

S111K11K115  
00057118

\$ 155.79

**THE KEYSTONE**  
IN THE INTEREST OF THE JEWELRY TRADE.

Volume 9.

Philadelphia, June, 1888.

Number 6.

### Subscription

Only FIFTY CENTS a year in the United States and Canada.

The  
Organ of the  
**Retail Jewelry Trade**  
of  
**America.**

Reaching every Jeweler  
in the  
United States  
and  
Canada.

### Circulation

Every month not less than Twenty-two Thousand Copies.

CHAPTERS INDICED

1/04

T. B. Hagstoz & Co.,  
(Limited.)  
Importers and Jobbers.

The Philadelphia Optical Co., (Limited)  
Manufacturers of Gold and Silver Spectacles, Eye-Glasses, Lenses, etc.,  
Consolidated under the title of

Diesinger & Williams,  
Watch Case Makers and  
Manufacturers of  
Plain and Band Gold Rings.



## The Philadelphia Optical and Watch Company,

(Limited.)

Importers, Manufacturers and Jobbers.

One of the few houses that protect the Dealers' interests.

916 Chestnut Street, - - - Philadelphia, Pa.

Have you seen the new Keystone Filled Case? What, you haven't. Then send for one, and if you think it is not worth your while to have one in stock, you can return same at our expense.

We think you will like our

### Special Features.

We do not sell at retail, and never have.

We do not sell your customers and endeavor to sell you also.

You will never meet your customers in our office.

We take as much care in filling small orders as we do in large ones.

We guarantee our Band and Plain Rings to be exactly as represented.

We do not pay more for old gold and silver than it is worth, but you can rely on receiving full value every time. We will cheerfully furnish estimate on all packages sent us, and if price offered is not perfectly satisfactory, we will return them.

We have what few houses in the trade can boast of—a complete repair shop under the personal supervision of one of the firm, and can promise prompt return of all work sent us. Send us your odd work and any old cases you wish made like new, and we will cheerfully furnish you an estimate of cost to put in order, and if too high will return all goods at our expense.

Rolled Plate and Fire Gilt Chains.

Full assortment of  
14 k., 18, 16, 6 and 4  
Size Cases.  
Latest Styles.

18, 16, 6 and 4 size  
Eagle Gold  
and  
Wheat Gold Cases.  
New Designs.

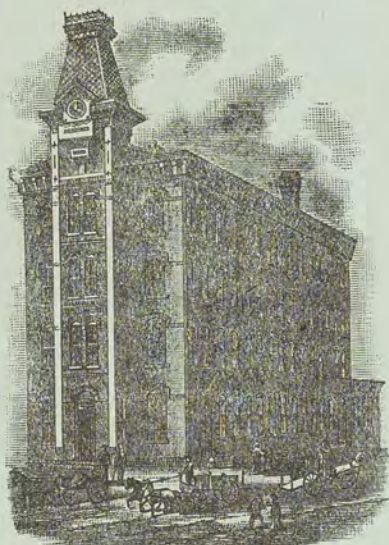
18, 16, 6 and 4 size  
Boss Filled, Star Filled,  
and  
Keystone Filled Cases.



Casing odd Move-  
ments and the manu-  
facture of Plain Rings  
a Specialty.

All Styles and Sizes of  
Keystone Silver,  
Leader Silver, and  
Silveroid Cases.

We have every grade of  
Elgin and Springfield  
Movement made  
and can have a package in ex-  
press office within one hour  
from receipt of order.



FACTORY, JERSEY CITY, N. J.  
30 MINUTES FROM N.Y. OFFICE.

## The New York Standard Watch Company.

The "STANDARD" has now gained the most marvelous success ever achieved by a Watch.

Its NOVEL AND ACCURATE WORM ESCAPEMENT justly entitles it to the distinction of being called

## The Leading American Watch.

As a time-keeper the "STANDARD" will be found equal to any watch made.

All movements are full plate, straight-line lever-worm escapement, jeweled, 18 size, quick train, stem wind and set, second hand, and fit the Standard Cases of American Manufacture.

The Watch manufactured by this Company is a marvel of ingenuity and simplicity, and possesses a novelty of mechanism which makes it a BEAUTIFUL, ATTRACTIVE and PERFECT time piece. Nothing but the very finest and best material obtainable has been used in the construction of these watches, and we guarantee both workmanship and material to be equal to that of any other first-class watch company.

All movements manufactured by this Company are fully warranted and guaranteed in every respect, and if any defect is found in the material or workmanship the movement will be exchanged or the money refunded, as the purchaser may elect.

Dealers will find the

### "STANDARD"

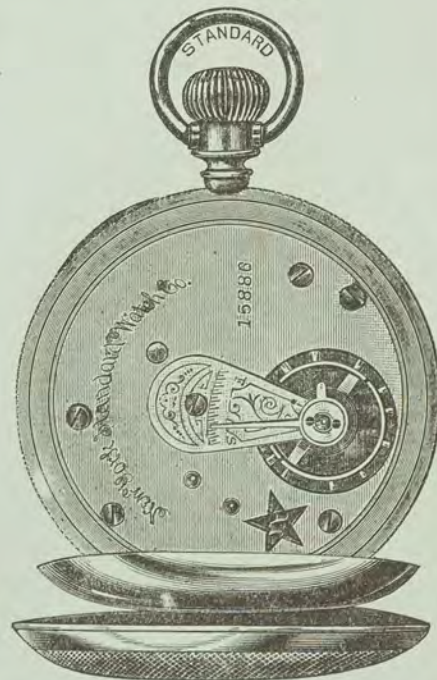
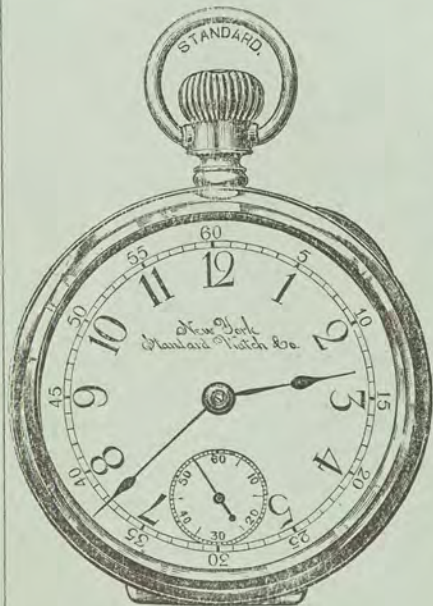
the most salable and profitable watch they can handle.

For Price List and full information, address the New York office, as above, or H. B. CLAFLIN & Co., who are our Wholesale Selling Agents in NEW YORK, MANCHESTER AND PARIS.



Office:

83 Nassau Street,  
New York.

















Representatives, Representing Representative Houses.



Louis Twachtmann,  
with Oskamp, Nolting & Co., Cincinnati, O.



Louis Albert,  
with Oskamp, Nolting & Co., Cincinnati, O.



O. E. Bell,  
with Oskamp, Nolting & Co., Cincinnati, O.



Geo. Moesta,  
with Oskamp, Nolting & Co., Cincinnati, O.



Max M. Baden,  
with S. H. Greenberg, San Francisco, Cal.



A. Cohen,  
with S. H. Greenberg, San Francisco, Cal.



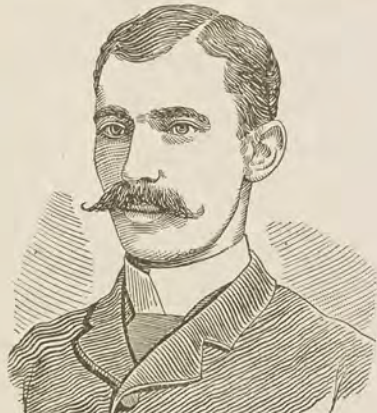
I. P. Eisenbach,  
with A. Eisenberg, San Francisco, Cal.



H. P. Alstead,  
with C. Preusser Jewelry Co., Milwaukee, Wis.



F. A. Drexel,  
with Eugene Deimel, Detroit, Mich'gan.



Philip Present,  
Rochester, New York.



M. B. Rosenthal,  
with Philip Present, Rochester, New York.



Abe Harris,  
with R. & L. Friedlander, New York.



S. A. Pendleton,  
with S. F. Myers & Co., New York.



A. D. Nelson,  
with S. F. Myers & Co., New York.



J. Goldsmith,  
with S. F. Myers & Co., New York.



J. S. Knowles,  
with S. F. Myers & Co., New York.



M. S. Weand,  
with S. F. Myers & Co., New York.



J. K. Adams,  
with S. F. Myers & Co., New York.



M. Landman,  
with S. F. Myers & Co., New York.



S. H. Joseph,  
with Albert Lorsch & Co., New York.



Read what a Representative House  
says of the James Boss and Keystone Filled Gold Cases.

E. F. Bowman.

**Positively No Goods Sold at Retail.**

Willis B. Musser.

Bowman & Musser,  
Jobbers in  
Watches and Chains,  
Fine Tools and Materials.

Lancaster, Pa., May 3, 1888.

The Keystone Watch Case Co.,  
19th & Brown Sts., Philada.

Gentlemen:

Samples of your new "Keystone" Filled case received. You may send us a full line of these, say two dozen, at once, and we want you to keep our order standing all the time for the best patterns, as rapidly as they are produced.

This case is bound to sell. The color, the engraving and the workmanship are alike excellent, and the grade will be welcomed to that wonderful family group composed of the infantile prodigy, the "Star", and His Venerable Majesty, the "Boss". We are glad to see the conservatism shown in your guarantee of fifteen years, not because of any doubt in our minds that they will wear longer than that time, but because the tendency is to "protest too much" in 20-year guarantees, and your more modest claim will strongly entitle the "Keystone" to the confidence of the Retailer and the public. That confidence will all the more quickly be accorded it when the people reflect that the Boss case alone has passed the 20 year test and "wears its blushing honors thick upon its head". We are glad to be able to testify to the fulfilment of the Boss guarantee from our personal knowledge. Our Type-writer operator's father carries a Boss case which he received during the war, and which had been carried for several years before the father owned it. It begins now to show wear only at the joint and pendant, and it establishes the fact beyond peradventure that the guarantees of the Keystone Watch Case Co. guarantee.

We hope these children of your later years---the "Keystone" and "Star"---will have the same relative vitality and fibre as that first offspring, and carry the fame of American skill and taste "to the uttermost ends of the earth".

Yours truly,

*Bowman & Musser*



## The Keystone

A monthly journal for the Jewelry Trade, published at Nineteenth and Brown Streets, Philadelphia. Price, 50 cents a year in advance.

CORRESPONDENCE and other copy for publication should reach the KEYSTONE before the FIRST of each month.

ADVERTISING rates for column, double column quarter page, half page, and full page advertisements furnished on application at this office.

CIRCULATION is 15,000 larger than that of any other journal of its class, reaching every jeweler in the United States and Canada.

THE KEYSTONE has a bona fide circulation of 22,000 copies.

Address all communications to  
"THE KEYSTONE,"

Nineteenth and Brown streets,  
Philadelphia, Pa.

J. T. WILLIAMS, Editor,  
S. H. STEELE, Publisher.

PHILADELPHIA, JUNE, 1888.

MORE than a million people in the United States are now idle. In New York city alone 67,000 men and 50,000 women are out of work.

WINDOW dressing is something requiring study and practice; and the best time for such practice is during the dull season, when you are not driven to death by other duties and cares. Dull times can be stimulated by making your windows attractive, and you actually get paid for studying your own interest. Fix up your own window; then go about town and make a mental comparison with others. One great point is to get people to stop and look. The next point is to keep the attention until they see something they want.

It is astonishing how business centres move westward. Towns which only a few years ago hardly boasted of two or three workmen, now rejoice in first-class jobbing houses like Woodstock, Barger & Hoefler, Water Works Building, Kansas City, Mo., who carry a full line of American movements and cases, and a large stock of fine jewelry.

YEARS in which Presidential campaigns occur are ones usually noted for dragging, unsatisfactory business results. The present year has this undesirable feature; and in addition, a few weeks ago we had the price-cutting nuisance opened upon us, and the startling disclosure announced that the jobber was a nuisance, and only a catalogue fiend in disguise; and the parties proclaimed the finding of a fountain of the milk of human kindness which was going to wash away and heal all the ills of the retail jewelry trade. A "merry war" was declared, and the situation was like many other battles—very much clouded in smoke. But as the obscurity commences to clear away, we can begin to see who are the real friends of the retail jeweler, and who are the wolves trotting around in lamb-skin. The KEYSTONE assured its readers early in the struggle who were really the parties anxious and willing to aid the retail jeweler. Now even the most obstinate must begin to discover the truth; especially, with the facts which have recently come to their notice. At the present time it is concluded, by those best situated to judge of the market, that the percentage of American movements and cases sold to the legitimate retail trade has largely increased. A more satisfactory result for the length of time the Association has been struggling could not have been hoped for, much less expected. At no time has trade been as bad as some

parties would have us believe. True, there was a little hesitancy, but not to any marked degree. Their is little doubt but that even in the face of the depressing influence of a Presidential campaign, the fall trade will be eminently satisfactory.

WE continue to receive favorable reports from the school for watchmakers of W. F. A. Woodcock, Winona, Minn. When we get to having watchmakers inspected and licensed, Mr. W's. school will be one of the institutions in the land.

WE have just received the following encouraging letter from Mr. L. W. Chichester, the veteran watchmaker of Great Bend, Pa.: "Enclosed find one dollar for which give me credit on your valuable paper, for I can't get along without it. I think it is the best journal in the interest of watchmakers that is published. I have never received a number but I have had the value of my yearly subscription. I fail to see how a watchmaker can get along without it. Long may it wave. I have sat at the bench for forty years, and I find something new in every number."

*Scribner's Magazine* for July will contain the second article on Railways, entitled "Feats of Railway Engineering." Also papers by Robert Louis Stevenson and Prof. C. A. Young, and a story by T. R. Sullivan, the dramatizer of "Dr. Jekyll and Mr. Hyde," along with other interesting features.

OUR readers will be pleased to hear of the extension of the business of the firm known as the Philadelphia Optical Co. The new title of the Company is The Philadelphia Optical and Watch Company, and now embraces in addition to their former trade, the concerns of T. B. Hagstoz & Co., importers and jobbers, and Diesinger & Williams, watch case manufacturers.

THE Howe Bros., jewelers, of Hutchinson, Kansas, send us a specimen of very superior salt produced in that city. It is claimed as above 99 per cent. pure Sodium Chloride.

OUR readers will notice on page 13 the Keystone Watch Case Company offer a series of prizes for original designs for watch cases. The object is, as stated in the advertisement, more to stimulate originality than to obtain a great number of designs. They have now dozens of skillful designers; but they have all, so to speak, fallen into ruts. We all know what a kaleidoscope is—a tube arranged with three long pieces of looking glass, so set as to form conventional figures from bits of colored glass. Now it is a known fact that millions of patterns can be shown and no two alike. Still the patterns are only variations of the same set of bits of glass. We change the pieces of glass, and again a series are formed; but soon the sense of similarity is impressed upon us. Let us see if some of the KEYSTONE readers cannot devise something new for our kaleidoscope.

WE would advise our readers to fight shy of all imported watch oils, as it is an acknowledged fact that our American oils for this purpose are vastly superior to imported oils of vegetable and land-

animal origin. This is not said in disparagement of foreign oils, except as the interests of the trade demand. If there is one particular thing the watchmaker has got to take on credit, *i. e.*, on its reputation, it is watch oil, as no speedy experiments are going to decide the matter; no machine test for five minutes, or fifty minutes, or five thousand minutes will decide the question. Time is what settles the matter. It is not so long since the Howards, of the Howard Watch Co., learned something by a costly experiment. Mr. Wm. F. Nye, of New Bedford, Mass., makes the finest oil produced; after him Kelly. Mr. Nye is an advertiser in the KEYSTONE, but if he was not, it would make no difference; we would say it just the same.

It seems rather a pretty and reasonable thought of comparing June roses and Boss cases, as does the Keystone Co's. ad. on last page of cover. We suppose few of our readers know how much cultivation has done for the rose in the last decade. It used to be enough for the gardener if a flower appeared near perfect when growing on the parent stem. Now it is different. Other qualities are sought for; as, for instance, durability. This seems a querr word to use in connection with a rose, but it is just as important in a limited sense with a rose as with a watch case. A gardener would hardly be satisfied with his roses if they did not bear up well, and hold their form and fragrance in bouquet and vase for a week. "How is this," says a novice in gardening, "my roses fall all apart in one day?" It is a long story to tell how it is done; but selection of the most enduring kinds, generous soil, abundance of sunshine, and skilful management will produce roses which will stay, as cut flowers, comparatively fresh for a week. The advantages of Boss cases are that they are equally pretty, evince as much care in construction, and stay for twenty years.

As an advertising medium to the jewelry trade the KEYSTONE is unequalled, as per example: Theo. Burkhardt writes: "Discontinue my 'ad.' I have had forty letters, and still they are coming. Am pleased with your paper as an advertising medium." M. A. Hadley says: "Take out my 'ad.' Have had plenty of correspondence in regard to it. Can recommend your columns to the trade." We could continue this kind of correspondence for the entire page. In conversation with a friend (he is a traveling man) recently, he remarked: "I find the KEYSTONE wherever I go—in the private office of the jobber, in stores of the large dealers, and in the shop of the industrious, hard-working watchmaker. All read and appreciate it."

Our subscribers also acknowledge its worth. One says: "Enclosed please find fifty cents. Commence with the May number, as the article on 'Gold Working' is worth the subscription price alone." Another says: "The KEYSTONE is like wine, the older it gets the better it is." We only select two of each kind, *i. e.*, advertisers and subscribers. It is not only advertisers in a small way who write in this manner, but we hold a letter from one of our leading jobbing houses regarding their advertisement, which says: "One insertion literally overwhelmed us with orders."

### Special Notice.

IN this day of crookedness and evasion it must be a sovereign satisfaction for dealers to know that the goods they are selling are precisely what they recommend them to be, and in case of failure the manufacturers are prompt and cheerful in making up any defect or deficiency. We do not often have letters of complaint about Keystone goods, and especially Boss cases, but when we do this is precisely the way they are treated: Mr. George N. Carter, of S. Pittsburg, Tenn., writes us under date of June 6th, as follows: "The case you sent is all right. By request of Mr. Lathrop I extend to you his sincere thanks. He is highly pleased with the case, and will never wear or recommend any other case but the Boss. I am also thankful for your kindness, for you have bourne me out in holding up the Boss cases. I found his case by accident. That is, I was showing a Boss case to a customer, and he said most emphatically that he did not want it, as a friend of his (referring to Mr. Lathrop) had one, and it was not giving satisfaction. I sent for Mr. Lathrop and asked him to let me send his case to you. He reluctantly agreed, but said he knew you would not send a new one. I assured him you would, which he now knows. On receipt of the case to-day, I sold a Boss to the customer who said he would not have one; but has been awaiting your action in this matter before buying at all. Enclosed please find receipt for case properly filled out as per request."

There is no mistake in the fact that filled gold cases are taking the place of solid ones in all the lower grades. The point for retail dealers to study and post themselves on is, how cheap can a filled gold case be made to wear twenty, fifteen, or ten years. Gentlemen, we know after thirty years of experience, and give you the cases in the order named, under the trade marks of James Boss, Keystone Filled and Star Filled, and we place the price as near the cost as they can be produced.

KEYSTONE  
WATCH CASE COMPANY.

## TRADE TOPICS.

ONE of our subscribers, formerly a well-known watchmaker, and now an invalid, desires copies of January, February, March and July of 1887. Who will be kind enough to furnish us with these numbers for him?

ATTENTION is solicited to the ad. of Henry C. Haskell, 18 John Street, N. Y. He is second to none in his line of goods.

It would be well to read the notice of J. W. Henry & Co., on page 18, in regard to infringements of their cuff holders.

MR. ISAAC MARKINS, in his work entitled "The Hebrews in America," estimates the amount of Hebrew capital in the jewelry and diamond business in the country at \$25,000,000.

MR. GEORGE V. SHAW, of Dubuque, Iowa, sends us his subscription for another year and says: "I am very much impressed with it. You may set me down for a life subscriber, though the price should double as fast as the journal does in size. Yes, sir, I cannot be without it; so keep it coming."

MESSRS. J. T. SCOTT & Co., are booming their open-faced split second watch, claiming it to be the cheapest watch of the kind on the market. It will pay the reader to carefully look over this firm's adv. on page three of cover.

READ the commendatory letter of George N. Carter in regard to guarantee on Jas. Boss cases. A word to the wise. See page 10.

MESSRS. L. LELONG & BROTHER, gold and silver refiners and sweep smelters, cor. Halsey and Marshall Sts., Newark, N. J., are very reliable men in their line of business.

THE Messrs. Pfaelzer Brothers & Co., at 819 and 821 Market Street, Philadelphia, Pa., carry a magnificent stock of goods. Our readers will find them gentlemanly and accommodating.

THE Manhattan Watch Company has made its 100,000th movement. Their sweep-second and stop watches are rapidly becoming popular.

MR. H. H. HEINRICH, No. 14 John Street N. Y., has very justly acquired the reputation of being one of the best chronometer springers and adjusters in the country. His large stock of new and second-hand chronometers afford watchmakers a fine opportunity to obtain a finely rated instrument at a low figure.

WE are requested by the Keystone Watch Case Company to call the readers attention to a reproduced type writer letter on page 8, from the enterprising firm of Bowman & Musser, Lancaster, Pa.

A FINE set of balances and weights are as essential in a jewelry store as any of the accessories. Persons desirous of purchasing cannot do better than to send for a catalogue of this goods to Charles Kohlbusch, 35 Nassau Street, New York.

EVERY day some new and useful tool is brought out by our enterprising American workmen. Conspicuous among such tools are the balance truing tweezers of Mr. Phil. Seewald, Hudson, Mich. All those in need of such a tool would do well to write to him for samples and particulars.

THE Jas. Boss Filled Gold Cases never deteriorate.

HARDLY a watchmaker but has trouble with magnetized watches, and the bother and expense of sending away makes a workman dread to see a job of this kind. Mr. Walter Jaccard, of 1723 Waverly Place, St. Louis, Mo., advertises on page 16 a very efficient demagnetizer.

THE motto of Messrs. S. Kind & Co., doing business at 441 and 443 Market Street, Philadelphia, Pa., is "no misrepresentation." They carry full lines of American movements and cases.

MR. J. L. CLARK, practical assayer at 823 Filbert Street, Philadelphia, is a reliable party to send old gold or silver to ascertain value.

WATCHMAKERS and jewelers generally have a hankering for fishing in leisure time. To those who indulge in this sort of thing we fancy the bait advertised by Mr. A. Wakeman, Cape Vincent, N. Y., would be a taking affair.

THE advertisement in another column of M. Zineman & Bro., manufacturing Opticians, 130 South 9th Street, Philadelphia, is worthy of attention. This firm manufactures and sells the celebrated "Diamanta" spectacles and eyeglasses, which are probably more widely known than any other. It will pay dealers who have not heretofore handled optical goods, and those who have, to take advantage of the firm's offer to send a small sample line for \$5.

J. F. SKELTON, formerly of Etna, California, is now located at Selma, same State. He has been succeeded at Etna by N. K. Holland.

CHARLES S. HIRST, of 631 Chestnut Street, Philadelphia, Pa., has assumed the business of Hirst, Moore & White. He carries a choice line of goods, and manufactures fine jewelry and diamond mounting.

A POINTER—You can sell a Jas. Boss Filled Gold Case to a man who cannot afford to buy a solid gold one, and have him just as well pleased.

MR. GEO. J. RICHARDS has succeeded Richards & Rutishauser, in the watch repairing business, at 149 and 151 State Street, Chicago, Ill.

MR. JOHN P. SOMMER, watchmaker, formerly of Gettysburg, Pa., has removed to Baltimore, Md., and is now located at 2831 O'Donnell Street.

THE firm of Roberts & Ramsey, Boulder, Colorado, was dissolved on the 25th of May last, and on the 28th of same month the partnership of Roberts & Pettengill was formed.

MR. L. STERN, of Stern Bros. & Co., New York, has just returned from Europe with a large stock of diamonds and other goods.

PROBABLY no one thing in the line of jewelry has been so universally copied as the shape of the Kremenz one-piece collar button. Almost every button now offered has the well-known bell-shape post and back, and dealers often unwittingly deceive themselves when buying buttons, supposing from the general appearance that they are getting the Kremenz button.

IN reading over the Keystone Watch Case Co's ad. of Keystone Filled Gold Watch Cases on page 19, one cannot avoid being struck by the point this Company makes in regard to their guarantee. When this Company say they warrant a case for fifteen years, they mean that length of time.

THE Sensation Collar Button, manufactured by Howard & Son, Providence, R. I., has so long held a high place in public esteem that to speak of it is a good deal like taking coals to New Castle. "They are beauties," say everybody.

THE Aurora Watch Company are making a choice line of movements. They are good reliable movements, too. Some features of these movements are very commendable.

THE Giles' Anti-Magnetic Shield will protect a fine movement from getting magnetized.

WATCHMAKERS throughout the country have just reason to be grateful to A. N. Clark, case spring and watch key manufacturer, located at Plainville, Conn. His five hole case springs are more universally used than any case spring manufactured.

THE Acme sleeve button, manufactured by Fred. I. Marcy & Co., is very popular, and the demand for it is still on the increase. Jobbers should examine this firm's new line of goods before placing their orders.

THE Niagara Falls Chromo Paper Boxes, made by the Wiesbauer Manufacturing Company, Buffalo, N. Y., are very popular, and the demand for them is increasing. Jewelers would do well to order some of these attractive boxes.

THE Trenton Watch Co. are pushing their watches to the front with a great deal of activity. For a cheap watch they are receiving very much praise; dealers asserting they are rapid sellers, giving good satisfaction.

MR. C. W. HINE the well-known jeweler, of Kinsley, Kansas, renews his subscription, and sends us an advertisement to be placed in the KEYSTONE and adds: "I have found the KEYSTONE to be an excellent advertising medium heretofore, and am constrained to try again."

FOR a cheap Filled Gold Case, the Star Filled leads the host.

THE well-known firm of R. F. Simmons & Co., are having great success with their 14 K.  $\frac{1}{4}$  gold chain, which for wear and looks is as good as a solid gold article.

MESSRS. STERN & STERN are now well settled in their new place of business at 13 Maiden Lane, with a splendid line of diamonds and American watches. They report business as very satisfactory.

James Boss  
Filled Gold Cases.

We are not above a sense of gratitude for the unusual number of compliments we have been receiving lately relative to these peerless cases. Gentlemen, there is one necessary feeling attendant on the thorough enjoyment of compliments—the consciousness of being worthy of them. This sense of deserving the confidence and respect of our fellow-men, by persistently keeping our goods up to the highest standard for the past thirty years, affords us full capacity for absorbing the encomiums our friends have recently been lavishing upon us. We intended to have published several commendatory letters, but could hardly make a selection; and, beside, we had so much it was necessary to say to our patrons in the regular way of advertising. By advertising we do not mean puffing and blowing, and attracting attention by the sheer force of noise and obtrusiveness, but by quietly evoking your notice to actual merit and superiority of our goods. It is not only necessary to make the goods, but it is obligatory on the part of the manufacturer, if he intends to market them, to call the attention of purchasers to the merits he has been at so much expense and pains to improve and perfect. In the manufacture of Filled Gold Cases we have every appliance and facility which skill and experience dictates as necessary for their production, and we know, and say it boldly, that our goods of this kind stand unequalled in the world's market to-day.

KEYSTONE  
WATCH CASE COMPANY.

L. M. LADD & Co., of Morrison, Ill., have been providing themselves with elegant new quarters on Main Street of that place.

WE are in receipt of a letter from our friend, Mr. E. W. Blue, the well-known jeweler of Atlanta, Ga., in which he says: "I think your plan for 'stopping the thieves' a good one, and I am glad you have adopted it. I think if brother jewelers would adopt the scrap-book plan of keeping a record of all goods lost, they would find they would gain patronage and popularity without expending extra efforts. By this means I have been instrumental in recovering several articles of jewelry that have been lost sight of for years. The KEYSTONE is 'King of them all.' You haven't got the price quite high enough yet, but I suppose you will attend to that in another year."

WM. F. COTTRILL, the well-known jeweler, formerly of Keeseville, N. Y., has removed his business to Plattsburgh, same State.

C. L. MELLOTT writes to say that he has bought out the business of A. F. Kiser, at Woodsfield, Ohio.

AN authority announces that monogram bangles are gradually drifting out of fashion, the bangle itself, though, isn't being discarded, only instead of a monogram the giver's photograph is now "the thing."

THE most expensive diamond necklace in this country is said to be that owned by Mrs. Hicks-Lord, which cost \$250,000.

A NEW conceit in rings, according to a prominent jeweler, is the revival of the ancient thumb ring. It is made of a plain, broad dull gold band, and is worn on the left thumb. The idea is of Eastern origin.

THE wedding of the Emperor of China with the daughter of the Duke of Chao will not take place until next year, but the presents are being prepared and collected already. Among them are a tea service in gold, twenty horses with harness and saddles set with precious stones, 100 rolls of the choicest silks, 200 ounces of gold, and 10,000 taels of silver. The jewelry has not been ordered yet, and the French manufacturers are trying hard to get the order.

AN elephant in the funeral procession to a recent Hindoo cremation wore a silver collar worth £5,000.

C. F. KLEINE, a jeweler in San Antonio, Texas, has a very great curiosity in the shape of a small round clock, such as are sold generally for about \$2, containing a hornet's nest. A young man brought it to him, saying that his mother had had it fixed only a few weeks before and it wouldn't work. When Mr. Kleine came to open the clock, what was his astonishment to find a beautifully constructed wasp's nest, or mud-throwers, as they are called thereabouts. So pleased was he with the novel sight that he gave the young man a new clock for the old one and had the curiosity photographed. The industrious little animals entered through the hole in the top of the clock, where the hammer of the alarm works, and proceeded to make themselves at home.

# The NIAGARA FALLS Chromo Paper Boxes.

The most attractive paper box and best advertising medium for Jewelers.

The boxes are all done up in cotton, enclosed and wrapped in fine white paper held by a rubber band. In this way, they are kept clean and ready for use.

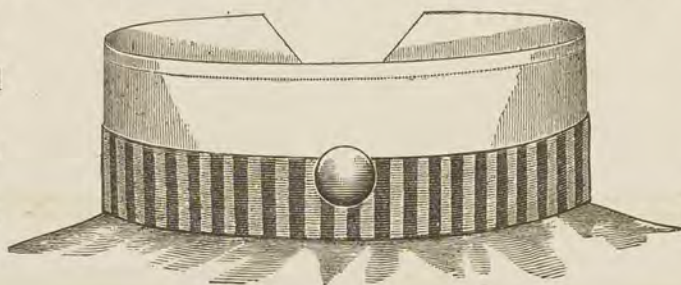
Price, including printing, per gross, of six series, \$4.00.

Manufactured by

**Wiesbauer Mfg. Co.,**  
Buffalo, N. Y.

## The "Sensible" Scarf Holder and Collar Button.

Patented  
Feb. 8,  
1887.



The  
Latest  
Novelty.

A Collar Button  
and Scarf Holder combined.



Prevents the Scarf from Sliding up on the Collar  
Ask for the Sensible Collar Button.



Try It.

Also the  
Acme Lever  
Sleeve Button



Manufactured and  
sold to the  
Wholesale Trade  
only by

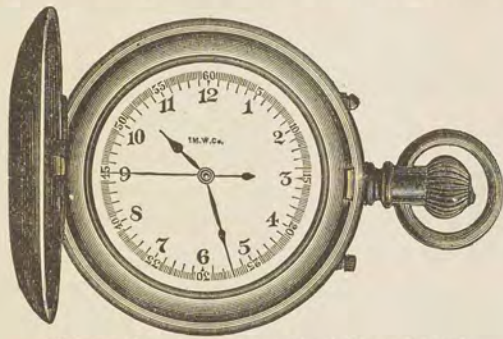
**Fred. I. Marcy & Co.,**  
Manufacturing Jewelers,  
Providence, R. I., U. S. A.

We are in receipt of a filled gold case for repairs which contains a guarantee from the maker to wear for twenty years. The engraving in many places has cut completely through the gold, and the precious metal is in no place thick enough to wear for ten years. We assert this with a great deal of confidence, based on an experience of thirty years in the manufacture of filled gold cases. We cannot help thinking, from the reckless manner in which some manufacturers insert guarantees for almost any length of time in their cases, that they cannot consider the importance the guarantee implies, but place these certificates of guarantee in a case because it seems to be one of the necessary requisites for selling it. The Keystone Watch Case Company, however, hold the guarantee card they place in the backs of all their cases, as much binding on them as if it was a legal document signed, sealed and witnessed, and placed on record with any Court on earth. We stand ready and prepared to make this same guarantee good in all and every instance. Consequently all retailers can handle these goods with perfect confidence, knowing that, if by accident or inadvertence, a case does not fully come up to the high standard of this Company, they will willingly and cheerfully replace the case with a new one, even if it had stood a wear of four-fifths of time stated in the guarantee. It surely stands the retail dealer in hand to look well to this matter, for he well knows he is responsible, if reckless manufacturers are not, and that he must render satisfaction to his customer or stand tainted in his reputation as a dishonest or, at the least, incompetent dealer.

KEYSTONE  
WATCH CASE COMPANY.

Manhattan Watch Co.,  
Manufacturers of  
Low Priced Watches.

Sold DIRECT to the RETAIL TRADE.  
List Prices \$5.00 to \$15.00. Discounts given on application.



Three-Quarters size cut of Stop Watch.

Movements with or without  
Sweep Seconds and Stop Attachments.

Nickel-Silver and Gold Plated Acid Proof, Open Face and  
Hunting Cases.

Every Watch Fully Guaranteed.

Sample of any style will be forwarded by registered mail to any dealer not  
having them on application with business card.

Office and Salesrooms | 234 and 235 Broadway,  
New York City.

Opposite Post Office.

STERN & STERN

Importers of

DIAMONDS,



Manufacturers  
of the

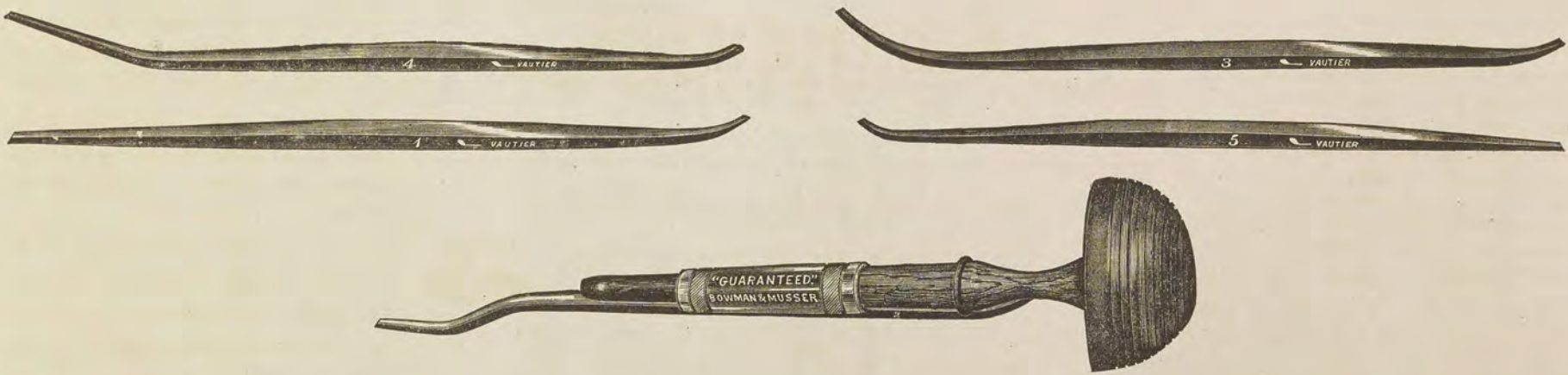
"Eclipse"  
Gold  
Cases.

and Jobbers of

American Watches and Jewelry.

No. 13 Maiden Lane  
New York.

Prizes for Designs.



The Keystone Watch Case Company desires original designs for engraving on  
Watch Cases, and will award the following prizes for the best designs. The competition  
to close on the 15th of September, 1888.

For the best design, a James Boss Filled Gold Case and an eleven jeweled American Movement.  
For the second best design, a Star Filled Gold Case and a seven jeweled American Movement, or a  
Lancaster Engraving Block.  
There will be ten third-class prizes awarded of a set of choice engraving tools as illustrated above.

The competitors for any of the above prizes need not confine their fancy to producing  
designs similar to those already in use, as it is more the object of offering these prizes  
to stimulate originality than to secure a great number of efforts.

GREAT are the wonders of the telephone. A physician reports to *Gailard's Medical Journal* that he was saved a two mile ride through a driving storm the other night by having the patient, a child, brought to the instrument and held there until it coughed. He diagnosed false croup, prescribed two grains of turpeth mineral, and turned in for an undisturbed sleep during the remainder of the night. He found the patient in the morning doing nicely—under the care of another doctor.

AN extraordinary story comes from Riverside. James McFadden captured a big owl in the San Bernardino mountains and gave it to jeweler Larue, who staked him out in the shop. From time to time watches were missed, and the thing went on until one day Mr. Larue, while working on an alarm clock, had occasion to step out for a few minutes. When he returned, the clock was nowhere to be seen, but a muffled ticking came from the interior of the bird. The owl was quickly opened, and in his crop were found thirteen gold and silver watches, six of them in good preservation, while the other seven were found in various stages of digestion. We think Mr. Larue was hasty. He should have waited until the time came for the alarm clock to perform its function and then ascertain whether the bird had digested the noise. However, we recommend the story to the circulation affidavit men of our contemporaries to practice on.—*Oakland (Cal.) Tribune.*

WE clip the following from the Kirkwood (Mo.) *Leader*, of May 19th: "On Wednesday last we were shown a clock made by Frederick Lautermilch, the Kirkwood jeweler, on which he has been working twenty-eight months.

"He planned the works alone, and it is safe to say that there is not another clock in the world like it. He began the work in January, 1886. The works are made of the finest brass and steel. Every wheel, pinion and other parts of the works were made by hand, at the little work-bench in the little shop on Main Street. The dial, which is twelve inches, is made of hand-hammered German silver plate, and finished with the finest polish. The pendulum bar is 47 inches long, with two glass tubes filled with twelve and a half pounds of mercury. The weight, which furnishes the power, is made of two-inch nickel-plated brass tubing, filled with lead. There are 176 pieces of metal work in the clock, each finished in the most perfect manner. The case is 4 feet 9 inches high, 20 inches wide, and 7 1-2 inches deep, with 8-inch panels and ornamental work at top. The front and sides of the case are of glass, with oval top. The case is mounted on a base 2 feet 4 inches high, 2 feet 8 inches long, and 12 inches deep, with double-panelled doors.

"The whole case was made of the finest cherry, finished with oil polish. The entire work, including the carving, which is very fine, was done by hand by Mr. Lautermilch, who it seems is as skilled at work in wood as in metal. He informed us that many of the tools needed to complete the work he made himself, which consumed much time.

"Taken altogether, the clock is a wonderful piece of work, and its great beauty would make it an ornament to the finest palace in the country."



Our Illustrated Catalogue—Largest and most complete published. Sent to the trade FREE. Sole Agents for Improved Terry Clocks.

48 and 50 Maiden Lane, 33 and 35 Liberty St., New York.

Importers, Exporters, Jobbers or Controlling Agents in all lines of goods that appertain to the Legitimate Jewelry Trade.

21 Different Departments. 21

Requiring and Occupying Larger Salesrooms than any other Wholesale Jewelry House in the World.

## KANSAS CITY, MO.

We have all grades of American Movements and an elegant line of Gold and Gold Filled Cases. Also all the Patent Silver Cases. Our Jewelry Stock is all new, and the latest designs.

We solicit a share of your orders and promise you a square deal and fair price.

Woodstock, Barger & Hoefler,  
Kansas City, Mo.

Water Works Building.

Established 1866.

## Pfaelzer Brothers & Co., Manufacturing Jewelers.

Importers of

**DIAMONDS.**

Wholesale Agents of all makes or

**AMERICAN WATCHES.**

819 and 821 Market Street, Phila., Pa.

Our line comprises *everything* from the cheapest to the finest in Jewelry, Watches, and Diamonds; our assortment of stock is second to none in this Country and always at bottom figures. Goods cheerfully sent on selection, but those unacquainted with our House will please furnish references.

We sell on close profit and short time only.

**Col. J. M. Rutherford, Auctioneer,**

Specialty made of Diamonds, Watches, Jewelry, etc.

Sales made only for established jewelers in their regular places of business. Am a practical jeweler, with an experience of 25 years as a special salesman. Can refer to over 100 jewelers, for whom I have made successful sales in all parts of the United States. Address,

Room 7, 618 Chestnut Street, Philadelphia.

## At Last! A Jewelers' Guild Watch.

The WATERBURY WATCH is now entirely under the control of the

Recognized Retail Watch Dealers of the  
United States and British Provinces of North America.

Out of 16,000 legitimate retail watch dealers, over 9,500 have become members of the

**Waterbury Watch Guild,**

and that number is receiving additions every day.

These RECOGNIZED RETAIL WATCH DEALERS fully realize that the WATERBURY WATCH CO. has kept FAITH with them.

The policy which we inaugurated in May, 1887, has been thoroughly appreciated, AND IT WILL BE CONTINUED. We make this pledge as a renewal for the year to come, and trust that the day is not far distant when the RECOGNIZED RETAIL WATCH DEALER, who is not a member of the "Guild," will be a rare exception. The Waterbury Watch is and will be sold by us only to LEGITIMATE RETAIL WATCH DEALERS.

**The Waterbury Watch Company.**

GEORGE MERRITT, Gen. Selling Agt.

Factory; Waterbury, Conn. New York Office; 92 and 94 Liberty St

### NOVELTIES IN JEWELRY.

Busts and heads of Labrador spar make odd scarf pins.

A horseshoe of silver, with a link fastening at the extremities, makes a peculiar bracelet.

A Brazilian bug nearly two inches in length is an odd brooch shown by a downtown jeweler.

An odd design in hair-pins represents a serpent coiled about and supporting a large pearl.

Diamond crescents on polished gold scrolls are still in high favor as brooches and lace-pins.

An intricate scroll in black enamel, set with two handsome pearls, is a pleasing pattern in brooches.

A victorious gamecock is a pattern in scarf-pins which will be received with favor by sporting men.

A dainty brooch represents a "jack in the pulpit" of cut moonstone rising from a jeweled calyx of Roman gold.

A pretty charm is a small flask, the body of which is a square knot of red and yellow gold set with diamonds and rubies.

An odd purse has a cover composed of a silver dollar which tightly closes over a frame from which hang the silver meshes.

Parasol handles of twisted silver, from 12 to 18 inches in length, are shown in plain and oxidized patterns in great variety.

A pretty bib pin for infants has six alternate diamonds and pearls set upon a knife edge, while a larger pearl graces the hinged end.

A novel cigar clipper recently seen was a dainty pair of scissors in dull gold, intended to be worn as a watch charm by the smoker.

A square of hammered Roman gold, having a ruby in each corner and a diamond in the centre, is a pattern both pleasing and artistic in cuff buttons.

Frosted silver match safes, bearing an enameled match and appropriate legends, are among the latest novelties.

A gold griffin seated upon a black pearl, which is firmly grasped by claws and tail, is a peculiar design in scarf pins.

A handsome butterfly brooch in transparent enamels has a row of brilliants extending along the edges of both wings.

Eye-glass holders, in frosted silver, and lined with soft plush, will be appreciated by those who carry aids to their sight.

A handsome curved gold pungent, having a spray of flowers in enamel on its sides, is much in favor among ladies with long purses.

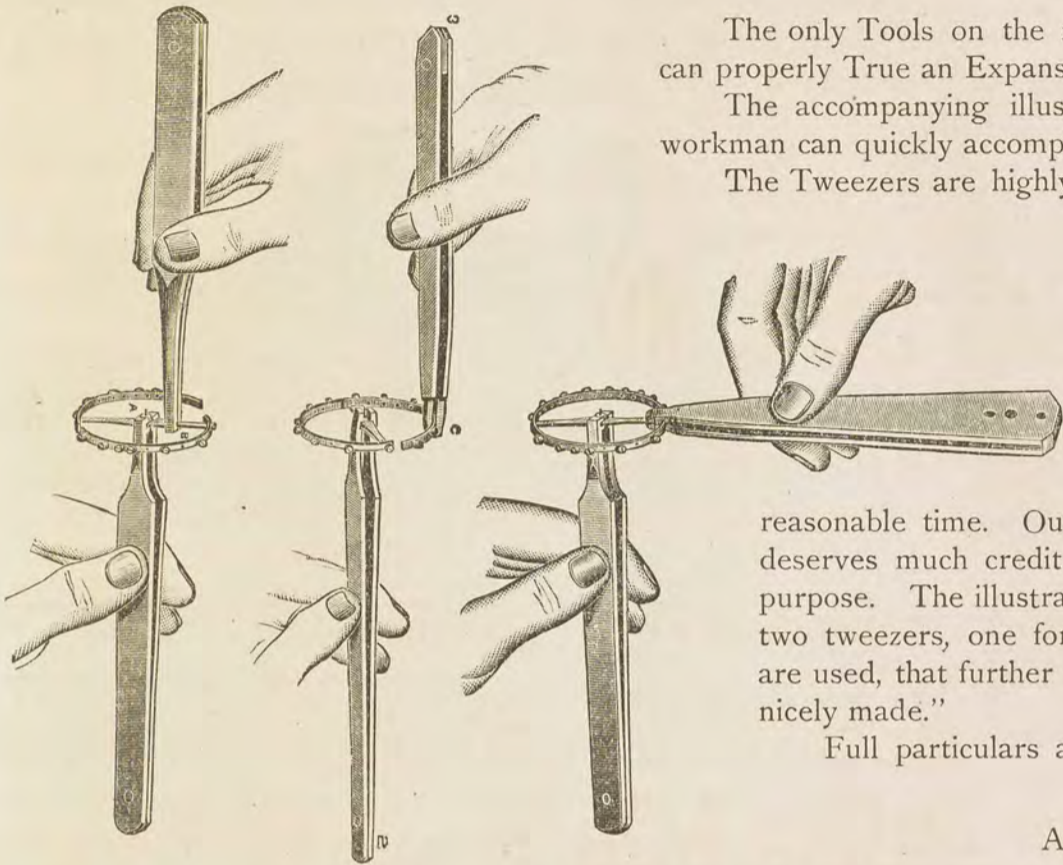
A curved silver pungent, with a mottled oxidized surface, bearing a spray of dainty morning-glories in enamel, flush with the surface, is much admired.

A handsomer has two moonstones set diagonally opposite each other on a plain gold wire shank. Behind each moonstone streams a tail of small diamonds.

A calla lily in pure white enamel, with a gold stamen and having a brilliant dewdrop clinging to its side, is a much admired design in brooches.



# SEEWALD'S New Balance Truing Tweezers.



The only Tools on the market by which a jeweler without especial experience can properly True an Expansion Balance.

The accompanying illustrations show the manner of using them, and any workman can quickly accomplish the act of truing such balances perfectly.

The Tweezers are highly finished, and two pairs will be sent to any address upon receipt of \$1.00, Nickel.

The "Jewelers' Journal," Chicago, says: "The illustration here given explain a new and very useful device, in fact, a pair of the most valuable little tools for watchmakers we have inspected for a long time. There are a few jobs in the repair shop that are more perplexing to an ordinary workman than that of truing an expansion balance nicely within a

reasonable time. Our old-time friend, Phil. Seewald, of Hudson, Michigan, deserves much credit for devising such efficient helps for the craft for this purpose. The illustrations so fully show, in three different positions, how the two tweezers, one for holding the balance while the other is used in truing, are used, that further description is unnecessary, except to say they are very nicely made."

Full particulars and samples will be sent by addressing as below.

Address Patentee and Manufacturer,

## PHIL. SEEWALD, Hudson, Mich.

Prices to Jobbers on application.

Patent applied for.

## Giles' Anti-Magnetic Shields

DEALERS would do well to carry a few James Boss Filled Gold Cases, fitted with Giles' Anti-Magnetic Shields. We have them in stock in 18 size, both Hunting and Open Face. These Cases are recommended by Scientists as a perfect protection against the danger of a fine watch becoming magnetized and unreliable. Very frequently, a sale can be made by having some of these cases, when it would be impossible to effect one without convincing your customer of the necessity of such protection.

## Keystone Watch Case Company

Philadelphia

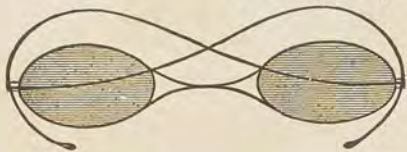
New York

Chicago

No Goods at Retail.

The Philadelphia Optical and Watch Co.,

(Limited),  
916 Chestnut Street, Philadelphia, Pa.  
The busiest Optical House in America.



Manufacturers of  
Lenses, Gold, Silver and Steel  
Spectacles, Eye-Glasses, etc.  
We have the largest Prescriptive Grinding Department in the country.

The Chief Feature of an Optical Store is an Attractive Spectacle Sign. Recognizing this fact, we have had made very attractive light wooden spectacle signs, bound in iron, and set with blue glass in four different sizes, and which we will furnish our customers with, at cost. If you need one, write us, and we will furnish price.

Special Notice.

Hot weather is coming. Your customers will soon be asking for thermometers. It won't do for you to be without them. We can give a full line of the more salable styles at from \$25 to \$40. In addition to our general line of Thermometers, we have lately had made a large, fine finished Wood Thermometer, 24 inches in length for advertising purposes at \$18 per dozen. Send for a Price List.

Removal.

H. O. Hurlburt & Sons,

Successors to  
McCarty & Hurlburt, 131 N. Second St.,

Wholesale Watches and Jewelry,

have removed to  
938 Market Street,  
Philadelphia.

To Watchmakers.



Pat. Jan. 25, 1881.



Pat. Aug. 30, 1880.

THE LOOP KEY cannot be excelled in quality and finish. THE DIME KEY has the same enduring qualities.



CLARK'S FIVE HOLE CASE SPRINGS. None better or more reliable for repairing.

Made by  
A. N. Clark, Plainville, Conn.  
Sold by the Trade.

A Perfect Fountain Pen.



Handsome, vulcanized rubber case fitted with best quality of Gold Pen. Holds ink enough to write 10,000 words. Always ready for use. Writes instantly. Samples on receipt of price. Send for circulars.  
Plain case, \$1.25; Engraved case, \$1.50.

Acme Pen Co.,  
No. 130 Fulton Street, New York.

King & Eisele

Buffalo, New York,

Are offering for a short time their

Snaps No. 2, 3, 4, 5 and 6

At usual snap prices. Send business card for the lists, and take advantage of a bargain that can be given only by King & Eisele, because they run their own factory.

Factory, 198 and 200 Terrace St.  
Salesrooms: 283 Main St., and 2, 4, 6 and 8 Swan St.

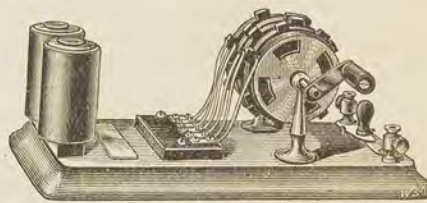


Correspondence Invited.

CLASS PINS, RINGS,  
SOCIETY PINS,  
MEDALS, TROPHIES,  
EXCLUSIVE DESIGNS,  
ETC.

The Most Useful and Important Invention  
for Watchmakers.

No  
Electric  
Light Wire  
Required.



Greaves' Demagnetizer (Patented).

Cost of  
Maintenance  
less than  
50c. a Year.

Watches Demagnetized without Taking Apart.

The Best and Quickest Demagnetizer Ever Made. Takes up less Room on a Bench than a Lathe.

The simplest and most effective machine ever produced for that purpose. Anybody can demagnetize a watch in from one to three minutes' time, without taking the movement apart, by following the instructions which accompany each machine. The price being only \$35 permits the most modest shop in the country to possess one. Address all correspondence and orders to

Walter M. Jaccard,

1723 Waverly Place, St. Louis, Missouri.



25 Black Bass taken with one Minnow.  
10 Minnows all that is needed in a day's Fishing.

Pat'd U. S. & Can.

THE SKELETON FOR 1888.

A. WAKEMAN, the Inventor and Manufacturer of the Celebrated Wakeman Baits takes pride in offering a bait that has no equal: which is acknowledged by dealers and sportsman generally, throughout the United States and Canada. Special terms, circulars, etc., sent to dealers on application, or two samples sent with terms, postpaid for \$1.50. Write A. Wakeman, Cape Vincent, N. Y.

W. H. Sheaffer & Co.,

612 Chestnut St.,  
Philadelphia.

Manufacturing  
Jewelers.

Link, Band and Wire BRACELETS.  
Lace Pins, Ear Rings, Sleeve Buttons, Studs and Locketts.  
Diamond Mountings and Diamond Goods.  
Designs made to Order and Estimates furnished.



I. Bedichimer,  
616 Chestnut Street, Philadelphia.

Manufacturers of

Masonic Marks,

Society Emblems, Pins and Jewels.

Highest award at Franklin Institute, 1874, International Exhibition, 1876.



H. H. HEINRICH,  
Chronometer Manufacturer, and Agent for K. Zimmerman Watches,  
No. 14 John Street, New York.  
Chronometers sold on installments on terms to suit the purchaser.  
Chronometers to Rent. \$5 per month.

This cut is a Marine chronometer with Heinrich's adjustable balance. Certificate from U. S. observatory. In order to give an opportunity of examining and testing my chronometers, I will rent them out at the rate of \$5 per month, payable in advance. To those desiring to purchase chronometers, after examining them, an allowance of the first month's rent will be made from purchasing price. A large stock of new and second-hand marine chronometers on hand for the trade. All my second-hand chronometers are in the very best condition, readjusted, and look like new. Springing and Adjusting with C. A. Paillard's Palladium Balance Springs a Specialty.

Breitinger & Kunz,

Importers, Manufacturers, Jobbers and Dealers in

Diamonds, Watches, and Jewelry,

Silverware, Musical Boxes, Foreign and American Clocks,  
Watchmakers Tools and Materials.

No. 37 and 39 N. Ninth St., Phila., Pa.

Sole Agents in the United States for G. Becker's Regulators.

Every live jeweler sells them.

Diamanta Spectacles and Eye-Glasses.

Manufactured only by  
M. Zineman & Bro.,  
130 S. Ninth St., Phila., Pa.



In Gold, Silver, Steel, Alloy, Nickel, Nickel-plated, Zylonite, Rubber, etc.

We have a special sample line containing our leading styles which we will send, express prepaid, upon receipt of \$5. This special line embraces goods made only by us, and we want every Jeweler to see it, because it will enable him to order goods he must have and save him the delay which would otherwise ensue. The demand for the "Diamanta" goods is increasing daily, and every wide-awake dealer makes a specialty of them. We send a complete advertising outfit and a show case, or a spectacle cabinet with every large order. We are always glad to hear from you and furnish any information. Our department for making Prescription Glasses is complete. We employ only skilled workmen. Our prices are unusually low.

Music Boxes.



SUPERIOR QUALITY

J. R. Painter's

Wholesale and Retail Salesrooms,  
1208 Chestnut St., Phila., Pa.

Send for Catalogue and Price List.  
Old Music Boxes carefully repaired by experienced  
Workmen from Switzerland.

N. B.—Special attention given to Jewelers' Trade.

Established 1870.

J. L. Clark,

Refiner and Sweepmelter of

Gold and Silver

No. 823 Filbert Street,  
Philadelphia, Pa.

Gold and Silver of any kind bought.  
Send by Mail, Express or Freight.



L. Lelong & Brother,

Gold and Silver Refiners, Assayers

AND

Sweep Smelters,

S. W. Corner Halsey and Marshall Sts.,

NEWARK, N. J.

S. Kind & Co.,

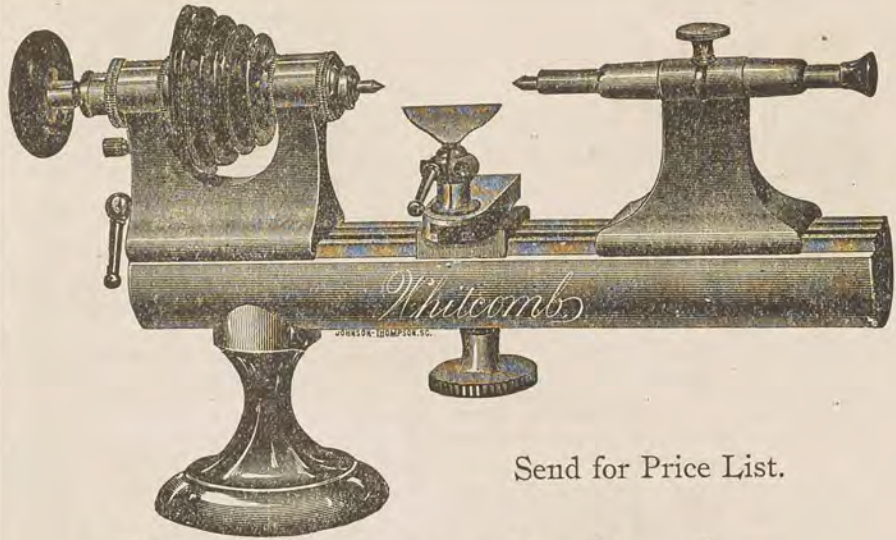
441 and 443 Market Street, Phila., Pa.

Wholesale Dealers in

American Watches,  
Jewelry and Silverware.

We carry a full line of all grades of movements and cases in 14 K., 10 K., Wheat and Eagle. Full line of Boss and other filled cases. Mail orders get our special attention.

Our motto: "No Misrepresentation."



Send for Price List.

Non-Magnetic Lathe.

The Whitcomb Lathe is positive; the Webster Foot-Wheel is negative, and the belt completes the connection, so that this combination never magnetizes watches.

American Watch Tool Co.,  
Waltham, Mass.



H. M. Betz,

No. 631 Chestnut St., Philadelphia, Pa.

Manufacturer of  
Society Badges, Charms, Scarf-Pins and Rings.

Made of Solid Gold, handsomely enamelled, patented designs. Send for Price List containing cuts of Charms, Badges, Scarf-Pins, Rings, etc. Badges and Charms of all organizations made to order.

The Best Watch Oil Ever Produced.



Every watchmaker in the world is acquainted with the fact that the Oil that will stand the lowest temperature is invariably the one that gives the best results.

Working upon this fact, we have found that our Watch and Clock Oils, when passed through the process of refinement at temperatures lower than 20° below zero, are freed from all impurities that Corrode and Blacken the Pivots of a Watch, at the same time they are rendered Perfectly Unaffected by Heat or Cold.

We have spent much time and money in determining this method of refinement, and the exquisite quality of the goods that were produced by our experiments caused us to immediately establish a refinery at a high Canadian latitude, where the work could be carried on uninterruptedly in severe cold.

Watchmakers have always found trouble, even with the best known Watch and Clock Oils, and have strongly desired an article that could be invariably relied upon. We are the first to respond to the demand for an improvement in these Oils, and we invite the severest tests that can be applied to them.



*William F. Nye*

In use upon all Watches sent out from the Waltham Factory.

MR. WILLIAM F. NYE,

Waltham, Mass., Nov. 11, 1887.

DEAR SIR: It is now one year and nine months since I commenced testing your Watch Oils, and it affords me pleasure to state that I am satisfied with the results. They have been subjected to various tests, but the severest and best test has been its actual use upon watches carried in the pocket. In every instance your "Melon" and "Jaw" Oil has made an excellent showing. The "St. Albans" Oil which you sent me a few months ago, is, I believe, from such tests as I could give it in so short a time, a better oil than you left with me nearly two years ago, and to which I have made reference. It is essentially the same, except that it seems to have more "body," and, therefore, will no doubt wear longer. It shows no tendency to "dry up," "spread" or "gum" when subjected to high temperature (200° F.) for several weeks. We received the Oil ordered from you, and I trust it is all the "St. Albans" brand. I term it the "St. Albans" Oil to distinguish it from regular oil or that which I first had. I now have so much confidence in this oil that I have ordered its use upon all watches sent out from the factory. It may seem to you that it has taken me a long time to arrive at a conclusion regarding your oil, but unfortunately, it takes a long time to thoroughly test watch oils, and it is a matter of great importance to a large Watch Company.

Yours truly,  
D. W. ELDRIDGE,  
General Inspector American Waltham Watch Co.

To the Watch and Clock Trade.

Realizing that we were in possession of the finest stock of raw material for such goods, the "Jaw" and "Melon" Oil, and knowing from years of experience the great difficulty of producing a uniform quality of this Oil in a climate so variable as in the vicinity of our factory at New Bedford, we attempted the scheme of refining it in a higher latitude, and accordingly a stock was sent to the borders of Canada—St. Albans, Vt.—and after a thorough chilling at a temperature 35° below zero, the process of refining was completed at an average temperature of 20° below zero. The experiment was a great success, and we can now assure the trade that we have produced the finest quality of watch and clock oils ever shown to the world. Watchmakers have only to ask their dealers to send them a bottle of Nye's Watch or Clock Oil to prove the correctness of our statement.

WILLIAM F. NYE,  
New Bedford, Mass., U. S. A.

**CHARLES KOHLBUSCH,**  
 Manufacturer of  
**Fine Balances and Weights**  
 For all purposes.  
 35 Nassau St., N. Y.  
 Send for Catalogue.



Repairs promptly attended to.

**To the Trade.**  
 Do you wish your repairing done well at reasonable prices? If so, send to  
**Edward W. Fox**  
 all your broken jewelry, silverware, watch cases, movements, clocks, spectacles, eye-glasses, pipes, fancy goods, also engraving and plating. Save express by sending everything in one package to 7 Province Ct., Room 3, Boston, Mass.

**To the Trade.**  
 We make a specialty of doing all kinds of watch repairing for the trade, having had years of experience in the largest houses in the city, and having all the best facilities for doing work. We are enabled to do the most difficult repairing promptly, and on short notice. Send for our new price list.  
**Richards & Rutishauser,**  
 149 and 151 State St., Room 10, Chicago, Ill.

**To Whom It may Concern.**  
 It having come to our knowledge that certain persons are manufacturing Ladies' Cuff Holders, claiming an "improvement" on "The Queen" Cuff Holder, manufactured by us, for which letters patent were granted to us Oct. 4th 1887. The so-called "improvement" consists in a movable or swivel head; and in all other respects, the said cuff holders are identical with ours; the same being a plain and palpable infringement on our patent, having been so pronounced by competent authority at Washington, after due investigation. Now, therefore, we hereby caution and forbid all persons from manufacturing, selling, buying or using the said so-called "Improved Cuff Holders," as we shall proceed against all such persons, and protect our rights under the said patent by every legal means.

**J. W. Henry & Co.**  

**HOUGHTON & CO.,**  
 Manchester, N. H.  
 Manufacturers of face plates and slide rests. Prices reasonable, and quality guaranteed. Ask your jobber for one on approval.

**Hibarger's Oil Cabinet.**  

 Here is just what you want to set off your bench. One of HIBARGER'S PATENT OIL CABINETS. It is a pretty ornament, and perfectly protects the oil from dust and light. On the top you can put your eye-glass and screw drivers.

Wholesale Agents:  
**Sussfeld, Lorsch & Co., New York.**  
 All Jobbers have them. Price \$2.50.

**H. M. DAVIS,**  
 No. 73 Nassau Street, Room 6, New York.  
**Watch Case Repairer.**  
 Jewelers desiring first-class workmanship and prompt attention will find it to their advantage to give me a trial. Jobs sent me by mail or express will be repaired and returned promptly. Engine Turning, Springing, Jointing, Polishing and general repairing neatly and quickly executed.

Send to Headquarters for Goods.  
**H. H. Kayton,**  
 82 Nassau Street, New York.  
 Importer and Jobber  
 in Watch Materials, Tools, Jewelers' Findings, Spectacles, and other Optical Goods. Best goods at lowest prices. Work for the trade promptly attended to. Orders filled by any catalogue.

**Tools**  
 For Jewelers, Watchmakers, Engravers, etc.  
 Write for prices. All correspondence promptly answered.  
**Tallman & McFadden**  
 1025 Market Street.

**Cash for Old Gold and Silver.**  
 We pay cash for silver and gold. Returns made same day as received.  
**E. & J. SCHWEIKERT,**  
 No. 19 W. 4th Street, Cincinnati, Ohio.

**SUPERIOR ESTAB. QUALITY**  
**MUSIC BOXES**  
 1824  
 1876  
**Gautschi & Sons**  
 PHILA. Chestnut St.  
 PHILADELPHIA. SEND STAMP FOR CATALOGUE.

**BUY THE BEST.**  
 Tweedle Dee and Tweedle Dum, the Best and Cheapest Nickel Time and Alarm Clocks made.

**Oskamp, Nolting & Co.,**  
 Wholesale Jewelers, Cincinnati, Ohio.

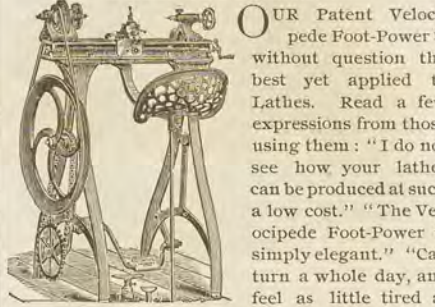


Do you use a polishing Lathe or a lathe of any kind? If so, and you have not a

**Hammond Wheel**  
 You are simply behind the times. More and finer glass grinding and polishing can be done in one hour, than is possible to do all day by the old rigs—or new—for ten times its price.  
 No set of lathe furniture complete without it. For sale at all stock houses, or free by mail on receipt of price, \$1.00  
**W. F. HAMMOND, Man'fr,**  
 38 Main St., Greenport, Suff. Co., N. Y.

Established 1869.  
**Chas. Reiss,**  
 31 and 33 S. Pearl St., Albany, N. Y.  
**Watchmakers' Tools and Materials**  
 Watchmaker to the Trade.  
 Watchwork received from all over the United States and Canada.  
 Send for Price List.

**Foot-Power Machinery.**  
 Complete outfit for actual Workshop Business. Lathes for wood or metal. Circular Saws, Scroll Saws, Formers, Mortisers, Tenoners, Etc. Polishing Machines. Lathes for the heavier work of Jewelers.



OUR Patent Velocipede Foot-Power is without question the best yet applied to Lathes. Read a few expressions from those using them: "I do not see how your lathes can be produced at such a low cost." "The Velocipede Foot-Power is simply elegant." "Can turn a whole day, and feel as little tired as though only walking around." "In regard to the Velocipede Foot-Power, I consider the lathe without an equal." "Using the Velocipede Foot-Power, the operator can hold a steady hand for doing the work." "For doing actual business, the lightest or the heaviest, give me the Velocipede Foot-Power." "The 4 1/2 Lathe is equal to any costing twice the money." "What astonishes me is, how you can make machines to pay you for so small a sum of money." "The No. 6 Lathe is the most perfect tool I ever saw for the money." "I can do double the amount of work on the Velocipede that I can on any other style of foot-power lathe." "There is no tax on strength, the body is at rest, steady, the hands and attention free for the job." "The Velocipede—is the best foot-power of any for lathes." Sold ON TRIAL. Price List Free.

**W. F. & John Barnes Co.,**  
 660 Ruby Street, Rockford, Illinois.



**Star Filled Gold Watch Cases.**



A VERY few years ago, the Star Filled Gold Watch Cases would have been considered as first-class, judging by the color, fit and general finish—notably the engraving. And now they will rank as A1 goods, if they are not compared with their more fortunate brethren, the James Boss and Keystone Filled. But take them in any company, they stand as the choicest goods of their kind on sale.

Any man desiring a cheap, yet at the same time, a serviceable Gold Watch Case, can not go wrong in buying a Star Filled.



**Keystone Watch Case Co.,**  
 Philadelphia.

New York.

Chicago.



All our own New and Original Specialties. Every live Jeweler should keep abreast of the times, and see our new styles.

# H. B. Sommer & Co.

Jewelers' Paper and Plush Boxes,  
Patented and other Specialties.

The Plate Glass Specialties are the only Dust-Proof Trays  
and Boxes in the Market.

Send for Catalogue.

Discounts to Jobbers.

628 Arch Street,  
Phila.



Shell Watch Boxes. \$12 per Doz.



Patent Plate Glass Watch Tray. 11 1/4 x 8. Price \$4.50.



Plate Glass Box for 1/2 Doz. Tea Spoons.

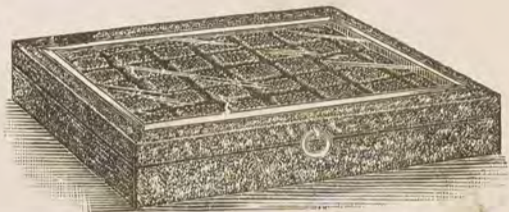


Plate Glass Ring Tray. 8 1/2 x 7. Price \$3.50.

Beveled Plate Glass Mirrors for Jewelers' windows: Size 12x12, \$1.50 each; size 12x15, \$2.00 each; size 15x18, \$2.50 each. Beveled edge signs printed in gold for Jewelers, etc. The following mottoes, \$3.00 per Doz.: "Watch and Jewelry Repairing," "Spectacles and Eye-Glasses," "Fine Holiday Presents," and "Birthday and Wedding Presents."

Manufacturers of  
Paper Boxes, Cards, Tags, Cotton, etc., etc.

Sole Proprietors of  
Schencks'  
German Putz Pulver.  
The best powder for Silverware  
in the world.

Price, per gross, \$6.00.  
" per dozen, \$0.60.



Pat. Oct. 15, 1886.

Our Patent Plate Glass  
Top Watch Boxes, \$15.00  
per dozen.



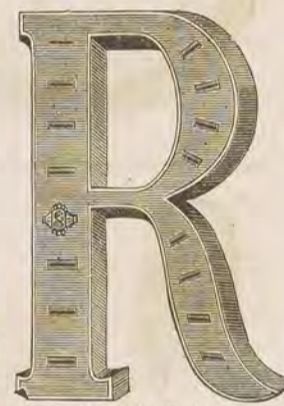
Klotz's Patent Tray.

Sole owners of Patent, and Manufac-  
turers of Klotz's Ring and Thimble Trays.  
No. 1. Size, 9x6, \$2.00 each.  
No. 2. Size, 10 1/2 x 7 1/2, \$2.50 each.



Pat. Sept. 15, 1885.

Sole Patentees of Album-shaped Boxes  
for Watches, Drops, Lace, Cuffs, Sil-  
verware, etc.



Pat. July 25, 1884.

Our Patent Initial Tray  
for Rings, Drops, Lock-  
ets, etc. Price, \$3.50 each.



## Keystone Filled Gold Cases.

THE new productions of the Keystone Watch Case Company, known as the KEYSTONE FILLED CASES, are being received by dealers as favorably as their earlier productions, the James Boss and Star Filled Cases. Many of our friends assure us these cases must have been specially gotten up for their individual trade. They do certainly come in very conveniently for such customers as want a neat, serviceable case, and do not feel able or willing to pay for a James Boss. Dealers will bear in mind that these cases are guaranteed for fifteen years, and a bona-fide guarantee, by parties willing and able to make it good, is a big thing in filled gold cases, and should be of itself enough to sell the goods.



## Keystone Watch Case Company, Philadelphia.

New York.

Chicago.



Straight Line Lever Escapement—Two Pair of Jewels—Diamond Silver Case—18 Size—Quick Train—  
Stem Wind and Set—Second Hand

# NON-MAGNETIC BALANCE.

To the Jewelry Trade.

Revolution at Trenton.

Our Improved Case with Jointed Back and Bezel adds another practical feature  
to our Watch,

“The Trenton”

Is now THE LEADING low-priced Watch. Profitable to Jewelers and satisfactory to  
those who carry them. We guarantee each Watch to be a good Timekeeper. No Jeweler  
can afford to be without them.

The DEMAND for a good cheap Watch is acknowledged by all. We sell only to the  
legitimate Jewelry Trade. Send for sample Watch, or for prices and terms. Show cards  
furnished all customers.

Sold by all Leading Jobbers.

## Trenton Watch Co.

Trenton, New Jersey.

New York Office: 202 Broadway, New York.

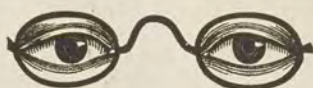


Be on Time.

Don't get Left.



Successors to  
JACOB COLTON & CO.,



W. W. Coomes & Co.,

Manufacturers of

Gold and Silver Spectacles, Gold Eye-Glasses, and  
Gold and Silver Thimbles.

Long Meadow, Mass.

Birch's Patent Bench Keys.



No. 41 Bench Key (Nickel Plated with Hard Rubber Handle.)

Engine Turned, Assorted Patterns.

Sold by the trade.

Circulars on application.

John S. Birch & Co., 182 and 184 Lewis St., N. Y.

# Aurora Watch Company

Manufacturers of

Full Plate 18 Size Movements

of Superior Finish and Time-Keeping Qualities of Highest Character.

## The Best Watch Made for the Price.

Eleven Grades of Open Face Pendant Setting  
Movements.

Eleven Grades of Htg. Stem Wind Movements.

Seven Grades of Key Wind Movements.

Five Grades of Adjusted Movements with Bre-  
guet Springs and Patent Regulators that  
are especially adapted to the requirements  
of railway service.



No connection with Trusts or Combinations.

Movements are sold without Cases.

Jobbers and Dry Goods Stores do not get them.

All movements are sold by the Company direct  
to the Retail Dealer and to Jewelers only.

Dealers are protected from unfair competition.

Manufacturers also of the GUILD Watch, made under special contract with the U. S. Jewelers Guild and bearing its registered  
trade mark. Sold to none but members of the Guild.

Write to the Factory for information.

General Office at the Factory.

## Aurora, Illinois

Something New and Low Priced  
**INSULATED WATCH PROTECTORS.**

Will Protect all Watches against Magnetism.

Convenient in Use.

Made in various Sizes.

Perfect in Action.

Price within the reach of Everybody.

For Sale by all Jobbers and Wholesale Dealers.



Pat. Applied For.



Pat. Applied For.



Pat. Applied For.

Manufactured only by the

**Newark Watch Case Material Co., Alex. Milne, President.**

Manufacturers of PENDANTS, BOWS, CROWNS, SPRINGS, etc.

New York Office: No. 41 Maiden Lane.

Mention this Paper.

Factory: No. 19 Ward St., Newark, N. J.

**The 16 Size**  
**Three-Quarter Plate Watch Movements**  
Manufactured by the  
**American Waltham Watch Company**  
named "ROYAL,"  
are now ready for delivery by

**David. F. Conover & Co.,**

S. E. Corner Chestnut and Seventh Sts., Philadelphia, Pa.

Prices sent to Watchmakers and Jewelers only.

We issue no Price Lists.



James Boss Filled Cases.

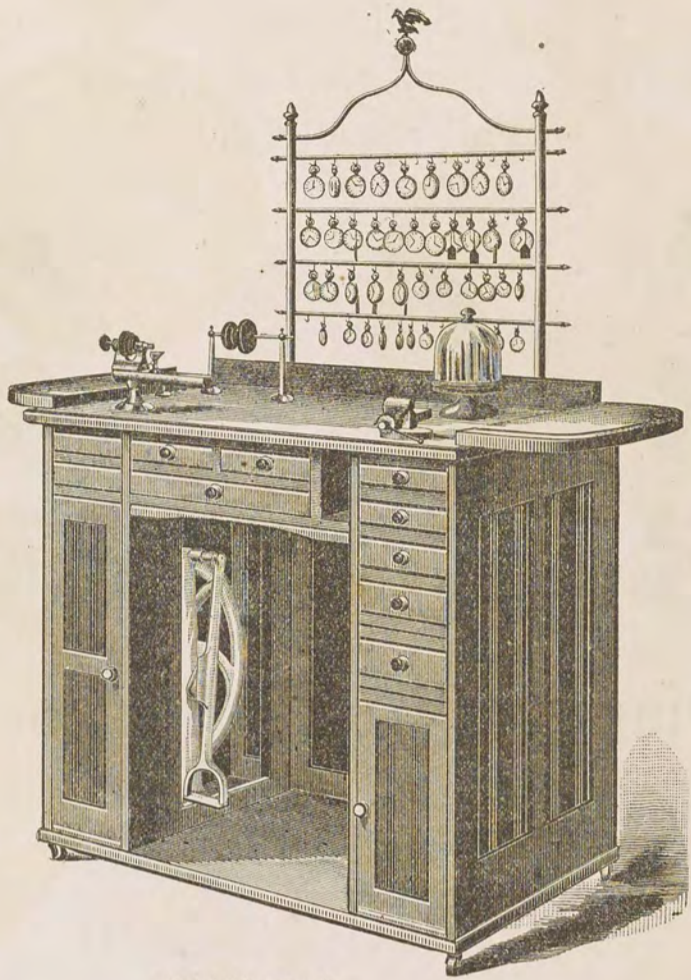
VERY little need be said here about these cases, except to remark, as the old farmer did about his daughter: "Thar she is, Squire, jist as good as she is purty."

Keystone Watch Case Company,  
Philadelphia.

New York. Chicago.







Material Department,  
C. H. KNIGHTS & CO.,  
Wholesale Jewelers,  
CHICAGO.



The Sensation Collar Button.  
Solderless.

Composed of Two Pieces only, with fine  
Foil Stone Head.

A perfect imitation of a



Diamond Collar Button.

Is now offered to the trade in three sizes, Nos. 723, 724, and 924. Numbered Illustrations above show EXACT size. SENSATIONS also made in NINE sizes plain without stone.

Howard & Son,

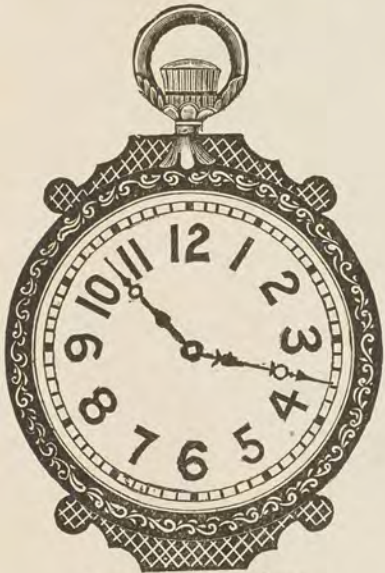
102 Orange Street.

Providence, R. I.

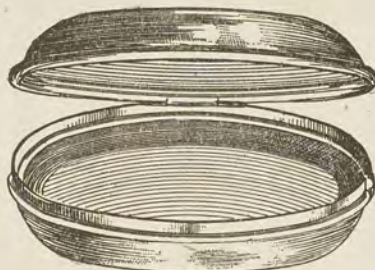
We sell to Jobbers only.

We will on application furnish any retailer with names of jobbing houses carrying above goods. Mention KEYSTONE.

R. & L. Friedlander.



A few lines of signs.  
Send for Prices.



Watch Protectors.  
\$2.50 per Dozen.



Adjustable Casesprings.  
Best in the Market.  
50 cents per Doz.

Watches, Jewelry,  
Optical Goods and Jewelers' Supplies.

We have on hand a large stock of Bamboo goods and offer the following bargains:

1000 dozen Bamboo Vest Chains @ 75 cents per dozen.  
1000 " " Guards @ 50 cents per dozen.

65 and 67 Nassau Street, N. Y.

Send for Price List.

Have you seen the

14 K. 1-4 Gold Chain of  
R. F. S. & Co.'s make?



HEY are warranted to wear TWENTY-FIVE YEARS, and are made in open curb trace and cable links. What use has any one for a solid gold chain that will soon have to be sold for old gold at a GREAT SACRIFICE, when for one-fourth of the money they can procure an article equally satisfactory?



Krementz & Co.,  
184 and 186 Broadway, Cor. John Street,  
New York.

Manufacturers of

Fine Gold Jewelry,

and the Well-Known

"ONE-PIECE"

G  
O  
L  
D



C  
O  
L  
L  
A  
R

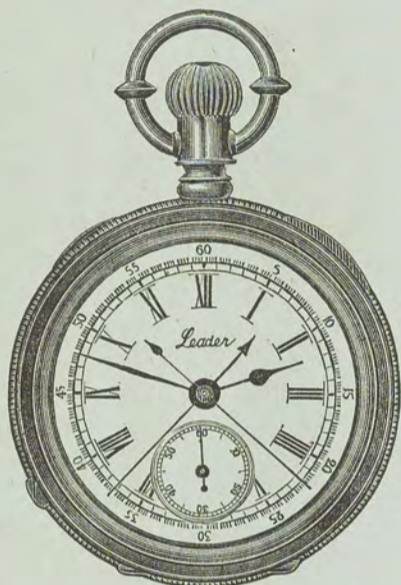
BUTTON in ten sizes.

Ask your Jobber for them or address

Krementz & Co.,  
182 and 184 Broadway, New York.

The Latest:  
"THE LEADER,"

The Cheapest  
Open Face



Split Second Watch  
in the Market.

Also our  
"SUCCESS"  
Initial Ring.



Ask our Travelers for them and send for samples.

J. T. SCOTT & CO.,  
4 Maiden Lane, - - - New York.

Jobbers in all kinds of  
American Watches.

Importers of SWISS WATCHES, including a  
full line of Chatelaine Watches in Gold, Silver and Nickel.

Also a full line of  
Diamond Goods,

Comprising Loose Stones and Mounted in Ear-Drops, Lace-Pins, Scarf-Pins, Collar-Buttons, Fancy and Solitaire Rings.

Sole Agents for Chas. F. Tissot & Son's Fine Movements, fitting the 6 and 16 Size Elgin Cases; Also for Nickel Open-case Roskopf Triumph-Roskopf Watches.

Largest and most complete Stock ever offered.

Would call special attention to our full and complete line of Chronograph Watches.

Our Jobbing Department is under our Personal Supervision.

The Julius King Optical Co., have their New York Office in our Store.



“Things of Beauty never tire us.”

# JUNE ROSES

# BOSS CASES

THE QUEEN OF FLOWERS  
THE KING OF CASES

} Companions of the Season.



Cultivation and care every year improves the regal rose. Assiduous study and experience adds to the beauty and elegance of Boss cases. The quality of these goods, which have so long ruled the market, will never be lowered.

See Pages 11 and 22.

**Keystone Watch Case Company,**  
Philadelphia.

New York.

Chicago.