



P. W. ELLIS & CO.

31 WELLINGTON STREET EAST,
TORONTO, CANADA.

- SPECIAL AGENTS:**
 Omega Watches.
 Waltham Watches.
 Elgin Watches.
 Ingersoll Watches.
 Century Watches.
 New England Watches.
 Swiss Small Watches.
 Trump Gents' Watches.
 Trump Ladies' Watches.
 Gun Metal Watch Cases.
 Nickel Watch Cases.
 Regal Sterling Silver Watch Cases.
 American Gold Filled Watch Cases.
 Canadian Gold Filled Watch Cases.
 "Regal"
 Solid 18k Gold Watch Cases.
 10k " " "
 14k " " "
 16k " " "

Diamond and other Gem So Solid Gold and Gold Filled Watch Cases.
 Waterbury Clocks.
 Mantel Clocks.
 Box of 5 Night-day Clocks for \$22.00
 Gem Nickel Alarm Clocks, each ... 1.60
 And many other Clock Specialties.

20th Century Jewelers' Herald.
 An Up-to-date Watch Price List. If you do not receive it regularly, write for it, as it is yours for the asking. Keep yourself posted by reading the Herald.
 Yours truly,
P. W. ELLIS & CO.,
 Watch Department.

New England Watches.

New 14 Size Thin Model.		Gents' Trump Line.		Ladies' Trump Line.	
No. 14—Silver, E. T. Back	\$7.50 each	No. 11—Nickel, Plain Back	\$3.50	No. 311 in Plain Nickel Case	\$4.40
" 333—Nickel, Plain Back	3.80 each	" 19—Nickel, E. T. and Engraved Back	3.50	" 213 in Fancy	4.40
" 313—Oxidized Steel, 5.00 each		" 31—Nickel, Scroll Engraved Back	3.50	" 221 in Engine Turned Case	4.40
" 333—Nickel, Plain Back, Card Dial	4.50 each	" 29—Nickel E.T. Engraved Back	3.20	" 301 in Plain or Engine Turned Gold Gilt Case	6.00
" 313—Oxidized Steel, Card Dial	5.00 each	" 41—Glass Front and Back	3.50	" 313 in Fancy Engraved Gold Gilt Case	6.00
The Oxidized Steel has Gilt Bow and Crown.		" 1785—Black Steel, Plain Back	4.00	" 379 in Black Steel Plain Case	4.70
No. 313 is the lowest priced American 14 Size Black Steel Watch on the market and only \$5.00 each.		No. 1875 is black steel usually called gun metal. Lowest priced Black Steel American Watch on the market, and only \$4 catalogue list.		" 371 in Black Steel Plain Case	5.00

SPECIAL.—Send for Blue Book and Price List of New England Watch Co. Small Watch Specialties.

Seth Thomas Movements.

The "Century" Movement.	"Eagle" Movement.	"Eagle" Movement.
18 Size, Open Face or Hunting.	8 Size, Open Face and Hunting, Lever Setting.	18 Size, Open Face or Hunting, Lever Setting.
DESCRIPTION.—18 Size, 3 Plate, 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting, Nickel Finish, Damaskoned, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.	DESCRIPTION.—8 Size, 3 Plate, 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting, Nickel Finish, Damaskoned, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.	DESCRIPTION.—18 Size, 3 Plate, 7 Jewel, Quick Train, Lever Setting, Stem Winding and Setting, Nickel Finish, Damaskoned, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.
Century, price for Movement	8 Size Eagle, price for Movement	18 Size Eagle, price for Movement
\$3.60	\$5.00	\$4.70

Ingersoll Watches.

Complete New Price List.	Bargain.
Yankee, Nickel, plain back (new model)	SPECIAL HERALD.—To give all customers a chance to see and examine those absolutely guaranteed watches, on all orders for one dozen of one style or assorted we will give a Herald credit of \$1.20 net.
Yankee, Gilt, plain back (new model)	
Champion, Nickel, plain back, stem wind	
Champion, Gilt, plain back, stem wind	
Champion, Nickel, fancy back, stem wind	
Champion, Gilt, fancy back, stem wind	
Eclipse, Nickel, plain back, stem wind and stem set	
Eclipse, Gilt, plain back, stem wind and stem set	
Eclipse, Nickel, fancy back, stem wind and stem set	
Eclipse, Gilt, fancy back, stem wind and stem set	
Triumph, Silver Finish, plain back, stem wind and stem set	
Triumph, Oxidized Black, plain back, stem wind and stem set	



Regal.
 Plain Bassine Solid Gold Cases.
 PRICE LIST.

0 Size, 10k Hunting, 10 dwt.	\$19.50
0 " 14k " 13 "	25.30
0 " 18k " 16 "	39.50
6 " 10k " 16 "	26.70
6 " 14k " 19 "	37.90
6 " 18k " 22 "	51.50
12 " 14k " 30 "	55.50
12 " 18k " 35 "	77.50
12 " 14k Open Face, 25 dwt.	55.00
12 " 16k " 30 "	75.00
16 " 14k " 33 "	67.50
16 " 18k " 40 "	95.00
16 " 14k Hunting, 49 dwt.	74.70
16 " 16k " 48 "	103.50
18 " 14k " 45 "	79.50
18 " 16k " 55 "	117.50
18 " 14k Open Face, 40 dwt.	79.00
18 " 18k " 45 "	105.00

Subject to Herald Discounts.
 See page 315H August, 1899, Herald for complete Gold Case Price List.

Regal.
 Plain Engine Turned Solid Gold Cases.
 PRICE LIST.

0 Size, 10k Hunting, 10 dwt.	\$19.50
0 " 14k " 13 "	28.30
0 " 18k " 16 "	39.50
6 " 10k " 16 "	26.70
6 " 14k " 19 "	37.90
6 " 18k " 22 "	51.50
12 " 14k " 30 "	55.50
12 " 18k " 35 "	77.50
12 " 14k Open Face, 25 dwt.	55.00
12 " 16k " 30 "	75.00
16 " 14k " 33 "	67.50
16 " 18k " 40 "	95.00
16 " 14k Hunting, 49 dwt.	74.70
16 " 16k " 48 "	103.50
18 " 14k " 45 "	79.50
18 " 16k " 55 "	117.50
18 " 14k Open Face, 40 dwt.	79.00
18 " 18k " 45 "	105.00

Subject to Herald Discounts.
 See page 315H August, 1899, Herald for complete Gold Case Price List.

REGAL Solid Gold Cases as priced above are standard weight cases which we usually carry in stock. Besides these we have a full line of **REGAL** Solid Gold Handsome Engraved Cases, both in light and heavy weights. Selection parcels sent on approval for special rates. Special weight cases made to order. Favor us with your watch case business and we will guarantee you satisfaction.

P. W. ELLIS & CO.,

All Prices subject to "Trader" Discounts. Watch Department.