

P. W. ELLIS. R. Y. ELLIS. M. C. ELLIS.

P. W. ELLIS & CO.,**No. 31 KING ST. EAST, TORONTO,****Manufacturing Jewelers, Watchmakers
Engravers, Importers & Jobbers.**

AMERICAN JEWELRY,

**Watchmakers', Jewelers' and Engravers' Tools,
Materials, Lathes and General Supplies.****SILK GUARDS, SILK ALBERTS, DIAMONDS, REAL & IMITATION STONES.**

IMPROVEMENT OF MANUFACTURING FACILITIES.—We beg to announce, that in consequence of the constantly growing demand for our goods, we have again largely improved our facilities for manufacturing by addition of a Gas Engine running all machinery by Power, also have added several improved appliances to aid us in our finishing department which will enable us to have all work finished equal in every respect to anything produced.

ELECTRO PLATING AND GILDING.—We have just brought out from Birmingham a most experienced hand well versed in all branches of Electro Plating, Gilding &c., and, are now prepared to do work in that line in first-class style and at the lowest rates. As to Electro Silver Plating large articles we intend shortly to complete arrangements so that we will be prepared to solicit orders in that line as well.

GOLD CHAINS.—Our facilities now for production of Chains in every line in 10 and 15 kt. standard qualities is as perfect as machinery and skilled labour can make it. We have brought to our factory at considerable expense a first-class designer of patterns so that henceforth our goods will possess an entire originality of our own. All patterns for Spring Trade entirely new, many designs are very elegant; our prices will be the same rate per owt. for any design desired. All Qualities Guaranteed and Prices the Lowest.

AMERICAN JEWELLERY.—Our Mr. M. C. Ellis has just returned from New York, Providence and Attleboro Markets, where he has taken much pains in selecting the latest and newest goods to be found, all goods have been purchased for Cash thus commanding the closest prices in every line. Our stock is complete in Vest, Neck, and long Rolled Plate Chains, quality guaranteed, the best made same in Fire Gilt chains, also Bracelets, Locketts, New Acme Sleeve Buttons the latest improvement over the separable, Charms, Seals, Scarf Pins, Lace or Shawl Pins, Broaches, Earrings, Sets, Electro and S.S. Goods, and obtained sole control of the finest Onyx and imitation Onyx goods produced. Circulars will shortly be sent of the New East Lake Designs. Our stock of novelties in every line is very choice.

TOOL AND MATERIAL DEPARTMENTS.—We have just received the largest importation direct from Switzerland in this line ever brought to Canada, our stock will be absolutely complete in every department comprising the most complete stock of Silk Guards, Alberts, in pure Silk, Silk and Woollen, and Mounted Guards, also the only line of pure Woollen Guards in this market. White Metal Alberts in great variety, Morocco Cases from cheapest to most expensive goods for Rings, Sets, Locketts, Earrings, Broaches, Necklaces, Scarf Pins, Buttons Bracelets, Suits and Watches.

Our new improved Swiss Foot Lathe on the American principle, Nickel Plated with attachments for everything in Watch-making and at prices beyond competition, we have sole control in Canada for these goods. Universal Lathes 5 actions, slide rests and improved Cutters, Rounding Machines, improved Jacot Lathes to work with hand, and an endless variety of new tools of every description all Nickel Plated specially to Order. In Glasses we are complete in 1-16 and $\frac{1}{4}$ sizes of improved quality very fine. Concaves, Mi-concaves, Bulls Eyes for Verge Watches, high Lunettes and demi-dial. Our Stock is now without exception the largest and finest ever held in Toronto.

Our Mr. M. C. and C. S. Ellis, will immediately visit all our Customers East and West with such stocks as will well repay their waiting.