

FIRST PRIZE GOLDSMITH'S WORK AT TORONTO INDUSTRIAL EXHIBITION.

**P. W. ELLIS & CO.,**  
**MANUFACTURING JEWELERS AND WATCHMAKERS,**

IMPORTERS OF WATCHMAKER'S & JEWELER'S SUPPLIES,

Dealers in Diamonds and other Precious Stones,

**NO. 4 TORONTO STREET,**

**TORONTO.**

We are now manufacturing Morocco Cases for Earring Sets, Watches, Necklaces, Locketts and Rings. Ring and Watch Trays made to order. All at prices closer than imported goods of same class. Old Cases and Trays relined and made like new. Send for prices and samples.

Manufacturers of Gold Chains, Albert, Long, Opera, Brooch, Leontino, Chatelaine, Tassel Chains, Necklaces, Solid and Hollow, in every design and any weight. Jewelry repaired, matched or made to order. Coloring, Gold and Silver-plating, Chasing, Engraving, both Silver, Gold or Stone, Enamelling and Diamond Setting. All classes of work made by experienced workmen who make a specialty of a particular branch of work. Estimates and designs furnished of Badges, Medals, articles for presentation or other purposes. In plain rings we stamp the name of the customer ordering, free of charge, which the trade will at once see the advantage of as an advertisement and guarantee of the quality represented. Thanking the trade for their past custom and soliciting a continuance of your liberal support,

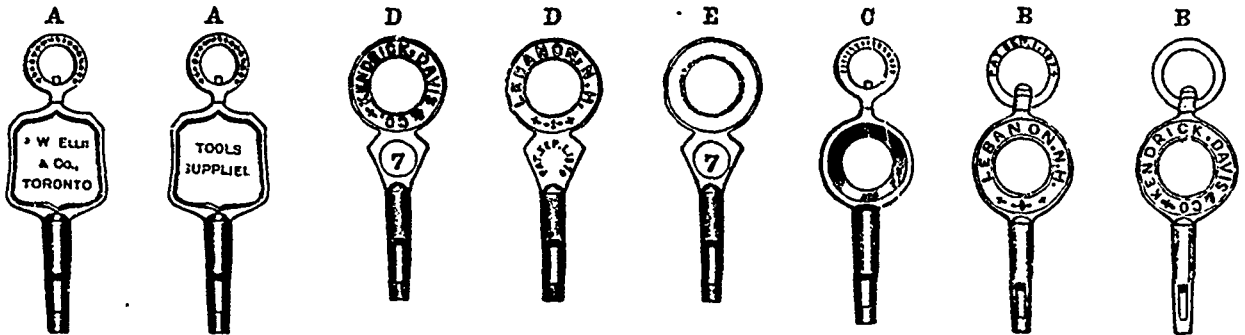
We remain, yours respectfully,

**P. W. ELLIS & CO.**

N.B.—Raised Gold Monogram Locketts and Single Stone Diamond Gypsy Star Set Rings made to order.

Sole Agents in Ontario for the Ne Plus Ultra Dust-proof Nickel Plated Keys.

Styles,



No. 9.

BENCH KEYS, in sets of 6, 4 and 3.



No. 10.

Style P, Nickel Handle.



The Key Pipes are all warranted to be made of the finest quality of steel, possessing an indisputable vantage over every Key yet offered. By having the square of each Key perfect the whole depth, an advantage in its own durability, and a great preservative of the winding square in the watch, the utility of such will be readily perceived by every practical Watchmaker. Another great advantage: each Key has a mortice through the pipes, making it the most simple and thoroughly dust and moisture proof, as well as the cheapest Key, "advantages considered," in the market.

We forward complete descriptive Price Lists and Samples upon application, and would press the trade to give them a trial, as we are assured they will use no other. The leading retail business throughout Ontario have almost, without exception, universally adopted them, and from all quarters, we receive flattering testimonials of their superiority, in regard to durability and excellent appearance, rendering them readily saleable. Sizes 4, 5 and 6, fit American Gents' Watches and No. 9 Ladies' American.

Dealers will at once see the advantage of the name as an advertising medium.

**P. W. ELLIS & CO.**