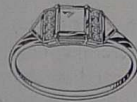




Engagement Rings by Ellis



Faultless quality round diamond, with sixteen small diamonds.



A magnificent square cut diamond, in a modern setting.



Solitaire with small diamonds and cabochon sapphires in "roule" shoulders.

Approved by Connoisseurs

Every faultless Ellis diamond . . . in an original and individual setting . . . is a gem of superlative beauty, approved by connoisseurs . . . loved by women . . . bought by men of taste and understanding. At low, medium and exclusive prices.

ELLIS BROS
JEWELLERS LIMITED
94-98 YONGE ST. TORONTO

THREE years ago this statement would have been a mere reputation: Today Packard's facilities can govern by the company. Advertising deviates from Since then

A by C



THE GREATEST IMPROVEMENT

MILLIONS of well-wishers are going to win an advantage. Sure — they're good old-fashioned things, or three. We have not just one thing, or two things, or three. We have a dozen important changes.

Take "razor pull," for example. Our laboratories examined tens of thousands of used razors; our engineers talked with twenty-seven thousand happy-to-satisfy shavers.

What did they find? A razor "pulls" because its working parts have been dropped, dented on floor or wash basin.

Perhaps the dent is microscopic. Just the same it makes a difference. When you have a Gillette, you are dealing with a fine precision tool. Even the smallest dent can throw it out of alignment. Hence "pull." Now look at the corners of the new razor. See those humps? You can't dent the corners by any ordinary accident by some terrific abuse, you never mind. The ends of the blade are cut out. The blade is not cut out. The blade is not cut out. Therefore, a dent possibly affect the smoothness.

Another thing. The metal is treated to resist rust. This is convenience and time saving. You have to take the razor blade. No more cut towels guard at right angles. The razor under hot running water well. Lay on the shelf. Notice the new guard teeth