

P. W. ELLIS.

R. Y. ELLIS.

M. C. ELLIS.

P. W. ELLIS & CO.,**NO. 31 KING STREET EAST, - - TORONTO,****Manufacturing Jewelers and Watchmakers,****IMPORTERS AND JOBBERS.****WATCHMAKERS', JEWELERS' AND ENGRAVERS' TOOLS, MATERIALS,
SILK GUARDS. | LATHES AND GENERAL SUPPLIES. | SILK ALBERTS.****Diamonds, Real and Imitation Stones****SPECIAL ANNOUNCEMENT.**

We have much pleasure in notifying the trade that in order to still further meet the wants of our rapidly increasing business, and to enlarge considerably our manufacturing facilities enabling us to supply all the latest Novelties and Styles in Gold Goods. we have taken into partnership MR. R. Y. ELLIS. The new firm will be known as before, under the name of P. W. ELLIS & CO.

We trust that with an abundant capital and enlargement of our facilities. to still further merit the patronage so liberally extended to us by the trade throughout Canada. Our department will shortly be complete in every particular, and our constant aim will be as in the past, to show all the newest and best quality of goods. Thanking the trade for past favors,

We remain, yours, respectfully,

P. W. ELLIS & CO.**SOLE AGENTS FOR PATENT NICKEL DUST PROOF KEYS.**

These Keys are now so universally used, that comment on their superiority over all others is unnecessary. We would call special attention to the new Gem Charm Key, the neatest Key for hanging on the chain ever introduced.

Send for sample and price.



STYLE C.



NEW
GEM DUST PROOF KEY

A Neat, Cheap and Substantial Charm Key.



STYLE A.

We beg to announce that we have a full complete stock of these Keys now on hand, and all orders will be filled promptly. We hope now with new arrangements with the manufacturers, to have constantly on hand a large stock to keep pace with the increasing demand.

Orders for any size and quantity filled at once. Samples cheerfully sent to any address on receipt of card.

**SOLE AGENTS FOR
DUNCAN'S EASY FLOWING HARD SOLDER**

AND DUNCAN'S NEW SPECTACLE HARD SOLDER,

Specially prepared for low quality gold spectacles, filled or hollow rings. Equal to best hard solder, and flows without trouble. Acknowledged by the trade to be a boon for jobbing purposes. It is put up in boxes with prepared flux and directions. Price 75 Cents.

We would respectfully request that all orders should be sent on as early as possible, intended for holiday trade, so as to ensure promptitude.

P. W. ELLIS & CO.