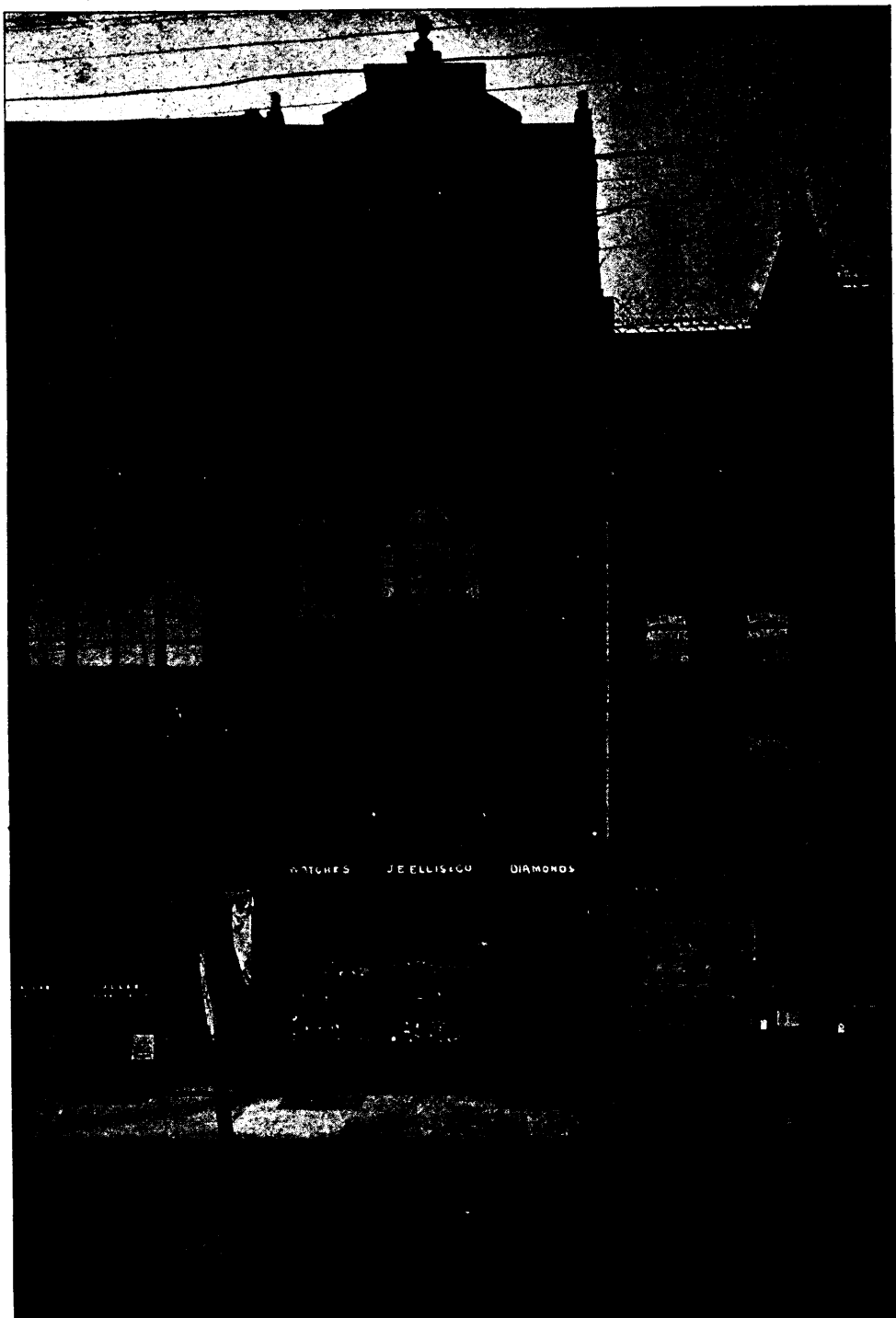


As may be supposed, a business of such magnitude was not built up in a day, but is the growth of years. It was originally established at 31 King street east, in 1836, by the Rossin Brothers, and continued by them until 1852, when it was purchased by the late Mr. Jas. E. Ellis, who was at that time a young man in the prime of life and possessed of every requisite necessary to the building up of the magnificent business which still bears his name. In 1854 Mr. Ellis was joined by Mr. M. T. Cain, a gentleman of practical watchmaking experience, with whom he had formerly been associated in business in Liverpool, England. Although the original store, with its small glazed windows and goods suitable to the times, would be laughed at by Torontonians of the present day, they were looked upon by those who preceded us as the biggest and best things of their kind on this side of the Atlantic, and many a thrifty merchant has satisfactorily fitted himself out with a timekeeper of English manufacture, or a gold ring or other jewellery for his wife or sweetheart in the old store, the very location of which has been forgotten except by few of the oldest members of the "York Pioneers."

By 1871 the business had increased so much as to necessitate a removal into larger premises. These they found at 35 King street east, which held them in bonds until 1881, when its rapid development forced on them still another removal. This time they were fortunate in securing a good lease of the new warehouse at the south-east corner of King and Yonge streets, the most prominent and central stand in the whole city. In their new home the business developed at a faster ratio than ever before, and although the firm were considerably cramped for room they held on and made the best available use of the space at their command until the expiry of their lease which occurred a few weeks ago. Nearly two years ago, in anticipation of this event, the firm were fortunate enough to secure the option of purchasing the handsome new cut stone warehouse, 3 King street, immediately east of the quarters they then occupied. Of this they at once availed themselves, and some months ago commenced to fit it up in readiness for the removal of their business. Their new premises are well worthy of the inspection of every member of the craft visiting Toronto, for not only are the fittings elegant in design, but strikingly attractive on account of the solidity and richness of the material and workmanship. The whole interior of the warehouse is finished in a style of elegant plainness, if it may be so termed, which is conceded by most of the leading jewellers abroad to be the most suitable for this class of business. In anticipation of more commodious premises, the firm this season imported very largely of European and American bric-a-brac in addition to the lines regularly kept by them heretofore. In their special lines of diamonds, fine jewellery, sterling silverware, French clocks and bronzes, art goods, etc., Messrs. Ellis & Co. have always held a leading position, and with their increased facilities for handling business will doubtless continue to add to their already high reputation throughout the Dominion as one of the leading houses in the jewellery trade.

The late Mr. James E. Ellis, founder of the business, retired from it in 1881, since which time it has been carried on by his former partner, M. T. Cain, and his son, J. E. Ellis, Jr. The former retired from active participation in the management about a year ago, since which time the sole supervision of affairs has been in the hands of J. E. Ellis, Jr., who has grown up with the business from his boyhood. He is a gentleman of large and varied experience, thoroughly versed in every detail of the craft, and perfectly competent in the estimation of those who know him best to keep up the same ratio of prosperity that has hitherto been experienced. A speciality of this firm is the manufacture of



THE JEWELRY HOUSE OF J. E. ELLIS & CO., TORONTO.

tower clocks, and that they have overcome every difficulty in this undertaking is amply evidenced by the admirable timepieces they have furnished to the Dominion Department of Public Works and the Canadian trade generally. These clocks they guarantee to be fully equal to anything similar imported from abroad.

The firm also construct electric dials for use in public buildings, schools, offices, etc., for which they possess many advantages over ordinary clocks—as with this system, if ten dials are in use in a building, they all indicate the same time as the standard, with one clock only to regulate; correspondence solicited; estimates furnished on application.

The Messrs. Ellis & Co. are practical men in all departments of their business, giving the same their personal attention, and owners of valuable timepieces can leave them in their charge when repairs are needed with the assurance that the best results will be obtained. As an endorsement of this fact mention can be made that Messrs. Ellis & Co. hold by special appointment the position of official government and railway timekeepers. In view of the above facts it is no wonder that the house does a large business, and that their establishment is the resort of wealthy and refined citizens.