

The KEYSSTONE

The ORGAN of the JEWELRY & OPTICAL TRADES



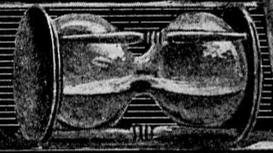
NAWCC, INC.
P.O. BOX 33
COLUMBIA, PA. 17512

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19 1/2 BROWN STS. PHILA.

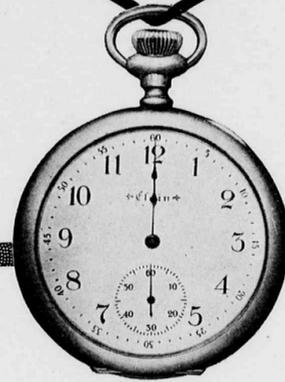
Vol. 27

September 1906

No. 9



The Sale of an ELGIN Watch
Brings other
Business to
You



The sale of an Elgin Watch is often the entering point of a wedge of profitable business for the dealer. Elgin Watches are reliable and the selling of them gives you a reputation for reliability. A point to remember is that you always buy

ELGIN WATCHES

under a positive guarantee. Pass that guarantee on to your customers, and get the benefit that comes from handling guaranteed goods.

See Jobbers' List for prices or write the Company.

Every dealer is invited to send for the Elgin Art Booklet, "Timemakers and Timekeepers," illustrating the history and development of the watch.

ELGIN NATIONAL WATCH COMPANY,

Factories, Elgin, Illinois, U. S. A.
General Offices, 131 Wabash Ave., Chicago.

New York Office, 11 John Street.
San Francisco Office, 206 Kearny St.

F&B.

Established 1873



1429

The LOUIS

A New Etched Pattern

This will not be made in the full number of pieces, only the Mirror, Brush and Comb. Our other patterns are all made with the full number of pieces and can be furnished in any Set or Combination illustrated in our Catalogue.

Consult our Catalogue H, for almost anything wanted in a first-class jewelry store and you will find it illustrated and quoted at a reasonable price.

The quality is fully guaranteed by the **F&B.** trade-mark on every article. They are all made a little better than seems necessary, just to be sure they are right.

Gold Filled "Armllet" Bracelets, Locketts, Charms, Crosses, Pendants, Chains, Fobs, Neck Chains, Collarettes, Pins, Brooches, Earrings, Link Buttons, Scarf Pins, Hat Pins, Barrette Pins, Belt Pins, Waist Sets, Buckles, Hair Chain Mountings.

Sterling Silver Toilet and Manicure Goods and Sets, Desk Sets, Sewing Sets, Traveling Sets, Photo. Frames, Jewel Cases, Smokers' Articles, Flasks and other goods for gentlemen, and a great variety of useful novelties.



No. 3107



No. 3106



No. 3108

Illustrations 1/2 scale

Theodore W. Foster & Bro. Co.

Manufacturing Jewelers and Silversmiths

100 Richmond Street, Providence, R. I.

New York Salesroom
13 Maiden Lane

Chicago Salesroom
Heyworth Building, Wabash Avenue and Madison Street

Canadian Salesroom
350 King Street, Kingston, Ont.



A 10 K. Line that is 10 K.

THE SUCCESS which has attended our efforts is the best proof we can offer in presenting our line to our friends this fall—excellence of workmanship and honesty in quality are our constant watchwords.

If you are not already a customer, let us have our salesman call on you, or write us for memo. package and be convinced.

We make the largest, most varied line of **CUFF BUTTONS** shown to the retail trade, also **LOCKETS, SCARF PINS, BROOCHES, CROSSES, FOBS, NECK CHAINS, LORGNETTE CHAINS, etc., etc.**

Our prices are the lowest possible, consistent with quality.

The greatest business in the history of the trade is expected this fall and holiday season. Start right by seeing that our line is well represented in your show cases.

THE KELLER JEWELRY MFG. CO.

64 Nassau Street, New York

Factory—8 Lum St., Newark, N. J.

Gold Cases

Filled Cases

Never before in the history of our business have we had so **large and varied and fine** assortments of **Gold and Gold Filled Cases** as we are showing to the trade this season. You will find in our stock many patterns **exclusively our own**, and by selecting these cases you will have an **exclusive** stock.

BE WISE AND SEE OUR LINE BEFORE BUYING YOUR FALL BILL OF CASES

The Non-Retailing Company

Jobbers in Watches and Chains
Lancaster, Pa.

The Main Features of Schools

The most requisite features to be considered with schools lies in the quality of the instructions.

This demands instructors who are masters of their craft, who have developed the teaching faculty, and who enter into their work of endeavoring to impart what they know and can do it with enthusiasm and zest.

IN THESE ESSENTIALS WE LEAD

The superior quality of our instructions is possible only because we have superior instructors.

They give their personal attention—their interested personal attention—to each student individually; they give the closest attention to the smallest detail. In short, they lead the strenuous life, and that is exactly why our school leads.

Send for circular.

THE CANADIAN HOROLOGICAL INSTITUTE

H. R. PLAYTNER
Director

115 King St., East, TORONTO, ONT.

Circulars on
Application