friends will all be pleased to know that he returns very much improved in health and spirits.

THE enterprising firm of Zimmerman, McNaught & Co., whose advertisements will be found elsewhere, deserve credit for the manner in which they have worked their way to the front amongst the wholesale houses in their line of business. Their Mr. McNaught spent the early part of this year in England, and succeeded in making very advantageous

arrangements by which they act as Canadian agents for several large manufacturers. Their connection with the leading manufacturers of England and the United States is such as to enable them to lead the market in Canada in their line, no matter what competition they may have to encounter. Their career is only another illustration of what can be accomplished by energy, perseverance and honest dealing.

THE customers of S. Willcock, Wholesale Jeweler, of Toronto, will be interested in knowing that he has sold off his entire stock and retired from business. Mr. Willcock has been in the wholesale trade for nearly twelve years, and at one time did a very good paying business. Of late years, however, his business has shewn a considerable falling off, and a few months ago he found himself obliged to ask his creditors for an extension. This apparently has not answered his purpose, and he has decided to go out of business altogether.

THE old established hardware house of P. Paterson & Son, of this city, have commenced the manufacture of Clarke's Patent Double Coil Spring Bed, which they claim to be the best in the market. We have not yet had the pleasure of testing this invention, but if Mr. Paterson will send us one on trial, we shall by the time our next issue is published be able to tell from actual experience what they are worth. In the meantime we shall content ourselves with believing the many testimonials to their excellence now in Mr. Paterson's possession.

THE manufacture of Jewelry on a small scale has been carried on in Canada for years, but hitherto without any marked success on account of the want of sufficient capital amongst the manufacturers. Messrs. P. W. Ellis & Bro., a young firm in this city, commenced business about three years ago, and by importing the best workmen from England and the States have been enabled to turn out first class work and build up a good paying business in this line. Their Mr. P. W. Ellis is also a practical watchmaker, and the watch material and repairing branch of the business receives his personal supervision. Dealers throughout the country who want special articles of Jewelry manufactured, or repairs thoroughly executed, cannot do better than entrust such business to this thoroughly reliable firm.

SPECIAL NOTICE TO THE TRADE.

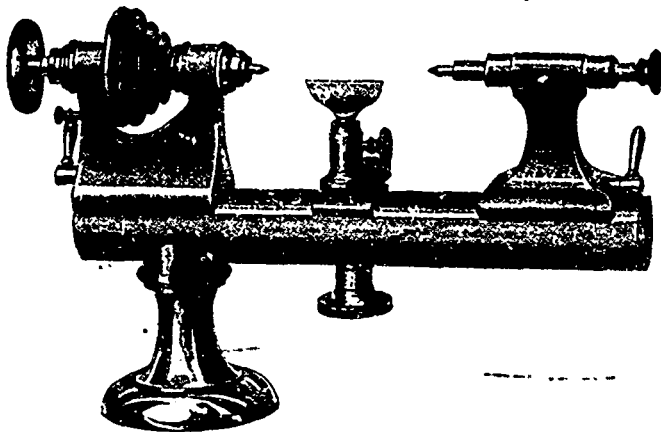
CANADIAN JEWELRYMANUFACTURED BY **P. W. ELLIS & COMPANY.,**

WATCHMAKERS AND JEWELERS, IMPORTERS OF TOOLS, MATERIALS, ETC. FOR THE TRADE,

OFFICE AND FACTORY,

No. 4 Toronto St., TORONTO, ONT.**JEWELRY DEPARTMENT.**

We desire to bring before your notice the fact that we are manufacturing upon our own premises all classes of Jewellery. There has been a prevailing impression that it was impossible to manufacture the different classes of work, without branch labour and that there was not sufficient field in this country to keep such labour employed. But we are pleased to state our factory is conducted on the branch labour system and are at present turning out the newest designs in Gold Chains, which are rapidly increasing in favour and displacing the imported article, this is destined to be our most important branch of manufacture. We make all styles of Gem Rings, both English and American patterns, also the finest class of Locketts and Diamond Ring Work. Have on hand, at all times, a complete assortment of Precious Stones, make to order and furnish designs and estimates for all classes of presentation and other work, including special lines of Gold Chains, Jewels, Medals, etc. and every kind of Gold and Silver Plating. We are in a position to state, that we have built up, perhaps, the largest Jobbing and Repairing business in the country, the facilities at our disposal enable us to place each class of repairing into the hands of the workmen who make a speciality of that particular line, thus ensuring its being done in the best possible manner, our large staff of hands enabling us to have the work promptly executed. We have received every encouragement from the trade so far, and we hope, with your assistance, and an honourable and liberal policy on our part, to manufacture a large bulk of what has been imported, of an equal quality and design, at a much less cost. We are now making up work for many of the leading firms throughout this country. To all those who intend coming to the Exhibition here, we would respectfully invite your attention to our Exhibit of Samples, being, we believe, the first home-made Jewellery ever exhibited in this country; it will be found on first gallery, over entrance to art department, directly opposite to R. Hay Co.'s Furniture Exhibit, and we will have much pleasure in showing the trade through our factory, where the various classes of work can be seen in its different stages of manufacture when they call on us.

WATCH REPAIRING, TOOL AND MATERIAL DEPARTMENT.**LATHE.****SOLDERING TWEEZERS.****ROLLER ABSTRACTOR.****SKELETON TWEEZERS.**

We started this branch of our business in the face of strong opposition. But we looked for success, in the fact that there was not kept by dealers here a class of material which was clean and well finished, and we adopted the policy of importing directly from the leading manufacturers their very best class of goods, and selling at prices as low, and in many instances lower than that usually charged, and we positively handle no job lines of materials or tools. This department is supervised by one of our firm, who is a thoroughly practical Watchmaker. Our goods are consequently bought with the real requirements of the trade, who can rely upon having their orders selected carefully, and any sizing or fitting done properly.

Our Traveller, who is thoroughly practical, and acquainted with all requirements of the trade, will call on you this fall with the largest and best assorted stock ever shown, now on its way from Switzerland.

In our Watch Repairing Department we employ only the most competent and skilful hands, and all work intrusted to our care will be consequently well done, and reasonable charges made.

Thanking the trade for their already liberal support, it will be our constant effort to give them satisfaction in all orders that they may send us, and as we are going to large expense in our manufacturing and importing, we confidently look for their support.

Yours respectfully,

P. W. ELLIS & COY.

FINE QUADRUPLE PLATED HOLLOW WARE.



In this age of improvement perhaps no industry has advanced with more rapid strides than that of Silver Ware Manufacture. The introduction and adaptation of machinery to fine work, hitherto performed only by skilled and expensive manual labor, has lessened the price of Artistic Silverware without deteriorating either the quality or style.

The difference in the cost between "reliable" and "cheap" goods is not so great as many people imagine. Fine goods are not always the most expensive, but are the result of skilled labour and good taste combined with the proper facilities for manufacture.

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.

There are two facts in connection with the Electro-Plate Trade which have almost passed into proverbs, and they are indispensable in determining the relative value of goods of this kind.

"A manufacturers' trade mark is his bond to the vendor or consumer that the goods thus stamped are honest and reliable, and no manufacturer, who has any reputation, ever risks it by allowing his OWN trade mark to be put upon articles of inferior quality."

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

Keeping the above truths fully in view, we have made it a rule that every article we sell, shall be guaranteed by the Trade Mark of some well known and reliable manufacturer, preferring in all cases to take a smaller profit in order to build up a permanent trade.

To those who wish to give their customers goods of the finest quality, for the lowest possible money, we offer a selection of goods which cannot be found elsewhere in Canada.

We guarantee to meet any honest competition in price and at the same time furnish reliable goods.

Our stock is now replete with all the latest novelties, and we invite the inspection of the trade generally. Our New Illustrated Catalogue will be ready in a short time and will be furnished free to our customers: Sample orders solicited.

Electro-Plated Spoons and Forks.



THE "CANADA" PATTERN



THE "PRINCESS" PATTERN

We beg to call the attention of the trade to the Lines of Spoons and Forks we are now showing. We give above the leading styles which we are at present selling, and are prepared to furnish any of these patterns in 4, 8, 12 or 16 oz. quality of plate. These goods are heavily plated with a deposit of Pure Silver upon a base of 18 per cent Nickel Silver and are hand finished, every dozen bearing the Trade Mark "C. Elkington, A 1" is fully guaranteed by the manufacturer, no matter who sells them. If these goods do not turn out satisfactory under fair usage, we give our customers the privilege of returning them and we will either furnish other goods or return their money.

In addition to the above lines we are now in a position to furnish to the trade, cheap Plated Spoons and Forks, similar in quality to the ordinary English goods imported into this market. They are plated equally as well as the 4 oz. guaranteed goods, but do not bear the makers impress on account of the base being made from a lower grade of Nickel Silver than the Standard quality. They are good value for the money and will be found cheaper than any imported goods of similar quality.

In all cases we guarantee our customers full value for their money, and are prepared to meet any honest competition. Send for prices. Sample orders solicited.

ZIMMERMAN, McNAUGHT & CO.,

MANUFACTURERS' AGENTS,

THE LEADING ELECTRO PLATE HOUSE IN CANADA.

56 YONGE STREET, TORONTO.