

SPECIAL NOTICE TO THE TRADE.

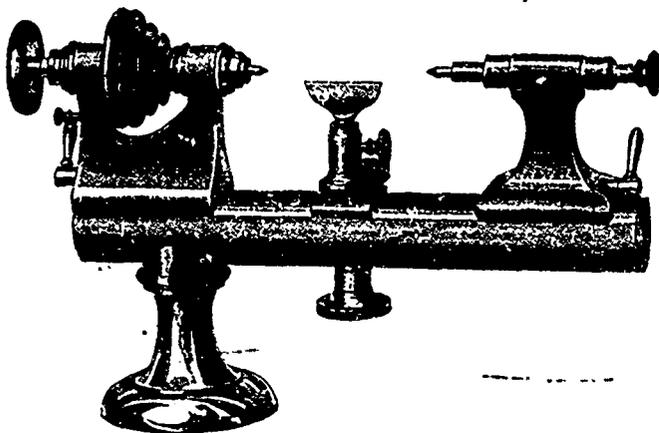
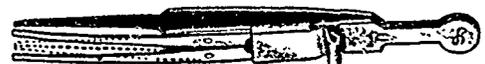
**CANADIAN JEWELRY**MANUFACTURED BY **P. W. ELLIS & COMPANY.,**

WATCHMAKERS AND JEWELERS, IMPORTERS OF TOOLS, MATERIALS, ETC. FOR THE TRADE,

OFFICE AND FACTORY,

**No. 4 Toronto St., TORONTO, ONT.****JEWELRY DEPARTMENT.**

We desire to bring before your notice the fact that we are manufacturing upon our own premises all classes of Jewellery. There has been a prevailing impression that it was impossible to manufacture the different classes of work, without branch labour and that there was not sufficient field in this country to keep such labour employed. But we are pleased to state our factory is conducted on the branch labour system and are at present turning out the newest designs in Gold Chains, which are rapidly increasing in favour and displacing the imported article, this is destined to be our most important branch of manufacture. We make all styles of Gem Rings, both English and American patterns, also the finest class of Locketts and Diamond Ring Work. Have on hand, at all times, a complete assortment of Precious Stones, make to order and furnish designs and estimates for all classes of presentation and other work, including special lines of Gold Chains, Jewels, Medals, etc. and every kind of Gold and Silver Plating. We are in a position to state, that we have built up, perhaps, the largest Jobbing and Repairing business in the country, the facilities at our disposal enable us to place each class of repairing into the hands of the workmen who make a speciality of that particular line, thus ensuring its being done in the best possible manner, our large staff of hands enabling us to have the work promptly executed. We have received every encouragement from the trade so far, and we hope, with your assistance, and an honourable and liberal policy on our part, to manufacture a large bulk of what has been imported, of an equal quality and design, at a much less cost. We are now making up work for many of the leading firms throughout this country. To all those who intend coming to the Exhibition here, we would respectfully invite your attention to our Exhibit of Samples, being, we believe, the first home-made Jewellery ever exhibited in this country; it will be found on first gallery, over entrance to art department, directly opposite to R. Hay Co.'s Furniture Exhibit, and we will have much pleasure in showing the trade through our factory, where the various classes of work can be seen in its different stages of manufacture when they call on us.

**WATCH REPAIRING, TOOL AND MATERIAL DEPARTMENT.****LATHE.****SOLDERING TWEEZERS.****ROLLER ABSTRACTOR.****SKELETON TWEEZERS.**

We started this branch of our business in the face of strong opposition. But we looked for success, in the fact that there was not kept by dealers here a class of material which was clean and well finished, and we adopted the policy of importing directly from the leading manufacturers their very best class of goods, and selling at prices as low, and in many instances lower than that usually charged, and we positively handle no job lines of materials or tools. This department is supervised by one of our firm, who is a thoroughly practical Watchmaker. Our goods are consequently bought with the real requirements of the trade, who can rely upon having their orders selected carefully, and any sizing or fitting done properly.

Our Traveller, who is thoroughly practical, and acquainted with all requirements of the trade, will call on you this fall with the largest and best assorted stock ever shown, now on its way from Switzerland.

In our Watch Repairing Department we employ only the most competent and skilful hands, and all work intrusted to our care will be consequently well done, and reasonable charges made.

Thanking the trade for their already liberal support, it will be our constant effort to give them satisfaction in all orders that they may send us, and as we are going to large expense in our manufacturing and importing, we confidently look for their support.

Yours respectfully,

**P. W. ELLIS & COY.**