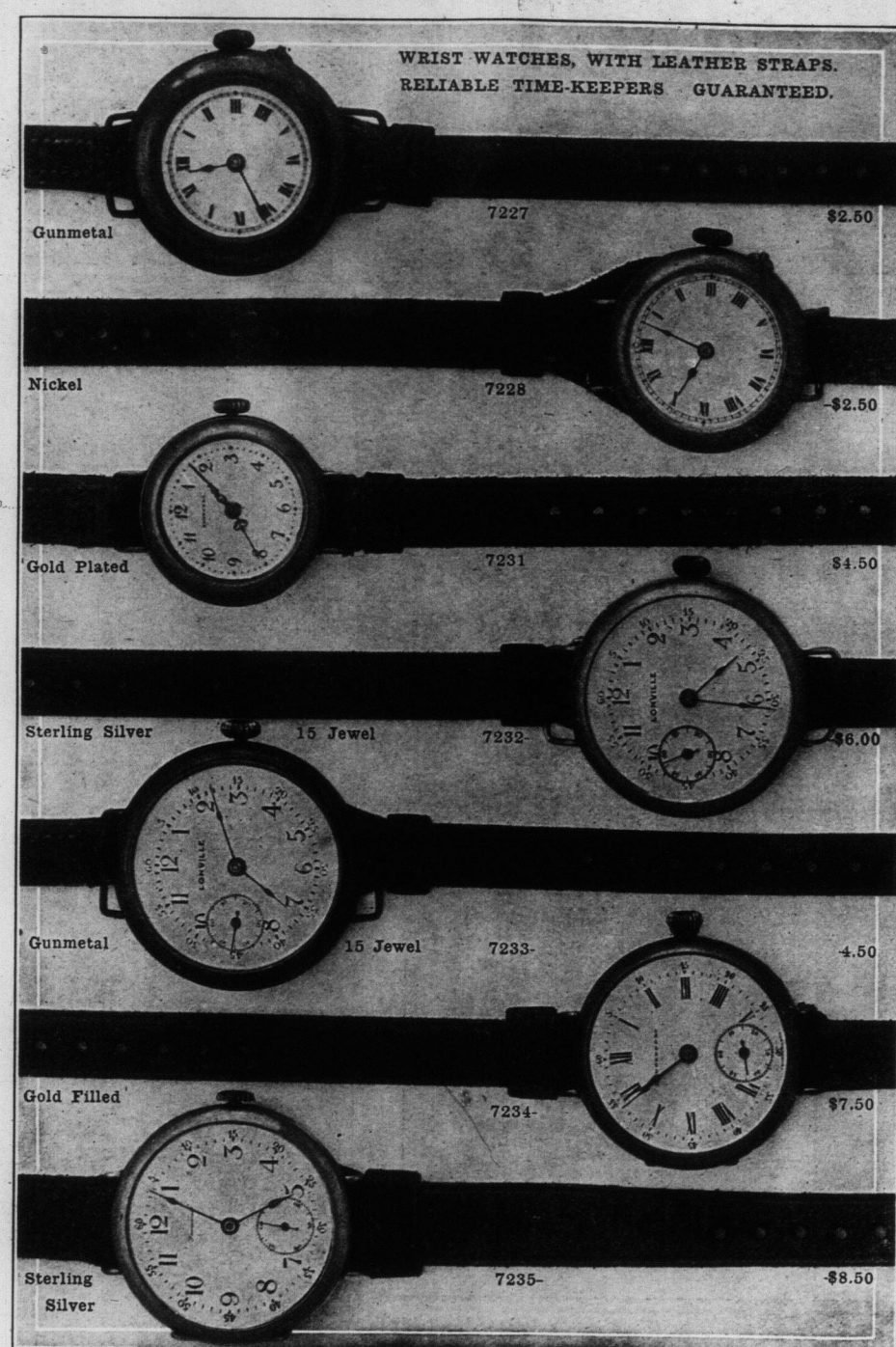


GROWING LIKE A SNOWBALL BEING ROLLED



IS WHAT Tisdall's Factory-to-Pocket Jewelry Business is doing.

These are the times that people appreciate the savings to be made by eliminating the middleman in merchandising. The time is past when people were willing to pay two or three middlemen's profits to get a high-toned jeweler's name on the box. To-day you cannot afford useless extravagance, you want full value for your money without the frills. We have eliminated every cost that adds no value to our Jewelry, and sell it to you direct from our factory at just one profit above the actual cost of gold, stones and fashion. That is why we are doing such an enormous business, notwithstanding the general hue and cry of hard times.

This is the store for every thrifty person who has to count their pennies. Gift Jewelry of every description in immense quantities, is displayed and marked in plain figures at prices which defy competition. Our prices are so ridiculously low that persons who do not know our high business standing often doubt the quality, but we do not sacrifice the quality of an article to cheapen it. It is the middleman we sacrifice, and give you the highest quality and workmanship.

It is not necessary for us to quote prices in our advertisements, no matter what it is you want. If it is in jewelry, we have it, and at prices that are lower than anywhere else. If this was not so, our store would not be crowded daily as it is. This state of affairs has existed during the holiday seasons for years past. Thousands annually make this store their headquarters for Xmas purchases, simply because there are so many calls upon their purse at this time that they must go where they can get the best values, and their money will go farthest. Look into our store any time, and you will usually find it packed with customers; while the other stores are almost empty. These are facts that are indisputable. You can see it for yourself, and they would not exist year after year, if we did not make good our claims, that we do make our Jewelry in large quantities, and sell it direct to you without paying tribute to the middleman.

Come now and select your gifts while our stock is most complete. We are putting in extra salesmen daily to serve our increasing crowds, so you will be insured quick service. A small deposit reserves any article for you 'till Xmas.

REMEMBER WE KEEP OPEN EVERY EVENING

Mail orders promptly filled. Send for catalogue.

Just an Idea of a Few of our Thousands of Bargains:

Neck Chains, solid 10k. gold.
Factory price \$1.00
Neck Chains, gold filled, large variety.
Factory price 75c
Long Guards, solid 10k. gold.
Factory price \$8.50
Signet Rings, children's, solid 10k. gold.
Factory price 75c
Solitaire Rings, misses' genuine diamond, solid 14k. gold.
Factory price \$4.50
Pearl Rings, solid 10k. gold, set with 3 whole pearls.
Factory price \$2.50
Diamond Rings, special bargains in solitaires, Tiffany models, genuine lustrous stones, solid 14k. gold.
Factory prices, 10.00, 15.00, 18.00, 20.00, 25.00, 35.00
Cluster Rings, genuine diamonds, selected stones, solid 14k. gold and platinum.
Factory price \$20.00
Gents' Rings, solid 10k. gold, with any colored stone, choice variety.
Factory price \$4.50
Earrings, genuine diamonds, solid 14k. gold.
Factory price \$11.00
Gents' Watches, full-jewelled, lever escapement, guaranteed.
Factory price \$2.95
Ladies' Watches, reliable time-keepers, gold-filled cases.
Factory price \$5.00

TISDALL'S FACTORY-TO-POCKET JEWELRY STORE - - - 150 YONGE STREET

Dainty packages, delightful confections, the purest chocolate, sugar, fruits and nuts—these account for the irresistible fascinations of Patterson's Chocolates—demanded wherever quality is insisted upon.

"PURPLE ROYAL" CHOCOLATES.
(Package illustrated above, \$1.50 the pound.)

"PRIVATE STOCK"
(The gold package, \$1.00 the pound.)

"CHOCOLATE DELICIOSO"
(Fancy fruits in chocolate.)

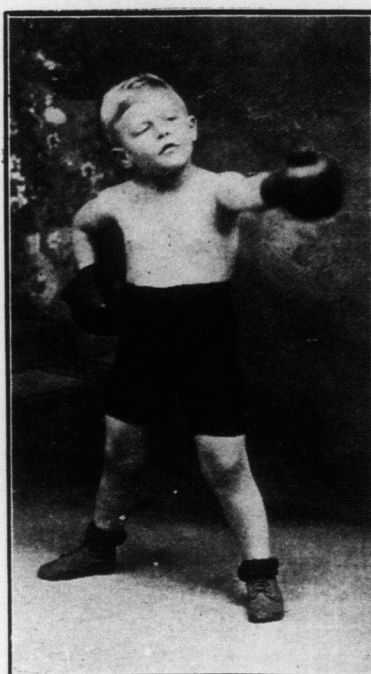
"IMPERATORS"

Pattersons
TORONTO

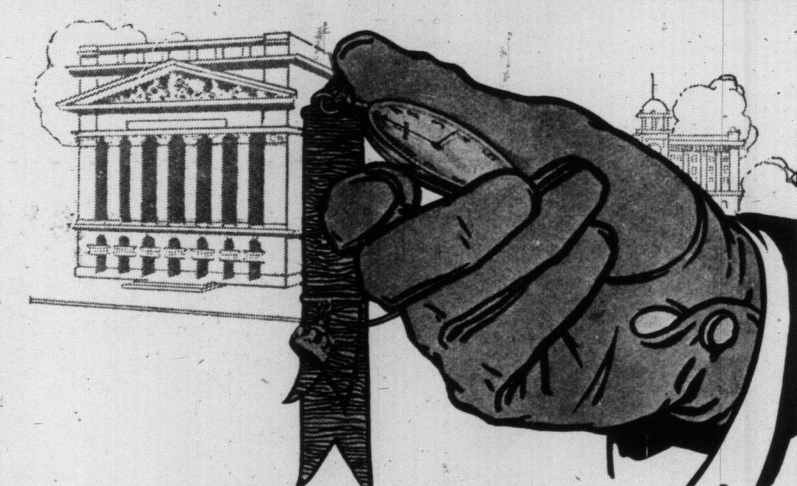
"A MATTER OF GOOD TASTE"



QUITE AS SARTORIALLY SPLENDID AS EVER, JOHN DREW, WITH HIS COMPANY, WILL APPEAR AT THE PRINCESS THIS WEEK IN A DOUBLE BILL. THE SCENE IS FROM "THE WILL."



STEWART MORGAN, OF 123 BAY STREET, NORTH HAM-ILTON. IS SOME FIGHTER.



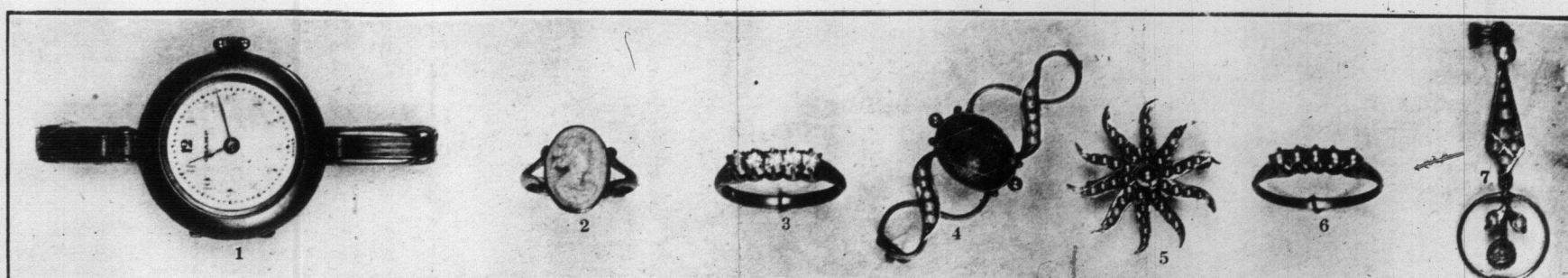
THIN MODEL **OMEGA** BANKER'S WATCH

As soon as a man begins to realize the value of time he is ready for an "Omega" Watch. The Banker's Model (shown here) well sustains the reputation of the "Omega" movement for unvarying accuracy. Beautifully constructed, scientifically adjusted, the Omega runs with an on-the-dot precision that means much when every second counts.

"Omega" 17-jewelled movement, with "Ellis" Regal 14k. gold case, complete in handsome box \$50

"Omega" Banker's Watch is almost made with gold-filled "Ellis" Sovereign case, complete at \$25

"Omega" Watches are sold by jewelers in Canada and the United States as well as in 67 other countries. And everywhere "Omega" Watches are guaranteed.



1. Wrist Watch, absolutely warranted quality, gold-filled case, spring bracelet, with fine lever movement, specially adjusted for wrist wear, \$13.
2. Delicate pink, carved cameo, in 14k. Ring, \$5.
3. 18k. Ring, five perfect, pure white diamonds, \$31.50.
4. Fine Amethyst and Pearl Gold Brooch, \$4.50.
5. Sunburst Brooch, of five pearls, \$5.
6. 14k. Ring, five genuine whole pearls, \$5.
7. Peridot and Pearl Pendant, 14k. gold, \$5.50.

Our store, full of the newest and prettiest of dainty Jewelry, Rings, Brooches, Watches, Pins, etc., just right for Christmas Gifts, is able to supply anything you need at lowest prices and quality guaranteed. Send for our Christmas Catalogue of "Hints for Holiday Gifts." Sent free on application.

ELLIS BROS., Importing Jewelers, 108 Yonge St., Toronto

A Sensible Xmas Present Costs little, lasts many years

The Burrowes Patent Dustless Rocker Ash Sifter is the only one on the market by which Ashes can be sifted and cinders emptied into scuttles without dust escaping.

HARDWARE AND DEPARTMENT STORES
BURROWES MFG. CO., TORONTO
611 King West. Phone Adel. 1039

