

The Query:

Southwest City, Mo., June 12, 1900.

"Please send me a signed statement that I can show to my customers explaining exactly what your guarantees mean, and removing all doubt as to their reliability and your responsibility."

G. A. CALKINS.



Our Answer:

The guarantee stamped in every JAS. BOSS filled case is a contract with the buyer of the case in virtue of which we voluntarily bind ourselves to give FREE OF CHARGE A NEW CASE OF SAME GRADE in exchange for any Jas. BOSS case that fails to wear the full number of years specified in the guarantee.

Our guarantee is much more than a mere expression of our belief in the wearing qualities of the case; much more than a mere assurance of wear or promise of redress—it is a hard and fast legal obligation to the case-buyer, backed by the largest watch case manufacturing concern in the world, with a capital of \$3,300,000, and a reputation for iron-clad honesty of goods and methods covering nearly half a century.

You can give your customer the positive assurance that he runs no risk whatever in buying a JAS. BOSS case, for if it fails to wear the specified time, he gets a new case of same grade at our expense. Of the same grade, remember—not a specially prepared exchange case—and also absolutely free, for WE do not charge anything for the wear the defective case has given. Every BOSS case is intended and expected to wear the full period, and we believe it just that we should be the sole losers if any case fails to do so.

The Keystone Watch Case Company

19th and Brown Streets, Philadelphia, Pa.

THE KEYSTONE

NAWCC, INC.
P.O. BOX 33
COLUMBIA, PA. 17512

The Organ of the Optical Trades

Copyright 1900
By S. T. P. Publishing Co. Printed in U.S.A.

Volume 21 August, 1900 Number 8

Straightforward Business

No Deception

That is the American idea. Get at the facts—the real thing. That is what your customer wants. He does not come to your store looking for deception—he does not want mystery dealt out to him. He wants the honest article—not the imitation. The truth and nothing but the truth. The genuine thing—as found in our Genuine Elgin material.

This scheme of substituting “something just as good” is not the best way in the world for a Jeweler to build up his watch repair business—in fact it is decidedly the wrong way.

When you use this imitation material which some call “something just as good” as our GENUINE ELGIN MATERIAL, of which every piece is fully guaranteed by us, you are playing with a cat that will come back and scratch your trade eyes out.

Our GENUINE ELGIN is honest, straightforward material. Use no other. It deceives neither you or your customer.

ELGIN NATIONAL WATCH CO.

Factories, Elgin, Ill., U. S. A.

GENERAL OFFICES, 76 Monroe Street, Chicago, Ill.

NEW YORK OFFICE, 11 John Street.

SAN FRANCISCO OFFICE, 206 Kearny Street.

MATERIAL CATALOGUE FURNISHED THE TRADE FREE ON APPLICATION.

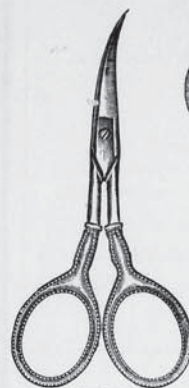
F&B.

OUR FLAG

737
F&B

is always found with our goods. OUR GOODS are always found in the stocks of all who deal in a good quality of Sterling Silver Toilet and Manicure Goods and Gold Filled Locket, Chains, Bracelets, Pins, Earrings, Dumb-bell Buttons, Sash Buckles, Brooches and Hair Chain Mountings.

Our Special Catalogue of Sterling Silver, which will soon be ready, illustrates the most beautiful new patterns to be found. Send for a copy.



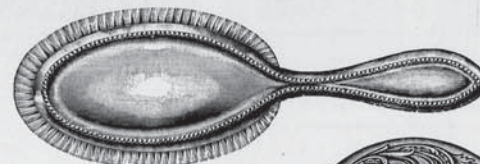
Beaded Pattern Fine Steel Scissors.
1749. Manicure.
1750. Embroidery.



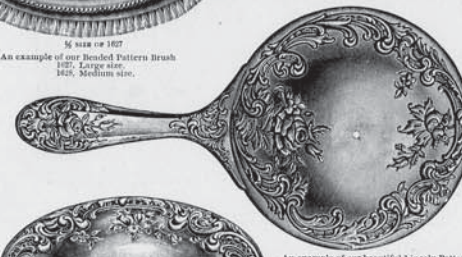
40 size
American Beauty Pattern.
1488. Combination Self-Pulling Corkscrew.



American Beauty Pattern.
1606. Perpetual Calendar for the Desk.



1/2 size of 1607
An example of our Beaded Pattern Brush
1607. Large size.
1608. Medium size.



An example of our beautiful Lincoln Pattern.

Mirror.
1609. Diameter, 2 1/2 inches.
1607. " 2 1/2 "
1608. " 2 1/2 "



FULL SIZE.
Lincoln Pattern.
1601. Full Box.



American Beauty Pattern Box-Box.
1671. With hinge, 2 1/2 inches diameter.
1672. " 1 1/2 "
1673. " and ring, 1 3/4 inches diameter.



1631. Beaded Pattern
Cloth Brush.
Full size is 6 inches.



1/2 size
Lincoln Pattern.
1 1/2. Darning Ball.



1609. Cuticle Knife. Lincoln Pattern.

Besides our full lines of Toilet and Manicure Goods, we are making a full line, comprising eighteen articles for the desk, in each of American Beauty and Beaded Patterns.

Theodore W. Foster & Bro. Co.

MANUFACTURING JEWELERS
AND SILVERSMITHS

100 Richmond Street

Successors to
FOSTER & BAILEY

Providence, R. I.



1/2 size
Lincoln Pattern.
1707. Roller Blotter.
1708. " size smaller.

Columbia Graphophones



The best that brains can devise.
The best that skill can make.
The best that money can buy.



Graphophone Grand,
\$150.00

NEW Home Grand,
\$100.00

Columbia Grand,
Reduced to
\$50.00

Slot Grand,
\$100.00

COLUMBIA RECORDS

ARE THE BEST.

Made in greatest variety. Reproduce with marvelous brilliancy. Smoothest and Clearest.

Grand Records reduced to \$1.00 each.
Grand Blanks reduced to .75 "

Small (P) records for all other cylinder machines, 50 cents each or \$5 per dozen.



The Toy Graphophone

A Delight in the Nursery. A Wonder Toy for Children.

Reproduces from special disk records Mother Goose rhymes and the songs and music of childhood. Simple as the turning of a wheel. No mechanism to get out of order. Price includes reproducer, horn and five disk records.

\$1.50



OTHER GRAPHOPHONES FROM \$5 UP.

Liberal discounts granted dealers can be learned through inquiry at any of our offices.

Write for Catalogue No. 21.

Columbia Phonograph Co., Dept. 21

PHILADELPHIA, 1032 Chestnut Street.
NEW YORK, 143 and 145 Broadway.
Retail Branch, 1155, 1157, 1159 Broadway.

LONDON, 122 Oxford Street, W.

CHICAGO, 88 Wabash Avenue.
WASHINGTON, 919 Pennsylvania Avenue.
BALTIMORE, 110 East Baltimore Street.

PARIS, 34 Boulevard des Italiens.

ST. LOUIS, 720-722 Olive Street.
SAN FRANCISCO, 125 Geary Street.
BUFFALO, 313 Main Street.

BERLIN, 55 Kronenstrasse.

Diamond Set

Watch Cases

We have just received a large lot (all the factory had) of perfectly flat **Diamond Set** 14 K. O size Watch Cases, in Single Diamond, Diamond Star and Crescent, Diamond Fleur-de-lis, Diamond Clover Leaf, and a lot with Nine Diamonds arranged in a square, covering the lid of case.

Prices are as follows:

Single,	Clover Leaf,	Star and Crescent,	Fleur-de-lis,	Nine Diamonds,
\$26.80	\$30.40	\$35.80	\$32.40	\$45.60

According to Keystone Key. Net, 30 days.

No Rose Diamonds used in above cases.

The Non-Retailing Company

Jobbers in Watches and Chains
Lancaster, Pa.

The Canadian Horological Institute

is a Thoroughly Practical Watch Repairers' School

38 hours per week are devoted to practical watchwork at the bench. Individual instruction. German or English languages.
4 1/4 hours per week to technical horological drawing. Individual instruction. English or German.
3 hours per week to lectures on horology. These are given in classes and in English only.

We receive ten applications for each workman whom we can supply.
Repays students more than ten fold for outlay of time and money.

One-half of our students are from the United States. They attend because we teach what they require to know.

The new school year—the eleventh—and opening of the new term will begin on September 3d. Kindly place your application now.

Full particulars on application. Terms reasonable. Satisfaction assured. Write to-day.

Also see this page in June and July Keystones.

Canadian Horological Institute

H. R. PLAYTNER, Director.

115 to 121 King St. East, Toronto, Ont.

RECOGNITION



RECOGNITION of the fact that our materials are the kind that satisfy is well expressed in the many duplicate orders we receive; also in the letters of compliments our customers are good enough to write us. We are constantly striving to improve in the way of quality and service. Let us serve you by filling your trial order. We have every confidence that we can please you.

E. & J. S. MAINSPRINGS are made by a manufacturer that has made mainsprings a lifetime study and a lifetime trade. They have the elasticity and finish a good spring requires to give the proper motion to watch movements. Are packed 1/2 dozen in a package, each spring being wrapped in anti-rust paper. We have them for all styles and sizes of American watches. Price, \$1.25 per dozen or \$14.25 per gross. Less 6 per cent. for cash.

SUPERIOR MAINSPRINGS: A fine, well-finished, well-tempered spring, always reliable and always of the correct length, width and strength for the different grades. At the price we charge for them we give you full money's worth. All sizes and styles for American watches. Price, \$1.00 per dozen or \$11.25 per gross. Less 6 per cent. for cash.

HERCULES MAINSPRINGS: To meet the demand for a low-priced mainspring we offer this grade. It is not a cheap spring but a good mainspring at a moderate price. We keep them for nearly all styles of American watches. Price, 75c per dozen or \$8.75 per gross. Less 6 per cent. for cash.

BALANCE STAFFS AND JEWELS: We solicit a trial of the material listed below and fill sample orders assorted in small quantities as may be desired. Full satisfaction is guaranteed in every instance. We keep a very large assortment and can fill orders for nearly all grades of American watches. Prices:

AMERICAN-MADE BALANCE JEWELS.	
	E. & J. S. Grade
	per dozen
Waltham, all sizes,	\$1.50
Elgin,75
Illinois,75
Hampden,75
Rockford,75
Columbus,75
6 per cent. discount for cash.	

AMERICAN-MADE BALANCE STAFFS.	
	E. & J. S., per dozen, \$1.00
Waltham, 18, 16, 6 and 0 size,	1.00
Elgin, 18, 16, 6 and 0	1.00
Illinois, 18, 16 and 6,	1.00
Hampden, 18 and 6,	1.00
Waltham, 18, 16, 6 and 0	Eagle,
Elgin, 18, 16 and 075
Illinois, 18 and 675
Hampden, 1875
6 per cent. discount for cash.	

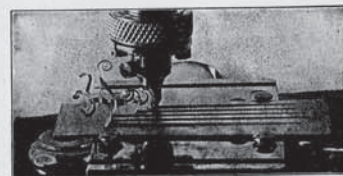
REGISTER YOUR REQUEST for our new illustrated *Tool, Material and Optical Book* which is now in press and will be issued about December 1st. This catalogue will eclipse all of our former efforts and will be attractive in several respects. Send us your card (if in our territory) and let us put your name on our mailing list.

Don't forget we are especially well prepared for small material orders as well as large ones. All orders are promptly cared for, and our very large stock enables us to fill them complete.

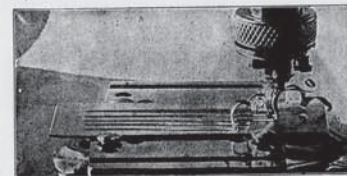
E. & J. SWIGART, Cincinnati, Ohio.

The Francis Engraver

is distinguished for the superlative quality of its work on all kinds of metals and on all kinds of surfaces. It makes clean cuts in all directions and shades wherever shades are desired. It stands to-day pre-eminent as an engraving machine. Recognition of the value of its turning point is always a result of intelligent investigation. It has stood the test of years. In recent years the Francis has made great progress in efficiency. Its elegant appearance has been a pleasing surprise to all late purchasers. Expressions of the greatest satisfaction are the acknowledgments of those who have recently obtained one. Of all features of marked merit none are of more value than the turning point here illustrated.



CUTTING TO THE LEFT



CUTTING TO THE RIGHT.

The Turning Point is as essential in practice as it is comprehensible in principle. It is indispensable to good work in an engraving machine. It leaves no scrapes, scratches or bur on hard metals. Its work is not confined to a choice of metals, a choice of surfaces, a choice of angles, a choice of type and a choice of lines in each type. It is at home with any of them, and you are at home with it when doing jobs that are utterly impossible to fairly execute on any other machine.

Don't ask for samples to be sent. Samples prove nothing. I'll put my No. 1 Engraver against the world in publicly cutting samples. Nothing except my No. 2 and No. 3 Engravers can equal it. They do better on a general range of work.

If honestly cut samples would give some idea of what a machine could do on a special line of work, but "Proof of the pudding is not in chewing the string," as some can testify to their sorrow.

I positively refuse to cut samples unless the party requesting it is present to see them cut and to try the machine himself. I offer no prizes, make no reductions, insert no Cheap-John advertisements about how to conduct your business to induce trade, but when it comes to producing an engraver, I challenge the world to show half its equal in efficiency in any respect.

The New Features mentioned below will be offered next year.

Those having already purchased Engraver No. 2, and those who do so this year, can have any of the following named improvements as soon as they are ready to ship, by exchanging parts and paying the difference in cost and express charges. By having a No. 2 the No. 3 will cost you no more at the factory than it would to buy it later.

Beautiful Curved Lines are cut from type set in a straight line. Each letter in the curve symmetrically transformed into a segment of the circle. Think of the places, besides on watch caps and coffin-plates, where curved lines are desirable. It makes UPWARD, DOWNWARD AND COMPOUND CURVES. It is the most important improvement made in engraving machines since the turning point was made successful. Curved lines add a grace and beauty to the work that cannot be otherwise attained.

Special Reversed Seal-Cutting Type. There is only one practical way to cut seals, except by hand, and that is from reversed type, with a turning point. Old English reversed type now ready. Price per Font, \$1.50.

Compound Ways. In Engraver No. 3 the vice will rest on compound slides, the lateral extent of motion is seven inches, the to and fro

motion is eight inches. The slides rest on the circle and can be turned to any angle, or can be instantly brought into perfect alignment.

Elongation and Reduction of the height of letters effected from the same type without distortion.

The New and Greatly Improved Linograph. A smooth, transparent celluloid plate. Tracing neatly done at any angle. Fine, zig-zag lines. Unique effects. Outlining made easy. Monogram letters that can be actually entwined before being laid. No danger of misplacement. Angle of hilling changed without moving celluloid. Besides the improvements mentioned does all that any linograph has ever done. The turning point cuts linograph work smooth, leaving no bur, giving to that class of work its first value.

All new features will be illustrated and explained as soon as patent protection is completed. Address the manufacturer,

A. E. Francis, 780 Cedar Ave., Cleveland, Ohio

WISDOM SUGGESTS

that Gold and Silver Scraps and Sweeps should be sent where prompt and liberal returns are certain.

IF SENT TO US

you'll get our check for Old Gold and Silver by return mail. The shipments will be kept intact and returned at our expense if our remittance is not satisfactory.

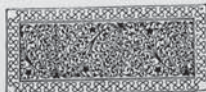
RETURNS FOR SWEEPS

are made within three days of receipt.

Prices We Pay:

Old Silver,	50 cts. per oz.
Platinum,	75 cts. per dwt.
Old Gold— 8 karat,	32 cts. per dwt.
10 karat,	40 cts. per dwt.
12 karat,	48 cts. per dwt.
14 karat,	56 cts. per dwt.
18 karat,	72 cts. per dwt.
Plated Scraps,	20 to 35 cts. per oz.

GOLD SMITH BROS.
SWEEP SMELTERS, REFINERS & ASSAYERS
WORKS 58th & THROOP STS. CHICAGO
OFFICE 63 & 65 WASHINGTON ST. ILL.



Pac-Simile of No. 2203 Imperial American Springs, Coiled and Tagged.



None Genuine unless marked "Imperial" and bearing our Registered Trade-Mark.

"Imperial" Mainsprings

are the best, the most reliable, have quality, finish, strength and durability, are coiled and tagged, put up in the most convenient manner, and are "Guaranteed for One Year."

\$12.00

Per Gross.

Price

1.00

Per Dozen.



Cabinet Sent Gratis

with 36 screw-top bottles.

IMPORTANT NOTICE.

With a first order of one gross of the "Imperial" American or Swiss Mainsprings, we send gratis our improved handsome polished Solid Black Walnut, Oak or Cherry Mainspring Cabinet, shown in cut. It is well made, painted, stained and decorated throughout, and the cover closes with a patent catch lock, unobtrusive. It is the only cabinet made that will properly systematize and keep in thorough order the many American and Swiss mainsprings necessary at the present time, and will be greatly appreciated by all watchmakers. Besides being very useful, it makes a very handsome appearance. It is provided with thirty-six screw-top bottles for watch and jewelry materials. It will hold 6 GROSS "Imperial" American or Swiss Springs. We also include a directory of all American springs which is printed on the inside cover, showing the correct style, width and strength by DENNISON'S Standard Mainspring Gauge, and the proper numbers and names for ordering.

GREEN BROS. 6 Maiden Lane, New York.

Importers, Exporters, Manufacturers and Jobbers of Fine Grade Watch Material, Tools, Optical Goods, Jewelers' and Engravers' Supplies.

CUT THIS OUT and keep it for reference.

Pac-simile of an assortment of "Imperial" Swiss Mainsprings coiled and tagged



None Genuine unless marked "Imperial" and bearing our Registered Trade-Mark.

Latest Mainspring Guide

The following list shows the CORRECT STYLES, WIDTH and STRENGTH by DENNISON'S STANDARD Mainspring Gauge and the proper NUMBERS and NAMES for ordering the



The Imperial Mainsprings are guaranteed for one year. Each Spring bears the word "IMPERIAL".

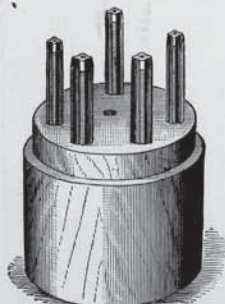
Back Spring is tagged with the Name and Size; for FINISH, TEMPER, ELASTICITY and DURABILITY they have no equal.

NOTE:—By giving the number we indicate the order in filling order.

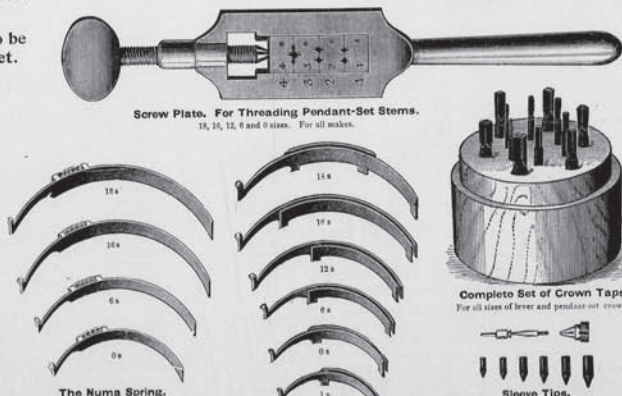
GREEN ARMS, 45 Malvern Lane, New York									
No.	Size	Name	Description of Barrel	Description of Movement	Style	Width	Average Strength		
2001	10	Old Style	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2002	10	New Style	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2003	10	New Model	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2004	10	New Model	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2005	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2006	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2007	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2008	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2009	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2010	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2011	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2012	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2013	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2014	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2015	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2016	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2017	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2018	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2019	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2020	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2021	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2022	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2023	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
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2081	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2082	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
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2087	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2088	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2089	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2090	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2091	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2092	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2093	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2094	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2095	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2096	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2097	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2098	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2099	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2100	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2101	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2102	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2103	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2104	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2105	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2106	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2107	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2108	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2109	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2110	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2111	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2112	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2113	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2114	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2115	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2116	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2117	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2118	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
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2120	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2121	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2122	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
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2141	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2142	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2143	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2144	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2145	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2146	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2147	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
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2150	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2151	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2152	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2153	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2154	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
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2156	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2157	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2158	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2159	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2160	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2161	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2162	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2163	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2164	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2165	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2166	10	French and Lever Set	Old Barrel	Full Plate	Full Plate	10	3 to 4		
2167	10	French and Lever							

34 & 36 Pearl St., Newark, N. J., U. S. A.

Saves time and annoyance.



Complete Set of Pendant Taps
For any make of case. 18, 16, 12, 8 and 6 sizes.

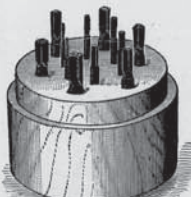


Screw Plate. For Threading Pendant-Set Stems.
18, 16, 12, 6 and 0 sizes. For all makes.

The Numa Spring.

The most perfect spring made in lock or lift. Can be used in place of a solid steel or any other spring. Presents an unbroken surface in watch case center, making the case absolutely dust-proof. Every spring perfectly finished and guaranteed.

Felix Combination Spring.



Complete Set of Crown Taps.
For all sizes of lever and pendant-set crowns.



Sleeve Tips

There will be no more breaking of sleeves if you use these. For 18, 16, 12, 6 and 0 sizes.

Our New Catalogue will soon be issued.

MANUFACTURERS OF
Watch Case Materials
and **Jewelers' Findings,**

Crowns, Pendants, Bows, Springs,
Solders, Fine Enamels, etc.

Diamond Set



Our new Fall line of **Keystone Solid Gold** cases is by all odds the most elaborate, comprehensive and richest ever produced in this grade. It includes everything in solid gold cases that any jeweler may require, and the opportunity for selection is the greatest ever offered. Insist on seeing this line before selecting your solid stock.



The Keystone Watch Case Company

19th & Brown Sts., Philadelphia, Pa.



IN announcing our magnificent new Fall lines of cases, in all grades, we owe it to the trade to direct special attention to the beautiful new "CARLTON" style of **Jas. BOSS** case, the latest addition to the celebrated "palace" series. The "Carlton," here illustrated, is named after the famous Carlton Club, of London, founded by the Duke of Wellington, and noted for its exclusive membership.

The "Carlton" is made with the usual great variety of centers.

The backs are flat, but the carefully designed edge makes it one of the thinnest and closest fitted cases ever made.

Next to the center is a flat band.

Then comes the chief feature of the ornamentation - a narrow burr-cut border with a row of fine pearls on each side.

The plain polished, engine-turned and satin finish styles are especially attractive for the fine trade.

Made in 16 size Htg. and O. F., and O size Htg. and in the Boss 14 K. grade only.

In buying your Fall case stock don't be misled by offers of a "greater discount." Such an offer is a snare, pure and simple, as the list is raised to cover the "discount," and means no advantage to you whatever in price. **Jas. BOSS** cases are sold at a **net** list, subject to the usual cash discount only, and cost no more, and perhaps less, than cases on which a greater discount is offered. Calculate the **net** cost and compare before buying.

The **BOSS** guarantee is the only unconditional, and hence the only really out-and-out honest guarantee on the market. It is a contract with the buyer of the case, in virtue of which we voluntarily bind ourselves to give free of charge a new case of same grade in exchange for any **Jas. BOSS** case that fails to wear the full number of years specified in the guarantee. It means exactly what it says, and there is no quibble or condition attached to it.

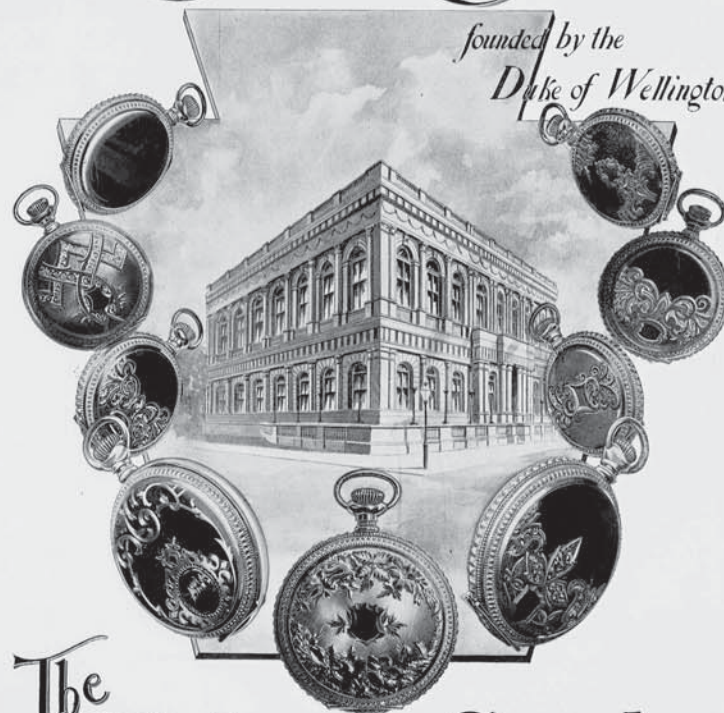
The Keystone Watch Case Company

19th & Brown Sts., Philadelphia, Pa.



The Carlton Club

founded by the
Duke of Wellington



The Carlton Style of the Jas. Boss Case

Samples of Hundreds of New Patterns in JAS. BOSS 14 K. Cases

Guaranteed for 25 Years



F 739
O Size. Htg. \$12.50
O. F. or Sky, J. B., S. Bez., \$40.00



F 715
6 Size. Htg. \$13.50



F 474
Yellow Colored Gold
6 Size. Htg. \$13.50



F 751
O Size. Htg. \$12.50
O. F. or Sky, J. B., S. Bez., \$40.00



F 744
12 Size, or 12 x 6 Size
Htg. \$15.50 O. F., Jointed, \$14.00



F 778
Yellow Colored Gold
16 Size
Htg. \$18.50 O. F., Jointed, \$16.50
O. F., Screw B. and B., \$13.50



F 750
16 Size
Htg. \$18.50 O. F., Jointed, \$16.50
O. F., Screw B. and B., \$13.50



F 771
Yellow Colored Gold
12 Size, or 12 x 6 Size
Htg. \$15.50 O. F., Jointed, \$14.00



F 445
18 Size. Htg. \$19.00 O. F., Jointed, \$17.00
O. F., Screw B. and B., \$13.50



F 714
16 Size. Htg. \$18.50 O. F., Jointed, \$16.50
O. F., Screw B. and B., \$13.50



F 644
18 Size. Htg. \$19.00 O. F., Jointed, \$17.00
O. F., Screw B. and B., \$13.50

Prices according to Keystone Key

Don't cut illustrations. Order by number under cut

The Keystone Watch Case Company
19th & Brown Sts., Philadelphia, Pa.

Samples of Hundreds of New Patterns in JAS. BOSS 10 K. Cases

Guaranteed for 20 Years



B 649
O Size. Htg. \$10.00
O. F. or Sky, J. B., S. Bez., \$7.50



B 643
6 Size. Htg. \$11.00



B 656
6 Size. Htg. \$11.00



B 395
O Size. Htg. \$10.00
O. F. or Sky, J. B., S. Bez., \$7.50



B 658
12 Size, or 12 x 6 Size
Htg. \$12.50 O. F., Jointed, \$11.50



B 196
12 Size, or 12 x 6 Size
Htg. \$12.50 O. F., Jointed, \$11.50



B 392
12 Size, or 12 x 6 Size
Htg. \$12.50 O. F., Jointed, \$11.50



B 641
16 Size
Htg. \$13.00 O. F., Jointed, \$11.50
O. F., Screw B. and B., \$8.00



B 218
18 Size
Htg. \$13.50 O. F., Jointed, \$12.00
O. F., Screw B. and B., \$8.00



B 639
16 Size
Htg. \$13.00 O. F., Jointed, \$11.50
O. F., Screw B. and B., \$8.00

Prices according to Keystone Key

Don't cut illustrations. Order by number under cut

The Keystone Watch Case Company
19th & Brown Sts., Philadelphia, Pa.

Random Selections from our New Fall Styles of CYCLONE Rolled-Plate Cases

Guaranteed for 10 Years



957
O Size. Htg., \$7.00



955
6 Size. Htg., \$7.50



C 0113
6 Size. Htg., \$7.50



958
O Size. Htg., \$7.00



951
12 Size
Htg., \$8.00 O. F., Jointed, \$7.50

Keep in mind that a Cyclone case is not a mere catch-penny semblance of a gold case like many so-called "gold" cases sold at like prices. On the contrary, it is a case of measured merit and fixed standard quality, and its capability to outlast the 10-year guarantee period has been proved by actual wear. It is just as reliable in its grade as is a Boss case, and its degree of merit is as accurately known. The new patterns are the prettiest yet seen.



954
12 x 6 Size
Htg., \$8.00 O. F., Jointed, \$7.50



950
16 Size
Htg., \$8.00 O. F., Jointed, \$7.50



947
18 Size
Htg., \$8.00 O. F., Jointed, \$7.50
O. F., Screw B. and B., \$6.00



961
16 Size
O. F., Screw B. and B., \$6.00

Prices according to Keystone Key

Don't cut illustrations. Order by number under cut

The Keystone Watch Case Company
19th & Brown Sts., Philadelphia, Pa.

A few of our New Fall Patterns of KEYSTONE Sterling Silver Cases



8084 Case only
O Size. O. F. or Skylight, J.B., S. Bez., \$3.50

809 12 Size, or 12 x 6 Size
Htg., \$6.00 O. F., Jointed, \$5.50

8010 18 Size. Htg. \$6.20
4 oz. " " " \$5.20
3 oz. " " " 5.00
4 oz. Reg. Pend., 8.00
5 oz. " " 13.50

G 74 16 Size. Htg., \$7.70
O. F., Jointed, \$6.80

9409 6 Size. Htg., \$6.60



N 655
12 Size. Htg. \$10.50 O. F., Jointed, \$9.50
O. F., Screw B. and B., \$9.50

To complete your Fall stock of watch cases, don't fail to procure samples of the

KEYSTONE Sterling Silver cases, with NIELLO Ornamentation

These cases are the leading watch case novelty of the year, and all jewelers who have handled them are much pleased with the results. They are made in 16, 12, 6 and O sizes and with a great number of different designs.

NIELLO is a jet black, lustrous compound. The ornamentation is produced by cutting an artistic design into the silver on backs and centers, and filling in the space where the silver is removed with NIELLO. NIELLO is durable and won't crack like enamel in case of denting. It is as durable as silver, and being surrounded and protected by the silver it can't rub off.

Samples of our Beautiful New Fall Styles of SILVEROID Cases



164 Case only
O Size. Skylight, J. B., S. Bez., \$.90

719 18 Size. 3 oz., O. F., Stem Wind, Jointed, \$4.30

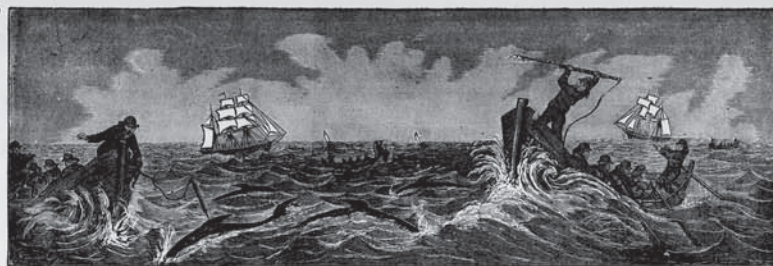
165 O Size. O. F., J. B., S. Bez., \$.90

Prices according to Keystone Key

Don't cut illustrations. Order by number under cut

The Keystone Watch Case Company
19th & Brown Sts., Philadelphia, Pa.

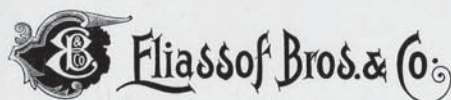
Geo. H. Fuller & Son Co. Pawtucket, Rhode Island



FACTORY,
New Bedford, Mass., U. S. A.

TAKING WILLIAM F. NYE'S WATCH AND CLOCK OILS IN MID-OCEAN.

"We use Nye's Oil and can use no other at this altitude," says Mr. S. Meyer, of Leadville, Colorado, (the highest town in the world, 10,400 feet above the sea), "all other oils dry off in a few months, while Nye's will stand a year."



IMPORTERS AND JOBBERS OF

DIAMONDS WATCHES, JEWELRY

62-64 State Street
ALBANY, N. Y.

9-11-13 Maiden Lane
NEW YORK

A. N. CLARK & SON, Plainville, Conn.,
MANUFACTURERS OF BICYCLE STAMPINGS,
CYCLE BOLTS AND NUTS.

CLARKS' CELEBRATED LOOP WATCH KEYS.



Our endeavor to make our Celebrated Loop Watch Key the best key, quality and price considered, in the market is a success, as thousands of watchmakers will testify. We solicit the continued sale of these keys for our mutual benefit.

We also manufacture Crosby's Jewelling Tools, Manicures, Tweezers and Key Rings in variety.

Order keys through your jobber, who will furnish them at our prices. J. H. Wallbridge & Co., Box 1088, New York, are our agents for Tweezers, Key Rings and Manicures.



SWEEPINGS OUR SPECIALTY.

L. LE LONG & BROTHER, GOLD AND SILVER REFINERS, ASSAYERS AND Sweep Smelters.

BULLION SOLICITED. SMELTING FOR THE TRADE.

Prompt attention given to Old Gold and Silver forwarded to us by mail or express.

Southwest Corner Halsey and Marshall Streets,
Newark, N. J.

Great Sellers for Jewelers are
PHOTO. BROOCHES



We carry over 60 styles of Brooches; also Cuff Buttons, Scarf and Hat Pins.

Proposition.—Any dealer who wishes to try this line we will send \$5.00 to \$20.00 selections, and if not satisfactory, we will exchange same for any goods we handle.

A. E. Siviter & Co., Wholesale and Manufacturing Jewelers, Pittsburg, Pa.

The Finest Ever Produced

NEW BEDFORD OIL COMPANY'S Watch, Clock and Chronometer Oil

ABSOLUTELY PURE FISH JAW OILS
PERFECT REFINING

New Bedford Oil Company
EAST BOSTON, MASS.

OFFICE—100 BORDER STREET

Ask your jobber for
this label—



Note the



and
beware of
imitations.



The **True Blue**
Beaded Label
French
Watch
Glass

Ask Your
Jobber
For Them

SUSSFELD,
LORSCH & Co.

Wholesale Agents

NEW YORK: 37 Maiden Lane.
PARIS: 21 Rue de l'Echiquier.



The TWO Great Sellers!

The Bright, New and Snappy Souvenirs.

Heavy weight. Made in Sterling Silver only. The only fish and boat combination handle. Sole manufacturer of this spoon and pin. Remember, all goods sent to you from me that are not sold will give you credit for at any time returned. If interested, send for samples.

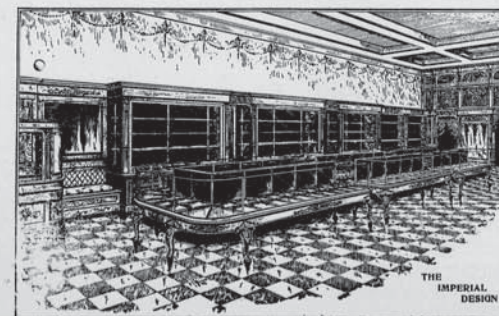
A. W. FLYE, Manufacturer,
4 Center St., Gloucester, Mass.



**OUR Colonial Book
FREE**

Illustrated in the new "Colonial" style, and it tells what you should know about an engraving plant before you place an order.

The STANDARD ENGRAVING CO.
630-632 Chestnut St. Phila. Pa.



Politics Should Cut No Figure WITH BUSINESS.

Although the Presidential Election usually makes business seem dull, there is very little doubt but that there will be more money spent this Christmas than has been spent for years during the holidays.

So Get in Line, Fit up Your Store and Get Your Share of the Trade.

NOW IS THE TIME TO BEGIN REMODELING.

Write us, stating your wants.

Our New 20th Century Catalogue of Store Fixtures is a book that should be in possession of every jeweler, ice-cream parlor, etc. It is 11 inches, sent only on receipt of 25 cents. Worth that many dollars to you even if you don't need fixtures at present. A book of valuable information.

Let us hear from you.

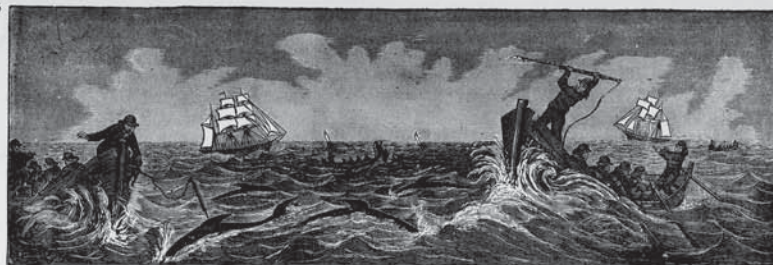
Kade Safety Adjustable Brackets are the Best. Write for circular and prices.

The M. Winter Lumber Co.

The High-Grade Fixture Makers,

Sheboygan, Wis., U. S. A.

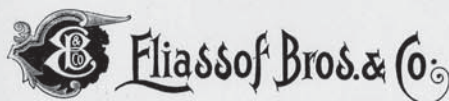
"Winter-Shine" the Wonder Furniture Polish.



FACTORY,
New Bedford, Mass., U. S. A.

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Order keys through your jobber, who will furnish them at our price. J. H. Wallbridge & Co., Box 1098, New York, are our agents for Tweezers, Key Rings and Manicures.

Great Sellers for Jewelers are

PHOTO. BROOCHES



for fine goods, 15¢/do. to \$1.00 for Gold Plated and Filled Solid Gold, \$1.25 to \$3.75

Pearl or Turquoise Set.

We carry over 60 styles of Brooches; also Cuff Buttons, Scarf and Hat Pins.

Proposition.—Any dealer who wishes to try this line we will send \$5.00 to \$10.00 selections, and if not satisfactory, we will exchange same for any goods we handle.

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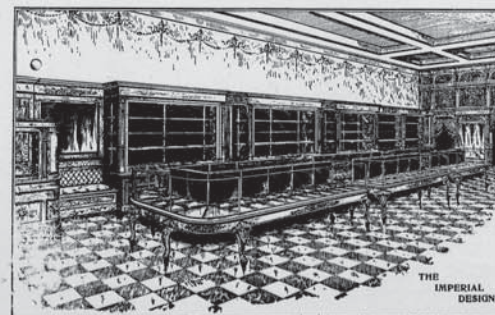
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If it's from Winter, then it's right.

LET US HEAR FROM YOU.

Made Safely Adjustable Brackets are the Best. Write for circular and prices.

The M. Winter Lumber Co.

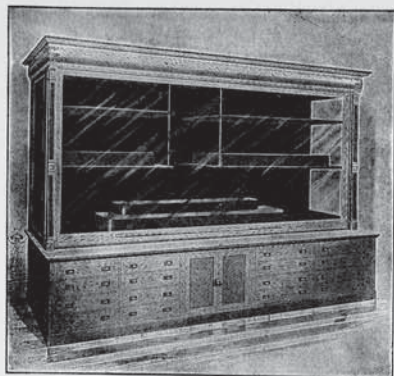
The High-Grade Fixture Makers,

Established 1865.

Sheboygan, Wis., U. S. A.

"Winter-Shine" the Wonder Furniture Polish.

Jewelers' Wall Cases



We make Wall Cases and Jewelers' Fixtures.
Our *Silent Salesman*. Show Cases have a national reputation. Are you interested?

John Phillips & Co., Ltd.,

Detroit, Mich., and Windsor, Ont.

Address us at Detroit.

BEST PRICES for OLD GOLD and SILVER



IT WILL PAY YOU

to send us your OLD GOLD, SILVER, FILINGS, POLISHINGS, SWEEPS, HAND-WASHINGS, ETC.

IT PAYS US

to make Prompt and Honest Returns. We want your trade and wish to keep it.

WE PAY FOR OLD GOLD

22 K., 88c. per dwt.	12 K., 48c. per dwt.
20 K., 80c. " "	10 K., 40c. " "
18 K., 72c. " "	8 K., 32c. " "
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M. S. Fleishman Company, Wholesale Jewelers, Masonic Temple, Chicago

We employ only Expert Watchmakers.
All Jobs promptly executed.
We can save you money on your Repair Work.

We Are Headquarters

for Reliable Silver-Plating and Silverware Repairing

We have been established over twenty years, and from the beginning our aim has been to do good work at fair prices, and to always please our customers. We believe we can please you if you will favor us with your business. It will pay you to give us a trial. All our work is guaranteed.



CAN THIS BE REPAIRED?

We Repair

any article in the Silverware line, making new parts to match the old ones, broken or melted off, the same as new.



YES!

We Replate

any article you want in Gold, Silver, Nickel, Bronze, Brass, Oxidized Silver, Old Bronze, Statuary Bronze, and all the Antique or Old Finishes, etc.

SILVERWARE
REPAIRED
AND
REPLATED

WM. H. TUCKER, Manager

When writing to advertisers, kindly mention *The Keystone*.



We Lead in "Specialties." Others follow



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Price { \$ 1.00 dozen.
10.50 gross.

Handsome Solid Oak Cabinet FREE with your first order for 1 gross Main Springs.



"REGENT BRAND."

Price { \$.75 dozen.
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"REGENT BRAND."

Price { \$.75 dozen.
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"REGENT BRAND."

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Our Latest Addition!
"REGENT" Case Springs



Easiest Fitting Case Spring Made.
Made in O, S, 16, 18 Sizes.
Both Lifting and Catch.

Price, 50 cents per dozen.

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Importers, Exporters and Manufacturers,

Watches, Diamonds, Jewelry, Silver-Plated Ware, Etc.

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If we were in the smelting and refining business exclusively, our expenses and refining costs would be 15 to 20 per cent. of the amount of old metal received, the same as that of other refiners. We therefore place that much higher valuation on all old gold consigned to us.

We Remit the Same Day

consignments are received by bank draft (on which there is no exchange to pay).

Consignments Returned Express Prepaid

in exactly the condition received, if the amount is not up to your expectation.

Send us your large consignments.

Send us your small consignments.

Both receive the same prompt and careful attention.

WENDELL & COMPANY

Smelters, Refiners and Assayers,

93, 95 and 97 William Street,
Near Maiden Lane,
NEW YORK.

Established 18 Years.

57 Washington Street,
New Location,
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MORE CASH FOR OLD GOLD AND SILVER



No. 200. BARREL CONTRACTOR

NEW PRACTICAL RING CUTTER
No. 204OPTICIAN'S SCREW DRIVER
Interchangeable blades

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and
Revised Catalogue
in August

PERFECTION
STAKING TOOL

Superior to all others in
Finish, Quality and
Accuracy

KENDRICK & DAVIS, Lebanon, N. H.

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New System of Teaching.



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MONEY REFUNDED. Price, \$1.50, postpaid.

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OFFER No. 2.—If you wish to learn the Art of Engraving thoroughly, and are so situated that you can NOT attend school, write us at once, and we will explain how YOU can LEARN Engraving under our New System.

SEND FOR NEW PROSPECTUS.—In our 1900 prospectus we are publishing a course of Free Instruction in our New System of Engraving in the Art of Cutting and Designing. These lessons alone will be of great help to you, and will also introduce our System of Teaching. Send four cents in stamps and we will mail to you at once.

CORRESPONDENCE SOLICITED.

M. L. LANDIS, 94-96 Miami Ave., Detroit, Mich.
We furnish a fine and complete set of Gravers, perfectly handied, sharpened and polished, ready for engraving. Send for illustrated price-list. See July KRYPTON.



WHY DON'T YOU?

Send us a trial order for OUR **AMERICAN-MADE BALANCE STAFFS and COCK AND FOOT JEWELS.** You cannot appreciate their value unless you see the quality. If you are not satisfied, return them to us and we will return your money. Jewels or Staffs for any size, make or grade of American-made movements at \$1.25 per doz.

Send for Special price-list.

TIDD & CO., Columbiana, Ohio.



Address

The Novelty Advertising Co.

986 Oak Street, Columbus, Ohio

You've heard of cuts that surgeons make on their subjects dead and cold. But here's a real cut of yourself. It stands out rather bold. Though they've just glanced on my face. Don't take me to be old. For with my cut and printer's ink 'Twill fill your purse with gold.

The progressive and up-to-date Jewelers and Opticians who are always looking for something new and attractive in the advertising line will hardly fail to appreciate the latest production of the **Novelty Advertising Co.** These cuts are now on the market for sale, and will be sent postpaid to any address upon the receipt of One Dollar.

ENGRAVING AND ETCHING

Portraits, Views of Buildings and Landscapes, Inscriptions in Ornamental Raised Letters, Emblems, Club and Heraldic Devices and Autographs

On Souvenir Spoons, Prize Cups for Regattas, Tennis and Bowling Tournaments and other Sporting Events.

The Goldstein Engraving Company, Engravers and Etchers to the Jewelry and Silver Trades
45 Maiden Lane, NEW YORK

When writing to advertisers, kindly mention The Keystone.



Up Hill with the President

Supported by the President Improved Suspender, the bicyclist finds going up so discomfort. He can climb a hill and hardly realize it. He can turn the circle of a century run without extra fatigue. The reason is easily seen. If you examine its remarkable features. Adjust front and back. Give with every bend of the body. Combine as no other suspender does, ease, comfort, convenience.

President Suspender

IMPROVED
makes working easy and walking easy. For riding, golf, tennis, in office dress or evening dress, there is no suspender in the world that equals it. Insist on getting the original—the only suspender on which trinitrine will not run.

\$1500.00 For Your Estimate

To further popularize the President Suspender, we will make awards on November 30, according to list of all the owners of President Improved Suspender. Every purchaser of a pair of President Improved Suspender has their name entered. Particulars with each Suspender. Sold everywhere, or from us direct by postpaid.

Handbook booklet—President Suspender—with photos of all the President-Free.
THE C. A. EDGARTON MFG. CO.,
Box 225, Shirley, Mass.

Advertisement Writing and Illustrating for Jewelers and Opticians.

RETAILERS.

For an illustrated newspaper advertisement I charge one dollar.

For an advertisement without a cut, or for a cut without the writing, I charge seventy five cents.

The advertisements may be of any size up to one-half column.

At these prices I write special matter according to data furnished by each client.

The cuts are original, novel, striking, dignified, and new each week.

They are single column cuts (two inches square), well made, substantially mounted on wooden bases, and are guaranteed to print up in first-class shape.

I prepay all the postage.

The prices quoted are for a regular weekly service or for a trial order of one or several advertisements.

These prices include exclusive service. I do no work for my clients' competitors.

I furnish this service for the jewelry and optical lines separately or combine or alternate it for those who are both jewelers and opticians.

In case you are not yet ready to commence advertising you may place your order now and have the service commence on September first, or even October first, and thus make sure of the exclusive service for your city.

I will make no charge for reserving the privilege for you.

a month or two and you will be under no obligation to take the service for any fixed length of time.

I hold my clients by the intrinsic merits of my work—not by contracts.

I have had wide experience as an advertising specialist and know how to make money for my clients.

My work is not like anybody else's.

No other man is offering so much good, business bringing work for so little money.

Aside from newspaper advertisements I write and illustrate circulars, folders, cards, booklets, etc., and shall be pleased to quote prices on any special work of that character.

It is none too early to begin to figure on getting the lion's share of the Christmas business of your city.

Do something that has never been done before.

Get a systematic plan in operation before your competitors realize what you are up to.

I will make no charge for mapping out the plan for you.

Write to-day.

MANUFACTURERS AND JOBBERS.

Those who advertise in THE KEYSTONE and other trade papers, or by circulars, booklets, etc., or in newspapers and magazines, and who want the assistance of a professional writer and illustrator, should ask for my suggestions and prices.

HOLLIS CORBIN,
253 Broadway, New York.



Repair Work

may be your specialty.

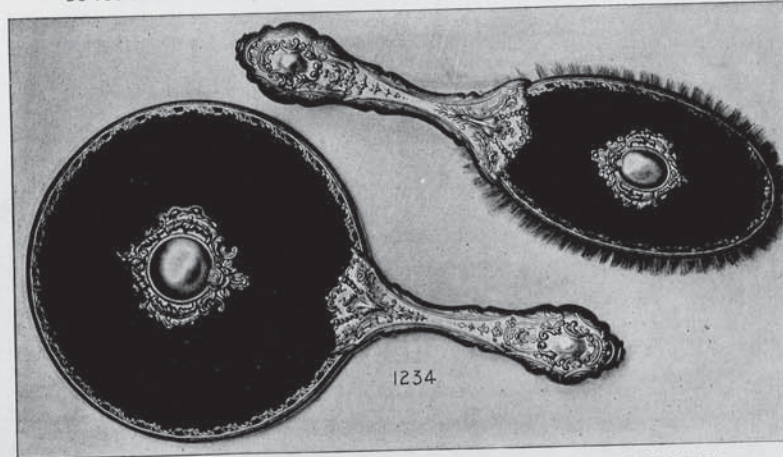
Advertising is my specialty.

The most profitable work in all lines is done by specialists.

I find it profitable to pay a fair price to a good specialist when my watch needs repairing.

You will find it profitable to pay my fair price for my good work if your advertisements do not now sell as many goods as they should.

DO YOU WANT TO MAKE 25 PER CENT. MORE PROFIT on Toilet Sets and Ebony Ware this season?



We show here the very swiftest 3-Piece Set—Comb, Brush and Mirror—Silver-Mounted. \$4.50 set. (Can also be had in Gilt Mountings.)

Before placing your order, drop us a card for "OUR IMPERIAL SALESMAN."

IMPERIAL MFG. CO., Masonic Temple, CHICAGO



"SILVER PLATE THAT WEARS."

The Date
1847
on a
Spoon

Fork or Knife,
is the identifying mark of
the genuine "Rogers" ware.

FULL TRADE-MARK

1847 ROGERS BROS. ®

Whatever is proven to be best in design, workmanship, finish or wear, you will find in its perfected form in this brand. This condition is made possible by experience gained from over half a century of continuous and successful manufacturing. The experimental stage was passed years ago. Wares bearing our trade-mark are fully guaranteed to give perfect satisfaction in every respect, and are sold by leading jobbers as well as at our various branches.

SEND
TO
MERIDEN
FOR
CATALOGUE.



DEALERS

will find this brand most thoroughly advertised. The public interest in "1847" goods is never allowed to waver, but by constant advertising in high-grade mediums, the name, styles and desirable features, coupled with the fact "Sold by leading dealers everywhere," is kept constantly before the public. More dealers keep this brand of "Rogers" in stock, and advertise locally to sell it, than all others. It is the standard of quality. Other brands are claimed to be "just as good," but, like all imitations, they lack the value of the original and genuine.

LOCAL ADVERTISING.

If you handle "1847" goods you are entitled to help in your local advertising. Send for particulars.

International Silver Co.,
Successor to

MERIDEN BRITANNIA CO.
MERIDEN, CONN.

TRADE-MARK
ON HOLLOW WARE

MADE AND
GUARANTEED BY

MERIDEN
SILVER COMPANY

NEW YORK—9-11-13 Maiden Lane. 205 Fifth Avenue.
CHICAGO—193 State Street. SAN FRANCISCO—134 Sutter Street.
HAMILTON, ONTARIO, LONDON, ENGLAND.



THE KEYSTONE

VOLUME XXI.

PHILADELPHIA, AUGUST, 1900.

NUMBER 8

THE KEYSTONE

A MONTHLY JOURNAL DEVOTED TO THE INTERESTS
OF THE JEWELRY AND OPTICAL TRADES.

B. THORPE, Publisher.

Subscription—One Dollar per year, prepaid, to all parts of the United States and Canada; single copies, regular issue, 15 cents; special issues, 25 cents. 10 Foreign Countries 10 shillings (82.44) per year; single copies, 1 shilling (55 cents).

Payment for THE KEYSTONE, when sent by mail, should be made by a Postal Note, Money Order, Bank Check, or Draft, or by Express Money Order. When neither of these can be procured, send the money in a Registered Letter. All Remittances should be made payable to THE KEYSTONE.

Change of Address—Subscribers, desiring their address changed, should give the old as well as the new address.

Advertisements—Advertising space is furnished on application. No advertisements but those of a reputable character will be inserted. To Advertisers—Copy for advertisements must reach us by the 15th of each month to insure insertion in the issue of the following month. Notices of changes in advertisements should reach us not later than the 10th of the previous month.

Correspondence—We invite correspondence on all matters of interest to the trade. Correspondents must invariably give their name and address. We do not, however, hold ourselves responsible for the opinions of our correspondents.

All communications should be addressed to

THE KEYSTONE,

10TH & BROWN STREETS,

PHILADELPHIA, PA.

CHICAGO OFFICE, 103 STATE ST.
AUSTRALIA, BRUSH, BARTHELEMY & CO., 103 RYDE STREET, SYDNEY, N. S. W.
GREAT BRITAIN, HOLLAND-AMERICA OPTICAL CO., 10 MARK LANE, LONDON, E. C.

J. DANIEL & CO., 21 OLDFATHERS ROAD, LONDON, E. C.

BUTSWORTH & GIBBY, 12 BRIDGE ST., GLASGOW, SCOTLAND, E. C.

TO UNWRAP YOUR KEYSTONE, SIMPLY PULL THE STRING

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The Situation in China.

At this writing the veil has not been lifted from the bloody carnival at Peking. The Chinese Government announces that the ambassadors, with the exception of the German ambassador, are still alive—boldly adding that any further advance of the allied forces on Peking may be avenged by the slaughter of the ministers, who are apparently being held as hostages to exact better terms from the powers. Such, however, is the innate duplicity of the Chinese officials that, in the absence of corroboration, little faith is placed either in the statement or the threat.

If the ambassadors are already dead—and the fear is widely entertained—the tragedy is the most terrible that ever befell civilization. For the murder of all the foreign ambassadors in one of the most important capitals in the world, their families, their friends, the missionaries and merchants of their various countries, there is nothing like a parallel. The thought fairly appalls humanity, and that such an unspeakable carnival of bloodshed should take place at the dawn of the twentieth century is bewildering. Whatever may be, or may have been, the fate of the ministers, and we still hope for the best, there is no doubt that wholesale massacres of foreigners and native converts have taken place, and that a story of unparalleled horror is, in any event, being withheld from the anxious nations. Under present circumstances conjectures as to what has actually happened or speculation as to the result would be idle. The allied forces are making slow progress, and there are ominous rumors of jealousy and friction.

The King of Italy Assassinated.



King Humbert.

THE assassination of King Humbert, of Italy, has completed another ghastly chapter in the blood-red history of European anarchy. This shocking crime, following so closely on the attempted murder of the Prince of Wales, is well calculated to create consternation among the monarchs of Europe. Uneasy, indeed, lies the head that wears a crown. Twice before were attempts made on the life of King Humbert, the first in the very year in which he was crowned.

King Humbert's career was an eventful one. Born in Turin on March 14, 1844, he was fifty-six years old. His father was King Victor Emanuel, who died in 1878. He was probably the only reigning monarch who was wounded in actual warfare. When he was twenty-two years old the war between Prussia and Austria broke out and he

was appointed lieutenant-general and placed in command of a division of General Cialdini's army. He was wounded at the disastrous battle of Custazza, where he displayed the most reckless bravery. This same bravery he displayed when, in 1884, he walked fearlessly into the cholera-stricken houses of Naples, giving personal sympathy and succor to the afflicted. As a king, he compared most favorably with the monarchs of the time. He was hard-working, economic in his living, democratic in his tastes and guiltless of any deed that merited the bullet of the assassin.

King Humbert will be succeeded by his son, the Prince of Naples, who has reached the mature age of thirty-one years and is said to be liberal-minded and scholarly.

The Organization Fever Among Jewelers.

THE many successful optical societies, which are doing such excellent work for the optical trade, have put the jewelers thinking once more, and the question of local organizations of the craft is again being agitated. Jewelers' organizations, with a few honorable exceptions, have not been very successful in the past, owing to individual jealousies and indifference, and their brief and uneventful careers might be laconically summed up in the inglorious sentence "they lived and died." Some of them succeeded in remedying various local abuses, but the sum total of the achievements of all the organizations is not much to boast of. A silver stamping law was passed in various States, but for want of organization and unity of action it has been practically a dead letter, and a powerful instrument for good thus remains useless. THE KEYSTONE is very much pleased to see the get-together spirit, characteristic of the age, manifesting itself simultaneously at so many different points.

IN Des Moines, Iowa, where an optical organization flourishes, a paper was circulated which contained the following excellent sentiment:

We, the undersigned wholesale and retail jewelers, manufacturing jewelers, watchmakers and engravers of Des Moines, believe for the purpose of establishing an understanding and general good feeling of each toward the others, that it would be for the mutual benefit of all concerned to assemble in a general picnic at some early date with our families and enjoy an outing. Why should we not be friendly to each other?

Why, indeed? In union only is there strength. In discord lies the hope of our enemies. The sentiment of the poet applies:

"Twas fate, they say, a wayward fate

Our web of discord wove.

And while our tyrants joined in hate

We never joined in love.

In Minneapolis, Minn., there is some talk of the formation of a protective organization. It is said to be more difficult every year to get com-

petent workmen, and the trade is said to be suffering in consequence. A good organization could very well maintain, at least within its own limits, a fair standard of efficiency. In Detroit, Mich., a local organization of jewelers became an accomplished fact on July 6th, when a well-attended meeting was held and an association organized under the name of "The Detroit Jewelers' Association." Officers were duly elected, and the object of the organization, as stated in the constitution, is the social, educational and commercial advancement of the entire jewelry profession. Quite a large membership is already on the rolls. Our correspondent in Dallas, Texas, reports the formation in that city of "The Jewelers' Protective Association," which promises to be a most successful organization. The formation of a local protective organization is also being agitated in San Francisco, Cal., where there is said to be much necessity for such an association. In fact, there is no place where such necessity does not exist. The jeweler is the proverbial prey of the most accomplished swindlers, and a good organization would be of vast service in safeguarding the members against all such professional frauds.

THE above indicates an outbreak of organization fever among the trade that may bear widespread results. It is a good time for the old associations to reorganize, and it is to be hoped that some leading spirits will infuse life into the dormant ranks. The old, honored and always alive association of the Missouri retail jewelers will have its pleasant annual outing this month, and we trust that next year it won't be alone in the enjoyment. Our pages are open for inter-communication on the subject, and we trust the tide will be taken at the flood. Only by unity of action can there be any local regulation of repair prices, which are now being cut so ruinously in many places, and only by such action can encroachment from without be effectively combated. In an age "when birds of a feather are flocking together," from hod-carriers to millionaire magnates, the time would seem to be opportune for jewelers' organizations.

Starting Expansion in Our Foreign Commerce.

THE almost sensational success of the American invasion of foreign markets is again officially declared in the foreign commerce statistics for the fiscal year 1900, just published by the Treasury Bureau of Statistics. The total foreign commerce of the United States for the year exceeded by 16½ per cent. that of any preceding year, being \$320,000,000 greater than that of 1899—the heaviest year on record preceding the one which has just ended. The total commerce of the year, exports and imports, was \$2,444,193,543. The exports were \$1,394,479,214, or \$165,000,000 in excess of those of 1899, which was itself a record year. All of the great classes of exports show an increase over the phenomenal year 1899, as follows: Mining and forestry, nearly \$10,000,000 each; agriculture, nearly \$50,000,000, and manufactures, nearly \$100,000,000.

Our phenomenal industrial progress is evidenced in the increase of exports of manufactures. It is also strikingly evidenced in the import figures of "articles in a crude condition which enter into the various processes of domestic industry." Of the five great classes of imports, articles in a crude condition for use in manufacturing show by far the largest growth. Manufactures show a gain of

about \$20,000,000 over last year; articles of voluntary use, luxuries, etc., also about \$20,000,000; articles of food, about \$15,000,000; articles wholly or partially manufactured for use in manufacturing, \$25,000,000, and articles in a crude condition which enter into the various processes of domestic industry over \$75,000,000.

IMPORTS of manufacturers' materials formed, in fact, nearly one-half the total importations if we consider as manufacturers' materials the class "articles wholly or partially manufactured for use as materials in the manufactures and mechanic arts." They alone amount to about \$90,000,000, while "articles in a crude condition which enter into the various processes of domestic industry" amounted to over \$300,000,000. Thus the manufacturers' materials imported during the year amounted to about \$400,000,000 out of a total of \$849,000,000. In 1890 manufacturers' materials, including both classes—articles in a crude condition and articles wholly or partially manufactured for use in manufacturing—formed 33 per cent. of the imports; in 1895 they formed 37 per cent.; in 1896, 37 per cent.; in 1898, 42 per cent.; in 1899, 41 per cent., and in 1900, 46 per cent. Taking raw materials alone—the group classified as "articles in a crude condition which enter into the various processes of domestic industry"—the percentage which they formed of the total importation was in 1885, 20.64; in 1890, 23.06; in 1895, 25.64; in 1896, 24.57; in 1897, 26.00; in 1898, 32.16; in 1899, 31.82, and in 1900, 35.75. To put it in a single sentence, the imports of the year increased \$152,000,000, of which increase two-thirds was in manufacturers' raw materials, and the exports increased \$167,000,000, of which increase one-half was manufactured articles.

Industrial progress extraordinary is recorded in these figures, and considering the voluminous home demand and high prices, the export figures of manufactures take on a new significance.

Buying in the Wholesale Centers.

AS is announced elsewhere in this issue, the merchants' associations in various cities have made such arrangements as will enable retailers this month to visit a number of the wholesale centers at reduced rates for travel. In connection with these buyers' excursions we cannot too strongly impress upon the trade the importance of personal visits to the wholesale market. It is not satisfactory in every respect to do all buying from samples submitted for inspection by traveling salesmen, or from catalogues. Retailing may be done successfully in this manner, but broad and intelligent buying demands that the merchant personally inspect stocks. A superficial, cursory examination of samples and catalogues cannot take the place of a personal visit to the wholesale market itself, and the expense would seem to be a small matter in comparison with the advantages that would accrue, for, be it remembered, that by visiting the market, not only does the jeweler secure the opportunity to compare values, designs and workmanship, but he is also enabled to inspect the modern methods of city retailers, which will be of incalculable assistance in suggesting methods of displaying and arranging goods. He will also have much personal enjoyment, for the merchants' associations have made such arrangements as assure to all visiting buyers a hearty welcome and a pleasant time.

Good Times for Kansas Jewelers.

RETURNS under a personal property tax law are notoriously unreliable. The only thing really reliable in connection with them is that they are below—far below—the actuality. However, when the returns for one year are compared with those for another, one can at least dispose progress or retrogression. Analyzed in this light the returns of personal property just made in Kansas are interesting. From the official report we learn that Kansas has 2111 more pianos, 724 more silver watches, 2792 more gold watches, 12,832 more carriages, 14,994 more wagons, 16,445 more mules, 1,204,453 more cattle, and 146,053 more horses than last year. When compulsory returns indicate such a measure of prosperity, the actuality would be startling.

The returns by counties as to the assessment of watches are curious and somewhat mysterious. Leavenworth county leads in gold watches, assessing them at \$22.13. Montgomery has the lowest assessment, \$2.31. Allen was the highest in silver watches, \$6.00; Meade the lowest, 71 cents. The returns state that there are 2193 gold watches in Shawnee county, 1260 in Wyandotte and none in Bourbon and Cloud. Stanton has three. Neither has Bourbon any silver watches. Nemaha has the most, with 710, and Wyandotte comes second with 635. Stanton has seven.

A county without a watch—and its name Bourbon—is one of the humors of the personal property method of taxation. The joke on the taxman is very apparent when we consider that Fort Scott, a town of 12,000 population and half a dozen jewelers, is in this same Bourbon county. The watches called were non-existent when the taxman called are probably more numerous and valuable than those recorded. It is so much easier to conceal a watch than a double team or a Steinway grand, you know.

Great Railroad Prosperity.

WE often read of "dry" statistics, but some of those published now-a-days are dry only in the sense that good champagne is. They make really interesting reading, and are quite enlightening. For instance, it must be pleasant for the jewelers to learn from the report of the Interstate Commerce Commission, just published, that in the fiscal year 1899 the railroads employed 928,924 persons, and that during the year they were paid in wages and salaries \$522,967,896, an increase of \$77,459,635 over the fiscal year 1895. To a trade so interested in railroads as jewelers are, these figures are a genuine business tonic. Though the commission's report is, as usual, somewhat belated, the figures are mighty interesting, as indicating general business conditions. The report shows that at the close of the year 71 railroads were in the hands of receivers, a decrease of 23 compared with the previous year. Sixteen roads were placed in charge of receivers during the year and 39 were removed. The number of passengers carried during the year was 533,176,508, an increase of 22,109,827, and 959,763,583 tons of freight were transported, an increase of 80,757,276 tons. The gross earnings for the year were \$1,313,310,618, an increase of \$66,284,497 over the previous year.

THESE figures indicate unusual railroad prosperity, and indications are that the present year will be equally or even more prosperous. Confidence in a continuation of this prosperity is

indicated in the unusual activity in track-laying. From a statement prepared by the *Railroad Gazette* it appears that about 2025 miles of track have been added to the mileage of the country during the first six months of the current year as against 1181 miles during the corresponding months of 1899. Such extensive construction is in response to a healthy development, and argues well for the future.

Jewelers as Inventors.

IT is but natural to expect that such finely trained mechanics as jewelers would lead in the field of invention. Many of the noted inventions of the century originated in the minds of members of the craft, and a perusal of the daily press shows that they are not likely to lose their reputation in this regard. The new method of transmitting portraits and illustrations by telegraph is the invention of a St. Paul, Minn., jeweler, and his device is simple and effective. P. S. Bates, York, Pa., another jeweler, was granted a patent, on July 17, on an attachment for sound reproducing machinery, such as phonographs, graphophones, etc., by which any number of reproductions may be rendered successively, without requiring more attention from the operator than the winding of the instrument. By this invention may be operated a series of records arranged on a cylinder carrier, which, in revolving, brings each record in successive contact with the reproducer. By a special device for the purpose, one record can be reproduced repeatedly, if desired. Mr. Bates is also at work on a phonographic clock, which will announce the hours, etc., and "an automobile with an appliance for storing and holding in reserve the power lost in descending hills."

The mention of perpetual motion is always hailed with incredulity, and perhaps justly so. A young Duver, Del., watchmaker, however, claims to have devised a perpetual-motion attachment for a clock. This genius says:

"You can say that I have discovered perpetual motion, beyond a question, so far as small bodies are concerned. I have now completed a device, so simple that a child can understand it, and consisting of only a few parts of machinery, which, if attached to any clock consistent with its size, will run that clock for good and all, so long as the clock works. I am not through experimenting with my principle yet, and want it to operate larger bodies."

We trust this motor is not of the Keeley variety, although it will take some explanation to prove the contrary. We hope, however, that the perpetual motion motor, if it ever does materialize, will be credited to a member of the craft.

The Jewelers and the Cash Discount.

THE KEYSTONE has harped persistently on the advisability, if not necessity, of the jewelers taking advantage of the cash discount. In this age of rampant competition and small profits success may not infrequently hinge on this alone, for the cash discount is a first and by no means unimportant profit on goods purchased. Yet the jewelers—some of them at least—still fail to grasp its real significance. The following extract from a communication just received from a large manufacturing concern relates an experience by no means unusual.

Two years ago we met a jeweler who was a good, straight fellow. He had been in business for a number of years, but was unfortunate in having been forced into the hands of a receiver when really there was no occasion for it except his lack of knowledge of the proper thing to do

in what appeared to him to be a "crisis." Having just gotten upon his feet, we urged him to take advantage of cash discounts in every case; if necessary, to buy less frequently rather than take any chance of losing the discount, and mentioned the fact that in his present condition any local banker would be glad to extend him a small line of credit, and that he kept careful records, it would surprise him to see what a nice dividend his cash discounts were paying him. He thought a moment, and then said, "Well, if we were in a city we might do that, but here they charge us 7 per cent., and the best discount we can get is 6 per cent." The poor fellow actually did not understand the difference between 6 per cent. off, 30 days, and 7 per cent. per annum, until we explained it to him.

Often and often have we explained in our columns the difference between 6 per cent. off, 30 days, and so much per annum. In our March issue we printed the following calculations, and advised every jeweler to paste them on his desk:

1. One-half per cent. on a thirty-day bill, paid in ten days, is equal to interest at the rate of 8 per cent. per annum.
2. One and one-half per cent. on a sixty-day bill paid in ten days is equal to interest at the rate of 11 per cent. per annum.
3. Four per cent. off on a four-month's bill paid in thirty days with a 3 per cent. discount is interest at the rate of 15 per cent. per annum.
4. Five per cent. discount off on a four-month's bill is interest at the rate of 15 per cent. per annum; or, if paid in thirty days, less 4 per cent., it is 16 per cent. per annum.

Altogether too many jewelers seem to lack the habit of calculation, a fatal want in a business man.

Rights of Persons Wrongfully Accused of Theft.

DURING the past year or so several jewelers or their employees have made costly mistakes in charging the wrong persons with the theft of goods, the absence of which was first noticed when the persons charged were in the store or possibly examining the trays from which the articles were missed. Such mistakes are very vexatious and deplorable, and it behooves jewelers and their employees to be careful in the matter, especially so in view of a recent decision by the New York Supreme Court, Appellate Division. The Court held that the plaintiff, who while looking at some watches in the store of the defendant was told by the clerk that a watch was missing and that she would have to be searched, and who was thereupon surrounded by persons employed by the owner to detect crime, and substantially accused of being a thief, with the statement, "You will have to be searched," and was taken to a room and searched, might very properly be considered by the jury to have been unlawfully restrained or detained; and the Court further held that because the plaintiff went to a room to be searched she did not necessarily go willingly, in view of the fact that she was surrounded by a superior force, to contend against which was beyond her physical powers, and on being told what she had to do surrendered unconditionally.

On the question as to whether punitive damages could be allowed, the Court said: "Punitive damages are given not only as a punishment to the defendant for a wrongful act, but also as a warning to others. Although there was no evidence of any express malice against this plaintiff individually, the act was done in pursuance of a system which had been adopted in that store; and if this system was such as to place an innocent customer in the position in which the plaintiff's evidence shows that she was placed, the jury has the right to say that the results of this system were of such a character as to require rebuke by way of punitive damages, in order that innocent people should not be placed in the position which this plaintiff was placed without any fault upon her part."

Post Office Sales of Stamped Paper.

THERE is no more accurate barometer of industrial and commercial conditions than the records of the postal service. With unerring regularity the sales of the stamped paper by the Post Office Department fall off in times of depression to expand again with the revival of activity—the falling off or expansion being pretty accurately indicative of the extent of the change. Hence the interest that attaches to the department's latest report of sales. For the quarter ended June 30, 1900, the sales of postage stamps, stamped envelopes, postal cards and all other forms of postage except that paid on periodicals by publishers amounted to \$24,562,332. Last year for the same quarter the sales amounted to \$23,544,940, and in 1898 to \$20,945,963. For the full year ended June 30 last the total sales reached \$97,640,897, against \$92,659,167 in 1899 and \$87,319,310 in 1898. These figures are in striking contrast with those of 1893 and 1894, when the sales were down in the seventy millions.

Interesting Personal Facts.

AS every reader of THE KEYSTONE is interested in one or other of the presidential candidates, a few plain, unvarnished facts in regard to them and their respective careers are timely and instructive. This journal is not the place for laudation or partisan exploiting; hence our field is limited to such compilations of biographical information as may interest or guide our readers:

McKinley and Roosevelt.

William McKinley is 57 years of age; Theodore Roosevelt is 42.

President McKinley was born in Ohio; Roosevelt was born in New York city.

McKinley is of Scotch-Irish ancestry; Roosevelt is of Holland-Dutch descent. The name Roosevelt means "field of roses."

McKinley, educated in Ohio, studied law in Albany, N. Y. He was admitted to the bar in 1867. Roosevelt was educated at Harvard College and at the Columbia Law School, New York City.

Mr. McKinley represented his home district for fourteen years in Congress. Afterward he was elected Governor of Ohio and was re-elected to the same office in 1893.

McKinley was 26 years of age when elected Prosecuting Attorney of his native county in Ohio; Mr. Roosevelt was 22 years of age when he was first elected a member of the New York Assembly. He served three terms in that body.

Roosevelt was made Assistant Secretary of the Navy by President McKinley in April, 1897. He was elected Governor of New York in 1898.

Both McKinley and Roosevelt have war records. Mr. McKinley was a soldier in the Twenty-third Ohio Volunteers, which participated in the battles of South Mountain, Antietam, Lexington, Winchester, Fisher's Hill and Cedar Creek. Roosevelt's military record in Cuba is of universal public knowledge.

Mr. McKinley comes from a State having 23 electoral votes; Mr. Roosevelt from a State having 36.

Bryan and Stevenson.

William J. Bryan is a native of Illinois; Adlai E. Stevenson is a resident of that State. Bryan was born at Salem; Stevenson resides at Bloomington.

Both are lawyers. Stevenson is in active practice. Bryan was 40 years of age on the 19th of March last; Stevenson was 65 on the 23d of October.

Both have been candidates before for the office to which they were nominated by the Kansas City Convention.

Both Bryan and Stevenson have been members of Congress, each for two terms. Bryan was first elected in 1890; Stevenson sixteen years earlier.

Stevenson was the tail of the successful Democratic ticket in 1892; Bryan was the head of the unsuccessful Democratic ticket in 1896.

Nebraska, from which Bryan hails, has 8 electoral votes; Illinois, from which Stevenson comes, has 24.

Bryan was 20 years of age when elected Governor of Nebraska in 1886 on the fifth ballot, one of his opponents being Stevenson. Stevenson was nominated in the same city for Vice-President four years earlier, on the first ballot, as he was in Kansas City.

Bryan and Stevenson were both in the Fifty-third Congress; Mr. Stevenson representing the Senators and Mr. Bryan being a member of the Ways and Means Committee in the House.

Bryan is a tireless and effective political campaigner. Neither Bryan nor Stevenson hold any public office at present.



VENICE
SUGAR AND CREAM PER PR \$3.00

PITKIN & BROOKS

STATE & LAKE STS.

PRICES HERE QUOTED
NET.

CHICAGO.

TERMS 2% CASH 10 DAYS
60 DAYS NET.



ROCKFORD
BOWL 8 IN. EACH \$3.50



VENICE
CARAFE EACH \$2.50

RICH CUT GLASS



PEORIA
CELERY TRAY 12 IN. \$3.65 EA.



GLADYS
COLOGNE 6 OZ. \$2.75
10 OZ. EA. \$4.00

A FEW BARGAINS FROM
OUR NEW CATALOGUE JUST OUT.

Write for it

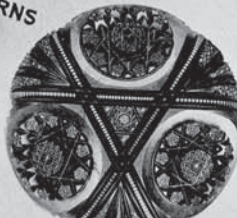
OUR NEW NOVELTY PATTERNS



FLORENCE
NAPPY 8 IN. EACH \$6.25



NAPLES
NAPPY 8 IN. EACH \$4.25



GLORIA
NAPPY 8 IN. EACH \$9.00

FULL OF BARGAINS IN LOW PRICED AND HIGH PRICED GOODS.
THE MOST COMPLETE LINE IN PATTERNS AND PRICES IN THE MARKET.

Pay Day: A Suggestion.

Do you have a regular day, or days, for paying your bills? If you do, you are one of the exceptions among the jewelers; yet the wisdom of the practice is so easily demonstrable that a reflection is thrown upon the jewelry trade because of the fact that you are an exception to the rule.

The virtues of the practice can be shared by every jeweler, whether large or small. It is not a question of magnitude of business, or amount of capital, but a question of right business methods.

Your bills come in to you day after day. One house may sell you only once a month, or once a year; another may sell you every week, or oftener. Each purchase you make means a bill; and the aggregate monthly purchases may mean an aggregate of many bills. Now, how do you pay these bills?

We shall not herein argue the advantages of making the cash discount, as that phase of the question is not contemplated in this presentation. We want to direct attention to the need of a systematic and orderly method of payment of the bills, assuming that the reader is one who wisely avails himself of the cash discounts.

If you buy all your goods of one house, or of only a few houses, and buy of them only once or twice a month, the matter is simplified; you have only to pay each bill, in turn, in ten or thirty days from its date, depending upon the terms of the cash discount. But a large proportion of jewelers handle a great variety of goods, and are obliged to buy them of a variety of houses; and in the course of a month, in the busy season, the bills may number fifty, representing a dozen or twenty houses.

Obviously, it would take too much of the jeweler's time, and involve too much trouble, to pay each bill within the best-discount time limit, as this would mean the drawing of fifty checks, possibly, in the course of a month. Therefore he "averages" the time, with the bills of each house, and sends a check for the lump sum, less the "average" discount.

But when does he send this check? Generally, when he "has time" to do it; or when he "has money." The average jeweler has no specified regular day to remit—the date is haphazard. But he should have an invariable day, and should hold to it religiously.

You, who are an exception, pay all your "ten-day" bills of June on the First of July, less the 10-day discount. The jobbers and manufacturers accept the settlement thankfully, although they favor you by so doing; as, if you bought a bill of, say, one dollar, on every day in the month, from one house, and paid it on the first day of the following month, the "average" age of the bills would not be ten days, but about fifteen days. But the saving of their time, in otherwise requiring them to send you a receipt daily, is a satisfactory offset to the slight loss of interest: they are sincere in their thanks for the monthly check.

But you have thirty-day, and sixty-day, and "net" bills, and "special" bills, on your file, as well as ten-day bills; and to pay all these bills (according to their varying terms) on the first of the month, at their respective maturities, may work a hardship either to you or to the seller; for a single thirty-day bill, dated the fifteenth of the month, must be either paid by you, under this rule, fifteen days before it is due, or fifteen days after. Besides, it may not be possible for you to accumulate enough funds conveniently to

pay all your bills on the first of the month. The suggestion, then, which we make, is to divide your pay-day. Settle on the Fifth and the Twentieth of each month.

Having established your pay days, you can buy a 30-day bill on the tenth of the month with notice to the seller of your dates for sending checks, so that he will not expect the payment before the Twentieth; or a 10-day bill on the Twentieth, and the seller will understand that it will not be paid before the Fifth of the month following. To establish a definite understanding of this sort will make a mutual pleasure in business for both parties in interest.

Of course, the dates named—the Fifth and Twentieth—are arbitrary, and two other dates may suit better, in your particular instance; as, for example, if your receipts are dependent on the day fixed as pay-day by the big factory in your town, or by the mines, or by the railroad. Where such peremptory factors are not involved, the Fifth and Twentieth will be found most suitable—for the Fifth gives time to check up the statements which come to you on the First from the houses which sell you, and the Twentieth is the equidistant date between two Fifths.

The A. D. 1900 Diary of S. Silverplate, Cheerful Jeweler.

VII.

His July Entries.

July 4.—Fiza, bang! The celebration of the Glorious Day is "on." The small boy's fire crackers are echoed by the large boy's spitting pistol; the patriotic enthusiasm of the elders, if it does not manifest itself in a "jag," takes expression in tramping behind a band and setting off all sorts of indefinite explosives. A crowd of sweltering patriots listens to the reading of the Declaration of Independence, wherein George III is so roundly denounced as to shut out any ambition his ghost might have for running for alderman in the Ninth Ward; the eagle screams in fervid speeches of political orators to perishing auditors. At night the heavens are lit with bursting rockets, and finally the merciful rain descends to wash the air of its gunpowder smells and fire-streaked murkiness. The small boy goes to bed with a souvenir of the occasion in a bandaged thumb. The country has testified to its early salvation, the eagle flaps his wings triumphant, and the Glorious Fourth is finally over.

Unhappy George III! He is very dead indeed, but the annual anathema against him goes on, notwithstanding, on every recurring July Fourth which witnesses the reading of the Declaration of Independence. Dreadful fate, that a king's sins should be punished for eternity on earth, in addition to that torment which Calvinists assure us goes on eternally beyond the earth for such wicked folk as the Declaration describes George III to be!

July 6.—This morning, at the conclusion of the Kansas City convention, the fifteen million sovereigns of the United States were given opportunity to debate in their minds, for four months, which one of two leading candidates should be their servant in the Presidential chair for the next four years. I make the prediction that this Presidential struggle will be the least disturbing to business of any in the history of national elections. Each one has faith in his own candidate, and the fact that there will be no resulting lethargy of trade, is gratifying to all alike.

When I was a beginner in the business I habitually kept quiet at election times, fearing that to vent my partisan beliefs would deprive me of the patronage of customers of opposite political faith. I have got over that timorous notion. I have found that one sacrifices no appreciable good will of the other side if he takes an active part in urging on the indifferent or the reasonable his own candid and confident beliefs—provided it is done without employing vitriolic abuse and intemperate personalities, and the arguments are delivered goodnaturedly. As each of us must believe that patriotism and good business alike stand behind the principles advocated by our own party, whichever it may be, I think that both patriotism and good business call upon us to speak out in behalf of the party.

It promises to be a unique campaign. If the Democrats confine themselves to a discussion of "imperialism," as the "paramount" issue, and the Republicans argue exclusively on the doctrine of unlimited silver coinage at 16 to 1, the world will see the funny spectacle of the two great political parties of America fighting back to back, instead of face to face. In that case, what a tremendous whacking of the air there will be!

July 27.—Yesterday was a scorcher. The few ladies who called at the store were in the wilting state, and we, behind the counter, were too limp, physically and mentally, to be good salesmen. An electric fan in the corner put only hot air into circulation, and did not relieve the humidity an iota. But that bright young clerk, Smithers, had an idea which he put into execution this morning, with my approval; and to-day customers remarked on the comfort of the store. He put a big block of ice in front of the electric fan, a little below its center. It was worth many times its cost, as a cooler and comforter.

The "Write-Up" in the Local Newspaper.

A troubled correspondent writes:

"In the July issue of your valuable magazine you told your readers of the waste of money in paying for 'write ups.' I have always believed, and in fact found, it profitable to have my store 'written up' in the local paper, and have cheerfully paid for such notices. Is my experience exceptional?"

This reader's experience is not exceptional, but we trust that his *eyesight* is. How can he have read so carelessly? If our correspondent will take the trouble to again turn to page 653 of the July *Keystone*, he will find there the warning to beware of the "false" write-up, printed in a newspaper got up for the purpose of defrauding, published at some metropolis but with no circulation whatever beyond the copies ordered by the victims who have been "written up" in it. It is singular that he could have read the article through and entirely missed its essential point.

The local "write-up," printed in the newspaper of the vicinage, with a bonafide circulation and a recognized standing, is entirely another matter; and our correspondent experienced the usual result of profit from the proper sort of "write-up" in its columns. As in such a form of advertising the editor assumes responsibility to the public for the merits of the stock whose virtues are lauded in his news columns, there can be no more potent form of advertisement, since the commendation is made by an *outside* authority and not by the merchant himself, and as such is relieved of any suspicion of prejudice.

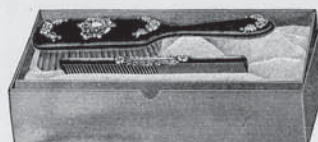
(Continued on page 759)



Ebonoid
TRADE MARK



Ebonoid IS NOT A STAIN OR POLISH, and will not soil the hands.
It is impervious to water, **AND WILL NOT CRACK OR WEAR OFF.**
EVERY PIECE IS WARRANTED.



Look for our
Trade-Mark

None genuine
unless stamped
with our
Trade-Mark



If you want to give your customers goods that you can guarantee, and also increase your Holiday business, **buy Ebonoid.**

Made in **Brushes, Mirrors, Manicure Articles, Tooth and Nail Brushes, Whisk Brooms, Ink Sets, Stationery Articles, Photo. Frames, Stand Mirrors, Clocks, Leather Traveling and Military Sets; also Toilet, Manicure and Shaving Sets.**

JOHN C. DOWD

J. C. DOWD & Co.

Manufacturers and Sole Owners of

475 Broadway

Ebonoid
TRADE MARK

NEW YORK

JAMES H. DOWD

LEONARD KROWER

Jewelers' Furnisher

—READY FOR THE FALL CAMPAIGN—

See our lines—your vote is ours.
Buy direct and your business benefits, as we are the authorized Wholesale Selling Agents for

Waltham and Elgin Watch Companies.
The Leading Watch Case Companies.

The New England Watch Company.

Ansonia, Seth Thomas, Ingraham, Welsh Clock Companies.
International Silver Company.

Importer of **DIAMONDS and NOVELTIES.**
Manufacturer of the very newest in **DIAMOND JEWELRY and RINGS.**

See our line of **BROOCHES**—over five hundred designs—they are made to **SELL.**
Do you need any **WATCHES?** ASCERTAIN OUR PRICES FIRST.

SAVE TIME, SAVE MONEY by buying at the nearest market.

122 Chartres St.,

NEW ORLEANS, LA.

Selection Packages sent on request

The "Write-Up" in the Local Newspaper.

(Continued from page 755.)

But it must be relieved of this "suspicion of prejudice" to be effective. If it is too flattering, it will create the doubt; if it is overdrawn, or exaggerated, in the statement as to quantity or variety of goods, or if the account of the personal merits and virtues of the merchant makes him a paragon, the public will smile and ask, "What did he pay to have it written?" Any such overdoing that excites the suspicion that the "write-up" was paid for, in cash or merchandise, defeats the purpose of this form of advertisement and makes a laughing-stock of the merchant who employs it.

A "write-up," to be effective, must seem to

be a voluntary performance on the part of the newspaper man in search of news; must be temperate in its admirations, and not "slop over"; must seem to be the gratuitous commendation of an observer whose comment is in line with his duty to the public as the public's source of news. If the jeweler can secure such a "write-up," now and then, it will prove a valuable adjunct to his own proclamations in the advertising columns; but if the public has reason to believe, from the fulsome character of the "write-up," that the advertising column extends over the editorial page, and a consideration is paid for the mention there of the jeweler's store, it loses much of its efficacy.

It is only in the smaller towns, and in local newspapers, that a "write-up" can now be se-

cured; for the metropolitan newspapers have generally abandoned the practice of writing-up (for a consideration) in the news columns. When any such advertisements now appear they are generally accompanied by the fatal "Ad.", or "S.", in the lower right-hand corner; and the inspiration of the "write-up" is thus revealed. Of course, when notice is given to any specially worthy window-display, or instance of mercantile enterprise, voluntarily, and the notice is not accompanied by the tell-tale "Ad." mark, the value of such mention is distinctly great.

Get a "write-up" whenever it is possible to do so, but do not have it written so flatteringly that the inspiration for it is "given away" to the reading public.

The Small Advertisement, in August.

A happy result can be secured in advertising by making use of local or national events to give point to the "ad." Such timely references attract attention to an advertisement that otherwise might pass unnoticed. "Local color" always stimulates local interest; the mention of coincident national or natural events carries with it a certain conviction, in the minds of readers, that you are "up to date," and not too much tied to dull conventions. At the same time care should be taken that the correlation of the "scare-head" to the merchandise be not strained in the effort of telling; the sequence should be easy and natural. Probably more real art is necessary, in making this consistent and logical transition from the external news to the specific application, than in any other sort of advertising formula.

In these August sample small ads. we shall try to show the right way to present this idea. Each reader will avail himself of his own "local color" to further his particular purposes, on the models herewith suggested.

On Being "Full"



Tonight (Aug. 13) the moon will be "full." While the moon's periodical "full" may furnish an object lesson to merchants, as an example, it serves us, also, as merchants. It is like us, in some ways, too—full of the best goods, bought at the lowest prices, full of price for the general public. At its best, it is our best selection; full of hope that you will bring your eyes here to see these goods of to have them repaired here that they may see. If spectacles will do it, full of determination to give the best value for the money, always, full of confidence in the outcome of our intention to keep Smithville trade in Smithville, in the jewelry line, by carrying a stock superior to any heretofore shown here, and at prices below those in the big city at the other end of the railroad.

Two Picnics in One!

Everybody and his girl are going to the big Methodist picnic to-morrow, and you will want to be "in it" with the swells who are wearing the fashionable "Dickens" vest chain. But you need not pay the "swell" price which these swells have to disgorge for their solid gold chains. I have exactly the same patterns as theirs, in a quality of Rolled Plate that will outwear the fashion, and which will pass for solid gold a dozen years from now. You will have a "picnic" in buying so much "style" for so little money, and the big picnic will be all the more enjoyable for the little personal one that preceded it.



Will Billy G. beat Rex to-morrow?

If you go to the races you ought to carry one of those excellent Nickel Horse Timers of which I am selling so many to the entire satisfaction of every buyer. The price, \$5.00, is no indication of their value; for they "time" to the fifth of a second, as accurately as an elaborate chronograph costing twenty times as much. They are really good. If you drive a good horse yourself they will come handy in speeding him. Try one! Try one!

95° in the Shade and still a-heatin'!

Measure your misery by one of our THERMOMETERS! 25 cents to \$2.00.

Will you help me to celebrate my Birthday?

August 25 is the anniversary of my birthday—don't insist on knowing what anniversary, if you please, but take it for granted that it is not my sixteenth, my spectacles, and the best of gray in my hair, will direct you from the mistake of guessing "sweet sixteen."

Will you help me celebrate? I am not accepting presents, on this birthday, but giving them. I intend giving ten per cent. of the regular price of everything in the store for this day only, to commemorate the occasion. I intend that everybody in town who has a want in my line of goods shall be given the opportunity to "celebrate" with me.

Will you help me celebrate?

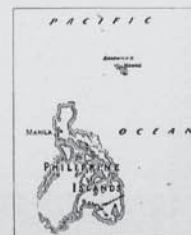
EXPANSION

This day (Aug. 13) is the anniversary of the surrender of Manila, in 1898.

The nations are watching our progress in acquiring a foothold in the East.

While we are Republicans we concur in the sentiment of Democracy that this nation needs "watching"—insofar as it applies to the citizens of Smithville.

We are prepared to "watch" our fellow-citizens, whatever their political proclivities. Watches from \$2.50 to \$250.00.



TIME

is money. Why waste it sending your watch orders where they cannot be filled? Send them to us, and we will guarantee they will be filled. Write us and see what this means. Do not be influenced by discounts alone. Discounts do not always mean delivery. Be sure you get the movements that you order. We have the watches and the "scarce" movements too.

**EISENSTADT
M'F'G. CO.
ST. LOUIS**



Just What the Harvest will be

Cannot always be accurately predicted.
Sometimes 'tis more, sometimes 'tis less.

From what we DO KNOW about

WATCHES

(We are not Makers, but we are Buyers and we are Sellers)

ELGINS, WALTHAMS, HOWARDS AND HAMILTONS

We have it right when we tell you that for the balance of this year there will not be enough to go around.

As always, he who thinks and acts promptly will fare better than he who says "No Hurry."

We reiterate, **NO BETTER BASE OF SUPPLY** than

C. G. ALFORD & CO.

192 Broadway (Corbin Building), New York City, N.Y.

August, 1900.

St. Louis Letter.

There can no longer be a doubt that the Southern States have entered an era of development and progress that must in the near future, bring them abreast of the most favored sections of the country. This is particularly true of the Southeastern States, where energy, enterprise and thrift have supplanted old-time conditions and brought the merchant, the farmer and the working man to a degree of prosperity and contentment, that even a decade ago would not have been deemed possible. New life, new methods and a better understanding of local requirements have wrought magical changes in a comparatively brief time. Were proof needed to support these assertions, a simple inspection of the field would suffice—but the facts as stated will remain unchallenged.

St. Louis looks quite itself again. Visitors to the city will find everything running along as usual. Business is active, clearing house footings are ahead of last year, and the hum of industry, fully employed, is heard on every side. The order of the city has returned to the normal standard. St. Louis is in excellent shape for the late summer and fall trade, and the advantages it offers need only examination to be pronounced unequalled. By every test of figures this has been a year of prosperity in St. Louis.

While speaking of present business conditions, Morris Eisenstadt, of Eisenstadt Manufacturing Co., said: "A gratifying sign of the times is the tendency of manufacturers everywhere to curtail production. I am speaking now of the great staple lines of commerce. It is generally realized that the manufacturing capacity of the country has been increased far beyond the ability of the people to consume. The tremendous increase in the exports of manufacturers is, of course, a magnificent thing, but it is unreasonable to expect that we can go on indefinitely multiplying our capacity to produce without accumulating a surplus. It is fortunate that operations were checked before serious overproduction resulted. In our own trade it is easy to discover that no overproduction exists. The stocks of watches, diamonds and jewelry are not burdensome and the demand continues large, especially in watches."

"The political campaign will soon be at its height," said president Otto Pfeffer, of the St. Louis Clock and Silverware Co. "Both of the national political parties have held their conventions, nominated their candidates, uttered their platforms, and the campaign is in progress. But I am glad to see that it is not generally considered that politics will have as much effect on business this year as it is usual during the presidential canvass. Issues that are dangerous to the business interests of the country seem to have been practically eliminated. We believe the present position is one of satisfaction to the business interests of the country, since nothing is likely to occur which the average business man can object to."

The *Glade Democrat* thus sensibly remarks: "As soon as St. Louis gets through with the strike, which has been a prolonged lesson in destructive forces, inflicting loss on every class and interest, the community will rejoice to devote its thought, time and energy to the movements that build up, benefit all branches of society and aid the city in its onward march. Between the notions 'We Build' and 'We Destroy,' the choice is not in the slightest doubt. St. Louis has had three years of arduous work, in which the whole civilized world is interested, and in whose successful performance the reputation of the city is at stake. The complete restoration of order, a full acknowledgment of the rights of every citizen and a firm support of the law are the first essentials toward united public action. Up to this time the World's Fair has advanced even faster than was expected. The popular subscription is nearly made up, and the government appropriation is assured." Here is the subject to occupy the vigorous, healthful thought and effort of this great central city.

At the meeting of the creditors of the E. Jaccard Jewelry Co., held in this city recently at the office of Walter D. Coles, the referee in bankruptcy, Joseph Werne, the present receiver for that concern, was appointed trustee for the creditors, and his bond increased from \$100,000 to \$250,000, which was promptly furnished. Mr. Werne made his report to the United States Court Saturday, and the reappraisal of the stock is made, which will be soon, its disposition and the future plans of the establishment will be decided upon.

W. F. Kemper and Albert Mauch returned the early part of last month from their Eastern trip and report a pleasant outing. They were delegates to the National Turnfest, which met at Philadelphia this year.

All the violence that has occurred in St. Louis in the last two months has been descriptively telegraphed to every corner of the country in the form of a daily summary, and the impressions made elsewhere is that citizens here have witnessed a continuous pandemonium. The truth is had enough, but the mob proceedings have not been concentrated as they are in the dispatches. Visitors who came here to see rioting, returned from their excursions unsatisfied. They found street railway lines, with one exception, running with light loads, and noticed many improved vehicles for passengers, but moved about all day without viewing a disturbance of any kind. The resemblance to a social revolution has existed only in the imagination of careless or reckless correspondents.

W. E. Wilson, of Navasota, Texas, spent several days in this market last month selecting goods for the home store. The big street car strike is now a thing of the past. The police department was of little use in quelling it and was poorly managed from the start. Of course, politics



Corporal Fred Drost, of Company B.

was at the bottom of these conditions. Not until the Sheriff's posse comitatus was formed were the disturbances brought to a stop. The jewelry trade was well and ably represented in the posse which did excellent work. Among those who were most prominent in this service was Fred W. Drost, the well-known retail jeweler at Seventh and Pine Streets, whose portrait we give herewith. "Corporal" Drost was in command of a squad from Company "B," and did valiant service. Other gentlemen of the trade who were sworn in for this service were John L. Phelps, of the Merrick, Walsh & Phelps Co.; Goodman King, W. J. McKenna and F. A. Worcester, of the Mermel & Jaccard Co., and Robert Feikert. There is the usual heavy traffic on the east and west bound cars, but the stockkeepers and their friends in the north and south ends of town are fighting the inevitable by boycotting the cars. They have been riding in wagons of all descriptions, but some of the "sympathizers" running wagons have been objecting to the cut in rates from ten to five cents. Let us hope that this strike unpleasantness will be entirely over before another month passes on.

Frank Hirschle, the well-known retail jeweler of Cincinnati, August Kurtzberg, of A. Kurtzberg & Sons, this city, and H. H. Merrick, of the Merrick, Walsh & Phelps Co., also of this city, were appointed by referee Coles as appraisers of the stock of the E. Jaccard Jewelry Co., bankrupt. They have finished their work, and the magnificent stock and business is now offered for sale to the highest bidder. This is the oldest retail store in the West. It was established seventy-one years ago by the late Eugene Jaccard.

The traveling representatives of the wholesale houses have without exception started out on their early fall trips, and are already sending in fairly good reports. They write encouragingly about fall trade among the retail dealers, and say that crops generally are turning out better than was expected. The apple crop as well as other fruits are most promising, in fact, were never better.

The regular meeting of the board of directors of the Retail Jewelers' Association of Missouri, took place July 18th. The annual outing of the Retail Jewelers' Association will take place on August 19th. The attraction this year will be a fish fry at a point about five miles north of Alton, Ill. The entertainment committee is composed of the following gentlemen: Herman Mauch, chairman; W. F. Kemper, F. W. Hirschle, Otto G. Steiner and Gerhart Eckhardt. They propose to make this the most pleasant event the association has ever had.

Jeweler Amos Plank, of Hutchinson, Kans., was a welcome visiting buyer in this market recently.

The Interstate Merchants' Association have published a schedule of dates of their excursions. They have sent out some fifty thousand circulars to merchants in the West and Southwest, offering rates of one and one-third for round trip, the tickets being good until September 15th.

W. A. Hurst, of Jefferson City, Mo., was in St. Louis last month on a purchasing trip.

G. A. Pfeiffer, of Greenville, Texas, was here for several days last month buying goods for the home store. John Kestling, of St. Genevieve, Mo., was a visiting buyer in this market last month.

Jeweler Joseph Koen, of Austin, Texas, was a visiting buyer in this market last month.

C. C. Prather, of Meadville, Mo., was a trade caller here last month.

Arthur Clark is the new manager of the tool and material department at the L. Bauman Jewelry Co. Mr. Clark comes from Kansas City, where he was connected with the house of J. A. Norton & Son for a number of years.

The retail jewelers and opticians of the West, Southwest and South, have an opportunity for making a big year of business and profit in this closing year of the century than which none better could be asked. Mother Nature is lending her strong hand to the favors which are being showered upon the great interior of the United States—she has both given and withheld in such a manner that the extent of riches which will be gathered this year will be almost immeasurable. Cotton will bring ten cents as surely as the falls burst, for the production will be far below the needs of the mills; the prospects for dollar wheat are now very bright; corn and oats are bound to keep away up on the high-side mark; cattle and hogs are fetching altogether more satisfactory prices to the farmer than for years. Back of all this certainty of high prices is that other certainty that the farmer, who is the great consumer of the interior, has money in the bank and an independence of conditions which he has never known before. The eyes of the East are turned Westward and Southward to note their attitude and financial promise, and cotton, cattle and corn are again going to be the mightiest influence in the coming year's commercial transactions. The fertile prairies, the plantations and the ranges will draw and distribute the amount of money that will decide whether the next year is to be denominated prosperous. The West, Southwest and South make prosperity for themselves from their great fields, and the East is watching closely in order to share in the proceeds. The retailer who works will get his full share of this fine business—the retailer who waits will not.

"I cannot suggest anything that would increase The Keystone, and I would very much of any journalist being able to do so. It is in its entirety a sea of information and I am with equal delight throughout."—C. H. Kirtell, jeweler, Dublin, Ga.

The Jewelers' League of New York.

At the regular monthly meeting of the executive committee of the Jewelers' League, held on July 6th, of the following applicants were admitted to membership: T. R. P. Elshenius, New York City, recommended by H. G. Elshenius and N. T. Washbourne; E. S. Foreman, New York City, recommended by F. E. Knight and L. A. Miller; J. Aschelin, New York City, recommended by F. E. Knight and L. A. Miller; Z. M. Vineberg, Englewood, N. J., recommended by H. H. Batts and L. A. Miller; M. T. Hors, Brooklyn, N. Y., recommended by D. W. Lapham and L. A. Miller; W. T. Hoyt, New York City, recommended by F. E. Knight and L. A. Miller; W. C. Dolan, North Attleboro, Mass., recommended by C. Dolan and J. E. Bolton; G. A. Simmons, North Attleboro, Mass., recommended by C. Dolan and J. E. Bolton.

The next meeting will be held August 3, 1900.

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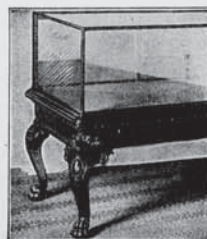
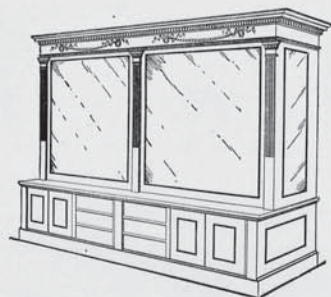
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MANUFACTURERS OF

STRICTLY HIGH-GRADE
Jewelry Fixtures

THIS IS OUR SMALL MOULDING STEEL-LINED SHOW CASE



If you contemplate purchasing a jewelry outfit write us, as we may be able to interest you. Or, if you expect to remodel your store, we would be pleased to submit estimate.

We make a specialty of manufacturing strictly high-grade jewelry fixtures of the most modern type in design and construction with latest improvements for electric lights, etc., and ask that you correspond with us if in need of anything in our line. **We manufacture an all-glass show case, the latest and best on the market.**

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WE CHALLENGE THE WORLD TO PRODUCE ITS EQUAL
Send floor plan with particulars.

AUGUST, 1900

THE KEYSTONE

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POINTS ABOUT TRAVELING MEN



F. G. Burgess, representing the Standard Optical Co., Geneva, N. Y., has started out on his first fall trip, visiting the jobbing trade in the large Eastern cities. Of course, his new line contains some new and desirable samples that F. G. is well qualified to show to the best advantage.

Max Noel, the great American jollier, was drifting around among the electric light points down on the Eastern seaboard the early part of last month enjoying life as only Max can. He returned to Chicago the middle of last month, and is now out among his trade displaying the new fall lines of the Stein & Ellbogen Co.

L. Miller, who travels for the Schroder Clock Co., of Cincinnati, is now out among his customers with his new fall lines.

C. C. Colter, who is well-known to the jewelry trade in the West, will continue to represent the Rockford Silver Plate Co. in Illinois, Indiana, Kentucky, Tennessee, and will work as far West as the Oklahoma section. C. J. Taggart will cover Iowa, Missouri, Kansas and Nebraska for the same company. E. C. Mench will work North and South Dakota, Minnesota and Wisconsin for the Rockford people. J. C. Dallas will represent them in Michigan, Ohio, Western Pennsylvania and West Virginia. M. B. Brown looks after the Southern trade for them from the Carolinas to Texas, and W. E. Graves cares for the Coast trade and the Pacific Northwest for the Rockford Co., with office and show rooms at 220 Sutter Street, San Francisco. S. W. Smith, 46 West Broadway, New York, so favorably known to the cat glass trade in the metropolis, cares for the Rockford Co.'s interests in New York City.

J. A. Patterson, who represents the Hamilton Watch Co., the Geneva Optical Co. and the Crescent Ring Co. in the territory west of the Mississippi, was met in Chicago last month on his way West. He thinks he will have the trade of his life this fall and was hot on the trail of it.

R. W. Barlow, the veteran and popular salesman for C. H. Knights & Co., spent his vacation at his home in Chicago this year. He is again on the warpath for trade, and it goes without question that he will get his share of business if anybody does.

William Ratray, who travels in the Rocky Mountain territory for B. F. Norris, Allister & Co., took an early start last month for the West, and will cover his entire territory ere he returns to Chicago again.

Clarence Myers, Northwestern representative for Benj. Allen & Co., Chicago, was married July 5th at Dwight, Ill., to a young lady of that city.

Fred C. Strang, Ohio and Indiana traveler for B. F. Norris, Allister & Co., Chicago, spent a part of last month at headquarters getting ready for the fall campaign. Mr. Strang is now out among his trade and rounding up some good business.

Max Gluck, Iowa and Nebraska traveler for Otto Young & Co., spent most of his vacation last month visiting his old Missouri home. He also visited his parents at Dodge City, Kans. Mr. Gluck is again out in his territory showing up his new fall line with good success.

Fred. Bross, who travels in Southern Missouri, Southern Illinois and Northern Arkansas, for the L. Bauman Jewelry Co., is a popular man, a good salesman, and is a trade-getter from the ground up. He was seen at headquarters last month, and remarked that he had no kick coming over his spring business, and did not expect anything but a good fall business.

A. H. Vivian, in Colorado, Utah and Wyoming for Benj. Allen & Co., spent a most enjoyable vacation among Michigan and Canadian resorts last month returning to headquarters feeling fine and enthusiastic for the fall trade battle.

Frank L. Murray, Northern Iowa and Northern Nebraska traveler for Benj. Allen & Co., spent a very enjoyable vacation last month in company with his family at Mackinac, the well-known Northern resort.

H. M. Hubbard, Southwestern traveler for the St. Louis Clock and Silverware Co., was at headquarters last month getting his new lines ready for his early fall trip. He left St. Louis late in July, and is now among his trade with the slickest line he has ever shown.

Ray Holt will call on the trade in Northern Ohio and Michigan for the Queen City Silver Co., of Cincinnati. Mr. Holt has already started out on his fall campaign of order getting.

Arthur Rinkenberger, of the house force of A. C. Becken, has gone on the road for this firm, and will cover the Western territory.

Ed. Jamison, with J. W. Forsinger, of Chicago, has just returned to headquarters after a month's outing in a trip down the St. Lawrence.

H. C. Schramm, of the Schrader-Wittstein Co., spent a very enjoyable vacation in the East, and came back to Chicago the middle of last month feeling in high feather for the fall trade campaign. He left headquarters in a few days, and is now out pushing the "Eagle" line.

L. J. Weiler, Missouri traveler for the Bauman-Massa Co., St. Louis, started out last month for his territory feeling in high spirits over prospects for fall trade in his section.

J. T. Wells, whose portrait is here shown, represents Leys, Christie & Co., of New York, in the Northwest. He previously traveled for Holmes & Edwards, and is an experienced, accomplished and successful salesman. Amiable, quick-witted and brilliant, he is a great favorite with the jewelers. He is at present showing the firm's big line to the trade on the Pacific Coast and reports a good business and bright prospects in that section.

W. H. Hamill represents Leys, Christie & Co., of New York, in the Middle States. He is son of H. C. Hamill, jeweler, of Marquette, Mich. He went on the road several years ago for Leys, Trout & Co., and after the change in the firm he remained with Leys, Christie & Co. He is only twenty-eight years old, and is a very personification of energy.

He has all the qualifications of the thorough salesman, and enjoys a very extensive acquaintanceship with the trade.

Arthur J. Perry, the well-known salesman who covers the Northwest territory for Lapp & Flenheim, of Chicago, enjoyed his vacation last month among the Wisconsin lakes. He reports fine fishing, and can now relate some fish stories that are not of the ordinary. Mr. Perry has already started out on an extended Western trip in the interests of his house.

C. A. Garlick, with the Schrader-Wittstein Co., Chicago, returned last month from an outing spent doing the Eastern seashore resorts. Charles is of the opinion that the East is a good place to go for a vacation, but for business and pleasure combined he will take one West every time.

A. I. Mayer, the Pacific Coast representative of the American Spectacle Co., New York, has just started for San Francisco. He will make a tour of California and the other Coast States before his return East.

Joe Crawford, Iowa, Kansas, Colorado and Nebraska representative for C. H. Knights & Co., Chicago, is already out in his territory sending in good business. Joe tells us that his new fall lines are the finest he has ever shown.

W. F. Wilmes, the well-known Missouri, Kansas and Oklahoma traveler for the Bauman-Massa Jewelry Co., St. Louis, took an early start on his fall campaign, leaving headquarters the first week in July.

Roy Cram, Southern Iowa and Southern Nebraska traveler for Benj. Allen & Co., Chicago, spent a most enjoyable vacation on the lakes during a part of last month.

Jack Adler, the New York ring man, will see his Western friends this month with a little the finest line he has ever had the pleasure of showing them.

Henry Urner will see the Southern trade for the Queen City Silver Co., of Cincinnati. He is already out among the trade of that section with the new fall lines of this company.

Mart Coe, Northwestern traveler for C. H. Knights & Co., is now out among his customers with his new fall line, and is doing a fine business.

Carl Weibezahn, whose picture appears in the accompanying illustration, is the bright and pleasing Northwestern representative of A. C. Becken, the Chicago jobber. Mr. Weibezahn is still quite a young man, although he has had considerable experience in business. As a salesman he has been unusually successful, and is alike well thought of by his trade and his employer. He attributes not a little of his success to a careful study of THE KEYSTONE, of which he is a warm admirer. Mr. Weibezahn is a student, and therefore a great reader, which makes him an interesting and ready conversationalist. His career, since he began the life of a traveling salesman, is an excellent example of the opportunities presented by the road to progressive and active men. This notice would hardly be complete without mentioning Mr. Weibezahn's marriage to Miss Bertha Ludeke, of St. Peter, Minn., which is announced for July 31st. THE KEYSTONE joins with his many friends in the trade in wishing he and his bride all sorts of good luck.

Emil Despres, of H. F. Hahn & Co., Chicago, spent his vacation taking things easy around the Western metropolis last month. He is now out among his trade hustling for business, and will be from now until the holidays.

Charles Swigart, of E. J. Swigart, Cincinnati, is one of the steady, quiet workers of the profession, who does a good business, but makes but little noise about it.

George L. Lowe, representing the Jennings Bros. Mfg. Co., of Bridgeport, Conn., starts out on his fall trip July 9th, traveling in the upper peninsula of Michigan, Wisconsin, Minnesota, Northern Illinois and North and South Dakota.

Mark Eisenman, Southern traveler for the L. Bauman Jewelry Co., St. Louis, took a comparatively new man in the jewelry line, is making friends and business wherever he goes. Mr. Eisenman left headquarters last month for an extended trip over his territory.

Monte Gluck, far Western traveler for Otto Young & Co., spent his vacation in Chicago last month. He is again out in his territory, and left headquarters enthusiastic over the outlook for fall trade.

"Farmer" Ingraham and "Happy" Villmore, well-known and popular travelers for J. A. Norton & Son, Kansas City, are again out in their respective territories after their summer vacations, hustling for fall business.

Joe Friede, Southern traveler for the Eisenstadt Manufacturing Co., St. Louis, is one of the real successful men of the profession. He is a general salesman of the kind that wins and holds trade, and takes an active interest in all departments of business life.

Fred. Gaines, "the tall young man from Indiana" who represents M. F. Burger & Co., of Chicago, in the Northwest, left headquarters for his early fall trip the last of July. He expects to cover this territory regularly for the above house.

Tom Hoefler, the veteran traveler for M. A. Mead & Co., spent his vacation in Chicago last month. The young man, however, is again on the road fighting the battles of trade in the same winning and winsome way as of old.

Frank C. Shinn, for the past two years with J. H. Purdy & Co., Chicago, as traveling salesman in the Northwest and other surrounding territory, has resigned his position with this firm and accepted a similar one with a prominent New York house, making Chicago his headquarters.

Steve Bridges, of H. F. Hahn & Co., Chicago, enjoyed a pleasant vacation last month among the lake resorts of Northern Michigan.

The Burkey Cash Jewelry Co. is a new wholesale house recently opened up for business at Detroit, Mich. Their traveling force is made up of the following gentlemen: Ed. P. Goubling, formerly in the retail jewelry business at Alton, Ill.; Wm. H. Horton, formerly on the road for F. A. Drexel, of Detroit; and M. E. Rowley, formerly Western traveler for F. L. Sheppardson & Co., the Attleboro manufacturers.

R. B. Truesdale, the well and favorably known Ohio and Indiana traveler for Benj. Allen & Co., spent his vacation last month on his fruit farm near his home in Effingham, Ill. Mr. Truesdale is a successful fruit raiser as well as a successful salesman.

"Lest You Forget"

The Gentlemen who represent us in your locality, we take pleasure in presenting them to you. If you have never met them, you ought to. We are proud of them.



They are now on the road doing their part in ushering in the mighty tidal wave of prosperity sure to come to all up-to-date jewelers.

Look for them. They will call on you in due time with the largest Fall stock we ever exhibited. Our line of K.E. Rings is unsurpassed. It is replete in the many new designs which we claim are the finest and most original we have ever produced. It is worth something to you, to "BUY OF THE MAKER," to save the middle man's profits, and to handle a line of rings sold only to the legitimate jewelry trade.

The above gentlemen will also show you our mammoth line of jewelry, gold and gold filled watch cases, Waltham and Elgin movements, and the complete New England line of watches, of which we are distributing agents.

They know the whole story and will, we are sure, entertain you satisfactorily.

KING & EISELE } MANUFACTURING JEWELERS
14-20 N. Division St., BUFFALO, N.Y.

The Mechanic: the Poet: the Gentleman.

BY JOHN TWEEZER.

I like Gerald Stanley Lee's definition of the true gentleman: "A man who loves his work." And the words describe the true poet, as well. The man who loves his work is a poet because he expresses delight in that work; is a gentleman because his delight in that work makes him the one infallibly overpaid man, however meager his pay, makes him master of the world, however insignificant the character of his work, makes him his own employer, however many men are over him. For when a man puts his passions into his work, receiving from it that thrill and exaltation of a mastering delight which is the soul's echo of an earnest purpose, he is more truly a poet than any scribbler of rhymes that ever lived; more truly a gentleman than the exquisite whose efforts end in knowledge of the conventions of polite society and the practice of "the proper thing." The man who loves his work is the literal aristocrat.

There are more gentlemen behind lathes to-day than there are teaching in high schools. There are more poets running engines than there are writing verses for magazines. And while every mechanic is not a gentleman (for some would rather be preachers or doctors), more are not gentlemen who are in the professions or the arts, because they are not doing the thing they were born to do, do not honor and respect that thing, and do not compel others to respect it. The gentleman and poet is he who makes of his work a part of his ideals, and has his work fulfil or express to him what it should express.

The inventor is a poet of the first order. The materials of his machine are prose indeed, but the machine itself is a poem to him. It is the expression of his passion, the melody of his thought. When Peter Hele, in the old city of Nuremberg, had completed the first watch, who can doubt that at the moment when he realized the success of his patient efforts "a chord was touched in him that was strange and deep and soft as from out Eternity" with the melody that Dante knew and Shakespeare knew—the same song that has vibrated in pride and joy through the hearts of the great creators from the beginning of the world.

To me the most poetic figure in the world is the engineer of a locomotive—poetic, not only in imaginative appeal, in the showing of the powers of man over inert material Nature, but also in the potentialities of exaltation which must come to the engineer himself who is in love with his work, and the certain revelation to himself of his entire fitness to be classed with the first gentlemen and supreme poets of all time. His is a life of heroic splendor, of unparalleled expressiveness. He has his hold upon the breath of his ideal, and when he wills finds his ideal responsive. When with a single touch he sends a thousand tons of steel across the earth as an empty wind would fly, or as a pigeon swings, or as a cloud sets sail in the west, and thunders down the edge of the world through the night into the dawn, he is a poet though he cannot frame a rhyme; for the cloud of steam, and the rush, and the far-look in his eyes, are the words of his soul's song. The train is the voice of his heart. He speaks his verse in reverberating echoes to the hills, and to the flocks in the fields and the birds in the air, and to buds and blossoms and rocks and trees; and the verse tells that the might of man has passed that way. The poetry is made intelligible because love of the work is in the unlettered poet.

The engineer, the enthusiastic mechanic of every sort, is writing a new gospel for the heathen world of Christians—to the poor, pitiful, matter-despising souls of those who never gaze into the heart of God. The day is passing when indifferent and loveless work in any field of labor will be tolerated; when anyone will dare assume a superiority of the fine arts over the mechanical arts, if each is followed by disciples who love their respective vocations. As long as more preachers are willing to go into life insurance than locomotive engineers are found willing to leave their engines, inspirations shall be looked for more in engine cabs than in pulpits—the vestibule train will carry deeper convictions than the sermon. So long as men are more creative and godlike in engines than they are in sermons, men will listen to the engines.

The Origin of Some Popular Phrases.

A great deal of curious history is wrapped up in some of the familiar phrases that we hear every day.

To "haul a man over the coals" refers to a period in the twelfth century when feudal barons extracted money from the Jews by suspending them over a slow fire until they paid a ransom. Similarly, "in spite of one's teeth" dates back to the time of King John of England, when that odious tyrant pulled one tooth daily from a worthy Jew until eight were drawn, when the victim revealed his hidden treasure.

"To sleep like a top" is a common, but perfectly absurd, quotation. It is a corruption of the French phrase, "dormir comme une taupe"—that is, to sleep like a mole; which is a rational comparison.

"Just the cheese" is from the Orient. "Cheese" is a corruption of *chers*, Hindoostanee for thing.

To see a thing through "to the bitter end," refers, originally, to the end of a ship's cable fastened to the "bits." The other end is fastened to the anchor. When the cable is out to "the bitter end" it is all out; the extremity has come.

"Stealing another man's thunder" dates back to Queen Anne's time. John Dennis wrote a tragedy and invented for it a stage "thunder." A rival stole the machinery and used it for a night—hence the phrase.

"Going the whole hog," generally supposed to be of American origin, is of Hibernian coinage. Before 1825 the silver shilling in Ireland was equivalent to thirteen pence, or one penny more than the English one. The Irish shilling was sometimes called a "thirteen," sometimes a "hog." When an Irishman, not chary of expense, spent an entire shilling in entertaining a friend, he was said to "go the whole hog."

Tweezersisms.

The only way to convince a fool of his error is to let him have his own way.

The folks who have nothing to tell do most of the talking.

The luxuries of life give employment to a larger number of workers than the necessities.

The seeming wisest man is he who can best hide his ignorance.

Adversity is an angel with a cold smile.

We strive to accumulate money not so much for the purpose of satisfying wants as for creating them.

Humility pays. It is more profitable to let ten men believe they are above you than to make one think you are above him.

Silence makes few blunders.

The wickedest man respects virtue for the protection it affords him.

It is difficult to entirely love a man who has no faults.

One may pray for success and get it; but one is more certain of securing it if he demands it. The next best thing to winning success is deserving it.

Our imaginations are near-sighted. We give more attention to a mysterious little hole in the ground at our feet than to the starry heavens.

Slander is something like a tin kettle tied to a dog's tail—we get lots of fun out of the kettle, unless the dog is our own.

A swamp is Nature in a lazy mood.

Cunning is dishonest wisdom.

Six per cent. works nights, Sundays and wet days.

Ceremony is the necessity of fools; good breeding is the luxury of the wise.

Avarice is a graveyard that takes all it can get and gives nothing back.

Politeness is always agreeable, but is sometimes open to a suspicion; as, for instance, in an undertaker, when addressing a man very ill.

Credit is like chastity in this—it can stand temptation better than it can stand suspicion.

The two human buzzards, a miser and a glutton, have this difference in their practices—one hides his store, the other stores his hide.

How much pleasanter it is to be endorsing large checks for deposit in one's bank than to be sitting before a pile of unpaid bills and thinking how much pleasanter it would be to endorse large checks for deposit in one's bank. (This is written to be shown to Mrs. Tweezer, as proof of my need to get away on a vacation, "for rest and change of scene." J. T.)

Two shall be born the whole wide world apart,
And speak in different tongues, and have no thought
Each of the other's being, and no heart;
Yet these of us unknown unto each other's hands
Shall cross; escaping wreck, defying death,
And all unconsciously shape every act.
And bend each wandering step unto this end,
That one day out of darkness they shall meet,
And read life's meaning in each other's eyes.
And two shall walk some narrow way of life
No closely side by side, that should one turn
Ever so little space to left or right,
They needs must meet, and acknowledge face to face;
Yet those with groping hands that never clasp,
With wistful eyes that never meet, and lips
Calling in vain on ears that never hear,
Shall wander all their weary days unknown
And die unmet. And this is Fate.
—GEO. MARY SPENCING.

CINCINNATI

The greatness of Cincinnati is built upon the integrity, thrift and enterprise of a progressive commercial citizenship, aided by her incomparable location in the center of a vast, rich territory that is rapidly developing. Cincinnati is distinctly a manufacturing city, taking high rank as a producer of safes, iron pipes, furniture and hardwoods. There are immense factories engaged in iron and woodworking. Among the leading products are cabinets, cigar boxes, vehicles, veneering, school books, pumping and laundry machinery and machine tools. The clothing, shoe, paper, tobacco, hop and general wholesale interests are large. In the jewelry and kindred lines Cincinnati ranks as one of the leading cities in the United States as a distributing point. Her wholesale houses claim for her the distinction of being the lowest-priced jewelry market in the United States. There is no question about it—it will pay you to buy in Cincinnati.

Wholesale and Manufacturing Firms Who Cater to Modern Wants

JOS. NOTERMAN & CO. MANUFACTURING JEWELERS AND IMPORTERS OF DIAMONDS

509-511-513 RACE STREET, CINCINNATI

SPECIAL MANUFACTURES
FOR THE RETAIL JEWELER

Medals, Class Pins,
Emblem Goods,
Diamond Mountings,
Order Work of Any Kind

Fine Diamond Work a Specialty

Silver Plated
Hollowware

QUEEN
CITY
SILVER
CO.
Cincinnati

Hollowware
Gold Plated

WE OFFER A SUPERIOR ASSORTMENT OF NEW DESIGNS FOR THIS FALL'S TRADE

Oskamp, Notting & Co.
Wholesale Jewelers
Diamond Importers
Optical Manufacturers
Cincinnati, Ohio
Largest stock and biggest variety to select from.
HEADQUARTERS FOR OPTICAL GOODS.

DORST & CO.
The Special Manufacturing Jewelers
for the Retail Trade
We make a Specialty of all kinds of
Ordered Work and Repairing.
LION BUILDING, B. E. COR. FIFTH & ELM STS., CINCINNATI

ALBERT BROS.
WHOLESALE DEALERS IN WATCHES, DIAMONDS AND JEWELRY
N. E. COR. FOURTH & PLUM STS., CINCINNATI, OHIO

Sweep Smelters
and
Assayers

Cincinnati Gold and Silver Refining Co.
523 Elm Street, CINCINNATI, OHIO

Our Patent "JEWELERS' HANDWASH TANK"
effectually solves the problem—how to save ALL the GOLD from jewelers' wash water. We put them in for Manufacturing Jewelers on trial at our own risk until they have proved their worth. Write for particulars and testimonials.

Distributing Jobbers for the following well-known lines:
New England Watch Co.'s Watches,
Rogers' 1847 Flatware,
Ingraham and Ansonia Clocks.

We pay expressage on all
shipments of Gold and Silver
sent us, and should our offer
not prove satisfactory, we will
return the consignment intact.

Cincinnati Letter.

There are few new features in the jewelry trade in Cincinnati the past month upon which to make a comment. Neither jobbers nor dealers seem to be selling large quantities of any one line or any one article. Scarce goods in watch movements are still "scarce" among our wholesalers. The frugal retailer is still buying for immediate wants, though it can also be said that some of our traveling salesmen are selling some pretty fair bills on the road. Our wholesale people say that when the returns are all in for July the month will average up ahead of the same month a year ago. From travelers' reports it is seen that some are very sanguine as to the fall trade, and expect it to be uncommonly large. Even the most conservative representatives believe that it will be fully up to the good trade of last fall.

With but few exceptions the travelers for our local jobbing jewelry houses are now all out on their early fall trips. There seems to be a variety of reports from the salesmen—some are doing a nice business, others report trade as being quiet. The general opinion, however, is that the business that is being done is ahead of that of last season at this time. The travelers report a good feeling among the trade, and that the outlook for the late fall and holiday business was never better.

No part of this country can show more substantial promise made within recent years and none holds a richer prospect of prosperity and progress in the years to come than that section of the United States usually designated "the South." Including in that term thirteen States and two territories, the South has an area of 864,000 square miles, or more than double that of France and Germany combined, and a population of about 25,000,000 souls. Within this great region are found natural resources of the most rich and varied character, the development of which can be said to have only just begun. The South, practically, is a new country in that respect, with its future all before it. Its development began only about twenty-five years ago. As is pointed out by that able exponent of Southern industries, *The Traveller*, of Chattanooga, the mineral deposits of the South are inexhaustible. The coal area is 55,370 square miles in extent, and iron ore of about equal extent is found everywhere coterminous with the coal measures. In the little State of West Virginia, for instance, there is claimed to be more coal than England, Scotland and Wales ever contained, while Tennessee and Alabama can be made capable of producing between them nearly as much as Great Britain gets out of her mines each year. The three States of Alabama, Tennessee and Virginia may, in the time to come, and they probably will, make 10,000,000 tons of pig iron annually and finish a great part of it into merchantable steel and iron. In short, there is every indication that the Southern coal and iron field can, and some day probably will, raise more coal and smelt more iron in a year than the output of the whole country in 1900. Moreover, the South, as a producer of raw cotton, has no rival—more than three-fourths of the world's entire cotton crop coming from the Southern fields; and this production can be immensely increased, if necessary, without infringing on the corn, wheat and other agricultural yields. To work up the raw material new cotton mills are springing up rapidly in the Carolinas and elsewhere, indicating that the South is likely, before long, to become also one of the world's largest cotton manufacturing centers. Within the past twenty years the railway system of the South has expanded from 20,000 miles of main line to 44,000 miles, and this growth promises to go on at an accelerated rate in the coming years. The fruit, truck and early produce interests of the South, and its canning industry, too, are very large and are growing in importance with great rapidity. In short, this section of the country is bountifully supplied with about everything that nature provides, and the progress and development of the South, so favorably begun, promises to make it, in the course of time, take high rank among the world's richest and most prolific centers of industrial and commercial life. Cincinnati is the natural supply depot for a large part of this splendid territory and is increasing her trade in this section with each passing year.

Edward Albert, of Albert Bros., the wholesalers, has just returned from an Eastern trip wherein he combined business with pleasure.

A. P. Craft, the well-known manufacturing jeweler of Indianapolis, paid his Cincinnati friends a visit last month. Eugene Swigart, of E. & J. Swigart, is at his desk again, after a delightful outing of two weeks spent with his family at French Lick Springs, Va.

Jeweler Charles Rieckel, of Cynthiana, Ky., was in town for a day last month on his return from a trip to Europe. Mr. Rieckel said he had enjoyed himself thoroughly while away, and that he felt much benefited by his trip.

John Othoff, the well-known traveler for Joseph Noterman & Co., has just returned from Lake Superior, a charming resort in the mountains of North Carolina, where he, in company with his family, enjoyed a splendid outing of three weeks' duration.

Sam. Dempsey, a well-known watchmaker here, has recently taken a position with E. H. Burridge & Son, of Humboldt, Tenn.

C. A. Remme, head of the Queen City Watch Case Manufacturing Co., is at his post again, after a month's trip among the Eastern resorts, where he was seeking rest and health. The trip included a two-weeks' sea voyage. Mr. Remme is looking well, and says he enjoyed his trip greatly.

Dave Schroder, of the Schroder Clock Co., returned the early part of last month from a business trip among the Eastern manufacturing points.

Jonas Wise, of Frohman & Co., jobbers, has just returned from a tour among the Eastern factories. Loving Andrews & Co., the well-known retail house, have taken the adjoining room to their store on Fourth Street, which has been entirely refitted and remodeled in handsome style. The new addition will give them much more needed room.

Ben. Schneider, retailer, has had the store room adjoining his at 1209 Vine Street entirely remodeled and has removed into the new place, which is a decided improvement over the old establishment.

Jacob Dorst, of Dorst & Co., has just returned from an outing pleasantly spent at Mt. Clemens, Mich.

Earl Wolf, of Londonville, Ohio, was here on a purchasing trip last month.

Jeweler W. N. Hinton, of Paris, Ky., was a recent visiting buyer in this market.

Louis Albert, of Albert Bros., returned early in last month from a short Eastern business trip.

Frank Emmerling, of Hillsboro, Ohio, a well-known dealer in this market, was here on a purchasing trip last month.

Charles Haer, of Richmond, Ind., was in Cincinnati last month on a business trip.

F. E. Jack, manager of the Queen City Silver Co., enjoyed a two-weeks' vacation last month up among the hills of Wisconsin, where he engaged in some rare sport at fishing and boating.

Thomas Bros., material jobbers, have taken the room immediately back of their present quarters on the second floor of the Oskamp Building, which doubles their floor space as well as gives them ample room for their increasing business.

H. H. Mithoefer, one of Cincinnati's oldest and best-known retail jewelers, is dead. His death occurred at his residence in this city, July 4th. He had been ill for a long time, but the immediate cause of his death was pneumonia, which made itself apparent only a few days before he died. Several months before his death Mr. Mithoefer had his left leg amputated to save his life. From the time the operation was performed until death relieved his sufferings, he made a brave struggle for life. Mr. Mithoefer was a good deal in public life as well as a successful and widely-known retail jeweler. He was a member of the Board of Education, member of the board of trustees of the Cincinnati Public Library, director of the German Protestant Asylum and member of the board of directors in charge of the recent Golden Jubilee Saengerfest. He was born in Germany fifty years ago; his native place was Melle, Hanover, and he left his home when but fourteen years of age to come across the water. He had an uncle in Cincinnati in the jewelry business, and in 1875 he started in business for himself in the same spot where his store has been located ever since, 1234 Main Street. He was a member of the Board of Education for fourteen years, and in all of the offices that he held he was an exemplary incumbent, discharging his duties with fidelity and honor to himself. He leaves a widow, a son, Dr. Wm. Mithoefer; a daughter, Hermine; a brother, Charles, and a sister, Miss. The business will be carried on by his sons. At the funeral the pallbearers were selected from each board of which he was a member, and Jacob Dorst represented the jewelers. Mr. Dorst was his best man at his first wedding, twenty-five years ago, and has been his close friend all these years.

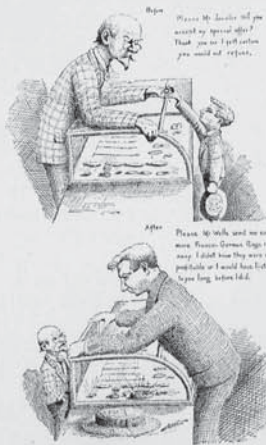
The local board of the Ohio Retail Jewelers' Association appointed Louis F. E. Hummel and Ed. Lohmeyer to represent that body at the funeral. A large number of jewelers from out of the city were present.

Heart in It.

It may be set down as a principle or rule to which there is probably no exception, that no man not in love with his work ever makes a success of it. To work without being interested in your work is simply a continual grind. To work intelligently you must think about your work. If you do not love your work how can you think of it? If your mind is wandering on all sorts of subjects instead of the one thing you are engaged in doing you are not likely to do that thing very well. Great artists succeed because they are in love with their work; great musicians succeed because they are in love with their work, and great singers succeed for the same reason. No man ever made a great success as a lawyer or doctor, or in any other professional line, who was not in love with his work. If you are engaged in any occupation in which you are not interested or not in love with, the sooner you can get out of it and into something else, the better it will be for you, if you ever hope to make a success of life.

Politics in Advertising.

With everyone talking politics, arguing which side is wrong and which right, there is a great temptation among many merchants to let their beliefs run away with them. Some argue politics with their customers, some show by means of window trim which party they are voting for. A few merchants go so far as to let politics enter into their store advertising. This is not right. A man does not, and cannot feel the same toward a merchant who continually runs down what he believes to be right. If you are a Republican and argue your side of the case with your Democratic customers, you will set them against you. If you decorate your windows with McKinley and Roosevelt pictures you will drive away Democratic trade. If your window holds pictures of the Democratic leaders, the Republicans are likely to pass by without stopping to trade with you. In politics a merchant is in a frying pan. No matter which way he jumps he is apt to go into the fire. No matter which side he takes there will always be a number of his customers who will take the other side. The merchant cannot afford to antagonize any of his customers who believe otherwise than he.



Write to-day for my offer.

FRANK H. WELLS,
Syracuse, N. Y.
Member New York Jewelers' Board of Trade.

Here is a letter from one prominent firm:
We take great pleasure in stating that we have sold your Famous German Ring for the past ten years and found it a profitable article to handle; also we recommend it as a sure cure for Rheumatism.
J. C. HANSEN JEWELRY CO., Grand Rapids, Mich.