

FIRST PRIZE GOLDSMITHS' WORK, INDUSTRIAL EXHIBITION, TORONTO.

P. W. ELLIS & CO.,

Manufacturing Jewellers and Watchmakers to the trade, importers of Fine Watch and Clock Materials, Tools, Crucibles, Tripoli, Rouge, Alloying Copper, Diamantine, Boxwood Sawdust, Polishing Lathes, Buffs, Brushes, Brass Wire-End Matting and Scratch Brushes and the justly celebrated Schon Piercing Saws in all sizes, the only kind used in our factory, where they are being thoroughly tested every day. Sole Agents for Wm. F. Nye's Watch, Clock, Chronometer and Sperm Oils, the Sperm Oils being especially adapted for Sportsmen's Guns, Sewing Machines and all delicate machinery.

Kendrick, Davis & Co.'s Ne Plus Ultra Dust Proof Nickle Watch Keys, which are universally sold throughout the United States, and acknowledged to be the best and most durable key made, in stock, both bench and pocket sizes. Sizes 4, 5 and 6 fit American Gents' Watches—9 Ladies'.

We purpose keeping on the road, at all times, a complete stock, from which the trade, when called upon, can personally select their requirements, and in the interval, any orders by mail will be carefully selected by a practical man, with the purpose of meeting the full necessities of the trade, and avoiding the accumulation in our customers hands of dead or useless stock. Our stock is bought direct from the manufacturers in Switzerland, and is always fresh and in good condition—as we positively refrain from dealing in job lots of poor material to get low prices, and our prices will be found as low as good material and a reasonable profit to ourselves will allow.

In stock, Locket Glasses. Watch Glasses—one-fourth, quarter and sixteenth sizes concave, half-concave and demidial down to size one by guage.

Our Watch Repairing Department receives the most careful attention. Hoping by painstaking and good work to secure and keep your custom we would respectfully solicit a trial in that line. Turning a speciality.

Jewellery Department. Here at all times can be found a complete stock of Diamonds—Brilliants and Rose, Rubies, Emeralds, Pearls, Opals, Amethysts, Bloodstones, Onyx, Topas, Torquois, Carbuncles, Garnets, Corals, Cameos, Engraved Stones and all kinds of Imitations. We have again enlarged our factory and increased our staff, and are building up a reputation for the finest class of work.

Manufacturers of Gold Chains. Albert, Long, Opera, Brooch, Leontine, Chatelaine, Tassel Chains. Necklaces, Solid and Hollow, in every design and any weight. Jewellery repaired, matched or made to order. Coloring, Gold and Silver plating, Chasing, Engraving, both Silver, Gold or Stone, Enamelling and Diamond Setting. All classes of work made by experienced workmen who make a specialty of a particular branch of work. Estimates and designs furnished of Badges, Medals, articles for presentation or other purposes. In plain rings we stamp the name of the customer ordering, free of charge which the trade will at once see the advantage of as an advertisement and guarantee of the quality represented. Thanking the trade for their past custom and soliciting a continuance of your liberal support.

We remain, yours respectfully,

P. W. ELLIS & CO.

N.B. -Raised Gold Monogram Locketts, and Single Stone Diamond Gypsy Star Set Rings made to order.

→ 1880 ←

We wish our customers The Compliments of the Season, and hope that all the prospects of a general revival of trade will be realized to the fullest extent, and that 1880 will be booming in the Jewellery trade in company with that of the States, where a manifest activity prevails. With good prospects before us we can with pleasure say "Good bye 1879, the lid we hope which closes the box of depression." With best wishes for the future of our customers,

We remain,

Yours Respectfully,

P. W. ELLIS & CO.,
Toronto, Ont.