



EVERYONE KNOWS

THAT

P. W. ELLIS & CO.

LEAD FOR

STANDARD of QUALITY in Watch Materials, Tools, GENERAL SUPPLIES, Sundries, Findings, etc.

We are constantly devising and perfecting our mode of keeping and handling our stock in this class of goods. We are enabled by our present method of selecting and facilities for shipping materials, to give satisfaction in accuracy and promptness.

GENUINE AMERICAN WATCH MATERIALS

OUR SPECIALTY.

We do not in any case supply imitation goods of any kind and bill it as genuine.

We want every Watchmaker, Jeweler, Engraver, Journeyman and Apprentice who have any kind of manufacturing or repairing to do, to know and have reason to remember our address. We have every class of Tools and Materials used at the Watchmaker's or Jeweler's work bench.

WE HAVE OUR LATHES AND TOOLS RECOMMENDED BY HUNDREDS.

WHITCOMB and Webster-Whitcomb LATHES.

Please take particular notice. In nearly every case orders are filled by return, our prices are right, we are known to be particularly accurate. We go to great pains to explain to workmen who may not be fully posted on technical descriptions, and whose orders are therefore not clear, and we have special consideration for the sensibilities of such.

An evidence that Watchmakers in Canada realize the advantage of buying from us is proved by the steady increase of trade and of the number of new names signed to orders received daily.

In every case, when ordering any class of goods from our house, please state exactly what is required. Alleged errors frequently occur because goods and materials are not sufficiently described.

P. W. ELLIS & CO., - TORONTO, ONT.

31 WELLINGTON ST. EAST AND 40 FRONT ST. EAST.

NOTE OUR JEWELRY DEPT. AD. ON PAGE 2 OF COVER.