



# P. W. ELLIS & CO.

31 WELLINGTON STREET EAST, TORONTO, CANADA.

**SPECIAL AGENTS:**  
 Omega Watches.  
 Waltham Watches.  
 Elgin Watches.  
 Ingersoll Watches.  
 Century Watches.  
 New England Watches.  
 Swiss Small Watches.  
 Trump Gents' Watches.  
 Trump Ladies' Watches.  
 Gun Metal Watch Cases.  
 Nickel Watch Cases.  
 Regal Sterling Silver Watch Cases.  
 American Gold Filled Watch Cases.  
 Canadian Gold Filled Watch Cases.

"Regal"  
 Solid 6-10k Gold Watch Cases.  
 " 10k " " "  
 " 14k " " "  
 " 18k " " "

Diamond and other Gem Set Solid Gold and Gold Filled Watch Cases.  
 Waterbury Clocks.  
 Mantel Clocks.  
 Box of 6 Eight-day Clocks for \$22.50  
 Gem Nickel Alarm Clocks, each 1.60  
 And many other Clock Specialties.

## 20th Century Jewelers' Herald.

An up-to-date Watch Price List. If you do not receive it regularly, write for it, as it is yours for the asking. Keep yourself posted by reading the Herald.

Yours truly,  
**P. W. ELLIS & CO.,**  
 Watch Department.

## New England Watches.

### New 14 Size Thin Model.

No. 14—Silver, E. T. Back ..... \$7.50 each  
 " 333—Nickel, Plain Back ..... 3.80 each  
 " 318—Oxidized Steel, 8.00 each  
 " 333—Nickel, Plain Back, Card Dial ..... 4.50 each  
 " 343—Oxidized Steel, Card Dial ..... 5.50 each  
 The Oxidized Steel has Gift Bow and Crown.

No. 313 is the lowest priced American 14 Size Black Steel Watch on the market and only \$3.00 each.

### Gents' Trump Line.

No. 11—Nickel, Plain Back ..... \$2.50  
 " 19—Nickel, E. T. and Engraved Back ..... 3.50  
 " 21—Nickel, Scroll Engraved Back ..... 3.50  
 " 29—Nickel E.T. Engraved Back ..... 3.50  
 " 41—Glass Front and Back ..... 3.50  
 " 1785—Black Steel, Plain Back ..... 4.00

No. 1873 is black steel usually called gun metal. Lowest priced Black Steel American Watch on the market, and only \$4 catalogue list.

### Ladies' Trump Line.

No. 211 in Plain Nickel Case, \$4.50  
 " 213 in Fancy " 4.50  
 " 221 in English Turned Case 4.00  
 " 301 in Plain or Engraved Turned Gold Gift Case 3.00  
 " 313 in Fancy Engraved Gold Gift Case 3.00  
 " 379 in Black Steel Case 4.75  
 " 371 in Black Steel Plain Case ..... 3.00

No. 371 has a seconds hand and is the best value in an American Ladies Black Steel Watch, only \$3.00 each.

**SPECIAL.**—Send for Blue Book and Price List of New England Watch Co. Small Watch Specialties.

## Seth Thomas Movements.

### The "Century" Movement.

10 Size, Open Face or Hunting.  
 Description—18 Size, 3 Plate, 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting, Nickel Finish, Damascused, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

Century, price for Movement ..... \$3.80

### "Eagle" Movement.

6 Size, Open Face and Hunting, Lever Setting.  
 Description—6 Size, 3 Plate, 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting, Nickel Finish, Damascused, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

SPECIAL has patent centre pinion and compensating balance.  
 6 Size Eagle, price for Movement ..... \$5.00

### "Eagle" Movement.

18 Size, Open Face or Hunting, Lever Setting.  
 Description—18 Size, 3 Plate, 7 Jewel, Quick Train, Lever Setting, Stem Winding and Setting, Nickel Finish, Damascused, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

SPECIAL has patent centre pinion and compensating balance.  
 18 Size Eagle, price for Movement ..... \$4.75

## Ingersoll Watches.

### Complete New Price List.

Yankee, Nickel, plain back (new model) ..... \$3.00  
 Yankee, Gilt, plain back (new model) ..... 2.60  
 Champion, Nickel, plain back, stem wind ..... 2.40  
 Champion, Gilt, plain back, stem wind ..... 2.40  
 Champion, Nickel, fancy back, stem wind ..... 2.40  
 Champion, Gilt, fancy back, stem wind ..... 2.40  
 Bellows, Nickel, plain back, stem wind and stem set ..... 2.80  
 Bellows, Gilt, plain back, stem wind and stem set ..... 2.60  
 Bellows, Nickel, fancy back, stem wind and stem set ..... 2.80  
 Bellows, Gilt, fancy back, stem wind and stem set ..... 2.60

### New Line Ingersoll Watches.

Triumph, Silver Finish, plain back, stem wind and stem set ..... \$3.50  
 Triumph, Oxidized Black, plain back, stem wind and stem set ..... 3.50

### Bargain.

**SPECIAL HERALD.**—To give all customers a chance to see and examine these absolutely guaranteed watches, on all orders for one dozen of one style or assorted we will give a Herald credit of \$1.50 net.

### Bargain.

Price for 1 dozen New Model Yankee Watches only \$21.60. Less Trader Discount



18 Size Hunting, Engine Turned to Shield Case, same also made in Open Face.

## Regal.

### Plain Bassino Solid Gold Cases.

PRICE LIST.		
0 Size, 10k Hunting, 10 dwt.		\$19.50
0 " 14k " 13 "		25.30
0 " 18k " 16 "		31.50
6 " 10k " 16 "		25.70
6 " 14k " 19 "		37.90
6 " 18k " 23 "		51.50
12 " 14k " 30 "		55.50
12 " 18k " 35 "		77.50
12 " 14k Open Face, 25 dwt		55.00
12 " 18k " 30 "		75.00
16 " 14k " 33 "		67.50
16 " 18k " 40 "		92.00
18 " 14k Hunting, 42 dwt		74.70
18 " 18k " 48 "		103.50
18 " 14k " 45 "		79.50
18 " 18k " 55 "		117.50
24 " 14k Open Face, 10 dwt		79.00
24 " 18k " 45 "		105.00

Subject to Herald Discounts.  
 See page 315H August, 1899, Herald for complete Gold Case Price List.

## Regal.

### Plain Engine Turned Solid Gold Cases.

PRICE LIST.		
0 Size, 10k Hunting, 10 dwt.		\$19.50
0 " 14k " 13 "		25.30
0 " 18k " 16 "		31.50
6 " 10k " 16 "		26.70
6 " 14k " 19 "		37.50
6 " 18k " 23 "		51.50
12 " 14k " 30 "		55.50
12 " 18k " 35 "		77.50
12 " 14k Open Face, 25 dwt		55.00
12 " 18k " 30 "		75.00
16 " 14k " 33 "		67.50
16 " 18k " 40 "		92.00
18 " 14k Hunting, 42 dwt		74.70
18 " 18k " 48 "		113.50
18 " 14k " 45 "		79.50
18 " 18k " 55 "		117.50
24 " 14k Open Face, 10 dwt		79.00
24 " 18k " 45 "		105.00

Subject to Herald Discounts.  
 See Page 31L August, 1899, Herald for complete Gold Case Price List.

**REGAL** Solid Gold Cases as priced above are standard weight cases which we usually carry in stock. Besides these we have a full line of **REGAL** Solid Gold Handsomely Engraved Cases, both in light and heavy weights. Selection parcels sent on approval for special sales. Special weight cases made to order. Favor us with your watch case business and we will guarantee you satisfaction.

## P. W. ELLIS & CO.,

All Prices subject to "Trader" Discounts.

Watch Department.