

THE JEWELRY BOOK

By CHARLES AUSTIN BATES.

The Jewelry Book.

No. _____

Issued to _____

The complete service which this book carries with it will be given on demand at any time after the full subscription price of ten dollars (\$10.00) has been received by the Charles Austin Bates Co., Incorporated.

This service is covered by the Coupon Book which accompanies the Jewelry Book. Each Coupon Book contains:—

- 1 Coupon entitling the holder to a letter of criticism and advice.
- 1 Coupon entitling the holder to receive the Monthly Retailers' Journal, "Good Advertising," for one year.
- 225 Coupons, each entitling the holder to purchase one single, or half-column, wood-base cut at sixteen (16) cents and postage. Or to double column or metal-base cuts at the cost stated on the following page.

Only a part of the cuts in this book are made in double and half-column sizes. If you want these special sizes, we suggest that you first send for a list of the numbers of them. The sizes shown are preferable in most cases.

This book and its accompanying coupons are sold and shipped in only one way—by C. O. D. express, all charges

collect, or payment may be sent in advance, in which case the book will be sent by mail, postage paid.

The extraordinary privileges we extend to our subscribers make it absolutely impossible for us to burden ourselves with the details of bookkeeping, collection, etc.

The coupons which permit the purchase of single, or half-column, wood-base cuts at sixteen cents and four cents postage, also entitle the holder to single and half-column metal-base cuts at twenty-five cents, and twelve cents postage; to double-column wood-base cuts at twenty-five cents, and sixteen cents postage; to double-column metal-base cuts at sixty cents and forty-eight cents postage.

When cuts are ordered, one coupon must be enclosed for each cut, and the cash, New York draft, stamps, or money-order to cover the cost of cuts and postage, must be enclosed with the order. Orders without cash will not be filled in any case. We are supplying the cuts at the bare cost of making and handling, and we cannot add to our expense by book-keeping.

We strongly urge our subscribers to select a number of cuts to be sent at one time by express, instead of by mail, as the express charges will be less than postage. In this case, remit only the cost of the cuts, and pay the express charges on delivery.

It is understood that all the coupons are void unless used before

THE CHARLES AUSTIN BATES CO. INC.

Vanderbilt Building,
New York.

00050339

... THE ...

Jewelry Book

Edited by

CHARLES AUSTIN BATES

NEW YORK

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Advertising a Jewelry Store.

Almost every business man thinks that his business is a little harder to advertise than that of anybody else.

When you talk to him about the different principles of good advertising, and urge him to apply them, he replies to the effect that it is all well enough for an ordinary business, but that his case is different.

What is good advertising for one thing is generally good advertising for another, and the shrewd jeweler is the one who studies good advertising in all lines of business, and tries to adapt the good ideas he finds to his own particular needs.

When you see a good clothing or dry goods ad, or whatever it may be, do not turn away from it just because it does n't happen to be a jewelry ad. With a little twisting and turning you can make a good ad out of it for yourself.

It is true that nowadays a jeweler has to wrestle with one problem that does not confront everybody. I refer to the immense amount of cheap jewelry which is now flooding the market.

The department stores, with their 19-cent rings and their \$1.49 watches, are making a great deal of trouble for many jewelers. The trouble is, that the spurious looks to the unpractised eye almost as well as the genuine. Few people can tell gold from brass. To the uninitiated, glass diamonds that cost about 25 cents a peck, are just as handsome as the real thing.

For these reasons, the stores which handle cheap jewelry get a lot of trade they ought not to have. Of course, they ought to have the 19-cent trade—you don't want that. But they ought not to have the trade of people who have money to spend, and can afford to buy good, reliable jewelry.

The fact that they get it is due, as I have said, to the similarity in appearance between the genuine goods and the imitation.

For these reasons a jeweler must constantly preach quality. He must keep on telling people, day after day, and week after week, that buying cheap jewelry is a waste of money, and that nothing but the best is worth considering at any price. He must give the public distinctly to understand that he is not trying to compete with pinchbeck jewelry, and that he does n't want to be considered in that class.

This is particularly true of advertising holiday, wedding, and other gifts. Tell the people that "a shabby gift shames the giver." Tell them that the affection which prompted the gift will be measured by its value and durability. Ask them pointblank if they want to give a friend a gift that will fall to pieces, or in other respects show its worthlessness in a very short time. Tell them that whether they are buying for their friends or for themselves, it is foolish to spend money for flimsy, shoddy imitations.

In every piece of advertising matter you turn out, make it plain that you sell nothing but the best and most reliable goods, and that you back up every article you sell with your personal guarantee. Make it clear that if there is anything wrong, you will make it right, and that if anybody wants his money back, he can have it. This is true of everything you sell, from the most expensive down to the most inexpensive.

In every one of your ads bring out this point in some way or other, either by the money-back proposition, or by a general statement as to the genuineness and perfect reliability of everything in your store. No matter what your competition may be, or how many temptations to buy cheap stuff may exist, there are enough people in your vicinity who want the best of everything, to build up a solid, profitable, permanent business for you.

A jeweler handling high-class and valuable goods should never enter into open competition with anybody. Ignore your

competitors as thoroughly as if you were the only jeweler on earth. No matter what your competitors may say or do, pay no direct attention to it. Keep on telling what a good store you have, how choice and desirable your goods are, and say that your prices are as low as they can possibly be made on goods of such high quality.

If your competitors make any direct allusions to you, simply ignore them. Always insist that nowhere else can the public buy so safely, satisfactorily, and economically, and that your store and your goods are what they should be, and that you treat people in the way you ought to treat them. You can very well afford to let your competitors say and do just as they choose.

A jeweler consulted me a while ago on this very subject. He was in a desperate state of mind. A competitor, who had formerly been in his employ, was copying his window display, using goods of a slightly inferior quality, but of the same style and pattern.

Upon the articles in his window he would, as he could afford to, place price tags which showed lower prices than those of the jeweler who came to me with his trouble.

It did n't occur to this man that there was no law compelling him to put price tags on the goods in his window. All he had to do was to trim his windows handsomely and use no tags. I told him to discontinue the use of window price tags, and to make no direct reference to the matter.

I advised him further to use more than his usual advertising space for a short time, and to point out to the public, in the most forcible way, that the appearance of goods was no indication of their value. That goods could be imitated so closely that it was almost impossible for anybody, except an expert, to tell the genuine from the spurious. That the only way to be sure of getting goods that would stand the test of time was to patronize a jeweler of standing — one who knew what good goods were, and who personally guaranteed everything he sold. That his prices were as low as

they could possibly be made on goods of the highest quality, and that he could not be undersold.

I advised him to make this talk in an impersonal manner, without any direct reference to anybody, and by no means to enter into any price competition with his young competitor. I think this is good advice for every jeweler.

Sensible people know what a great difference there is in value between real jewelry and fake jewelry. It isn't necessary to call anybody else a faker, but it is necessary at all times, and in all places, to urge upon the public the wisdom of buying none but the best, and to insist that yours is the store where they will always be sure to find none but the best.

Make your advertising pointed and sensible.

Asking people to spend their money with you is a serious matter. You should go about it in a serious, sober way. Don't try to be funny or create a sensation. Talk to people in type just as you would talk to them over your counter.

Use short, plain, simple words. Do not adopt the language or the methods of the circus poster.

The people with whom you want to do business are ladies and gentlemen. Talk to them in your ads in the way ladies and gentlemen should be addressed. Tell them briefly and interestingly just what you have to sell, why it is good, what the price is, and why it is cheap at the price. Avoid the use of trade expressions when possible.

"Filled cases," "Waltham movements," "full-jeweled," are common expressions to you, and you know exactly what they mean. Remember that lots of people do not.

When it is possible to do so go into details. When time and space permit, tell people what your goods are made of, how they are made, where they are made, and all about them. There are lots of interesting things about gold and silver, and their methods of manufacture. There are lots of interesting things about diamonds, pearls, amethysts, opals, and all other precious stones.

You know a lot of these things that the general public are totally ignorant of. They are very interesting things. Everybody likes to hear them. If you can drop a few lines of these interesting facts into your advertising matter, you will be surprised to find how keenly interested people will be in them. People are hungry for information. They want facts. They like to learn new things. Advertising that imparts information will surely be read and appreciated.

As to the amount of money you should spend in advertising, of course local conditions and the size and state of your business must govern that. Always spend as much as you feel you can afford, but never waste a cent of it. Never spend money for advertising that is unlikely to bring results, nor for advertising from which results can not be accurately traced.

Turn a deaf ear to programs, hotel registers, and other schemes of that kind. Do not labor under the false impression that advertising is a lottery, and that it is just as apt to pay in one place as in another. Advertising is a business proposition. The right advertising in the right place is sure to bring good results, and prove a money-making investment.

Find out by experiment and careful study just what the right place is in your case, and then go ahead. Of course the newspapers should have the most of your advertising money. Nowadays, nearly everybody looks in the papers for information of all kinds. Before starting out to make a purchase a very large proportion of the public goes over the ads in the newspapers.

If you advertise constantly in the paper or papers read by the masses of the people you will get all the business that advertising of any kind can possibly bring you.

If you use circulars, folders, or booklets, have none but the best. A jewelry business is one that commands the best. Have the nicest printing, finest paper, and the hand-somest pictures that money can buy. If you can afford to

do this only once a year, it is better to do it right while you are about it. Doing a thing properly once a year is better than doing it improperly every month.

If you use advertising matter of this kind, always send it in a sealed envelope under letter postage. Under no circumstances send sloppy circulars under a one-cent stamp nor put advertising matter under doors or in vestibules. People of good taste resent that sort of thing, and resentment is not what you are looking for.

A jeweler can not afford, of course, to compete with the department or other big stores in the matter of large newspaper space. In most cases his ads must be rather small. For this reason a cut, a heavy border, or something of that sort must be used in order to make the ad stand out.

Study the general typographical appearance of the papers in which you advertise, and try to have your ads as different from the general run as it is possible to get them.

For instance, if the papers in which you advertise have a great many black pictures and heavy borders and bold, black type, have your ads displayed in just the opposite way — in light type without heavy display lines and with plenty of white space around them. You will be surprised to see how an ad of that kind will stand out in a page full of heavy, black advertising.

On the other hand, if your paper has very few cuts and very little heavy, black display, make your ads as bold and as black as you can possibly make them.

Some people think that display means bigness and blackness. This is not true. The properly displayed ad is the one which differs radically from its surroundings. Always bear this in mind, and try to make your ads distinctive or different in some respect from those of the other advertisers in the paper.

I reproduce herewith some examples of small jewelry ads. These are reduced somewhat from the original.

*For a
Rainy Day*

we have umbrellas that combine beauty with utility. Our lowest priced umbrella is as low as a good umbrella can be sold for — our highest is the best that can be found.

Every conceivable combination of gold, silver, wood, ivory and Dresden — many set with stones — is shown.

What can make a more acceptable gift?

**Henry Kohn & Sons
Jewelers**



TWO... 890
FLOORS... MAIN
STREET

New York Office, 9-13 Maiden Lane.

**Full
of
Fire**

is the chief characteristic of our DIAMONDS. Every gem is selected with a view to its color and brilliancy, and it is so mounted that its full beauty is shown.

We have some loose stones from $\frac{1}{2}$ to 2 carats which we will mount in original designs to suit purchaser.

HARTDEGEN,

Fine
Watch
Repairing

683

Broad, Near
West Park
Street.

J. S. MacDonald,
Charles and
Baltimore Sts.

Men's Watches.

The puzzling question of what to give a man for Christmas is quickly answered here.

Watches—those necessary business monitors—are especially appropriate gifts. You can choose one here from a great number of style cases in plain gold and silver, chased, engraved and jeweled. The unseen vital parts—the works—are particularly accurate. In Chains we show all the very latest styles in Links. In Fobs and Seals and Charms we have a great variety of newest designs.

Match Boxes, Cigar Cutters, Penknives and similar men's gifts are here in gold and silver, plain and studded with jewels.

Open Evenings.

J. S. MacDonald, Charles and
Baltimore Streets.



Fine Umbrellas and Canes

HART, The Jeweler,

has an elegant line—at prices that defy competition.

1106 Pacific Avenue,
Opp. People's Store.

A Gentleman's Watch

Accurate in time-keeping and of a quality to insure service for generations. Such is the V. & C. Watch. Vacheron & Constantin of Geneva, Switzerland, have won prize after prize at the Geneva observatory for the high quality of their Watches until to-day their name stands first on the roll of Swiss Watch manufacturers.—Positively one price—the same to everybody.

JACCARD'S, Kansas City.

The ad of Henry Kohn & Sons, and the J. S. Mac Donald ad are examples of clean, strong, forcible display.

Jaccard's ad is a good one and well displayed. It will be likely to be seen wherever printed. The only trouble with this ad is that it does n't give the prices. It says, "Positively one price—same to everybody." That information is n't of much use so long as we don't know what that price is.

This same criticism is applicable to the Hart ad, which is in other respects very good.

The Hartdegen ad is another example of good arrangement, but its effect is somewhat marred by the heaviness of the firm's name. If that were only half as large or printed in outline type, the appearance of the ad would be improved. If you place your finger over it, you will see that the ad looks much better.

These heavy name plates mar the appearance of a great deal of otherwise good advertising. Make the head-line the prominent thing—not your name. People are n't particularly interested in you—they want to know what you have to sell. Use your space in telling them, and make the name inconspicuous.

As a general thing, not more than two kinds of type

should be used in an ad. Have the head-line very heavy, if you use one at all, and print your name in the same kind of type as the head-line, only much smaller. For the body of the ad use a clear, plain type, larger, if possible, than the body of the paper.

The matter of window display is one to which a jeweler should give his careful attention. Hardly any other line of business offers such opportunities for tasteful and attractive display as does the jewelry business. His stock is made up almost entirely of articles which combine both beauty and high value.

Trim your windows neatly and artistically, and change the trimming every week at least.

Do not make the mistake of trying to crowd the whole store into the window. A simple display of one class of goods is best. If you put a little of everything you have into a window, its artistic appearance will be marred, and the pulling effect of the window will also suffer.

If a man sees a window which contains fifty different things, each of which he would like to have, he will go away without buying anything. He wants them all, and as he can't have them all, he does n't buy anything.

On the other hand, if you have, for instance, a window full of clocks, and he happens to need a clock, you will fasten his mind down to the clock question, get him interested in the different kinds of clocks, and stand some sort of a chance of getting him into the store.

Speaking of clocks reminds me that jewelers have a bad habit of having a lot of clocks and watches in a window, no two of which agree as to what time of day it is. They will give you any kind of time you want, from a minute past noon to two minutes before midnight. This is wrong. Your clocks and your watches ought to tell the truth.

People very often glance at a jeweler's window to see what time it is, and it is very irritating to find seventeen different kinds of time staring you in the face, and not know which is right.

I once saw a window full of clocks which all agreed as to the time to a minute. It was a novel sight and a very attractive one. It was surprising to note the number of people who stopped to look at it. It attracted a lot of attention and much comment.

Whatever you do with your windows, avoid the appearance of crowding. Give everything plenty of room.

The best of all advertising for the jeweler is that which is done inside the store. Everything must be scrupulously neat. The store must be light, airy, and cheerful in appearance.

The more money you spend on store furnishings, the better you will be off. Plate-glass mirrors and rich carpets cost a lot of money, but they are worth more than they cost. People naturally associate expense and high value, and, if your place is fitted up with apparent disregard to cost, the inference is that everything you have for sale is worth all its surroundings indicate.

It would be hard to overestimate the deep impression which is made upon the public mind by the fittings of a jeweler's store.

It is worth your while to give this point a good deal of thought. It is worth your while to do everything possible to create the impression that money is of little importance in a store like yours.

If you spend money freely on your store, people will feel twice as much inclined to spend money freely in it. People do not expect low prices in expensive surroundings.

Of course, everybody in your employ should be stylishly and quietly dressed, and look as if they had just made their toilet for some purpose requiring the utmost care as to personal appearance. See that your employees treat everybody with the utmost courtesy, give them all the information it is possible to give them about the goods which they ask to see, and that they never, under any circumstances, urge anybody to make a purchase.

See that they clearly understand that their business is simply to show the goods and tell all they know about them. Of course that can be done in such a seductive manner that it will greatly influence a customer, and effect many a sale which would not otherwise be made.

That is true salesmanship, and it is as different from urging a person to buy as the proverbial hawk is from a handsaw.

Ready-Made Ads for Busy Merchants

The following pages of ready-made, illustrated ads will be found invaluable. They are so varied that something appropriate will be found for almost any occasion.

You can use the cuts with the matter as shown, or the cuts with original matter of your own. Again you will find the ad matter, with or without alterations or additions, suitable to use without the cuts if you so desire. All sorts of combinations of cuts and matter can be made.

When you want cuts, order them *by number only*. The prices and postage rates appear on inside of front cover.

These ads are printed on one side of leaves only, with plenty of room below them, so that you can add prices, signature, etc., and then tear out the page to send to the printer. Thus the preparation of a daily or weekly ad of the very best kind is a matter of only a few moments' work.





The Love of Diamonds

is the love of one of the most beautiful and wonderful things in nature. In many countries diamonds have been called the "Tear-drops of angels." In the highest civilized nations, diamonds are the symbols of wealth and the badge of aristocracy.

Whatever the purpose, we have the diamond to fulfil it. We have the finest diamonds that money can procure. We have all sizes, and the prices begin as low as _____.



No. 1042.



**A Well-Regulated
Jewelry Store**

is as well worth a visit as an art gallery. It is an art gallery. The Jeweler and Silversmith's art is one of the oldest and finest, its productions among the most exquisite. If such things are not artistic, they are of little value.



A Look in Our Window

only gives you a very slight hint at the multitude of pretty and tempting things inside. Come in and look around, whether you want to buy anything or not. You'll always find the very latest things in jewelry and silverware here — well worth inspecting.

No. 1074.



If You Need a Clock,

come to us for it. We have a new, and very carefully selected line of clocks of every description. We have everything from a cheap clock, with a very loud alarm to wake up the servant girl, down to elegant and aristocratic clocks that keep time accurately, and make no noise at all. Come in and look them over whether you want to buy or not.





A Womanly Weakness.

Woman's desire for pretty things in gold and silver has come to be proverbial. Men have the same leaning, but they disguise it.

Here are scores of fancies in gold and silver, for very little money. The quality of every piece in our stock is of guaranteed excellence.



No. 1116.



When Your Watch Balks,

bring it to us, and let us put it in shape. Our watchmakers are the most skilled and experienced men in their line that we know of, and they will put your watch in shape so that it will stay fixed, and not go back on you every few days. Our charges are small, too.



Reflection

Is Not Necessary

to convince you that when you buy jewelry, you want something you can depend on. On the outside, plate looks the same as solid, but plate wears off. It's all right if you paid only the plate price, but if you paid for solid —

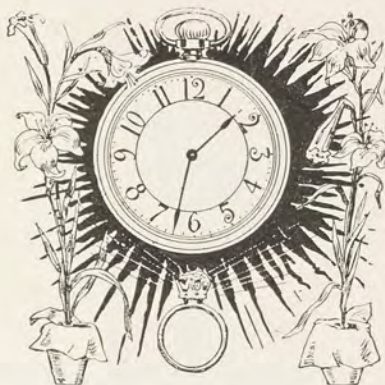
We make a specialty of getting only the most exquisite productions of the most skilful workmen. You can't get anything here that is n't thoroughly good in every respect.



An Emblem of Rank.

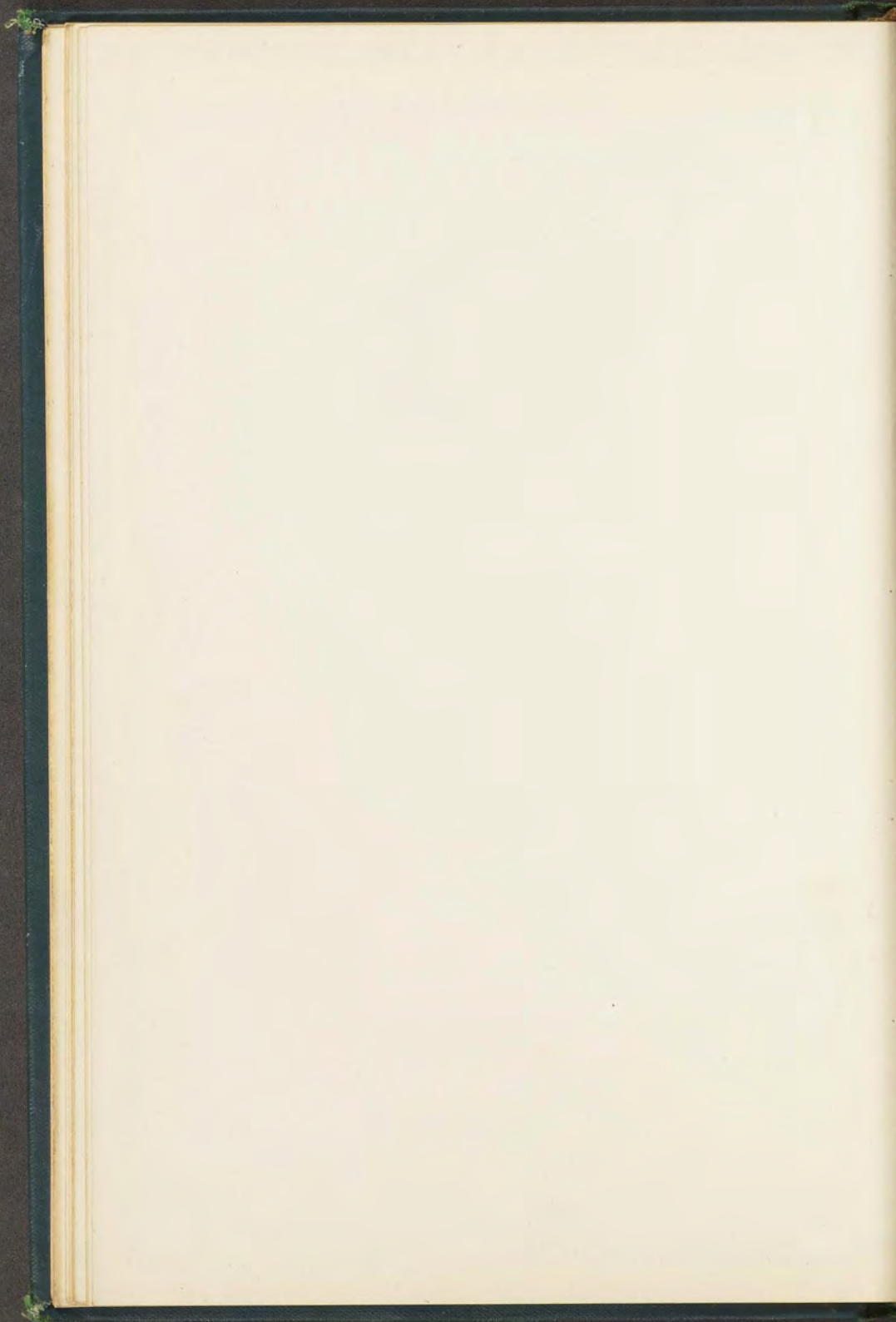
In Rome, jewels or jewelry signified rank, power, and royalty. No Roman was allowed to wear jewelry without the permission of the emperor. But civilization has advanced. To-day jewels are prized and worn more for their rare artistic value, and the finishing touches they will add to any costume. Our stock comprises an infinite variety of artistic and inexpensive, as well as artistic and expensive designs, exquisitely and carefully made.

No. 1230.



Something New for Easter.

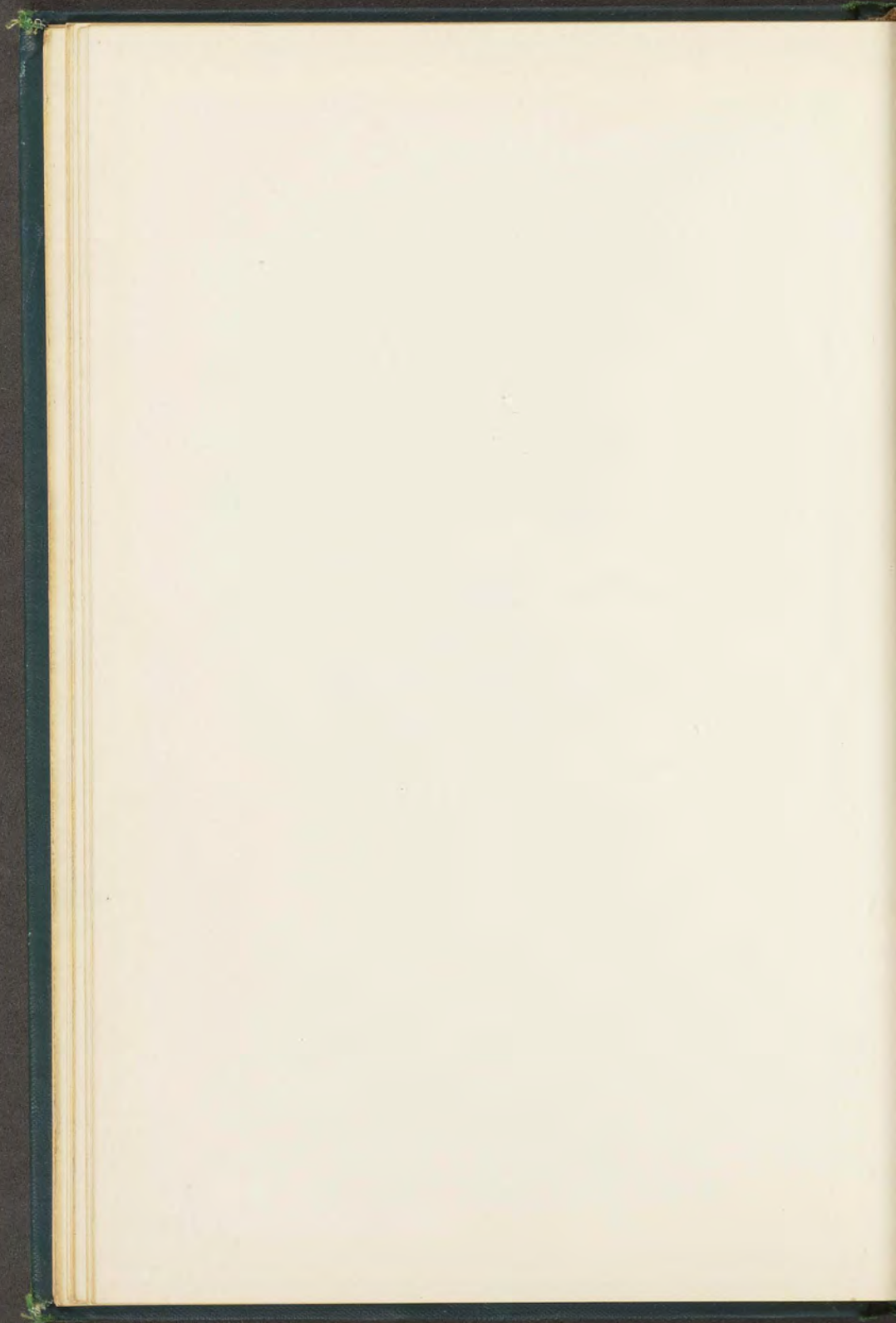
There is a tradition to the effect that luck attends the wearing of something new on Easter Sunday. Especially for this occasion have we provided a line of dainty and useful novelties, beautiful and unique in design and of exquisite workmanship. Easter is the turning-point of spring—a day of joy, and life, and gladness. Nothing could be more appropriate as an Easter gift than a pretty, sparkling jewel, or a dainty bit of jewelry.





Don't Stand Outside,

and look at the pretty things in our window, and then go away. Don't think that because they are so handsome that you can't afford to pay the price. We keep only good goods—high qualities that are thoroughly reliable—but our prices are surprisingly low. The next time you see our window, come in, and let us show you whatever you are interested in. If you want to buy, we will be glad. If you don't want to buy, we will be glad to see you, anyway.



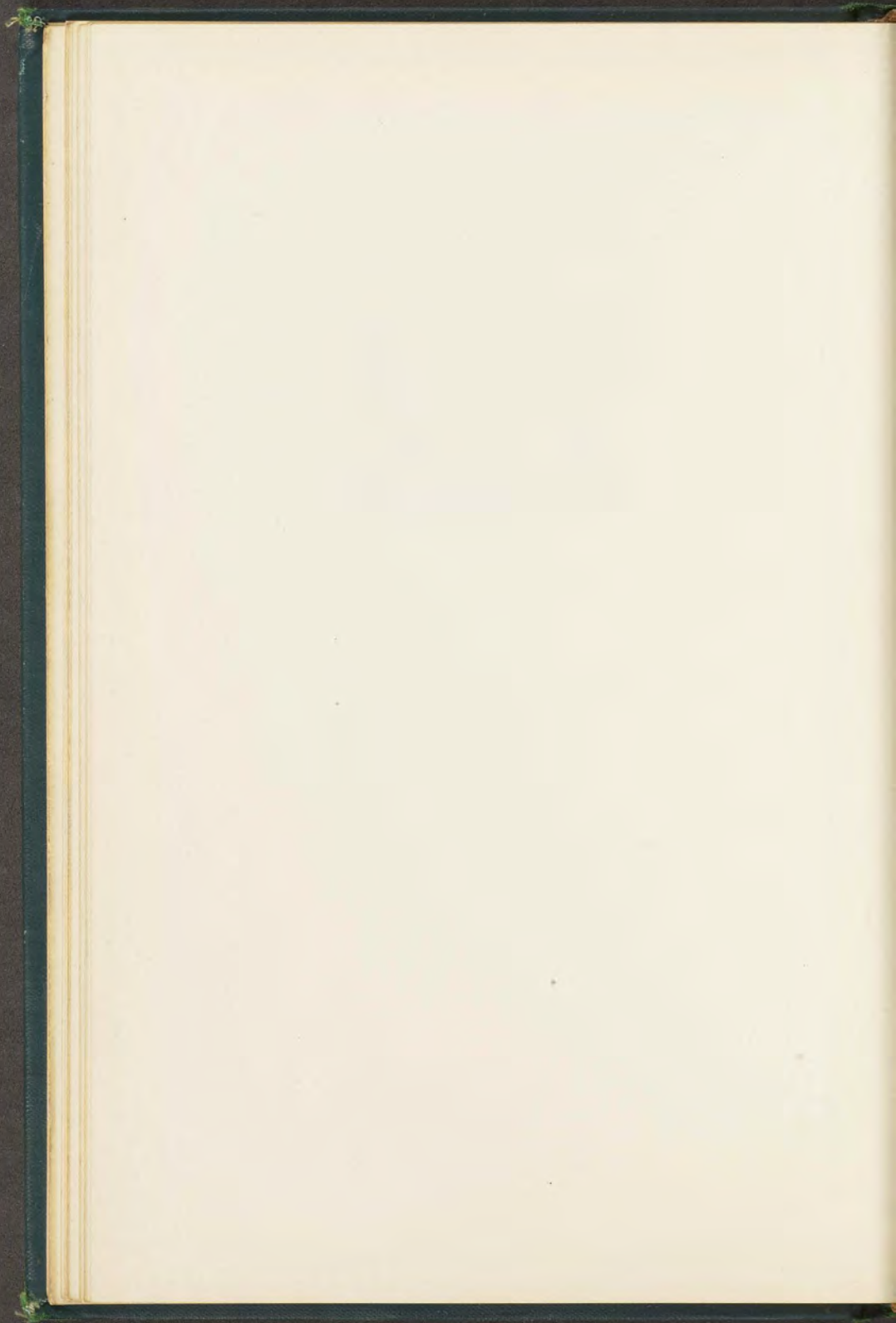
No. 1289.



**When You Want
to Make a Present,**

you will find the most satisfactory place to purchase it is at this jewelry store. No matter how much money, or how little money you want to spend, you will find a suitable present here.

We have a very fine stock of expensive diamonds, and we also have a very fine stock of small jewelry knick-knacks, the cost of any one piece of which will not exceed a dollar; such as hat pins, stick pins, combs, and numberless little pieces made of sterling silver that any woman will welcome.

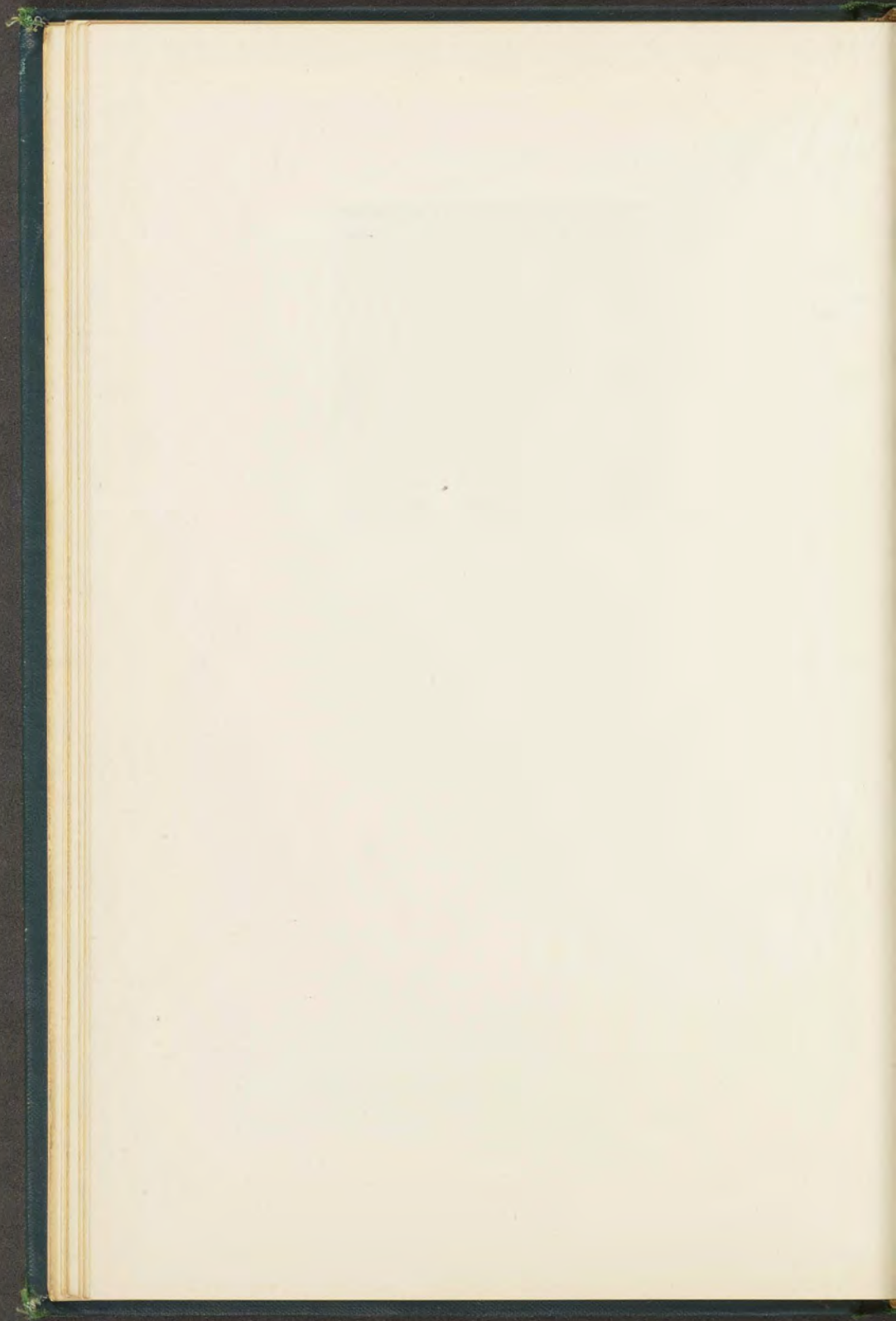




Diamonds

are the most interesting of all jewels. They have figured in history, poems, and songs; been the cause of deaths without number, linked hearts together, provided ready money; all the while serving as beautiful ornaments.

Nothing could be more acceptable or economical as a gift to one's self, or one's friends. Prices range from \$—— to \$——, all good, flawless stones.



No. 1347.

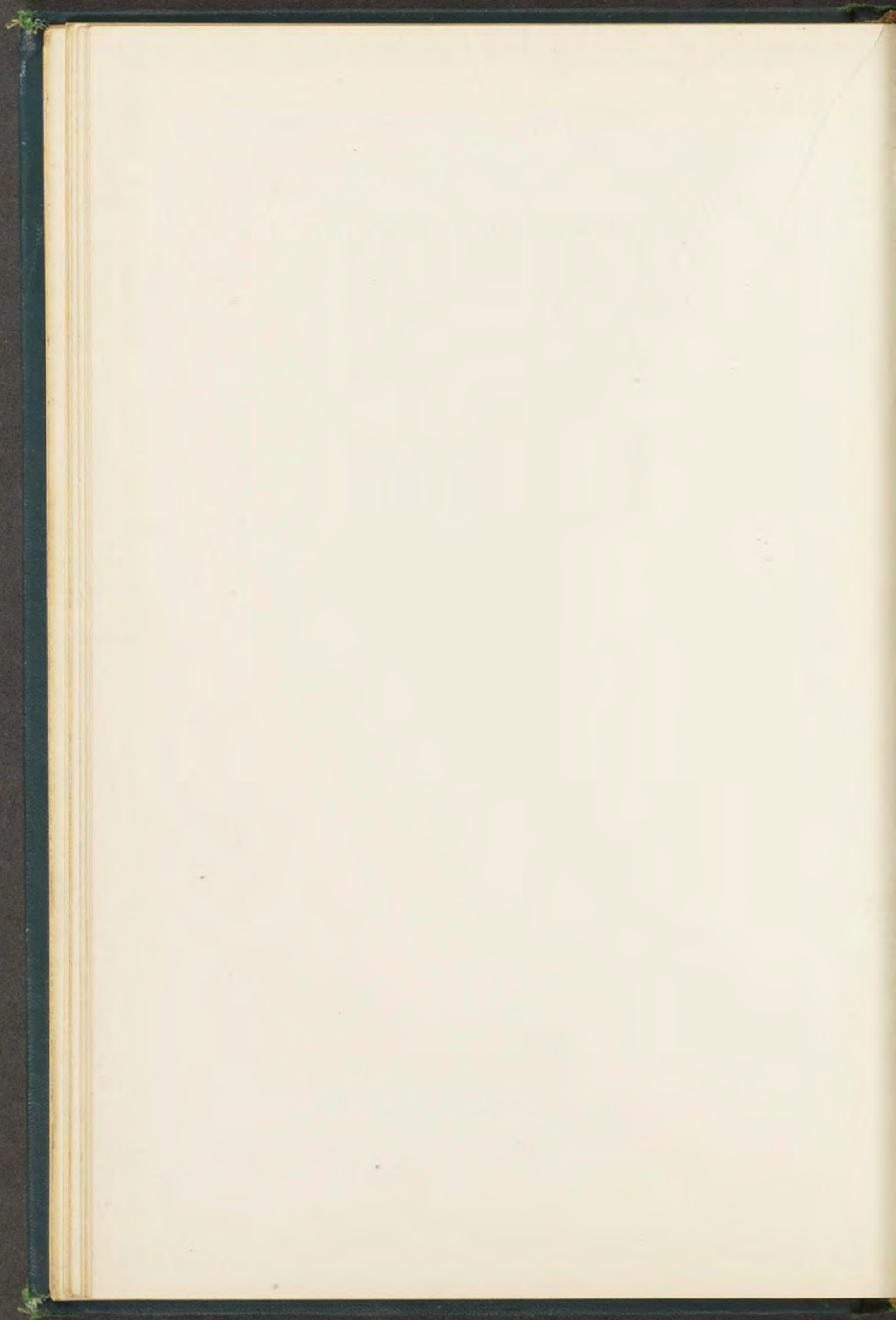


Fashionable Belts.

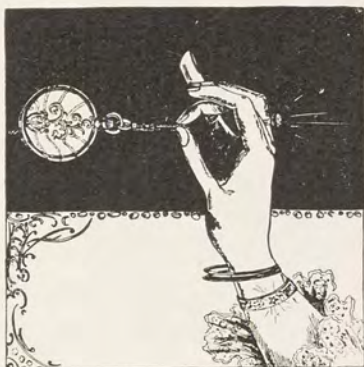
Fancy belts are the prevailing fad this year.

Some are set with jewels—all are extremely handsome and in the highest of fashion. Come in and see them.

You'll find all the leading styles at economical prices.

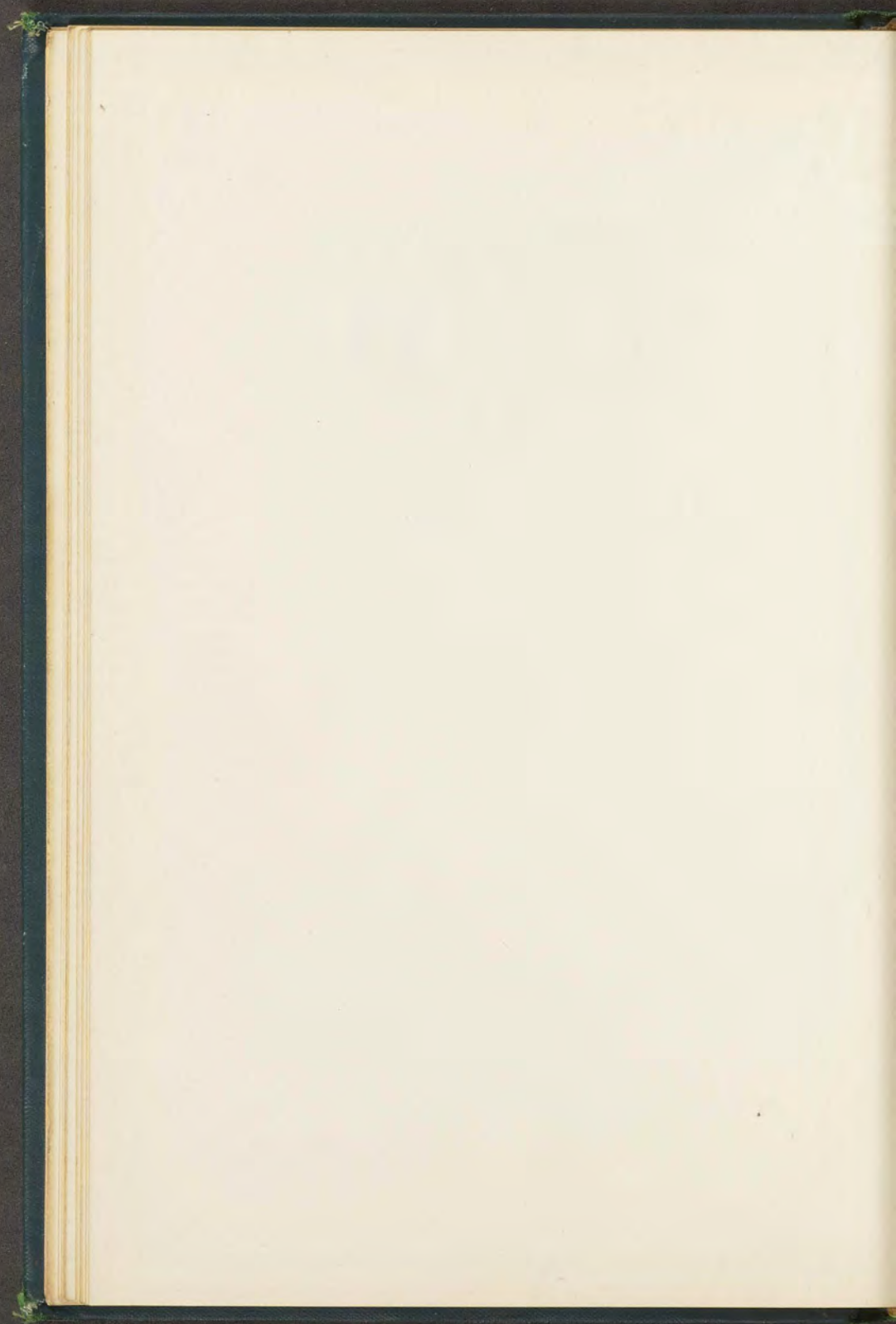


No. 1376.



This Is for You.

It's the best watch in the world. It's a watch made for use—for work. Its mechanism is delicate, yet strong and firm. It keeps accurate time, and it costs \$——. If you don't need it now, you may sometime. Better take it while you have the chance.



No. 1392.



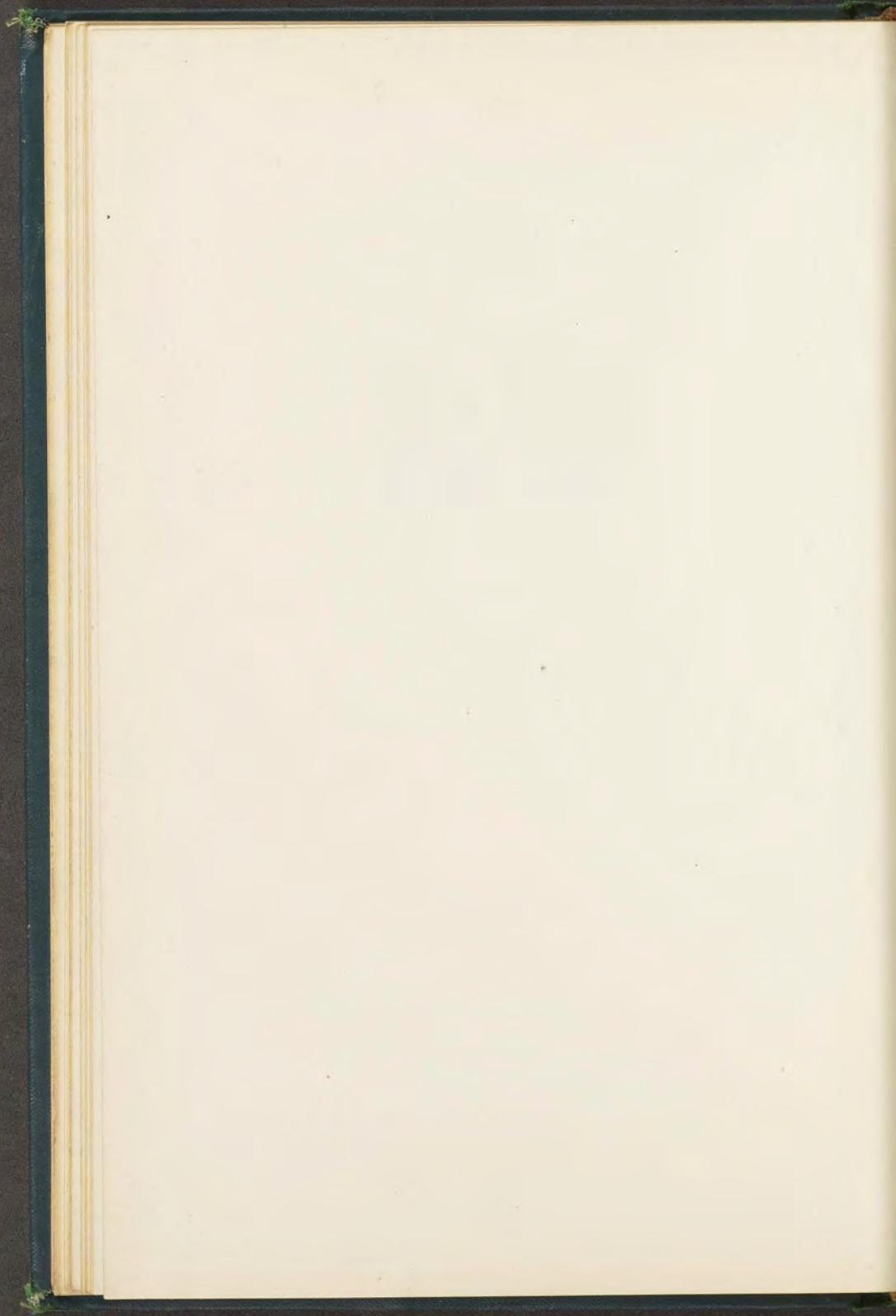
These Are for You.

Had n't you better take them while you have the chance?

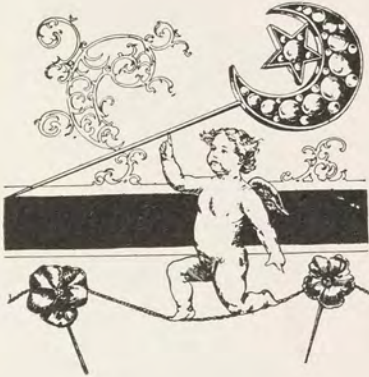
They're perfect beauties—clear, brilliant, without a single flaw.

The price is \$—.

This offer is typical of our entire stock—a great lot of goodness for a little money. Seeing's free. Come in and look.



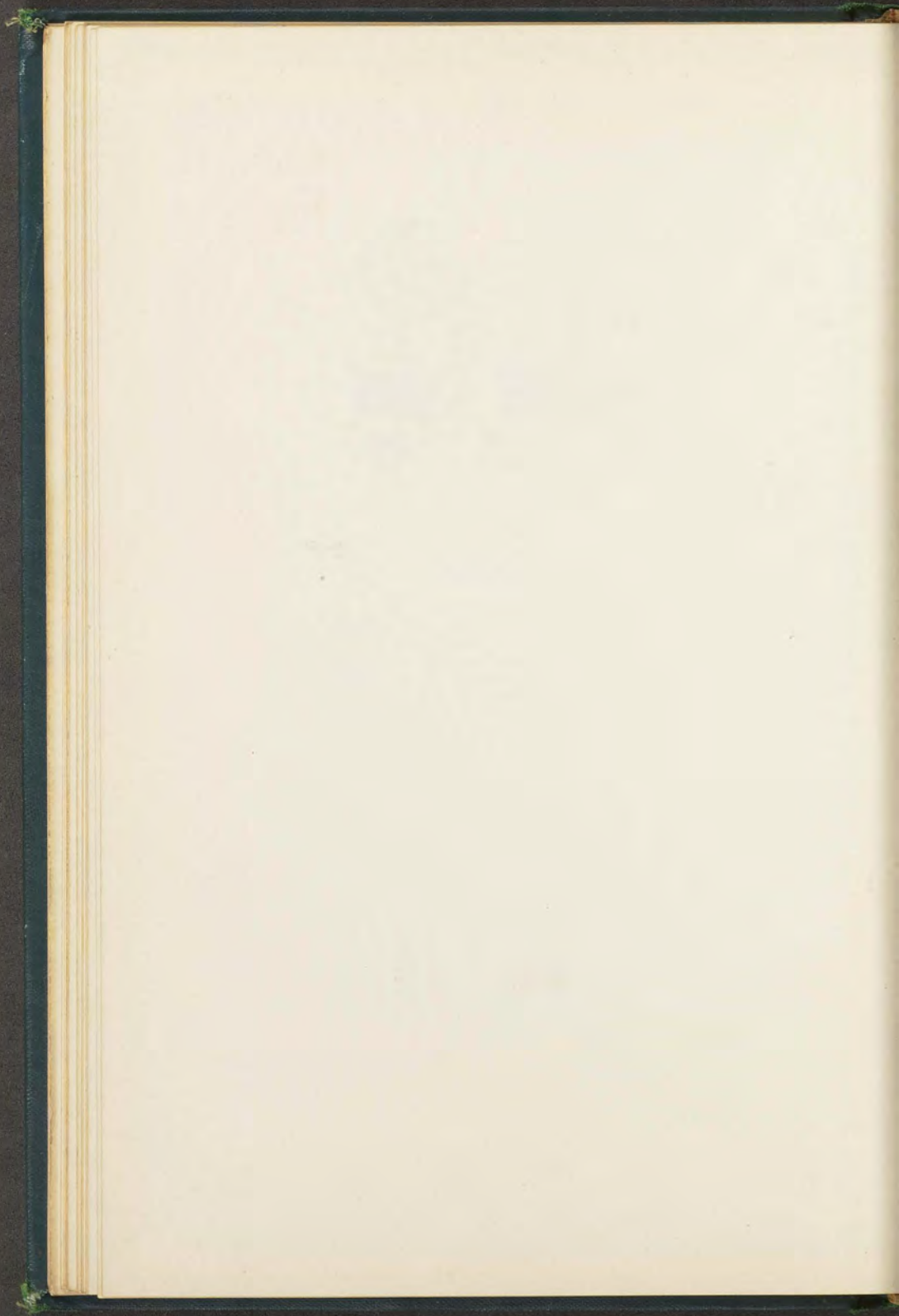
No. 1415.



We Have Lots of Them,

have you? Isn't it dreadfully bothersome to want a little stick pin in a hurry to fasten your collar, and then to find that the little stick pin has gone on a vacation? These little pins are so pretty, and can be had for so little money, that every woman should have an unlimited supply.

Whatever you buy here will be good, whether it be a little pin or a diamond.

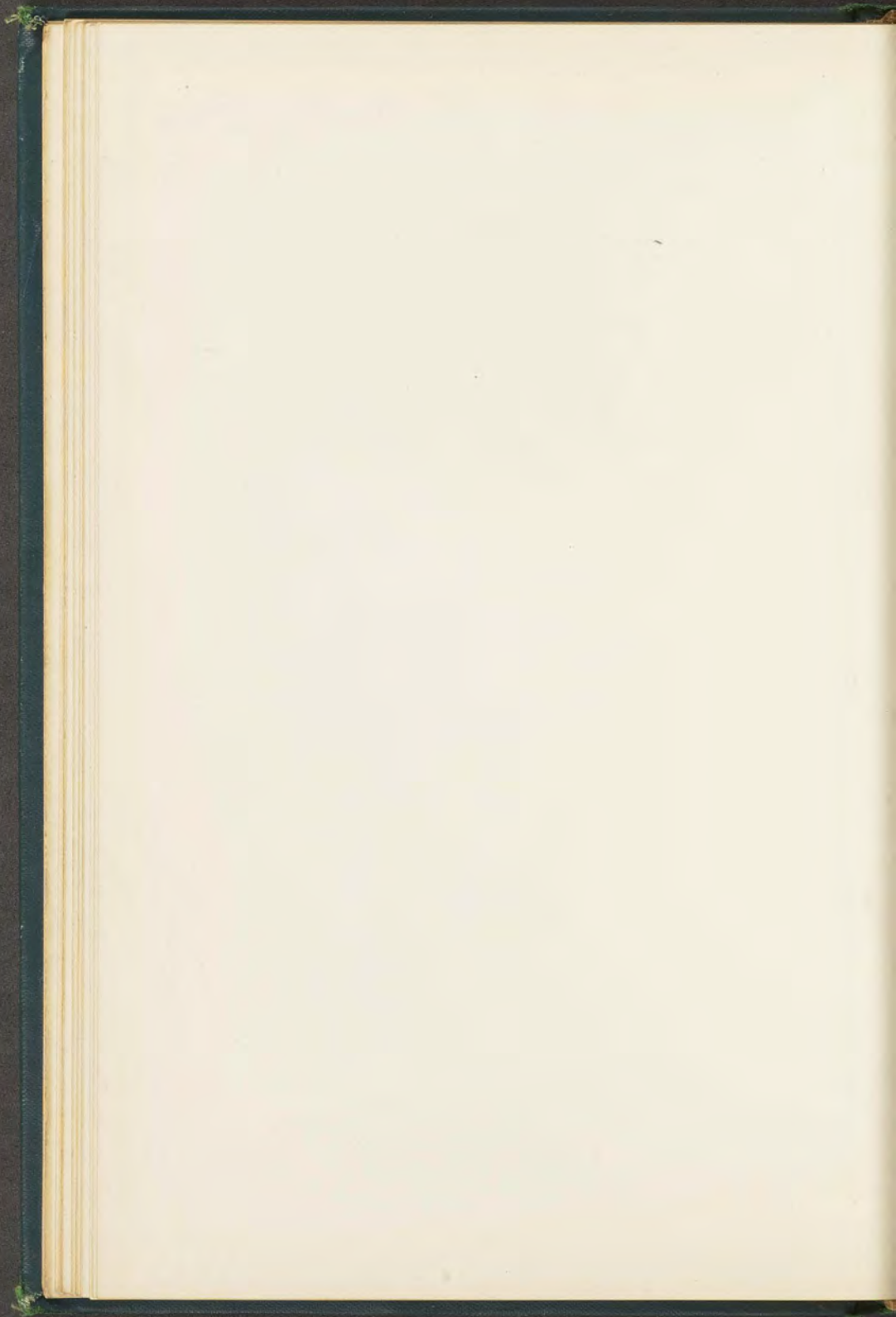




Every Woman

ought to have a chain and a locket on the chain. It's a pretty, youthful ornament, and white necks look all the prettier for a slender circlet of gold.

Locketts are n't the only things we keep. We glory in all kinds of jewels and jewelry—all good—all at reasonable prices.



No. 1445.



What You Want,

at a jewelry store, is absolute reliability. You've got to depend on the jeweler's word for so many things about which you don't know anything yourself, that you should carefully select the one to trade with.

My name is a reliable one.

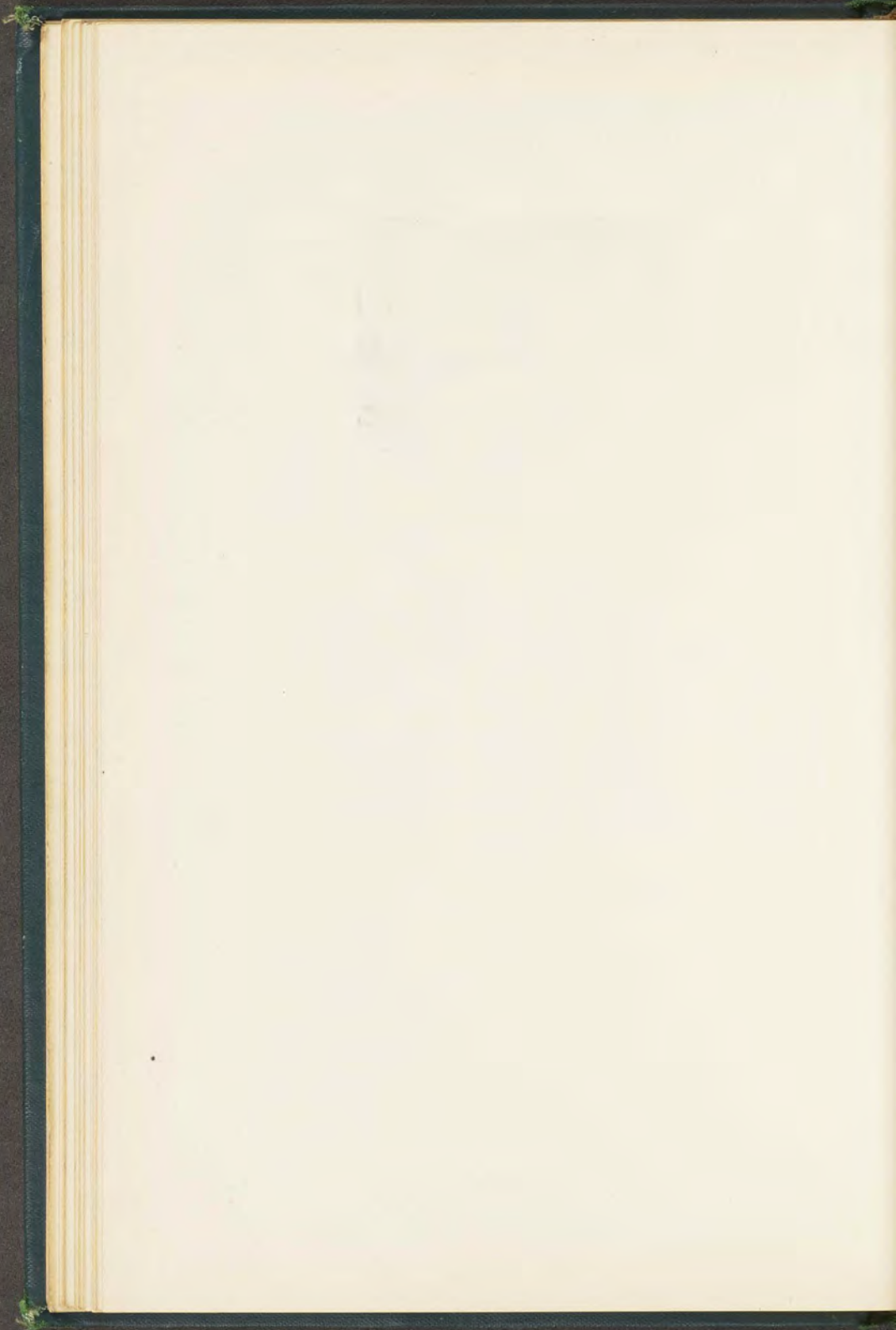




Absolutely Reliable.

When you set your time by our clock, you feel pretty sure that you have absolutely the correct time. That's because it's our business to know all about the time of day, and see that our clock tells the truth.

The same principle applies all through our business. Everything we have tells the truth, means just what it says, and is just what it seems to be. This is a good thing for you to remember when you need anything in our line.



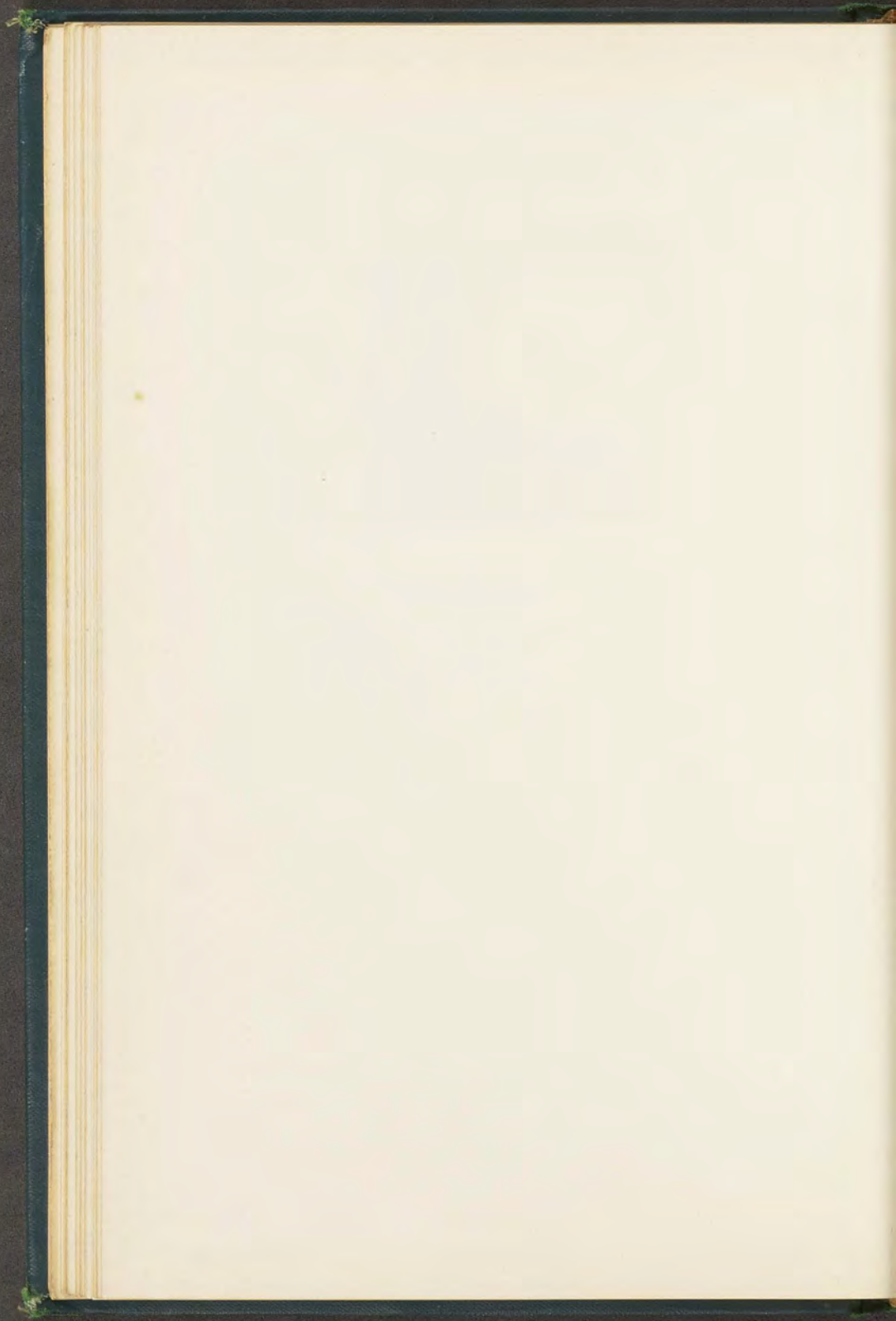
No. 1454.



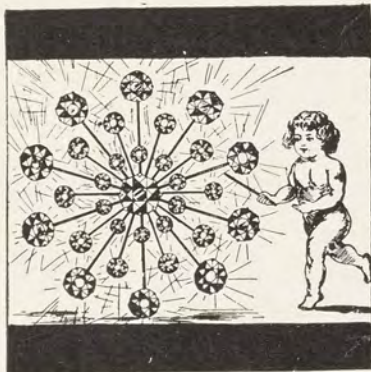
Brighter Than the Stars.

The diamonds we have for sale are pure, brilliant blazes of white. So much for the goods. The prices exactly represent their worth. Nothing more, nothing less. Every dollar you pay us for a diamond is represented by a quivering, rainbowy flash of beauty.

Prices might be higher—are in many places. We have all kinds of jewelry.

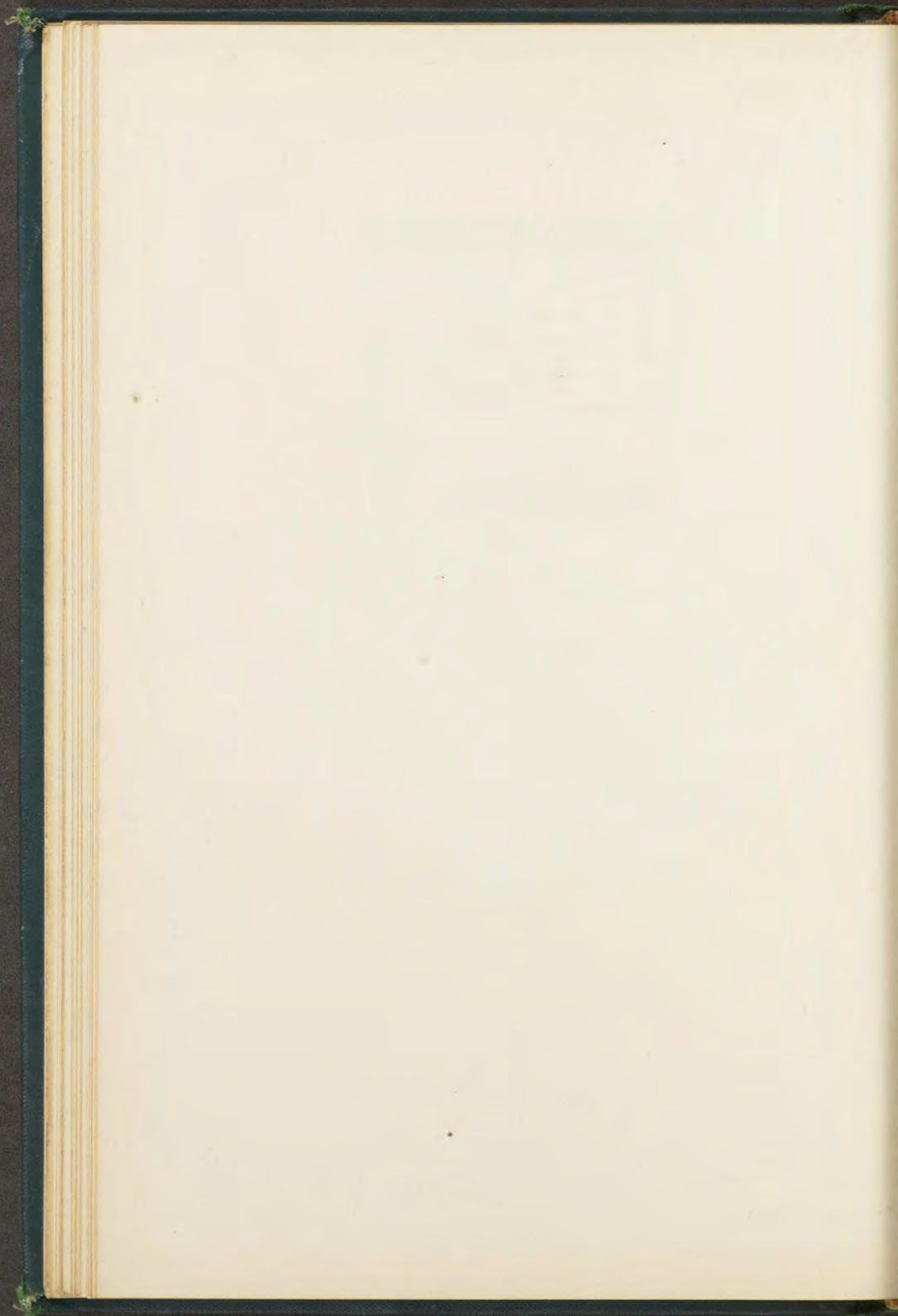


No. 1493.



Hoop Rolling

is a favorite pastime with children. Collecting rare and pretty jewels is a favorite pastime with us. We would like to have you call and give our stock attention. Need n't think of buying. When it comes to buying, you'll come here fast enough. We offer the very best quality, reasonable prices, and pleasant service.





The Correct Time

is sometimes a matter of great importance. A watch that does n't tell the correct time is just as bad as no watch at all. If your watch shows an inclination to be eccentric or unsteady in its habits, bring it to us, and we will put it in shape at a very small cost.

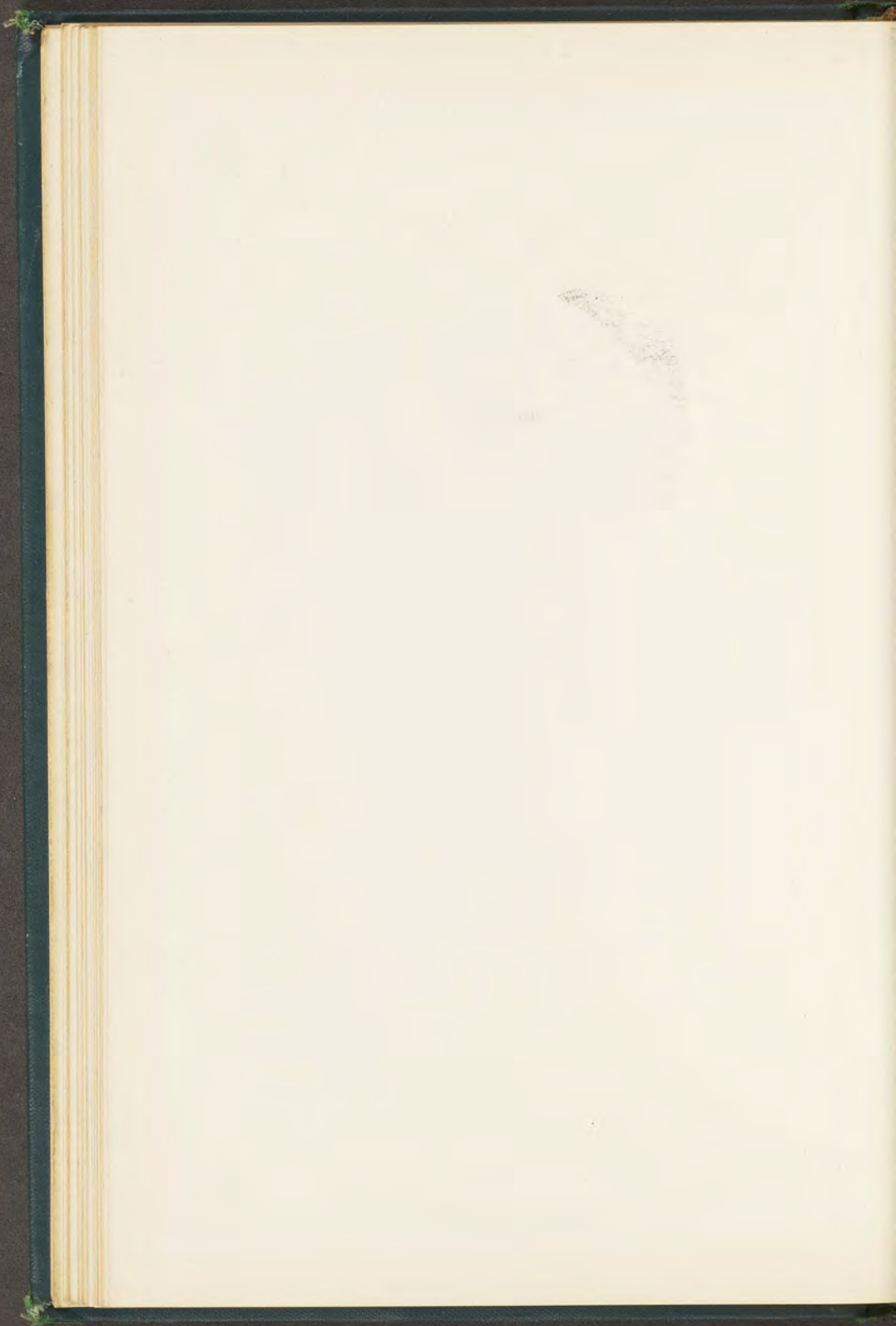




Badges, Emblems, and Pins

of all kinds, for society, fraternity, or class, are in stock in wide variety. Very probably we have what you want. If we have n't, will get it for you without a moment's unnecessary delay, and without a penny's additional cost.

Remember that it is safe to buy here. You are sure you are getting the best.

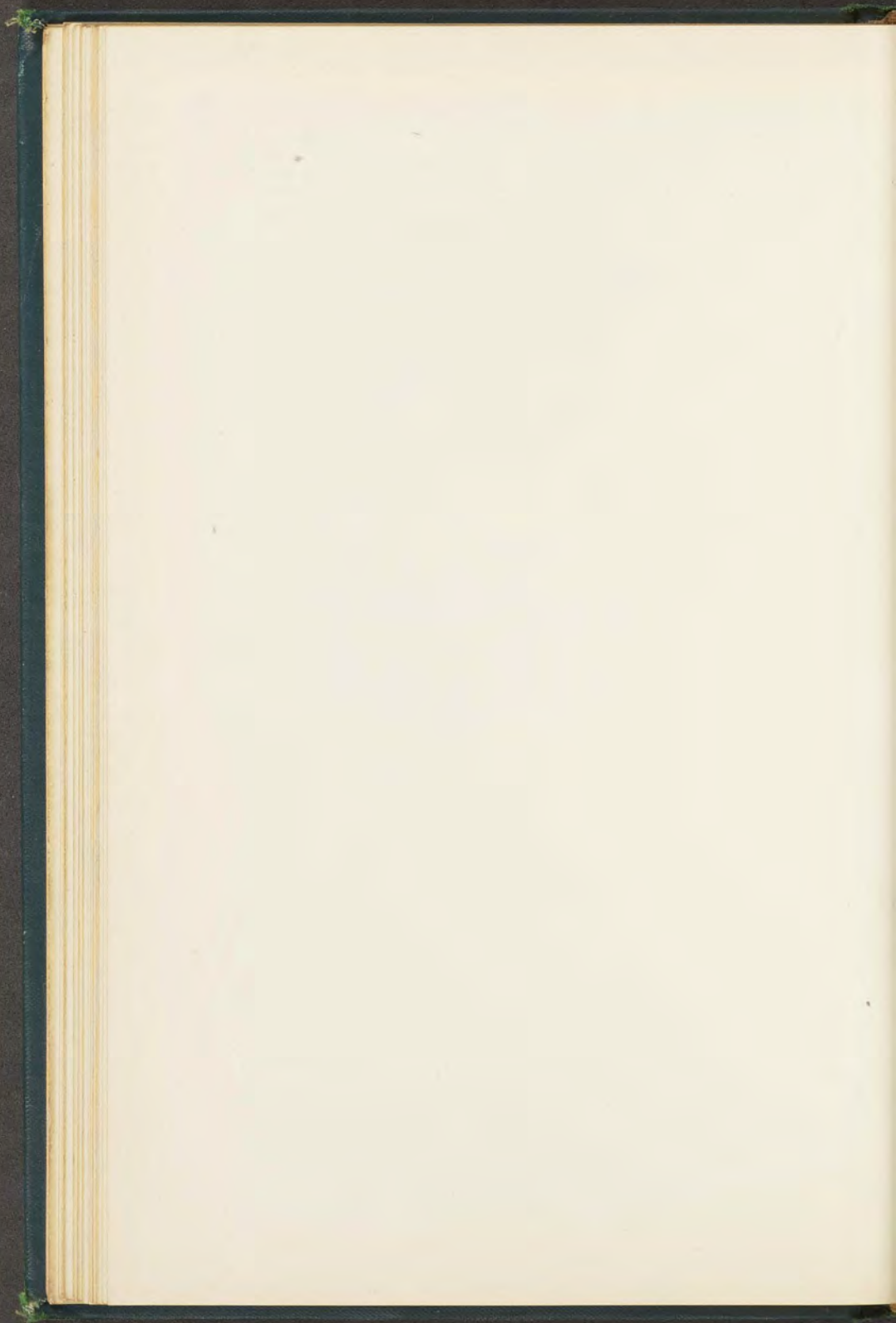




As an Investment

diamonds are most excellent. They never deteriorate, wear out, or fall in price. They can always be realized on immediately.

When you buy jewelry, buy diamonds. When you buy diamonds, come here. Then you 'll be sure you get what you pay for, and that you pay no more than you ought to.

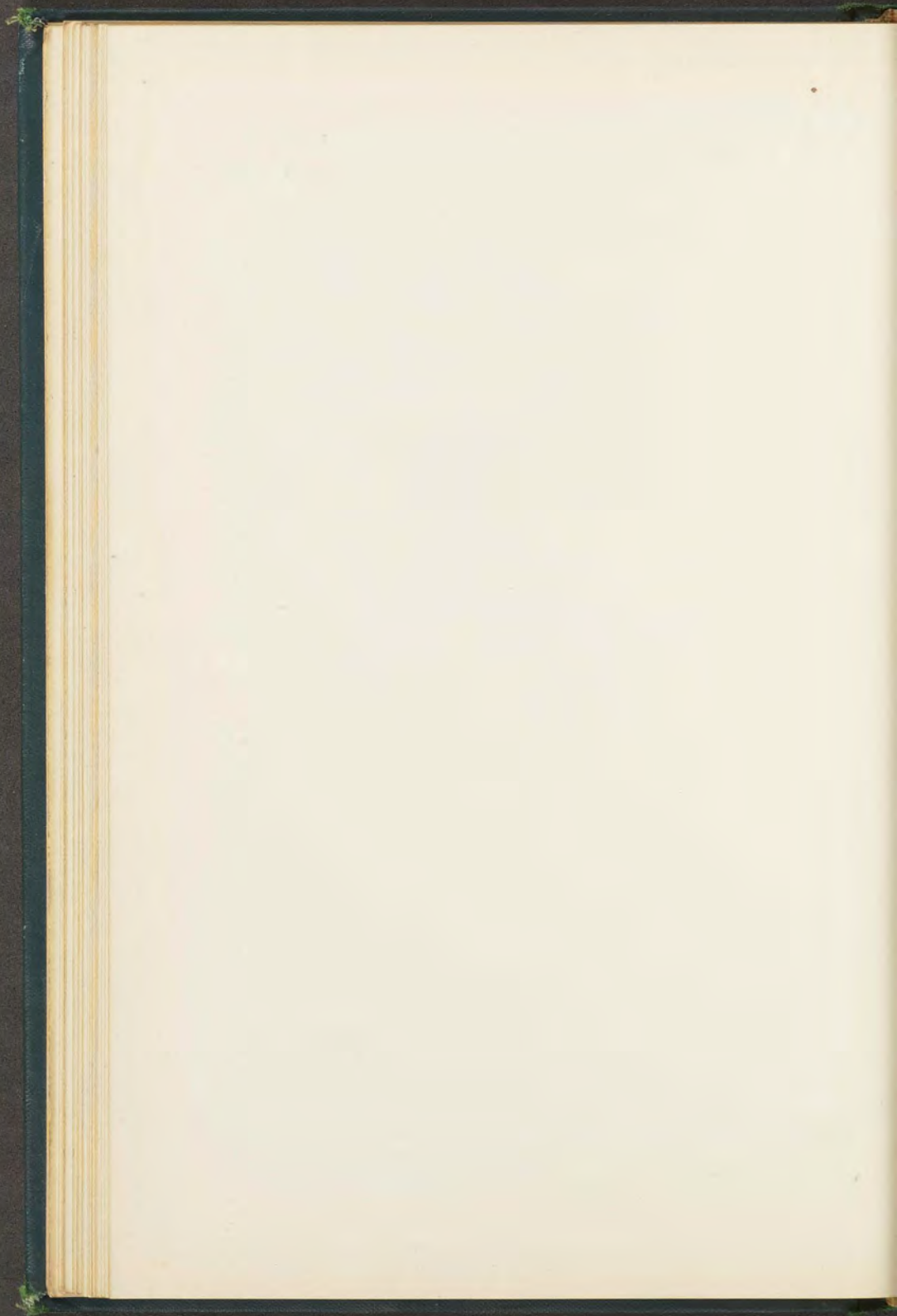


No. 1701.



Bait Your Hook

with low prices, and then fish in this jewelry store. Whatever you catch will exactly represent the price you pay. Nothing is misrepresented. We keep a complete stock of fine jewelry, and you get solid value for every cent you spend with us.



No. 1702.

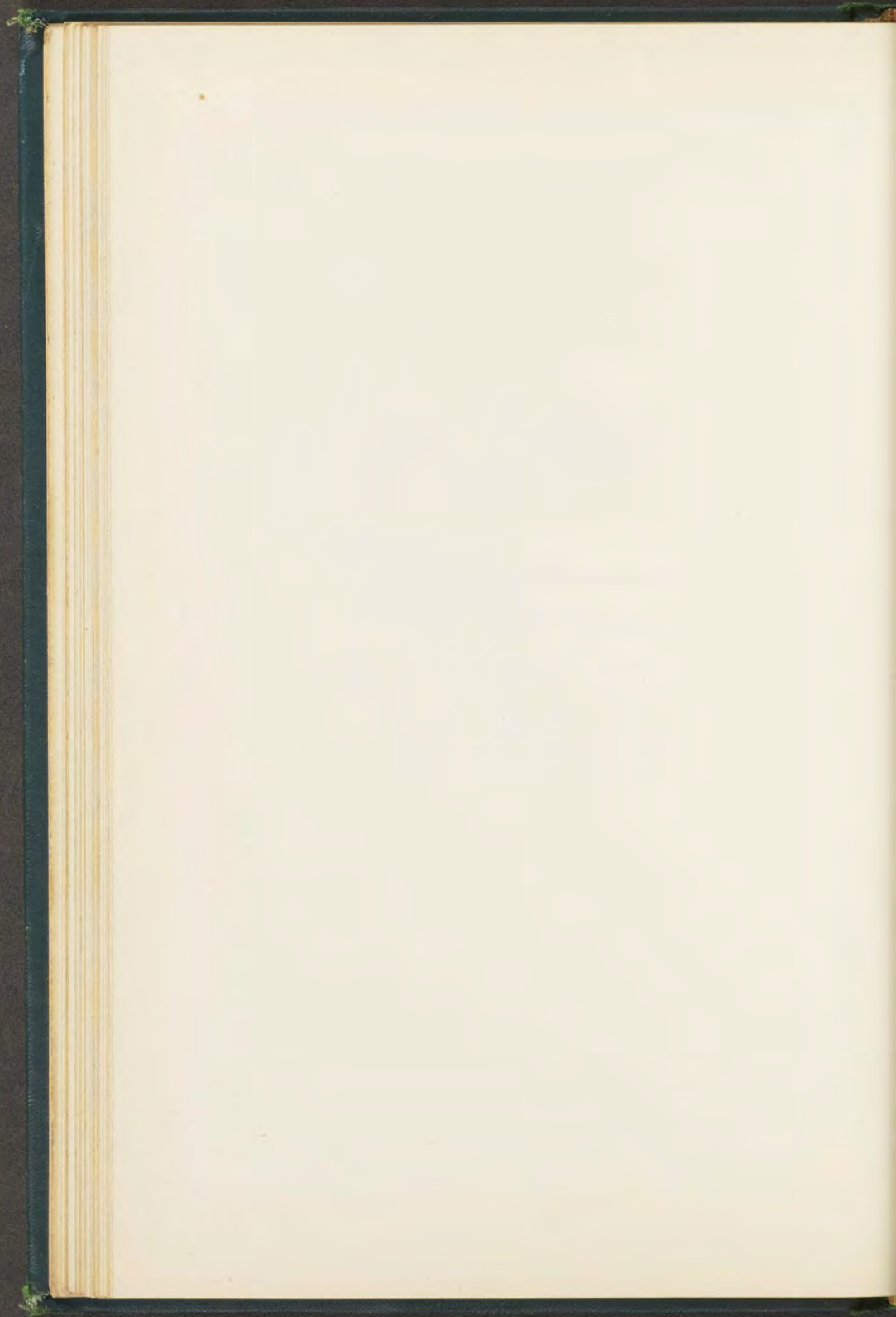


Brooches and Ornaments

of all kinds and at all prices are a strong feature of our stock.

Buying such things of us means absolute security. We tell you exactly what you are buying, and why it is worth what we ask for it and more.

There's no trash in our stock; every article is the very best of its kind.

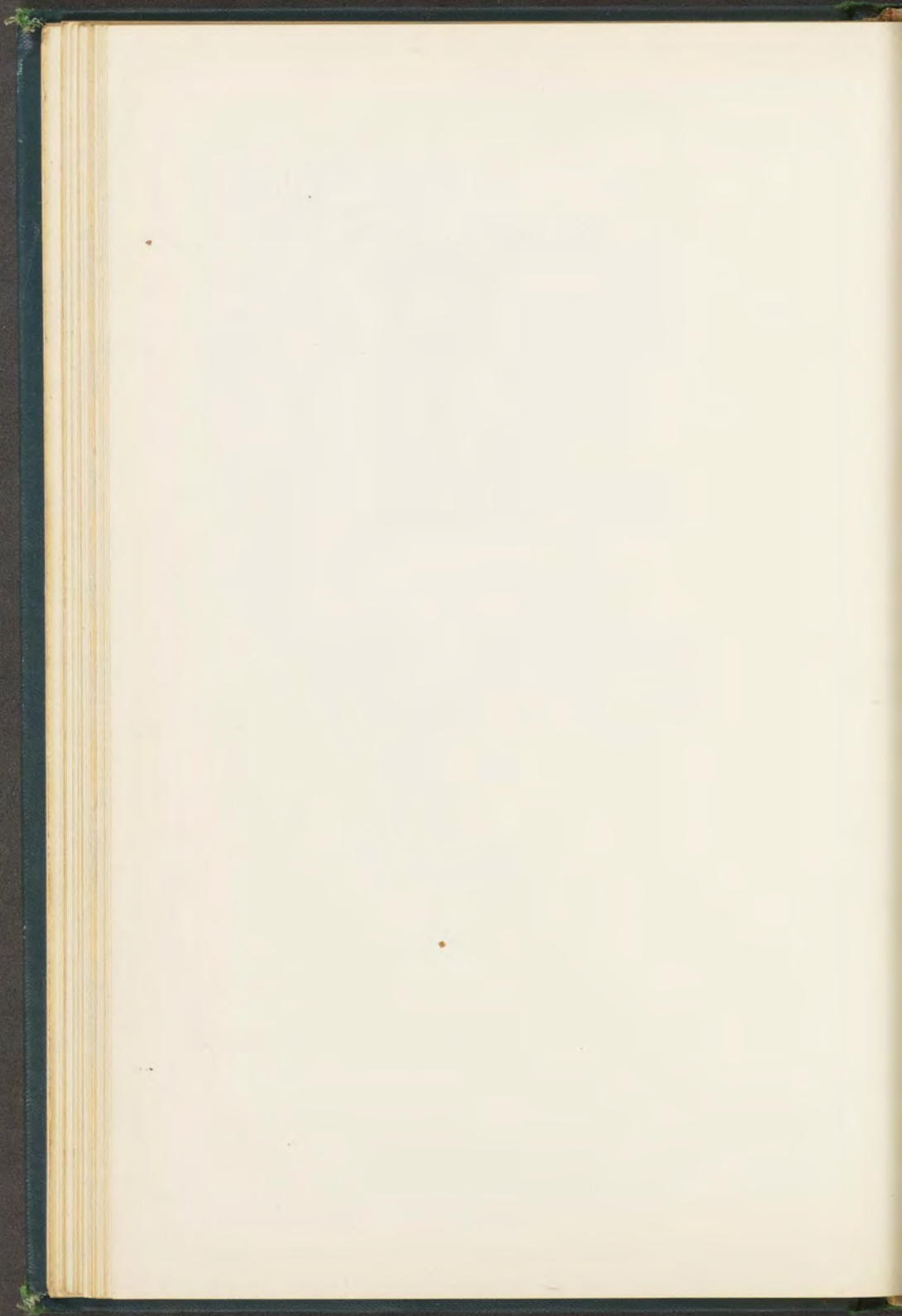


No. 1703.



On Time.

If you want always to be on time,—
If you want always to be sure of the cor-
rect time,—get one of these \$— watches.
For good, honest works, without any
fooling, they can't be equaled. They
will last as long as you will, if you treat
them properly.



No. 1704.



A Big Find.

It makes you happy when you find something valuable, does n't it? Give us a visit and you'll find prices so far below what you expected they would be, that you'll begin to think you are finding valuables—which will be the case exactly, for a better stock never was gathered together. Bring in your jewelry taste—we'll satisfy it.

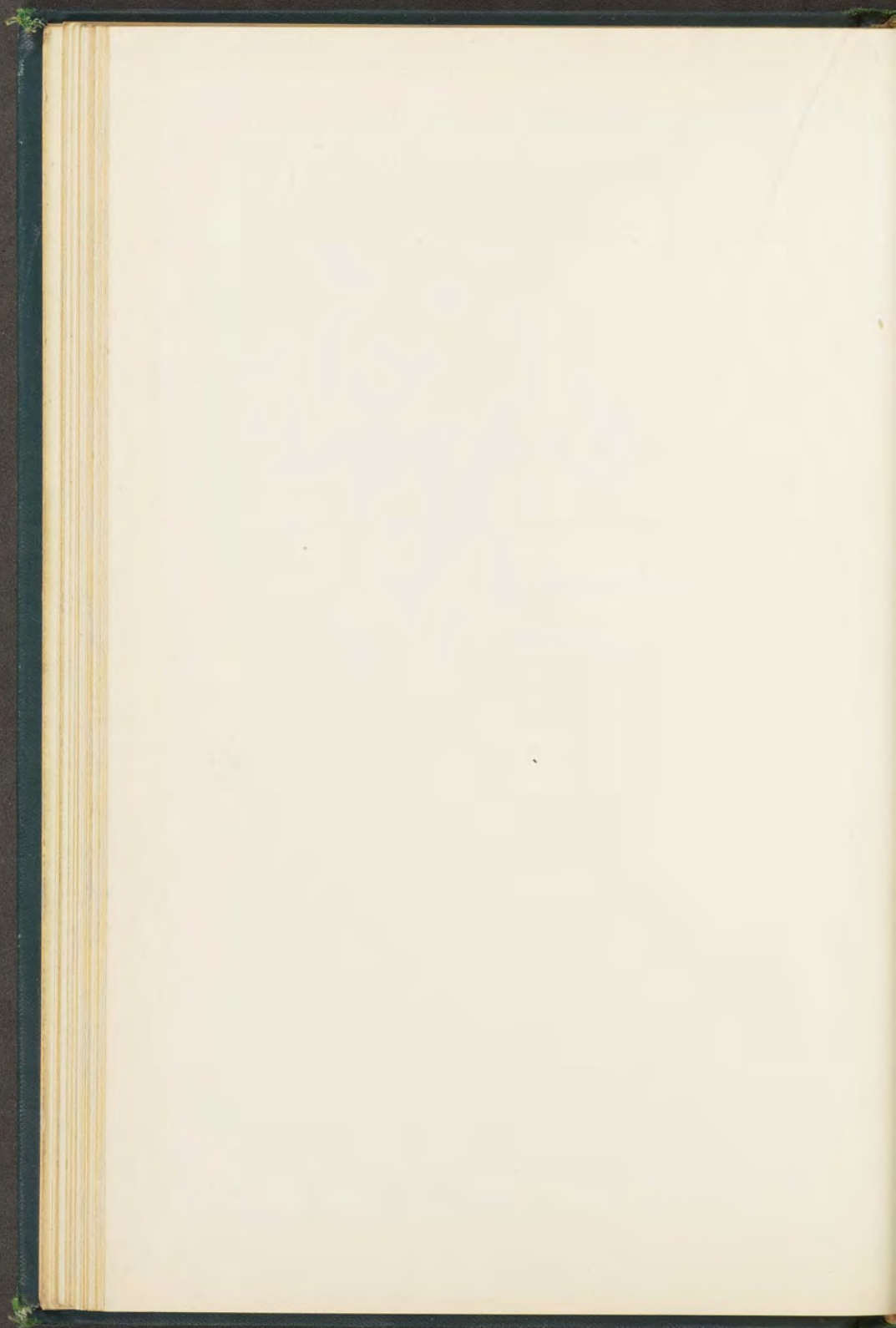


No. 1705.



The Perfectly Dressed Man

always wears a fashionable watch chain or fob with a suitable locket or charm. Good dressers may feel sure that they are in good form when they purchase these necessities from us. Our stock embraces a variety of styles in all gold and heavy rolled plated goods at almost any price.





Beauty and Utility.

Diamonds are something more than ornaments — they are investments whose value never changes. Buying a good diamond is putting money aside for a rainy day.

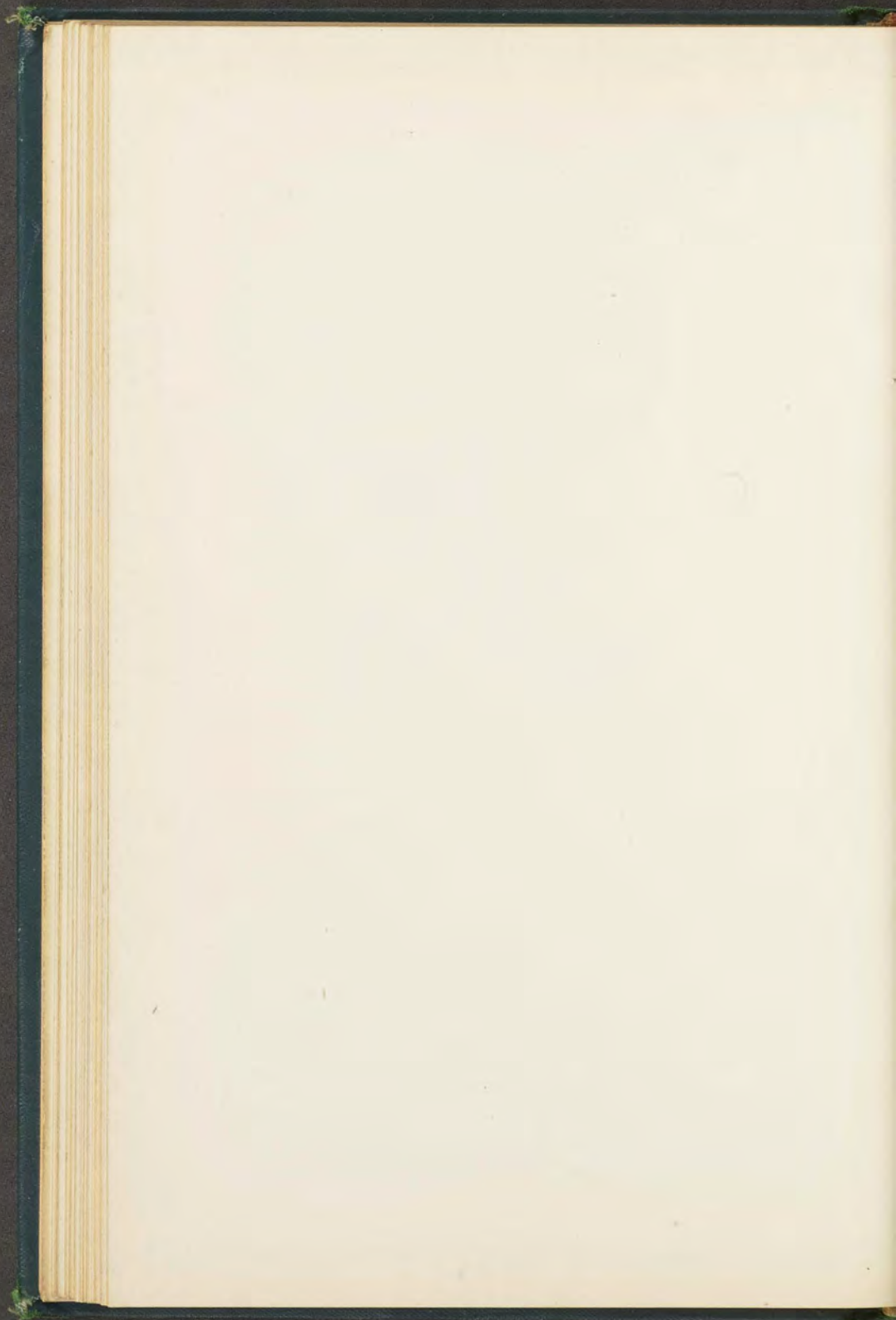
Buying diamonds and other gems of us means absolute surety. You know precisely what you have bought and that it's worth every cent you paid for it.



Cupid's Traps.

Every young man whose "fancy lightly turns to thoughts of love" this spring should drop in, and see our fine stock of engagement rings.

We have them in all varieties, from the severely plain to the most elaborate. All are worthy, though, and all moderately priced.



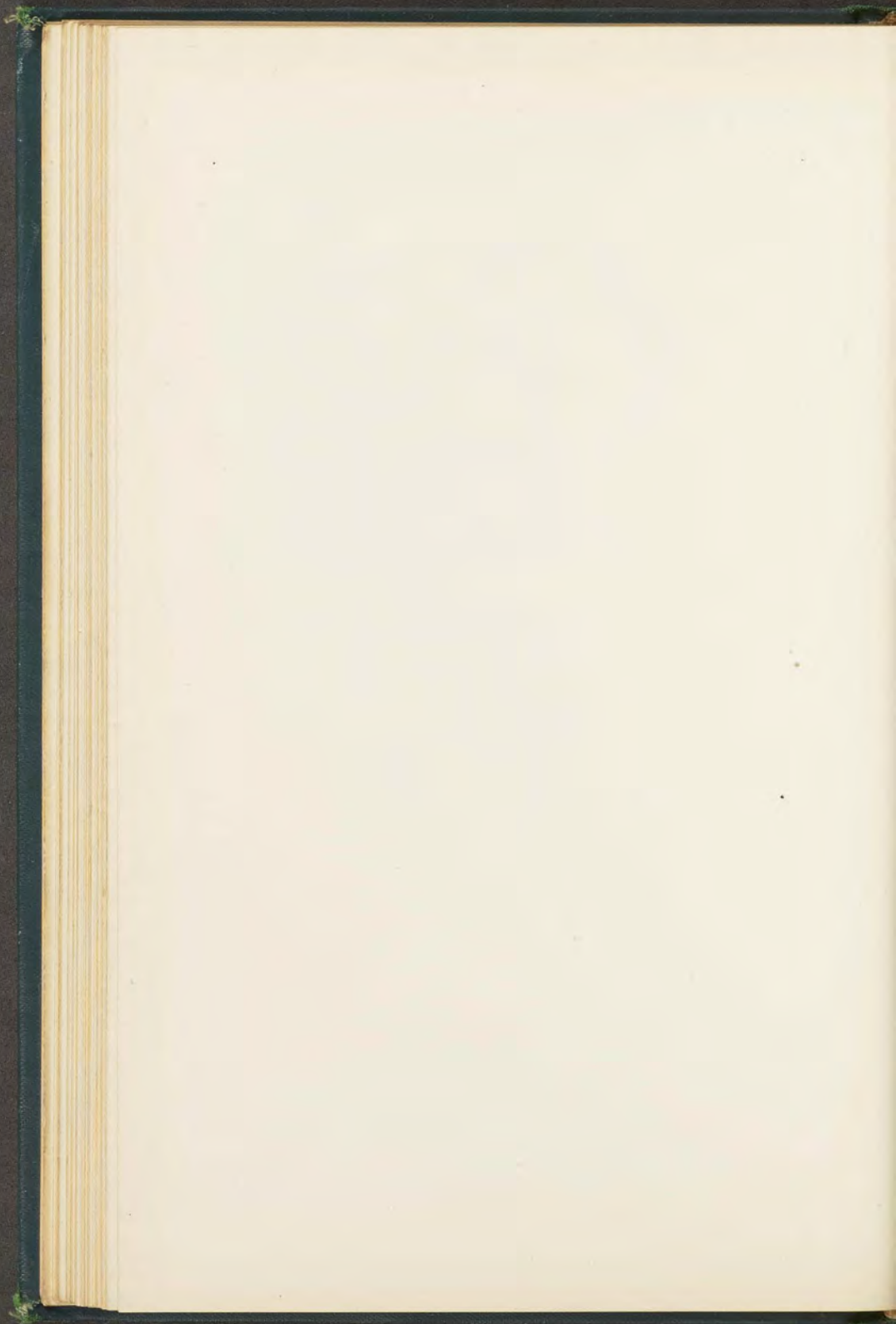


In the Workshop.

That's where the real value of an article is determined. The way a jewel, or a piece of jewelry is handled in the workshop often determines its price.

We buy from the best manufacturers. It is our intention to sell the highest grade of jewelry. If a ring, a pin, a watch, or any article of jewelry whatever ever goes from here which isn't as represented, we are here to give satisfaction—to make amends.

We want your jewelry trade—we will treat you so that we will keep it.

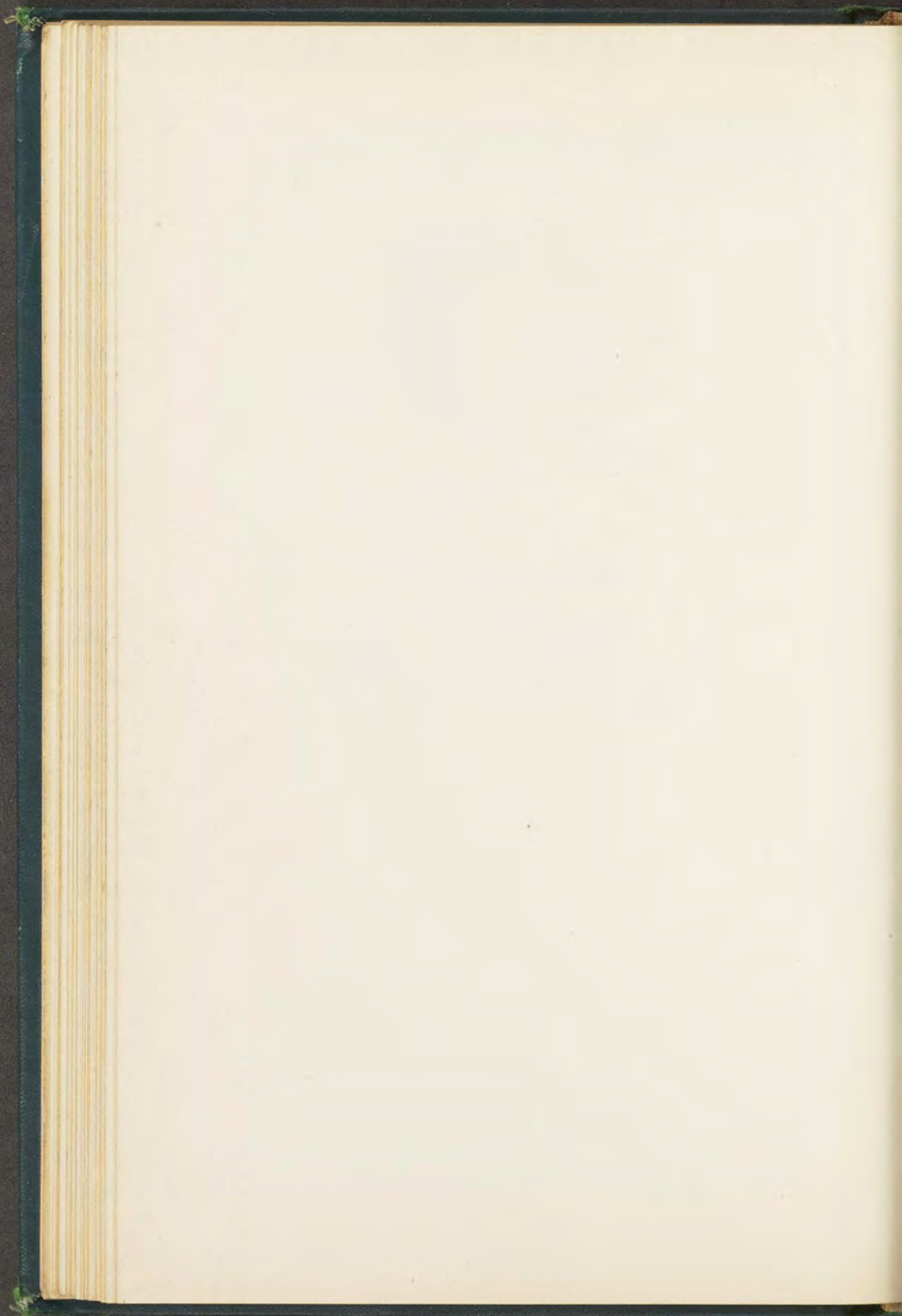


No. 1709.



Reliable Jewelry.

Our superb array of jewelry and watches makes selection easy. Everything is in perfect taste, and everything may be fully relied upon. We sell nothing we don't know all about, and we tell you everything we know about everything you ask to see.





Two Rings

always travel with Cupid, and two rings travel with the rings we sell,— the ring itself, and the ring of honesty — honesty in material, workmanship, and price.

The machinery that runs this jewelry business is honesty. If you buy a baby-pin here, it will be a good baby-pin; it will be good when baby is a woman. If you buy a watch here, it will be a good watch. Buy something, and see if this isn't so.

No. 1711.

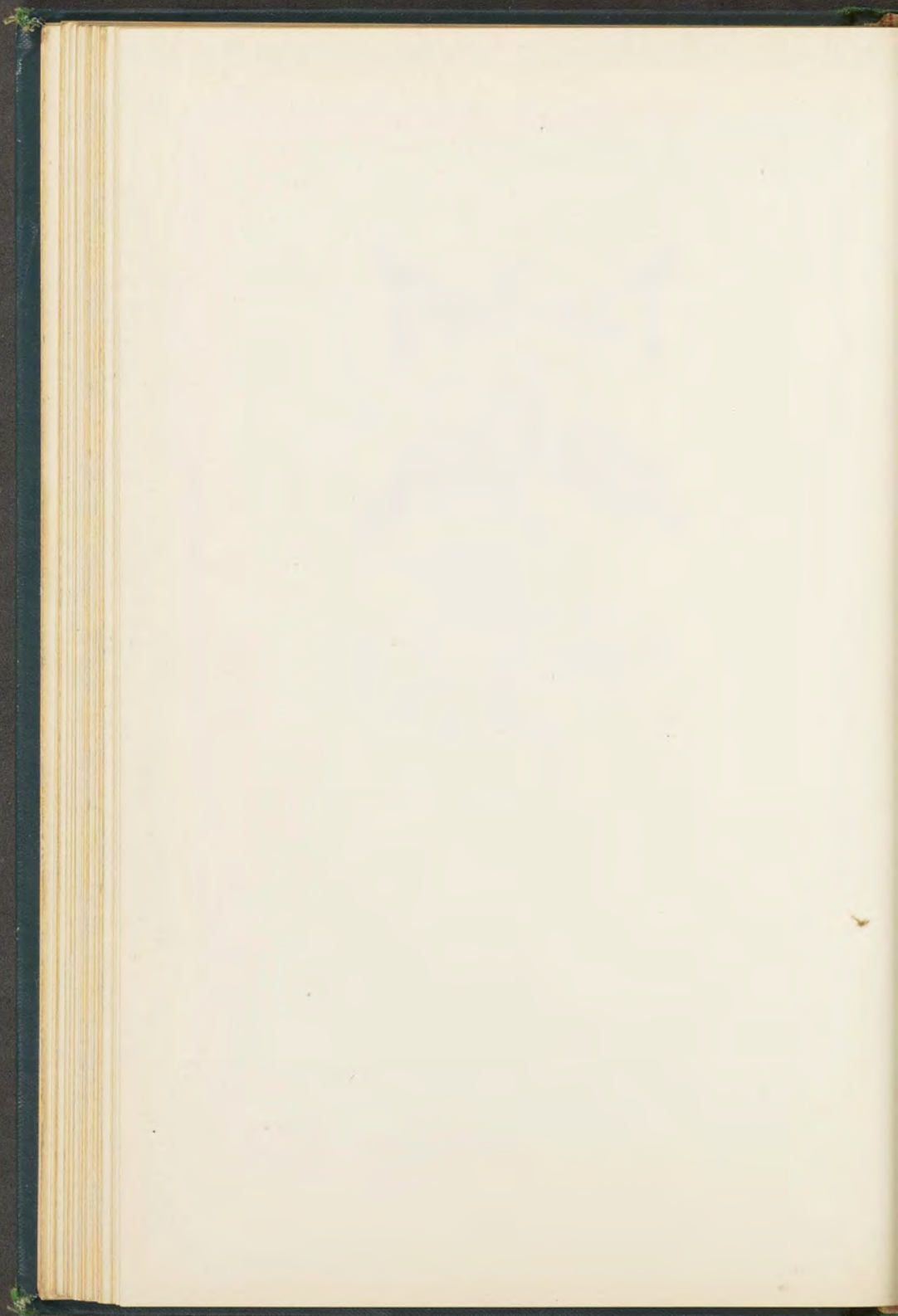


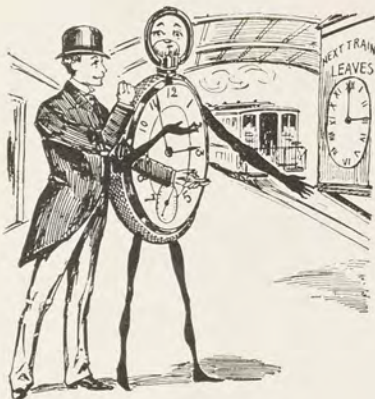
Reliable Jewelry.

There's safety, satisfaction, and saving in patronizing this store.

Poor jewelry often looks as good as the best. The only safe way is to patronize a store of known reliability. Everything we show you is precisely what we say it is — inside and out.

When you buy an article of us, you know as much about it as any expert jeweler in the land could tell you.



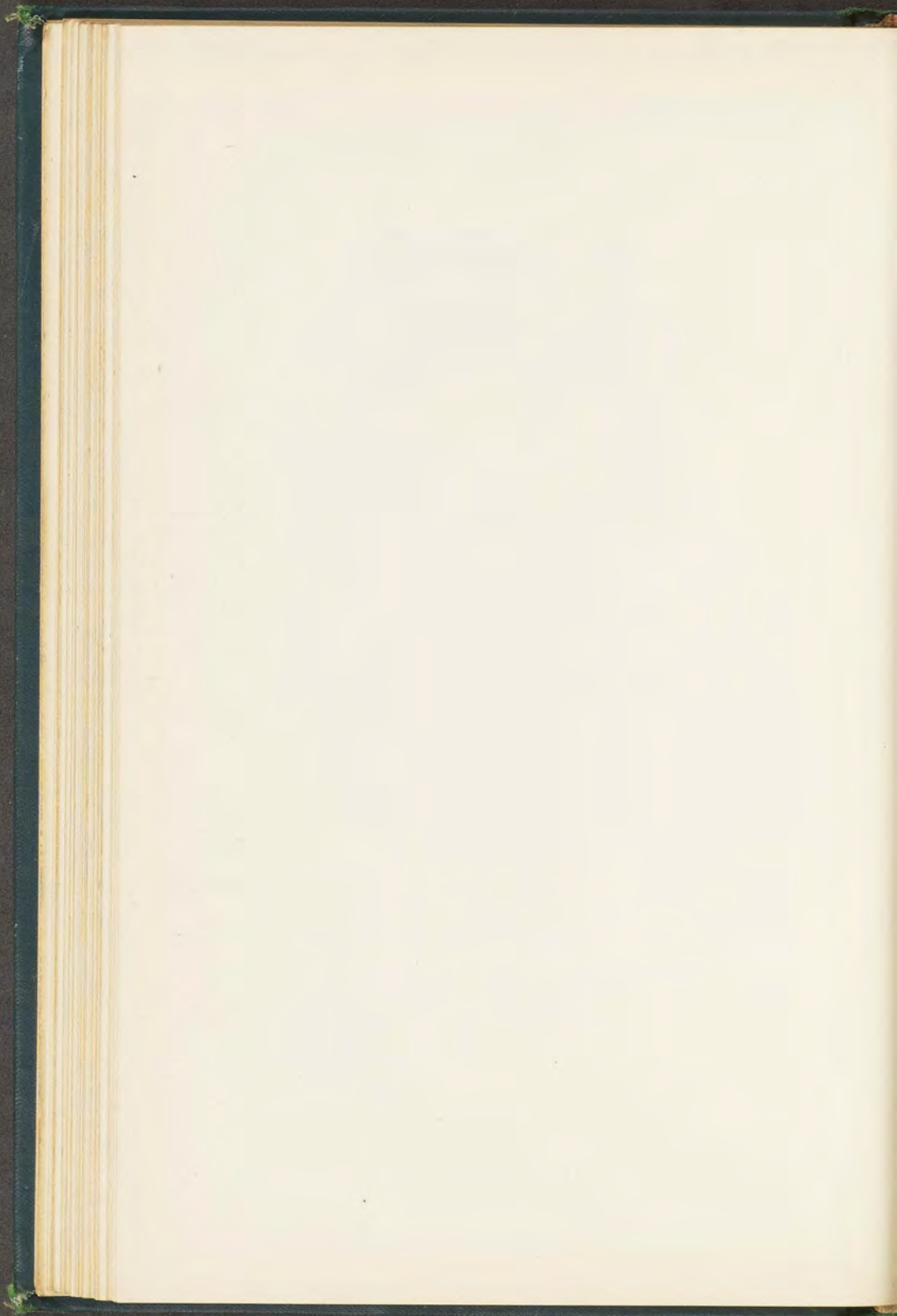


**Don't Quarrel
With Your Watch.**

Probably your watch is n't to blame — it would keep good time if you'd let it.

Every watch needs cleaning, regulating, and a little repairing now and then — you can't expect a watch to keep good time forever without any attention.

Bring your watch to us when there's anything wrong with it. We'll make it as good as new in short order — and we won't charge you much, either.

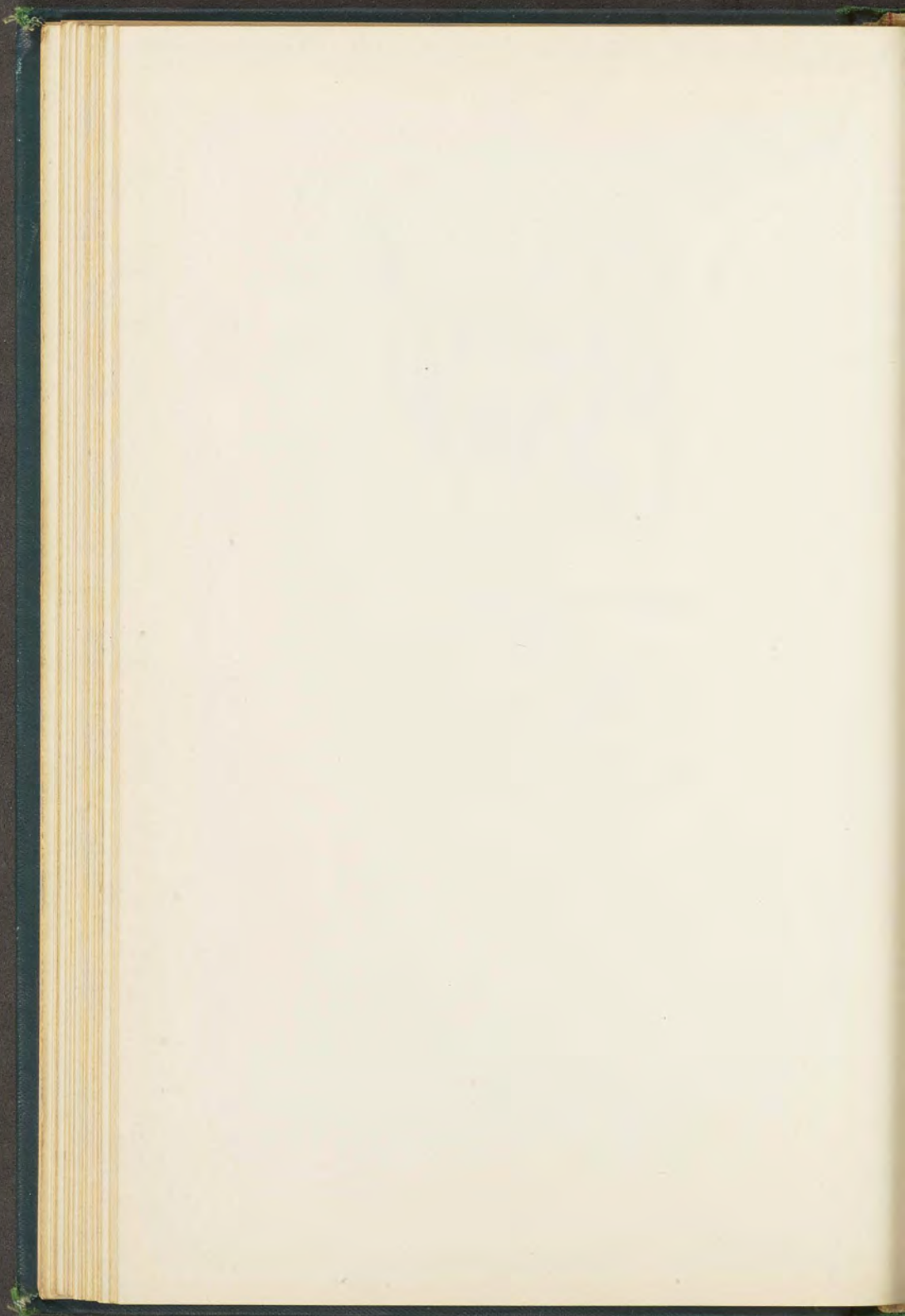




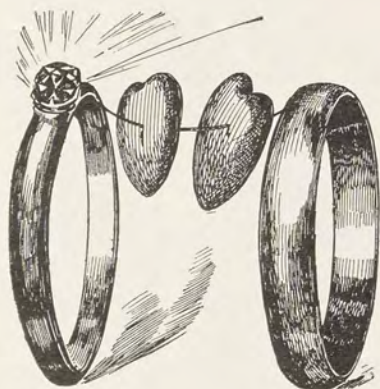
In Mother Goose's Time

it seems that people carried their love for jewelry farther than they do now. The love for jewelry is n't dead, though, it's just as strong as ever.

In what direction does your jewelry-love run? Come in and tell us, and learn how little money it will take to buy the article you want. It's here—and it's thoroughly reliable and right up-to-date.



No. 1714.



The Bands That Bind

hearts together seem to be in great demand just at this season of the year.

Your ring is here, just what you want, backed up by our full guarantee.

Our ring stock has just been strengthened by a wide variety of all that is latest and best.

To buy before inspecting is to buy unwisely.





Jewelry Wisdom.

It certainly is far from wise to buy jewelry wherever you see jewelry for sale.

The imitation looks just like the genuine, at first.

The wise way is to come right to us. Then you'll know precisely what you're buying. You'll be sure you've got your money's worth.

An additional safeguard is "your money back if you want it."

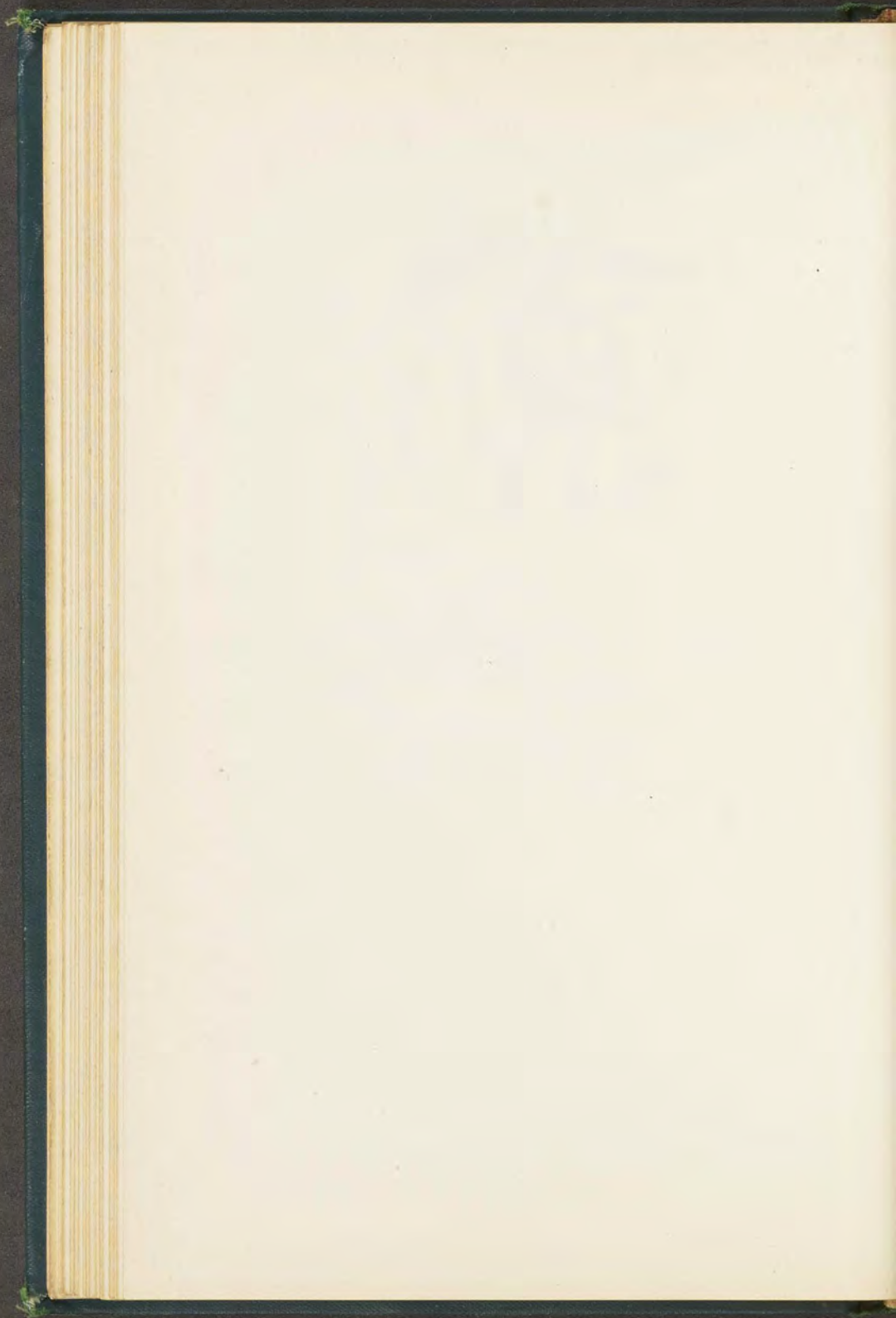
No. 1716.



It's a Luxury.

Jewelry is a luxury. It's absolutely necessary to have the time always with us, in the shape of a dainty little watch, or to have a pretty little pin to catch the laces or check the ribbons.

Just how far the art of making gold and silver jewelry has developed, may be seen by glancing through our stock. It will give you pleasure to look at the beautiful and exquisite articles, even if you don't intend to buy.

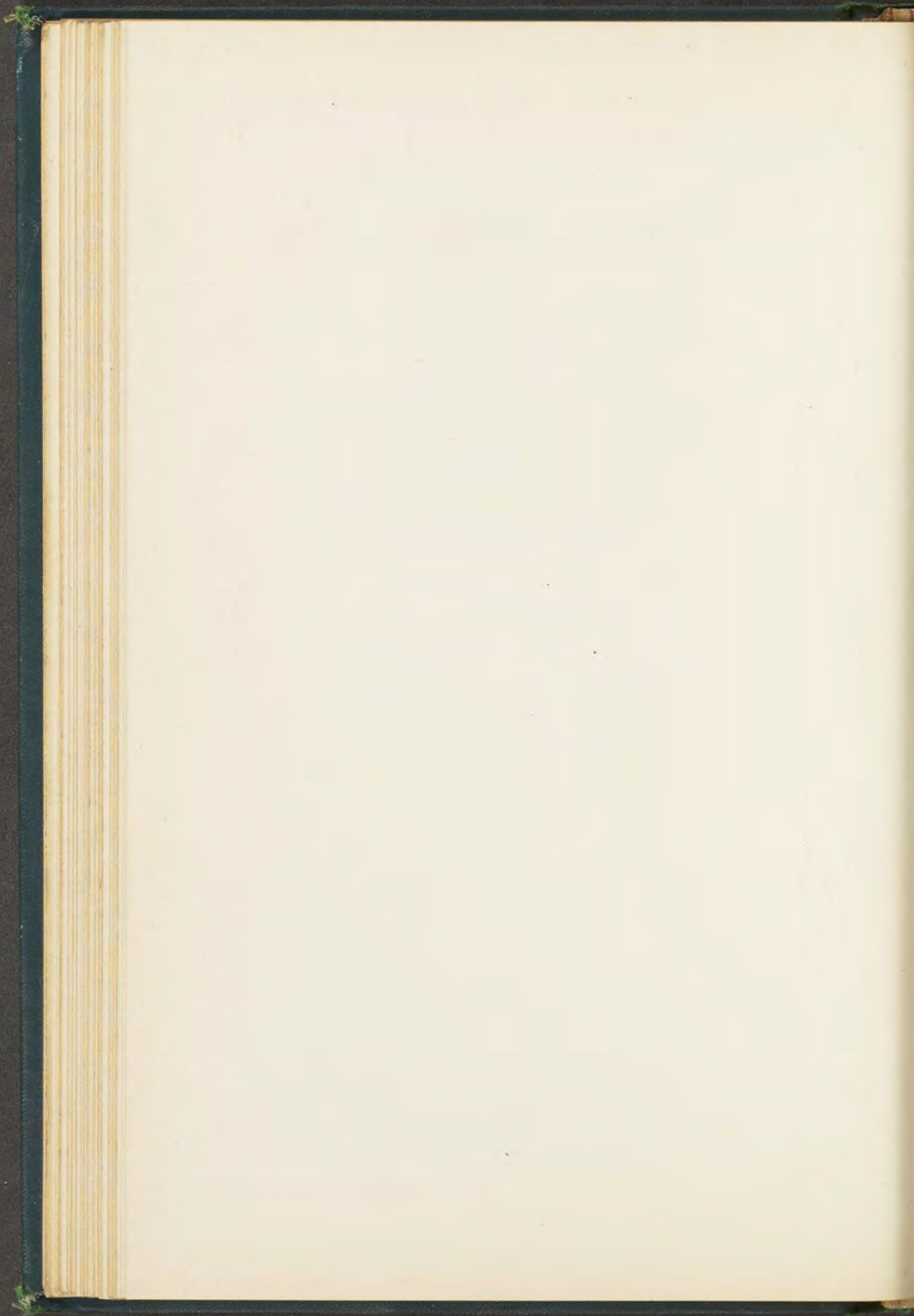




If You Could Make

your own diamonds in some such cheap and easy way as this, they wouldn't be worth a cent a piece, and nobody would think of wearing such cheap and vulgar things.

But as long as they are so rare, and hard to get as they are now, they will continue to be the leading gems of the world, and such rare offerings as these will be quickly snapped up :—



No. 1718.



**If There Is
Anything Brighter**

than the stars, if there is anything prettier than the moon, it is these diamonds, these watches of ours, all of which we are ready to make yours at any time. We think we sell good jewelry just about as low as it can be sold and be good.

We think we have about the nicest stock it is possible to get. You ought to know ; come and tell us your opinion.

No. 1719.



**Put a Watch
On the Boy.**

He will be a better boy—will be early to school; it will teach him habits of punctuality.

For \$— we sell a fairly good watch. With proper treatment it will last — years. We call it the “boy watch,” because it seems to just about suit the average boy.

Prices run up as high as \$—.



No. 1720.



Take a Look, Anyway.

Both the intending purchaser and the person who "is just shopping" are equally welcome here.

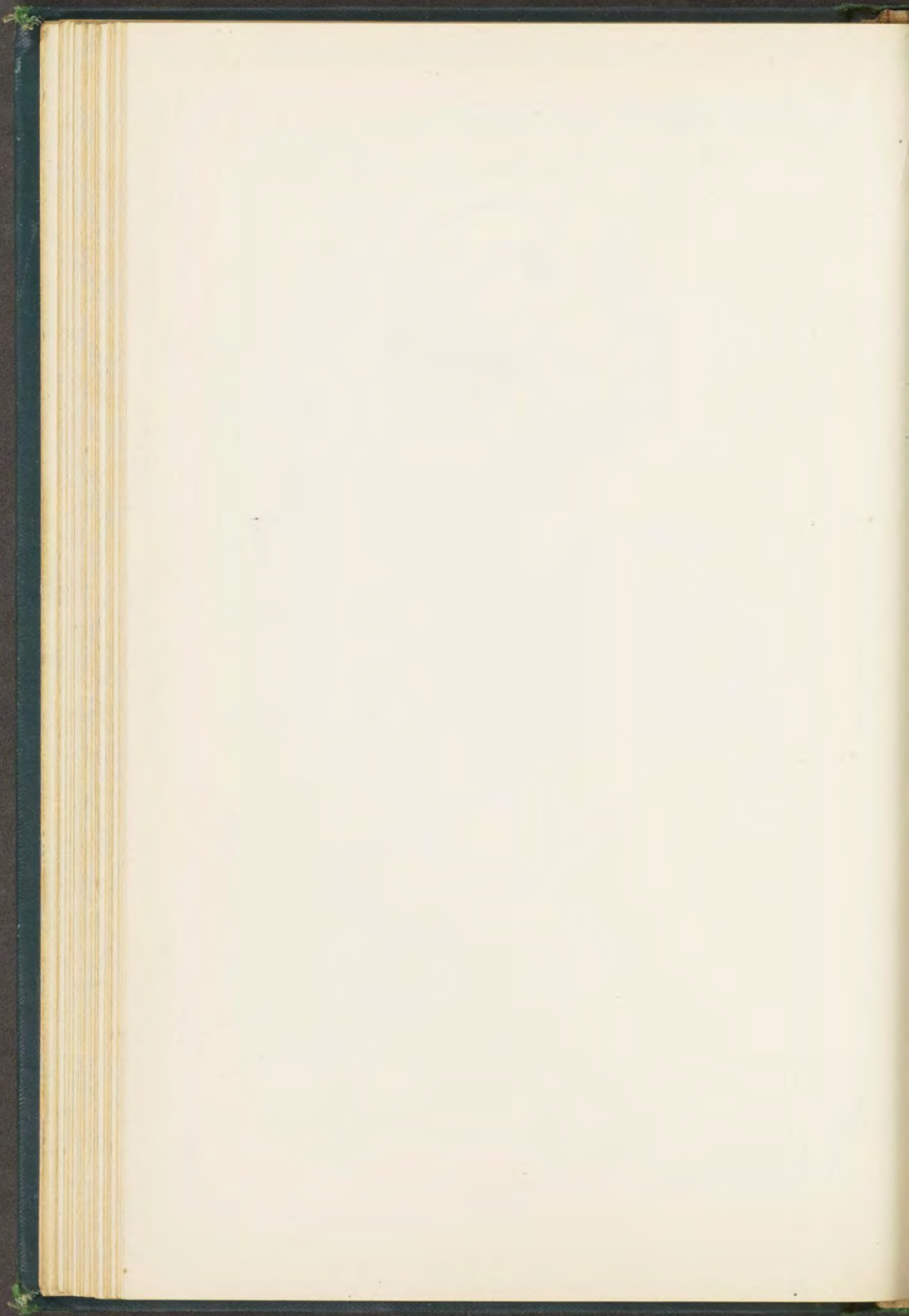
We like to show our goods; we're proud of them. We know there's no more elegant, worthy, up-to-date jewelry stock any where in this vicinity, and we know that our prices are the lowest of the low.

Whether you are in a buying mood or not, come in and take a look, anyway.



Good Jewelry

will add an air of refinement and elegance to any costume. It makes a man look prosperous, and it makes a woman look prettier. Money put into poor jewelry is money wasted; money put into good jewelry is money well invested. Prices for good jewelry are not the same all over the country; some may be a great deal lower than you think. For instance:—





Jewelry Daintiness.

The daintiest and most elegant toilet is not complete without a bit of jewelry. From the earliest times jewels and jewelry have been symbolical of power and royalty. The Romans were not allowed to wear jewelry except by permission of their emperor.

As a gift, nothing could be more pleasing. Such a gift would be useful and ornamental while serving to recall the giver and the day.

No. 1723.



A Jewelry Store

is the best place in the world to get suggestions for birthday presents. The stock is so varied and the prices are so varied, that every kind of taste and every kind of pocketbook is sure to be suited. We want visitors just about this time. Our stock never runs down.



No. 1724.



It's Time

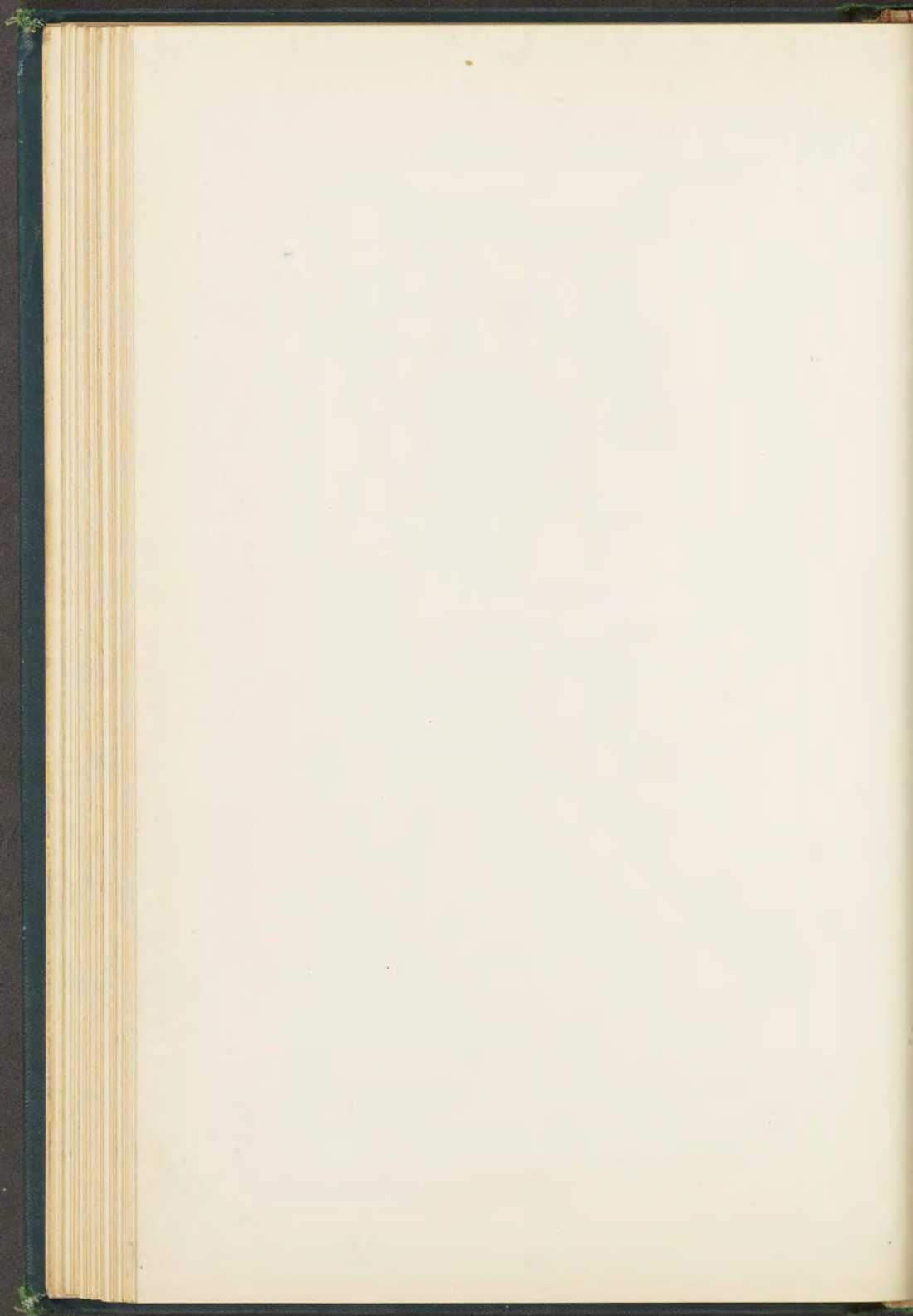
to replace that old watch of yours with a new one. Our line of watches contains the one you want, at the price you want to pay. At every price we can offer a guaranteed time-piece, and can put money into your pocket. There 's beauty of design in each watch.



Be Good!

Be a real Santa Claus. Show that you love her. Get her what she really wants. Have a little Christmas sentiment about you. Might as well buy her a scrubbing-brush as some commonplace necessity.

She can't walk by our door without stopping to admire the jewelry and gems. And diamonds—we've got 'em nearly as cheap as pebbles. Fact!



No. 1726.



Get A Watch

for your girl, or your boy. Let them learn the value of time. There will be fewer tardy marks, fewer broken appointments.

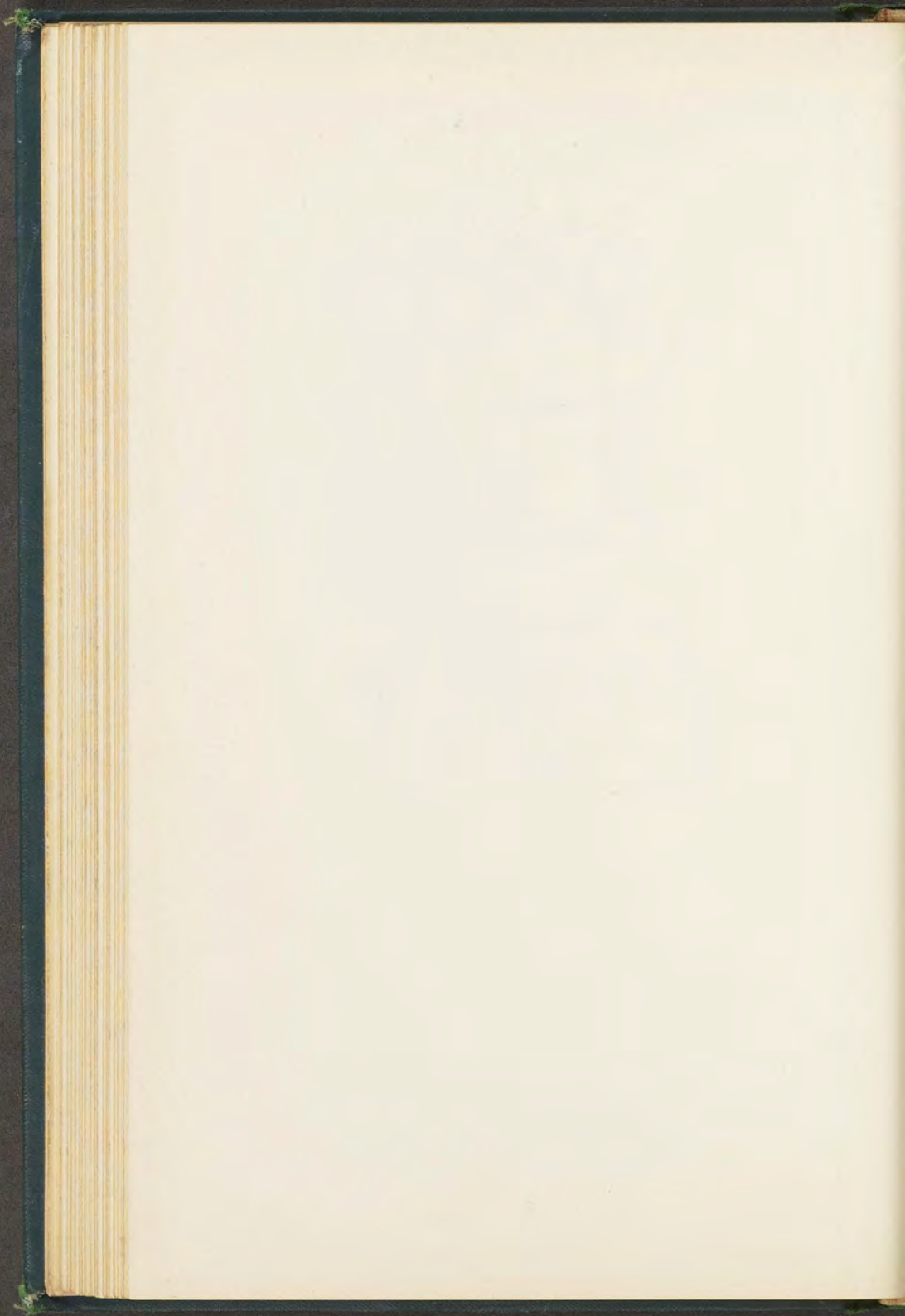
We'll sell you the watch. We would be glad to have you look at the stock, whether you buy or not.





Santa Claus Loves Jewels.

No one knows better than he how much men, women, and children appreciate a gift of this kind. He'll find no better place to fill his pack than this store—he'll find goods no better, no more exquisite, no lower priced. We have many inexpensive but dainty little novelties here which will make excellent gifts.



No. 1728.



**The New Year
Is Bright**

with a certainty of better jewelry selling here than ever before. Each year we sell better jewelry at lower prices. With the coming of 1899 several little things are improved. Make a call on us to see what they are.

No. 1729.

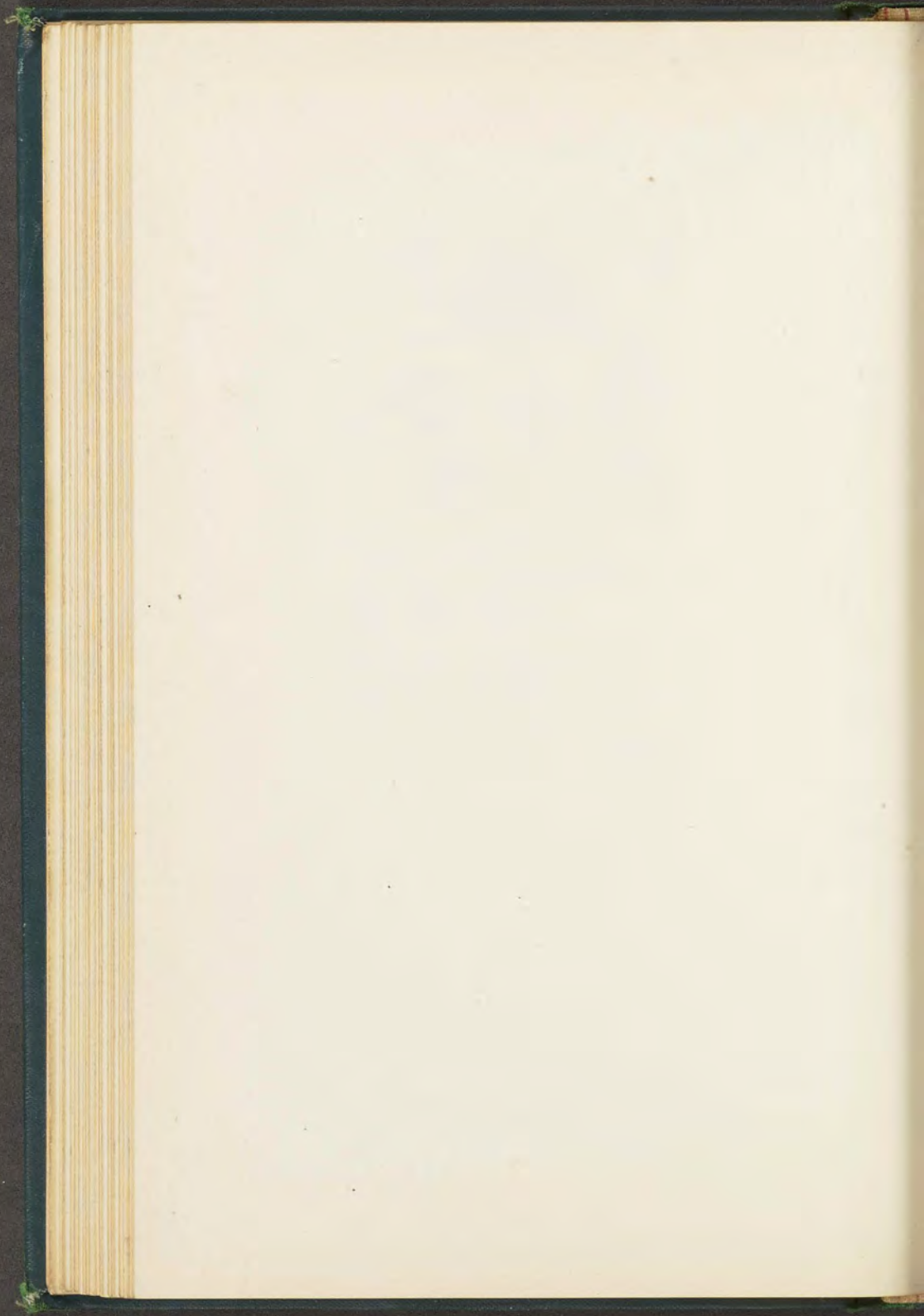


The Very Latest

jewelry styles find their way to this store—surely and promptly.

There's as much style in jewelry as in anything else, and there's no excuse for being behind the times—it does n't cost any more to be up-to-date.

Come in and look around—we've lots of new things to show you.



No. 1730.



For Wedding Gifts.

June weddings are now in order, and the proper gifts must be forthcoming.

Nothing better than good jewelry; it is always appropriate and always appreciated.

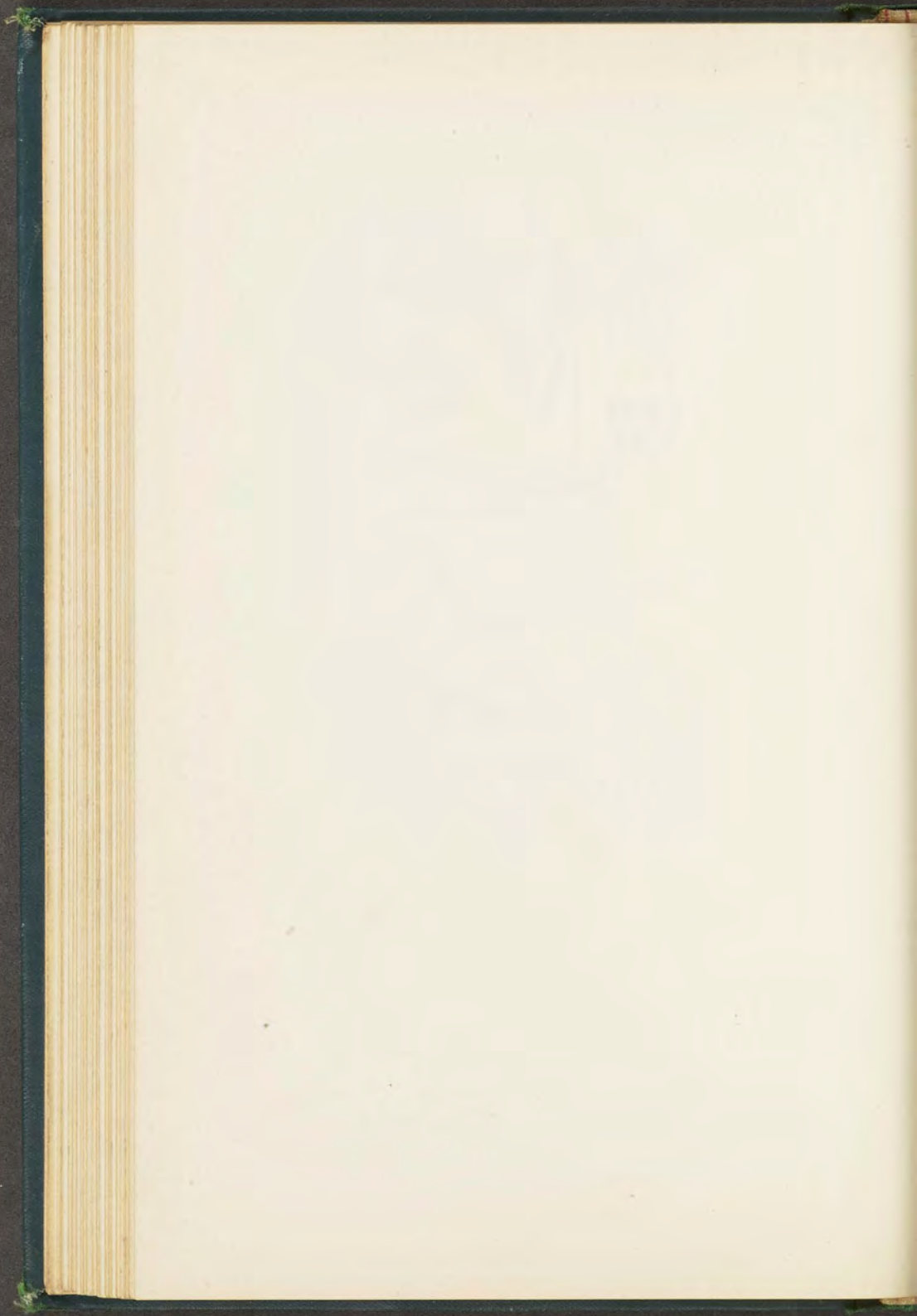
Here are some hints that may help you — the prices surely will :—

No. 1731.



**We Are Going
To Sell Jewelry**

to every one in this city before we have been in business for years. We are going to impress everybody who comes into this store that this is the best place to buy jewelry, because values are honest, styles are exquisite, and prices are reasonable, and as low as fair dealing will permit. Aside from this important point, we are always glad to see you whether you buy or not, and we will make you feel at home.

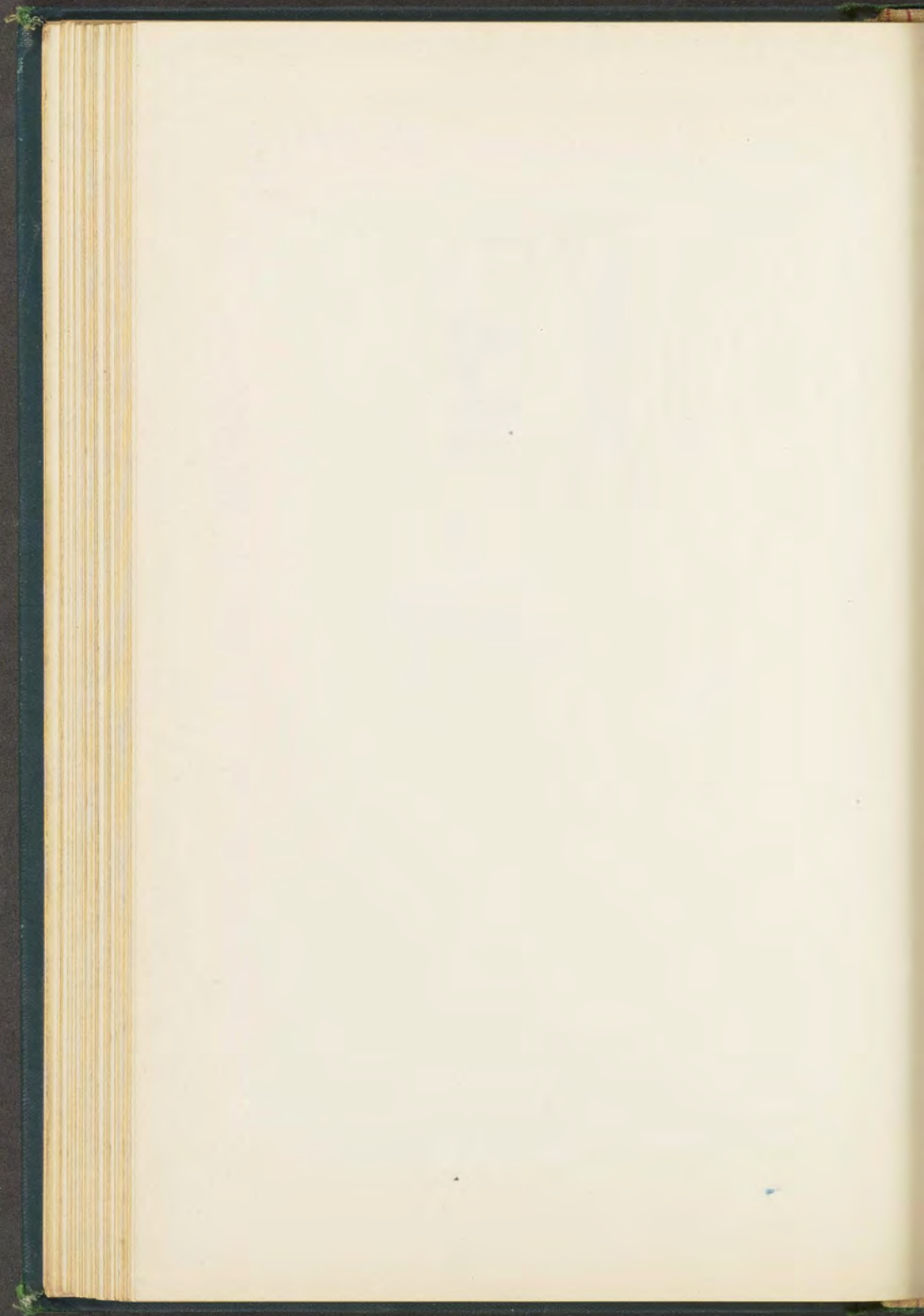


No. 1732.

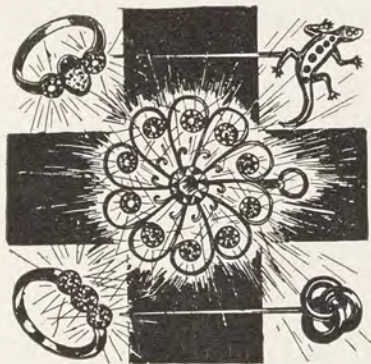


Is It on Time ?

It's not much use having a watch that you have to compare with your hall clock every morning. Why not buy one of which you can be absolutely sure? Every watch in our stock is so accurate that it will not vary more than a minute in a year.



No. 1733.



Styles in Gems

and jewelry change as well as other styles.

If you want up-to-date jewelry, you can always be sure of getting the very latest and most correct thing here. Whatever you buy, you can feel sure that you're right.

Or, if you have anything that needs to be altered, repaired, or reset, bring it to us. We'll do the work well, and charge you but a moderate price.



In Buying

silverware you should exercise a little judgment. Remember, all is not gold that glitters; and some dealers are willing to handle inferior goods that look "just as nice," but they won't stand any wear. You can find the trade-mark of every reputable silver manufacturer stamped on our goods, and the prices are just as reasonable, in proportion to the quality we keep.

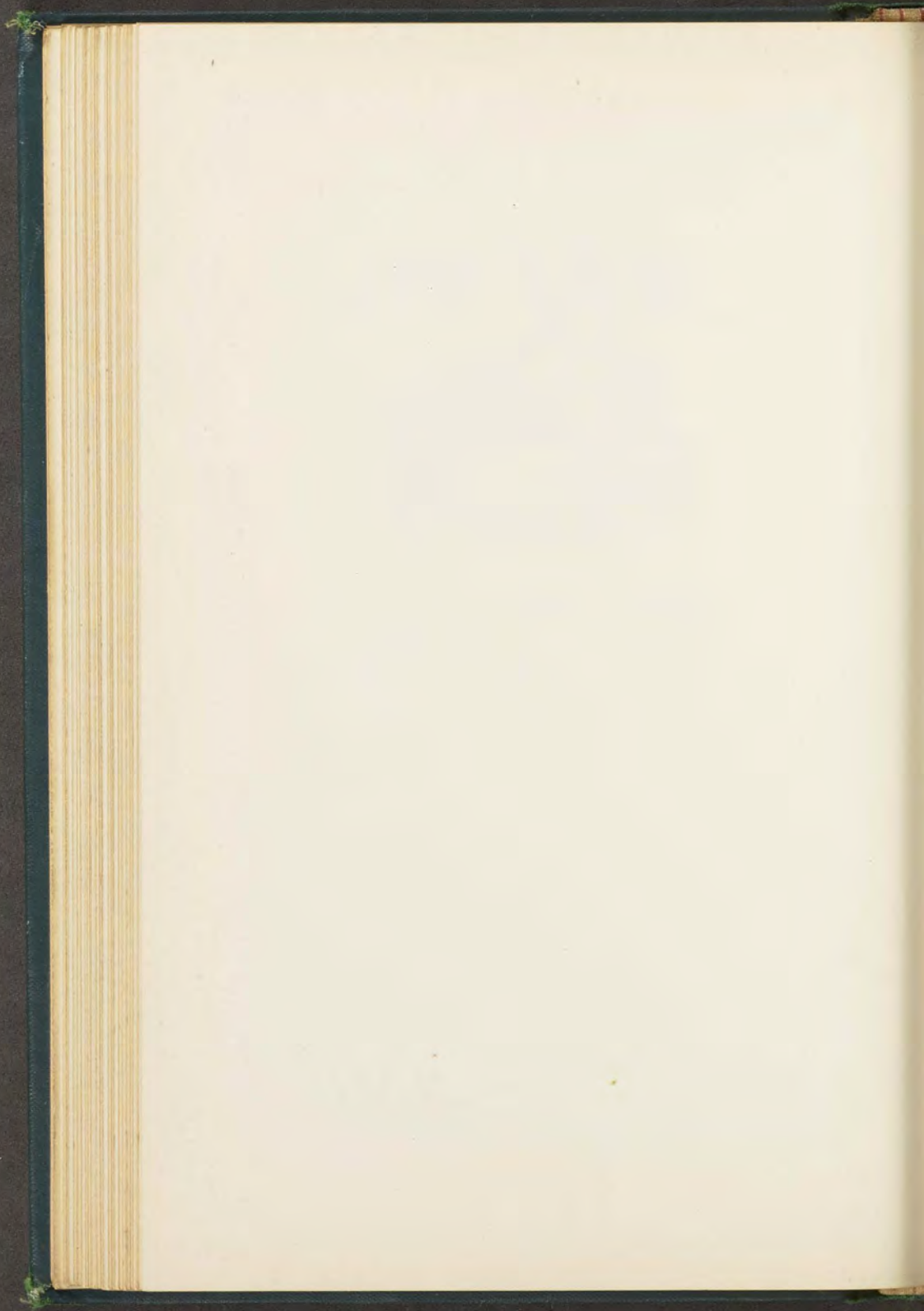
No. 1735.



A Woman's Dream

is to have plenty of diamonds. We are making it possible to have that dream a reality.

When you realize how cheaply we are selling those handsome diamonds ———, you'll want one.



No. 1736.



This Kind of a Watch

is quite the correct thing for ladies. If you want to know all about what it is made of, how good it is and how cheap it is at the price, call in and let us tell you all about it. We can show you a line of ladies' watches that is superior to anything this town ever saw at surprisingly economical prices.

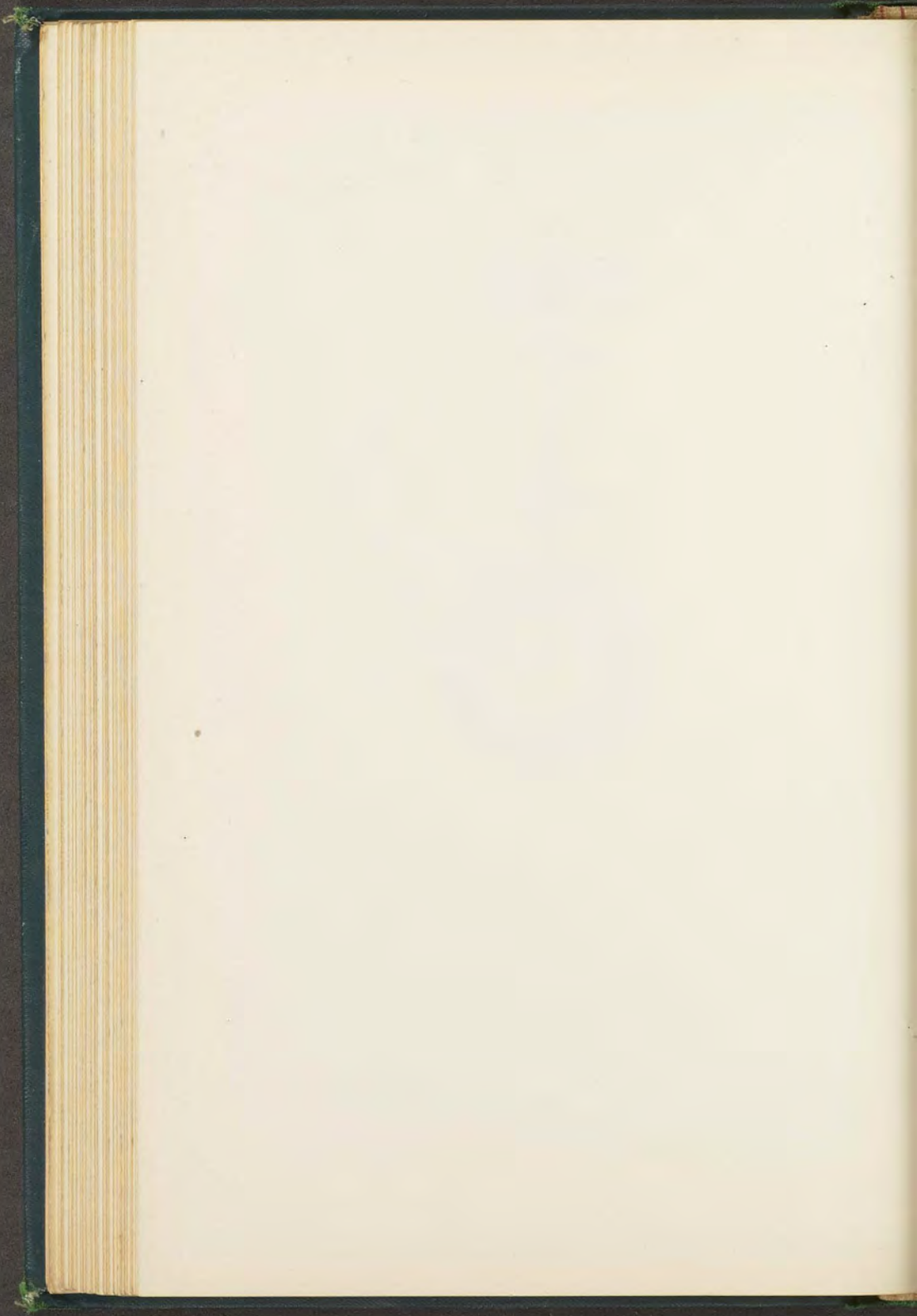


No. 1737.



The Fashions in Watches

change just as other fashions do. If you are going to buy a watch, buy one that is strictly up-to-date. Here is the place to come for them. You will always be sure of finding a full line of the very latest and best of everything in watches and jewelry, and we are always glad to show our goods to any one who is interested, whether they intend to purchase or not.



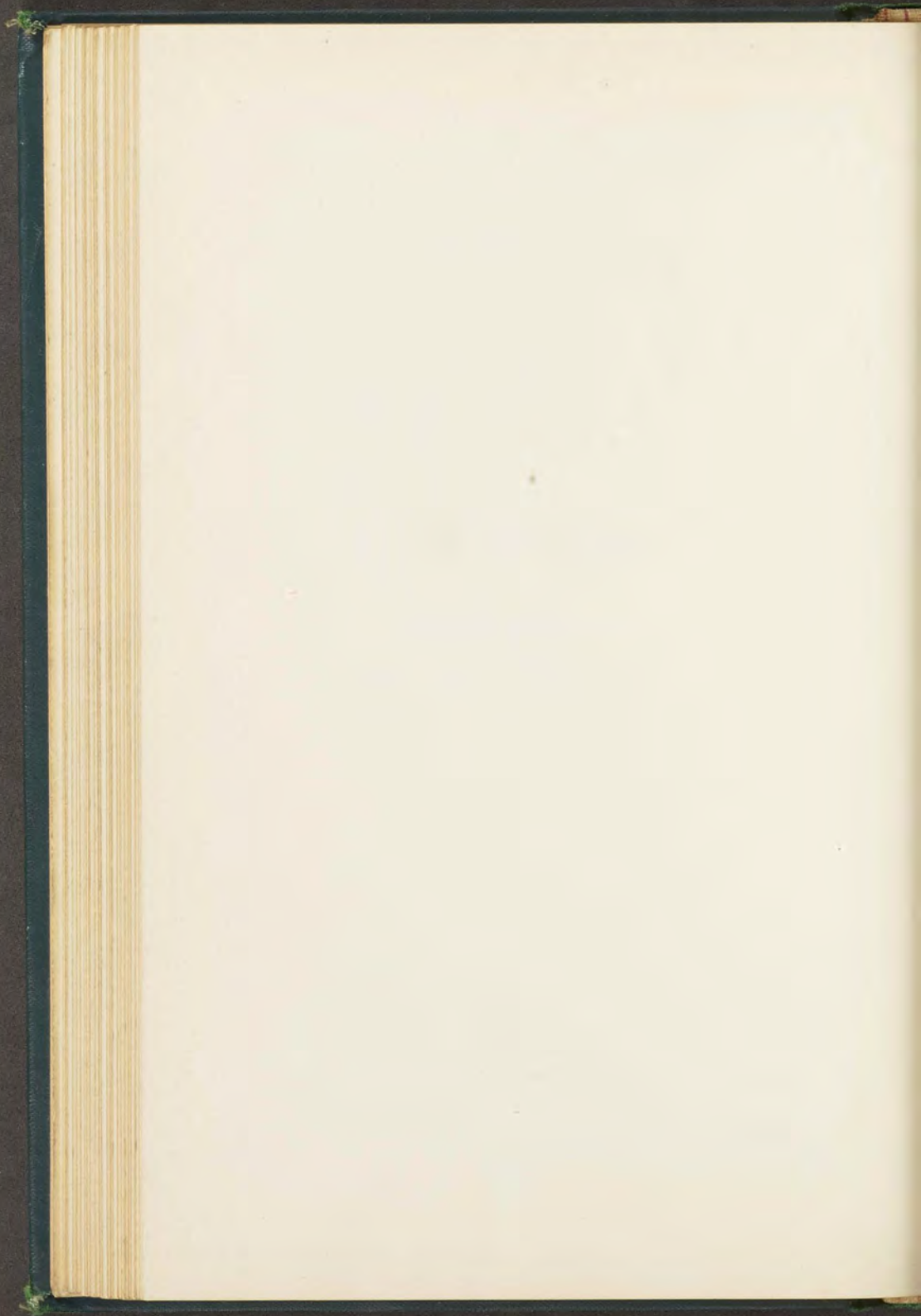
No. 1738.



Study the Jewelry Question.

Don't buy jewelry haphazard. Look the ground over thoroughly, and buy when you find the place where you can get the very best, most stylish, most reliable jewelry for your money.

Of course, we think this is the place, and we want to convince you that we are right.



No. 1739.



Some Jewelry Facts.

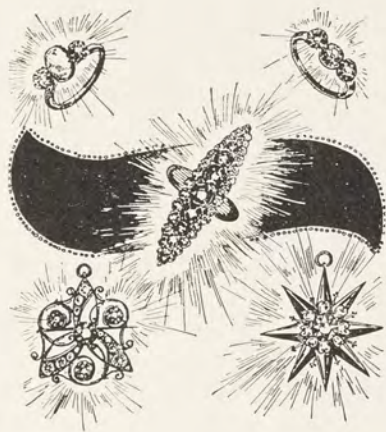
It is a fact that every article in our big stock is thoroughly good and reliable; just what it pretends to be.

It is a fact that our full guarantee stands behind every article we sell.

It is a fact that, quality considered, our prices are the lowest of the low.

Don't these facts interest you?

No. 1740.



Buy Diamonds.

Aside from their beauty and their deserved popularity as ornaments, diamonds are a safe and sensible investment. They are always stable in value. You can get your money out of them at a moment's notice.

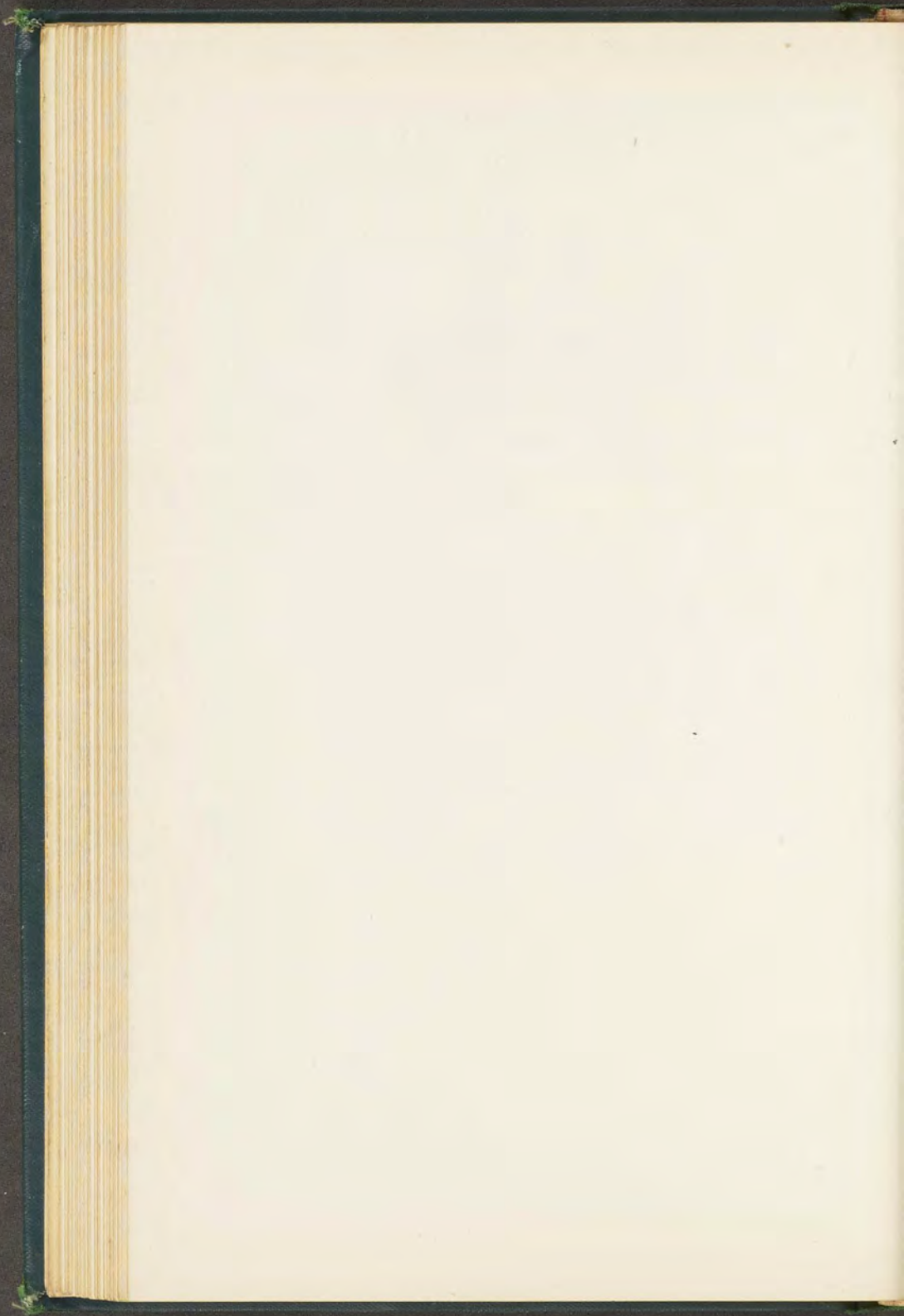
Buy diamonds, and buy them of us.

No. 1741.



Silver Services.

A few pieces of silver brighten up the appearance of the dinner table wonderfully. Either solid or plated silverware is an excellent investment, for it lasts much longer than china. Silverware is n't always breaking. See our assortment.

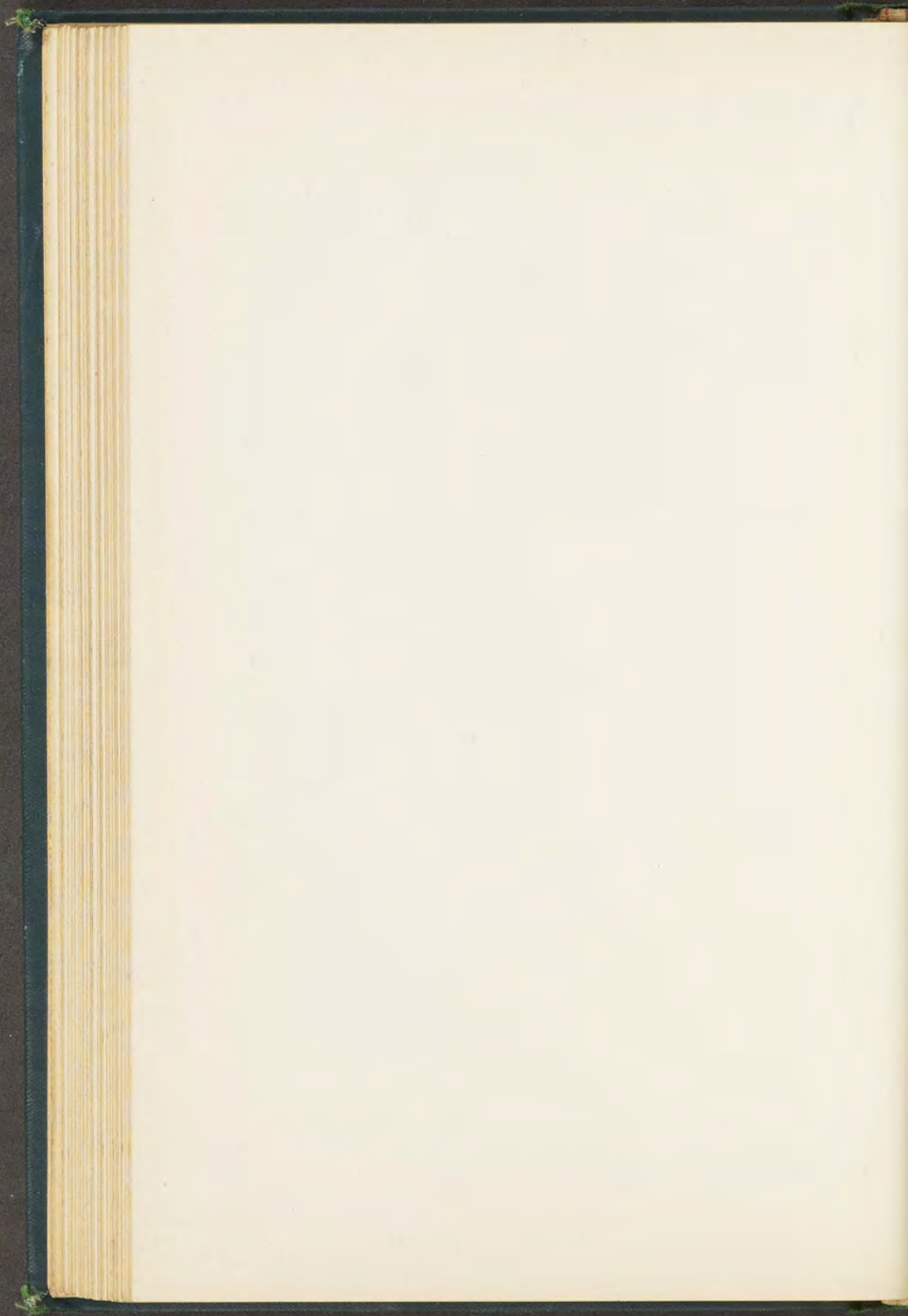


No. 1742.



Silver Tableware

will improve the appearance of the handsomest sideboard. We are showing some fine articles in quadruple plate that will give you as satisfactory service as sterling ware. They look just as well. The prices are remarkably low. Our stock of jewelry is more complete now than ever.



No. 1743.



Our Reputation

is as much a guarantee of the value of the jewelry and silverware we sell you, as "Sterling" is a guarantee that the silver is 925-1000 fine. The silversmith's stamp merely vouches for the quality of the ware. Our name insures you the pick of the latest and most artistic designs. It warrants the belief that you have received your money's worth.

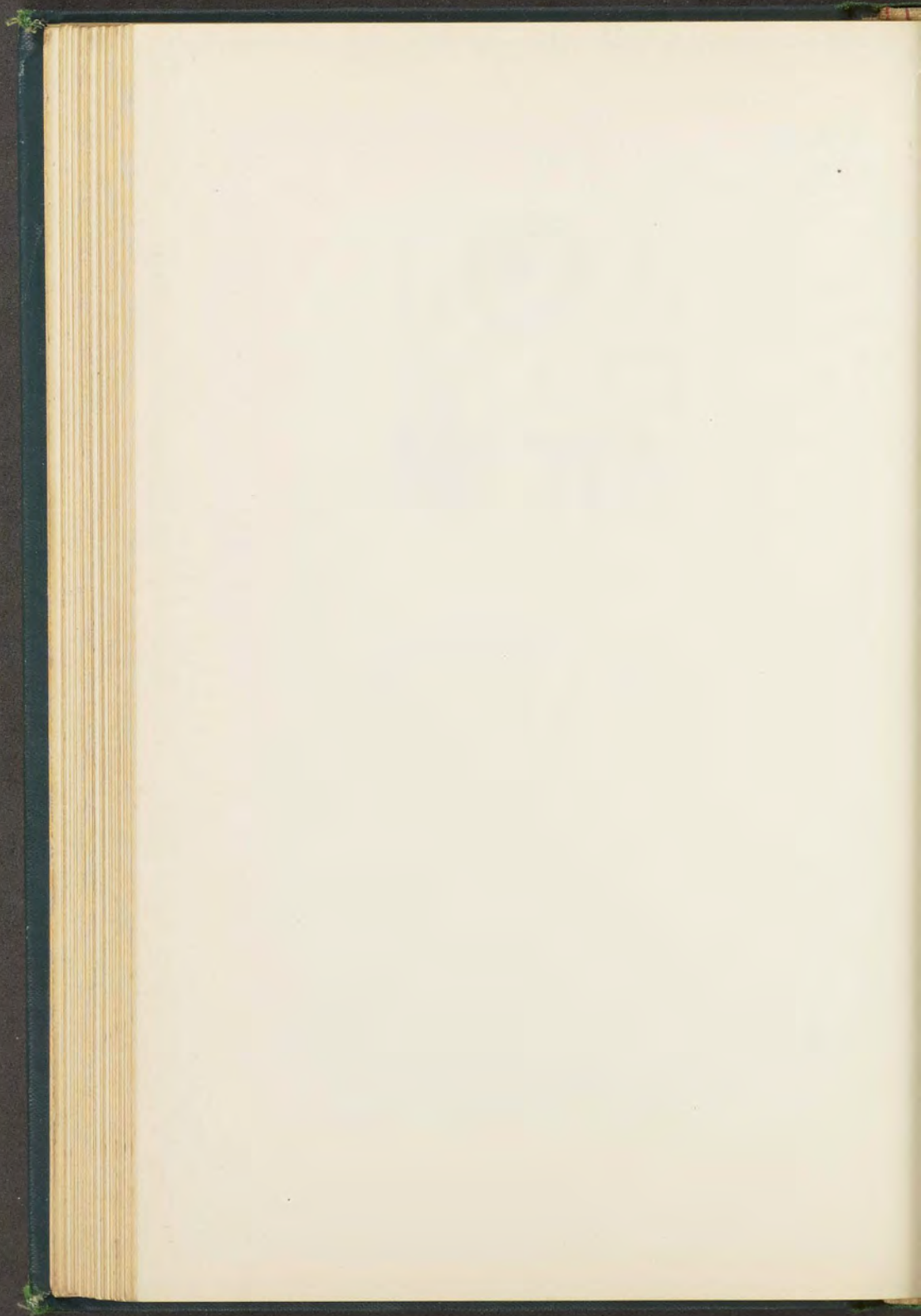


No. 1744.



Easter Novelties

in jewelry offer a wider range of choice articles this season than any time since we began business. The manufacturers are taking heed of the public desire for a combination of artistic designs and popular prices. Our display of handsome sterling silverware will alone repay a visit to our store.





The Pretty Girl

is fond of pretty jewels. The sensible man looks for the establishment where he can get the best jewelry for the least money. Our jewelry is not only "best," it is new,— new in manufacture and new in design. It won't cost you a cent to look at what we have.

No. 1746.

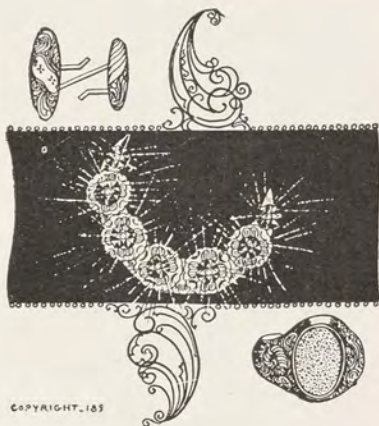


Every Woman Loves

handsome jewelry.
Every woman likes to feel that her jewelry is solid and perfect—that she has just what she paid for. Every woman likes to save money, too.

Consequently every woman ought to patronize us—it means safety, satisfaction, and economy.

No. 1747.



COPYRIGHT, 1895

The Most Appropriate Wedding Gift

is a piece of jewelry. The designs we are showing in every line are particularly handsome. At this season we make a specialty of wedding and engagement rings, the latter in any style of setting you may desire.

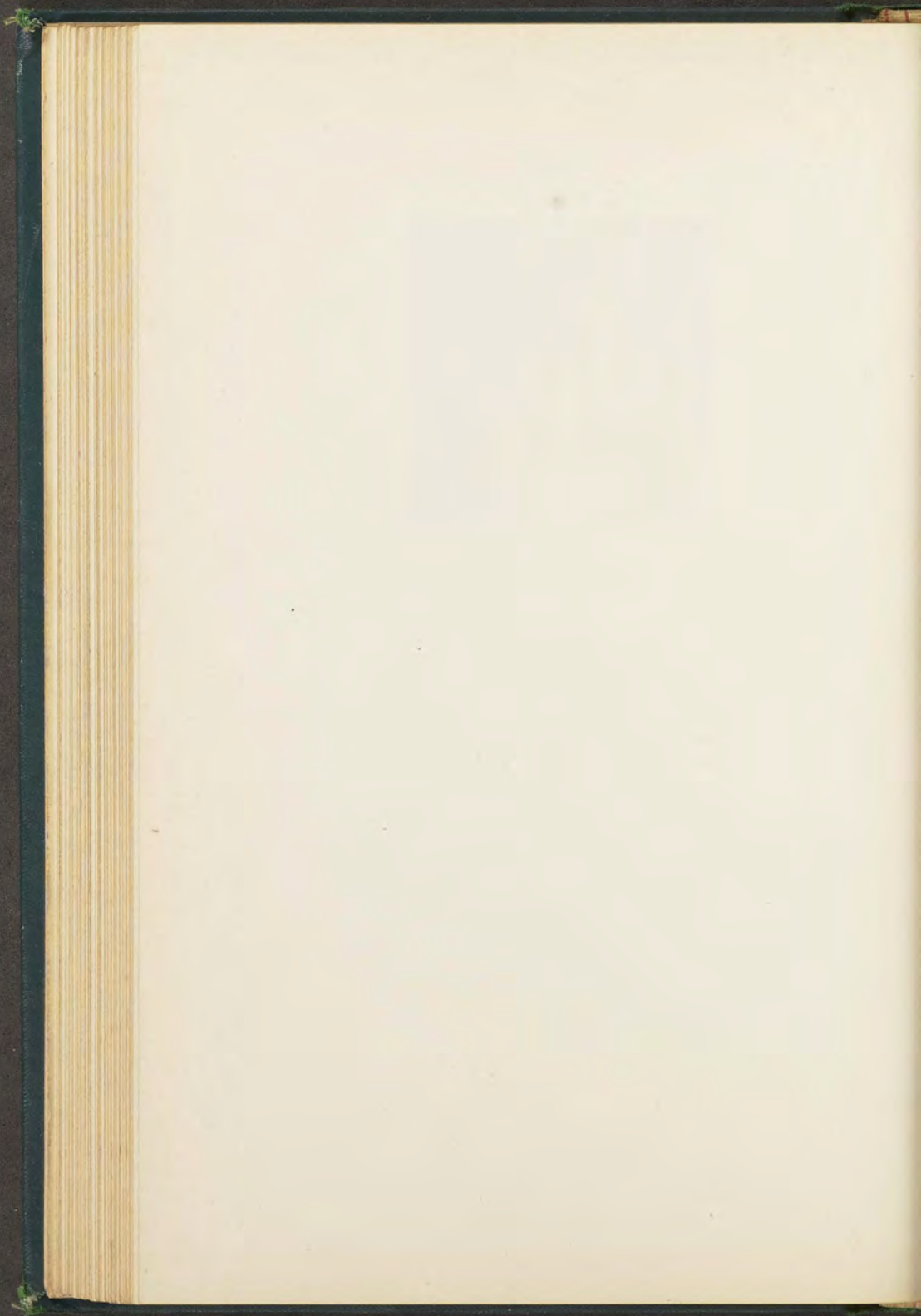


No. 1748.



Precious Stones

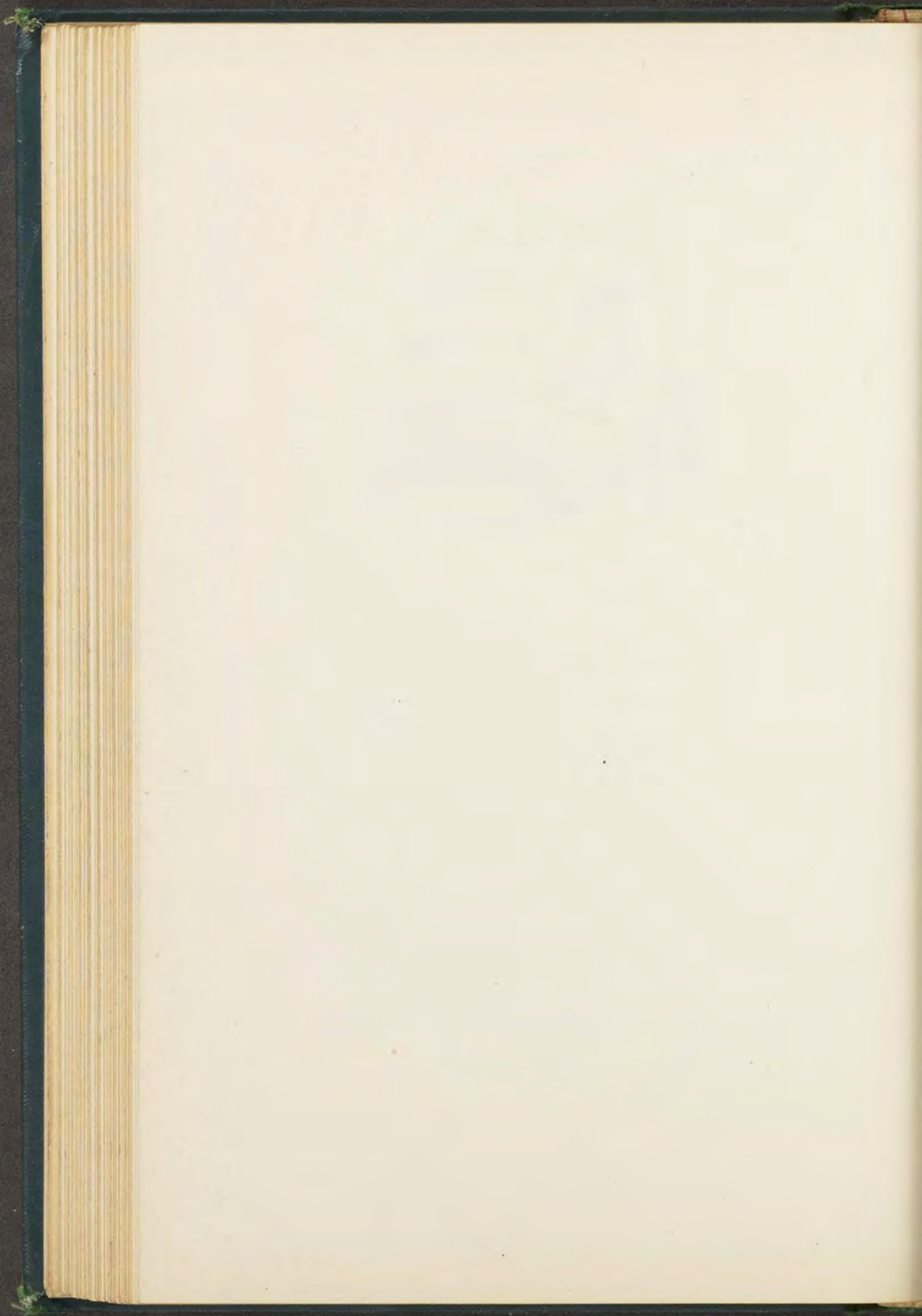
will always hold their value till the end of time. The value of a jewel is much enhanced by the delicate settings that we make a feature. A visit here will show that fine jewelry is possible at a moderate cost.



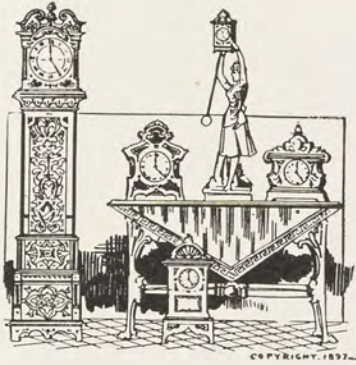


Our Prices

are so graded that it is not necessary for any one to go to extremes to possess fine jewelry. Manufactured with a view to lasting a lifetime, and possessing an artistic merit found only in exclusive stores, our jewelry would be reasonable at higher prices than we are satisfied to ask.



No. 1750.



Too Many Clocks

have their main recommendation in their faces and their outer shells. We believe in attractive exteriors, but we have greater faith in the recommendation that a good time-keeper will give us. Our clocks are ornaments in every sense of the word, though we prefer them to be classed distinctly as timekeepers.



No. 1751.



COPYRIGHT-189

Watches Seem Bigger Here

than they really are because we give big value for little money. We have never reached the one-time custom of depending upon a single sale for a day's expenses, but have preferred to depend upon the worn-out though very apt "small profits make quick sales."

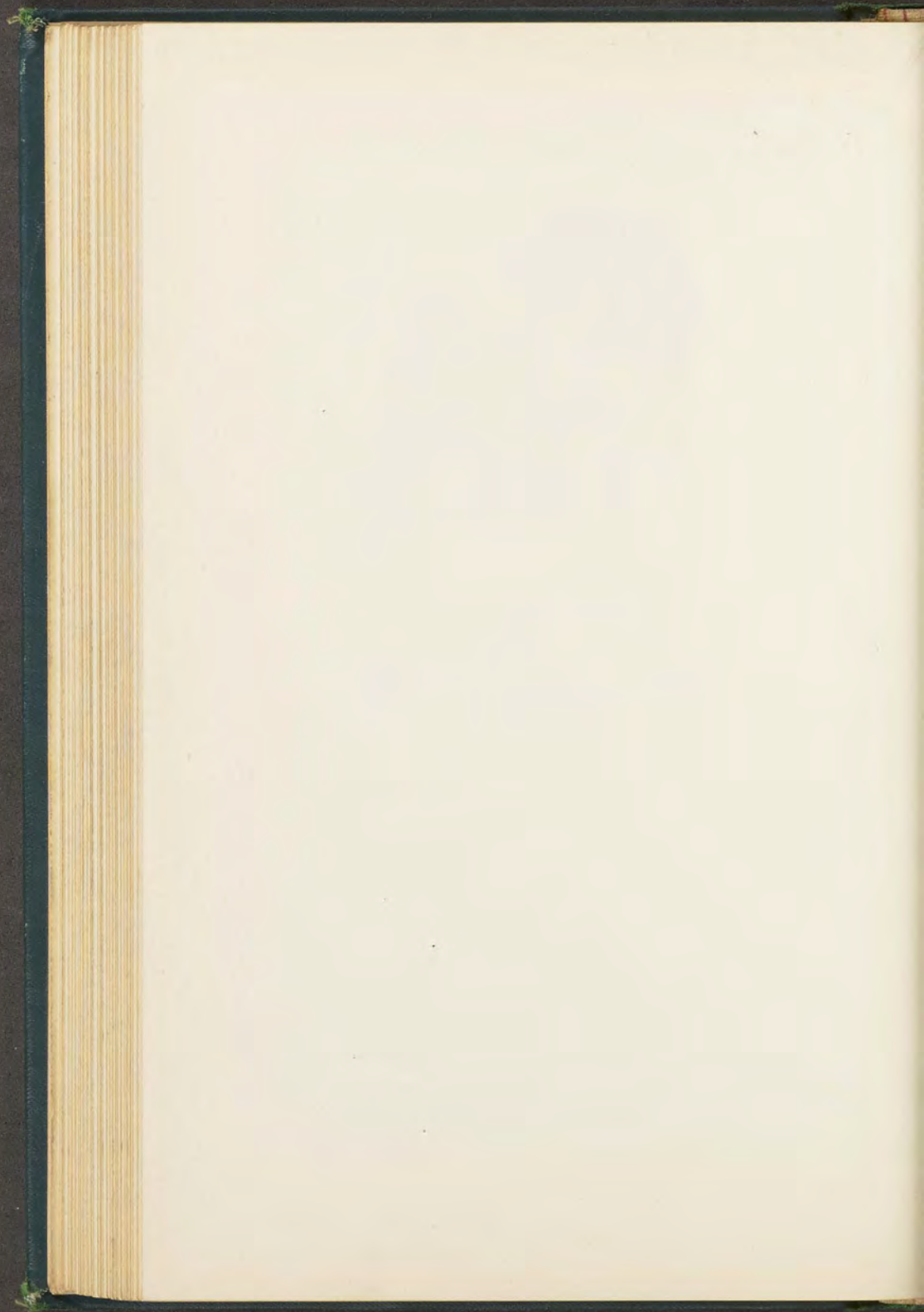


No. 1752.



**It Is No
Child's Play**

to repair a clock or watch in the only really proper way. Bringing your repair work to us will guarantee first-class work by a first-class workman. Moderate charges.



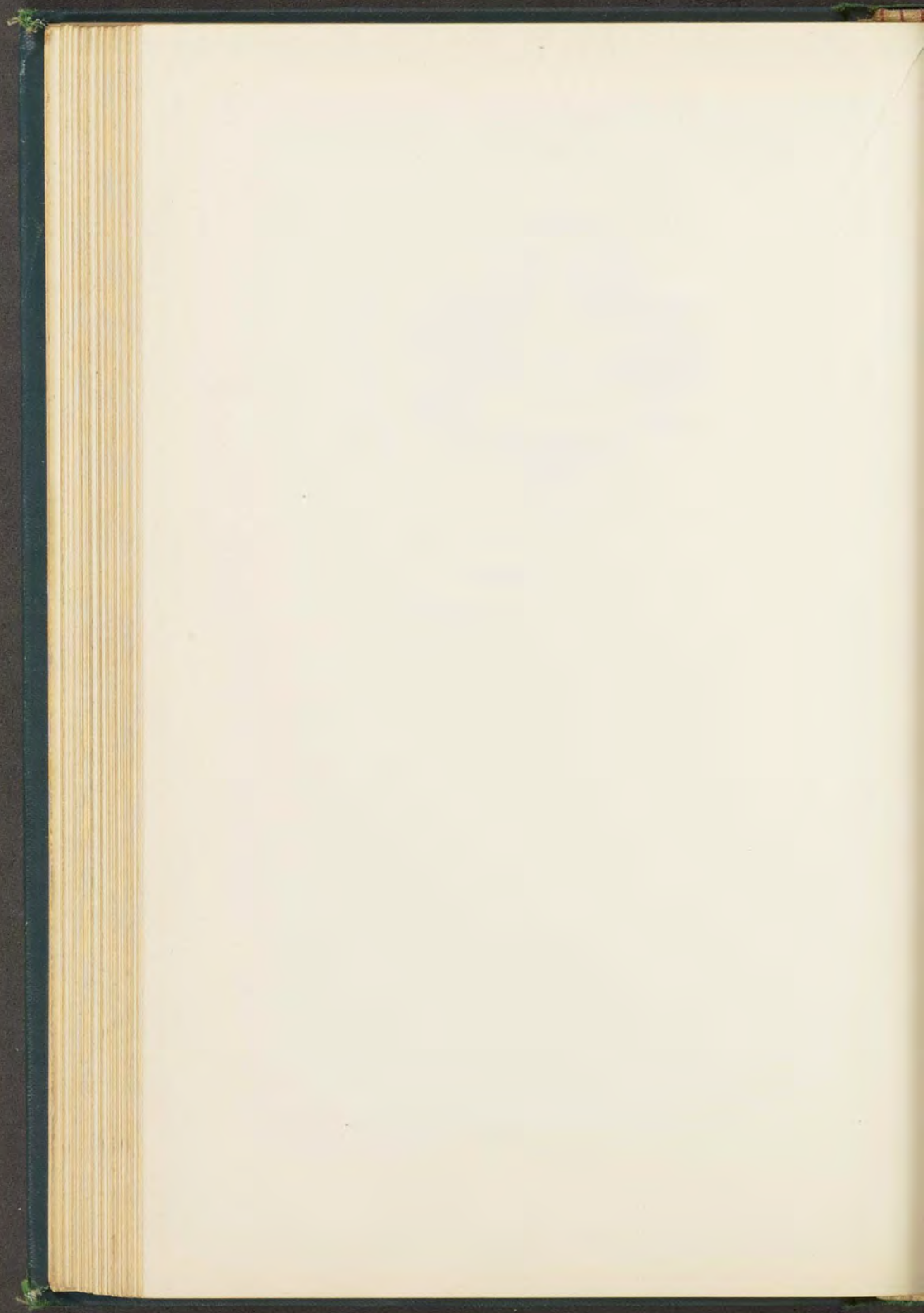
No. 1753.



COPYRIGHT, 1899

Novel Effects in Watches

and jewelry helps us to make our customers feel that it is worth while buying from us, as we can supply out of the common styles at the cost of out-of-date jewelry. Quality guaranteed and watches warranted for five years.



No. 1754.



Engagement Rings

in all the newest mountings and most fashionable jewels — handsome enough for the most exacting woman and reasonable enough for the most provident man. Jewelry and watches reserved upon payment of a small deposit.

No. 1755.



"A Thing of Beauty

is a joy forever."
Good jewelry is not like every other thing, that has its day—and then dies out. What you buy from us we sell to last a lifetime, and a little thought and calculation prove our prices more than fair.

First-class watch and jewelry repairing by an expert workman. Moderate charges.



No. 1756.



It Is Not Vanity

which prompts the desire to possess the really pretty things one sees here—it is good taste. It is not credulity that leads one to believe that our prices represent the honest value of honest jewelry. That is common sense.



No. 1757.

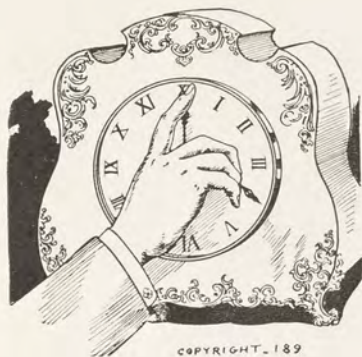


Spread Out Before You

here is as fine a display of rings and trinkets as one would want to see. Quality is what we depend upon to gain your confidence, and sensible prices ought to win your trade.



No. 1758.



Your Clock Stops

at most inconvenient times. You wonder why, because you paid a good price for it. Perhaps it only needs cleaning. Maybe it is no good. We will fix it for you, if it is worth it. Or we will sell you a correct timekeeper that is as nearly dust-proof as a clock can be.

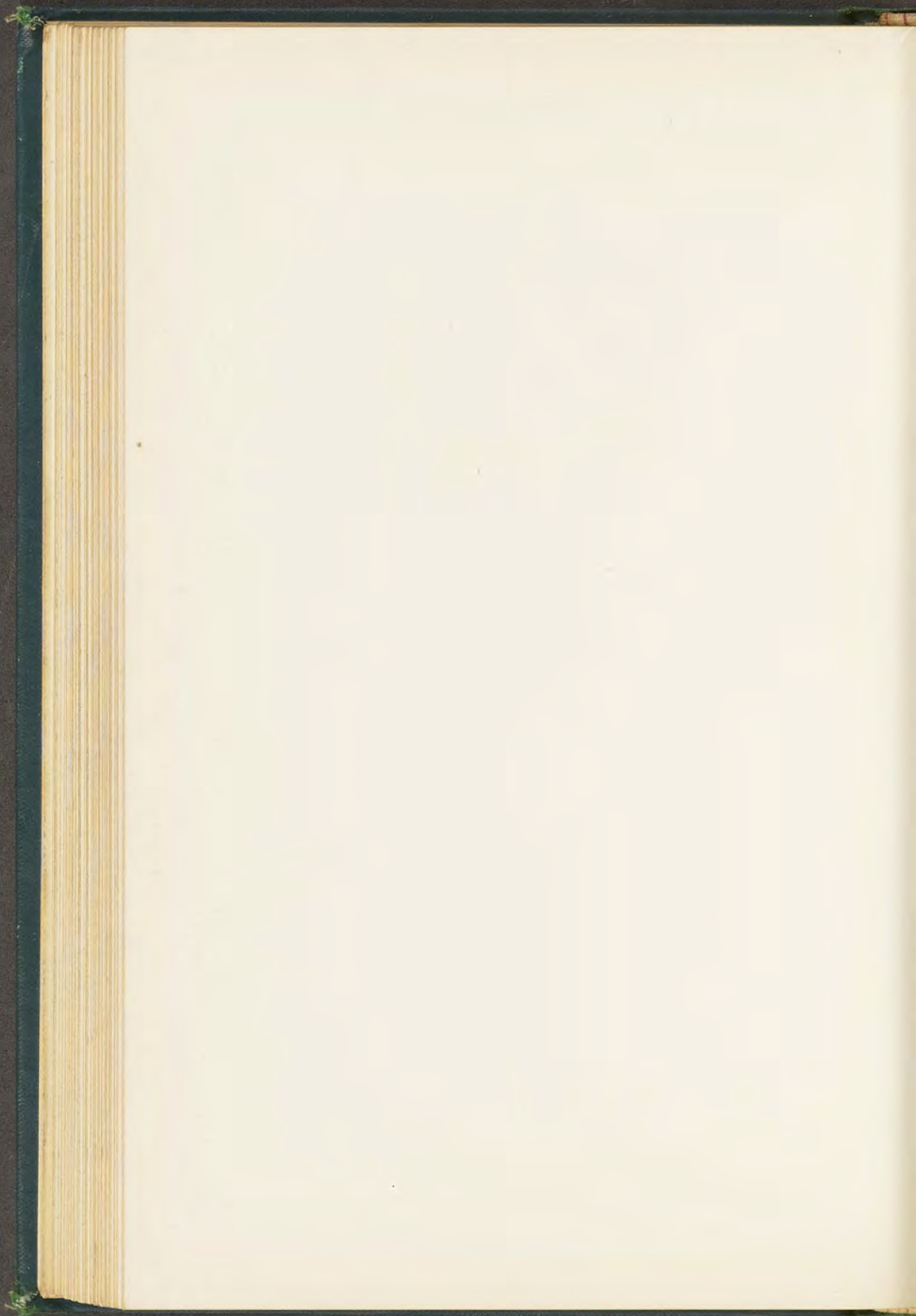


No. 1759.



It Should Be

the desire of every woman to possess dainty jewelry. Fine jewelry will add to any woman's appearance. At the prices we are selling it, it is within the reach of the most economical. Let us show you our stock. It will be no trouble. The prices will suit you.



No. 1760.

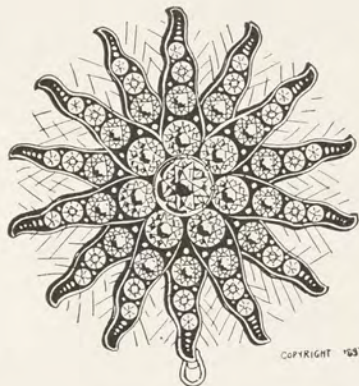


The Town Clock

is no more accurate than the watches which we are selling. Watch making has made enormous strides in the past century, and American watches are the pride of our country. Watches are reasonably priced here.



No. 1761.



Frozen Dew Drops.

Diamonds are the most beautiful things that nature has given us. When ingeniously cut and tastefully set, they give an added charm to any woman's toilet. Besides the pleasure to be derived from them they are an excellent investment.

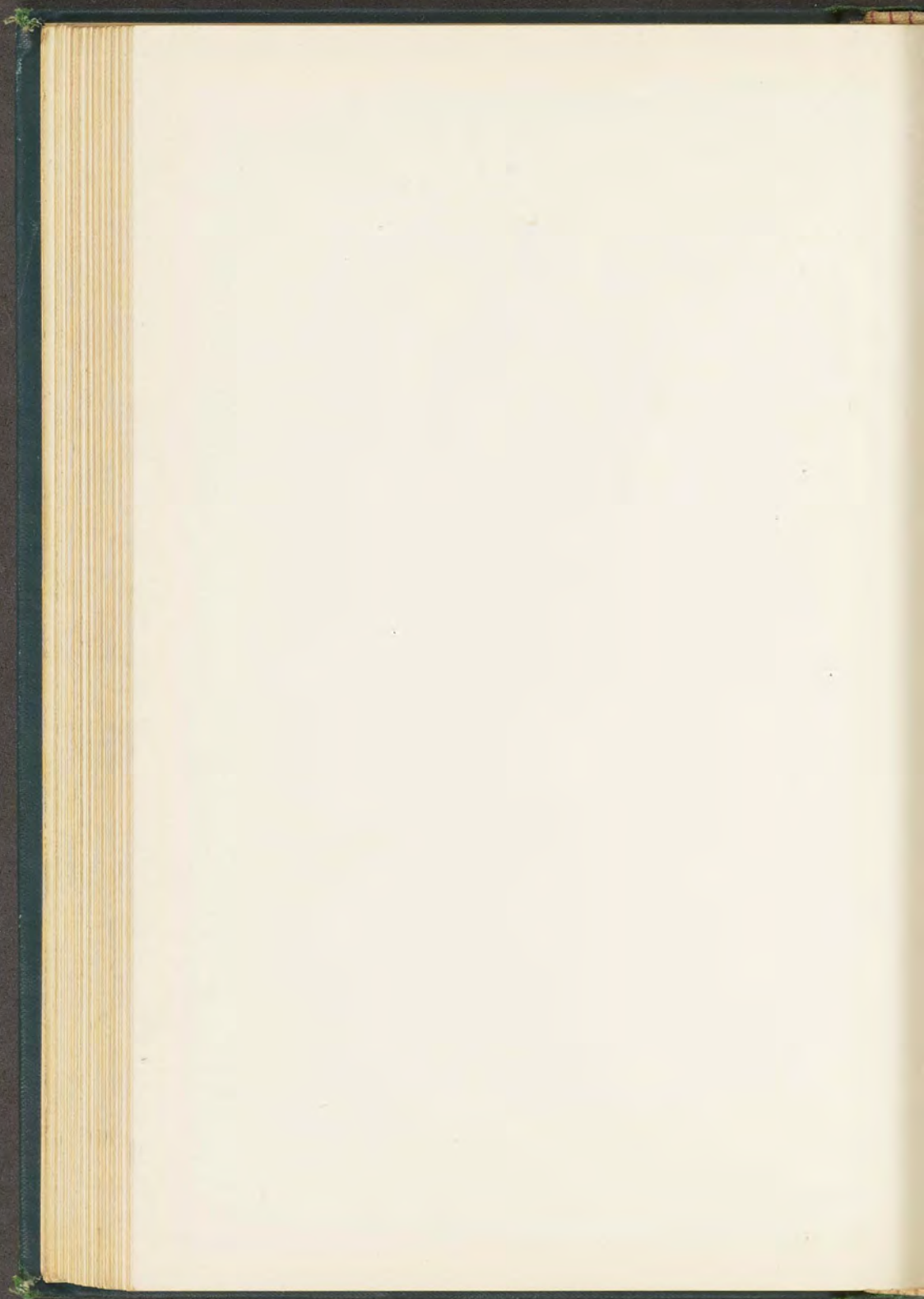


No. 1762.



Get a Watch

that can be depended upon. Get one from us, if you want one that is a reliable timekeeper, and that will give satisfaction in every particular. We have a large assortment of watches, of the best makes, and can suit your particular taste.

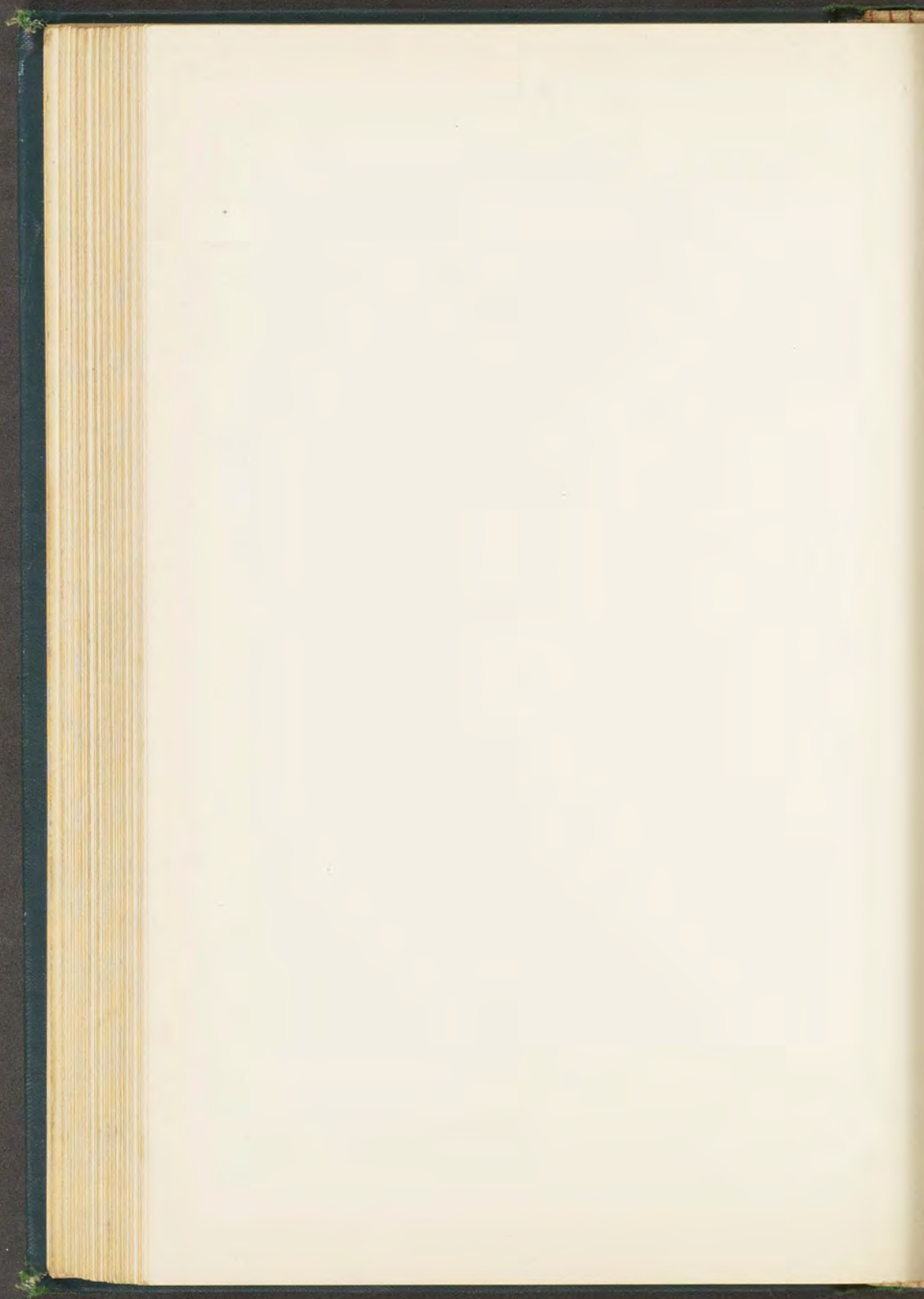


No. 1763.

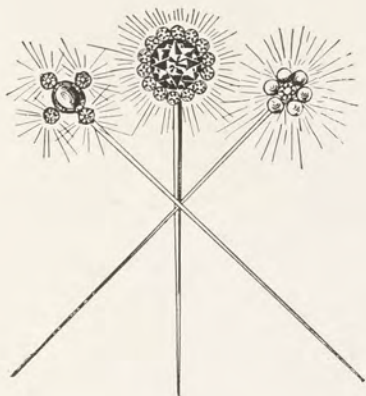


Neck Chains

are very fashionable just now. They form most acceptable presents. We have them in different designs, but all of one quality — the best. It will save you money to look at our stock.



No. 1764.



Stick Pins Are Handy.

You can't have too many. Such dainty pins as we have will please the most particular woman. We have a better variety than most stores, and can give you style and exclusive designs for very little money.



No. 1765.



Safer Than a Bank.

When you invest money in jewelry, you're wise. You have your value safe and sure, if you buy jewelry here, and get the most artistic results thrown in.



No. 1766.



Dainty Lockets.

We can show you an assortment of lockets, brooches, and other pieces of jewelry that will make you think you have stepped into Alladin's Cave. Prices are so reasonable that the likeness is all the more striking.



No. 1767.



“ A Beauty.”

“ Those who know ” indorse the quality of the finger-rings we sell as enthusiastically as those who only judge by appearance. Critical examination merely tends to enhance the value of the gems we show.



No. 1768.



**Exclusive Patterns
In Silverware.**

We are the only agents in this city for the celebrated ——— sterling and plated silverware. The quality is always and invariably "best," and the patterns the latest.





**The Crowning Touch
Of a Beautiful
Woman's Toilet**

is exquisite jewelry. The gems may not be costly, but if they are well cut, and perfectly set, they will greatly add to the wearer's charms. The trade of setting gems is an art. Our workmen possess that art to perfection.



No. 1770.



**An Accurate
Timepiece**

will not cost you much if you know where to buy it. We sell American watches, absolutely unrivaled for accuracy, in plain and durable cases at merely nominal figures. Fancier cases at necessarily higher prices.



No. 1771.



The Persuasive Powers

of a beautiful finger-ring are simply phenomenal. The gift of a ring to a relative or dear one is always a delicate token and a constant reminder of your kindness. If the rings come from us, you have an added cause to be proud of your gift.





Our Stock Of Silverware

is one which will please every taste. We believe in catering to our customers, and therefore, carry a variety of designs that is sure to compass all needs. We have the same designs running through entire sets of toilet articles, and tableware. We have unique patterns in all the small fancies of silverware. In fact, we have a complete silverware stock, in both solid and plated ware.



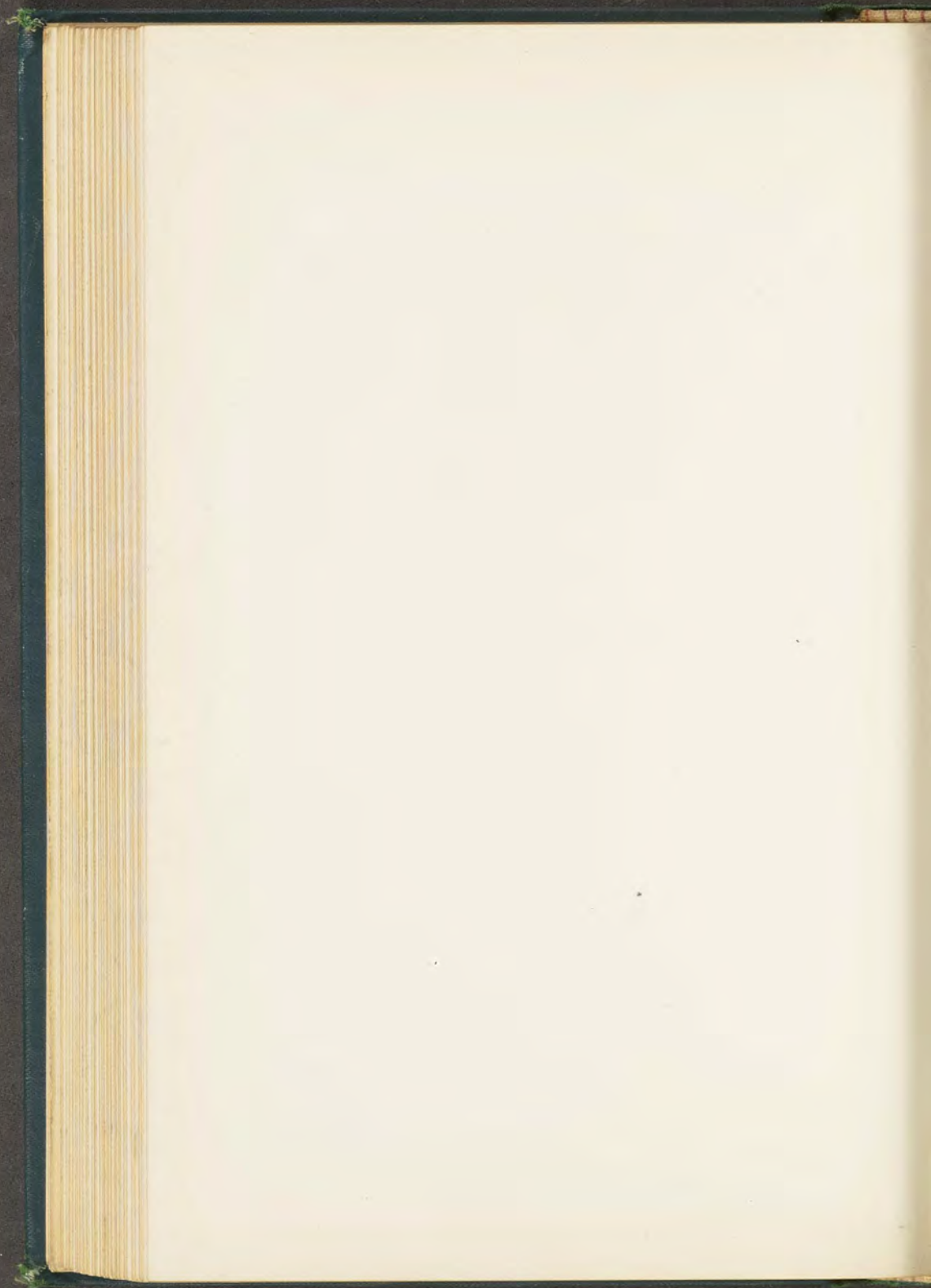
No. 1773.



We Know the Styles.

Not only in jewelry but in clothes, for all the stylish women in town stop to look at our window display of the latest and best in the world of watches, jewelry, and silverware.

Come in when you are passing and see the many pretty new things. Come and look freely — buy when you get ready, we're in no hurry about that. We'll not worry you about it.



No. 1774.



Other Things Besides Jewels.

There are lots of things in a jewelry store that don't contain jewels—lots of small, inexpensive, artistic articles suitable for presents that you would hardly think of unless you saw them.

We have for this particular fall a beautiful line of small novelties at extremely moderate prices. You can not spend an hour better than by taking a look around our stock. You are perfectly welcome to look as long as you like—buy when you get ready.



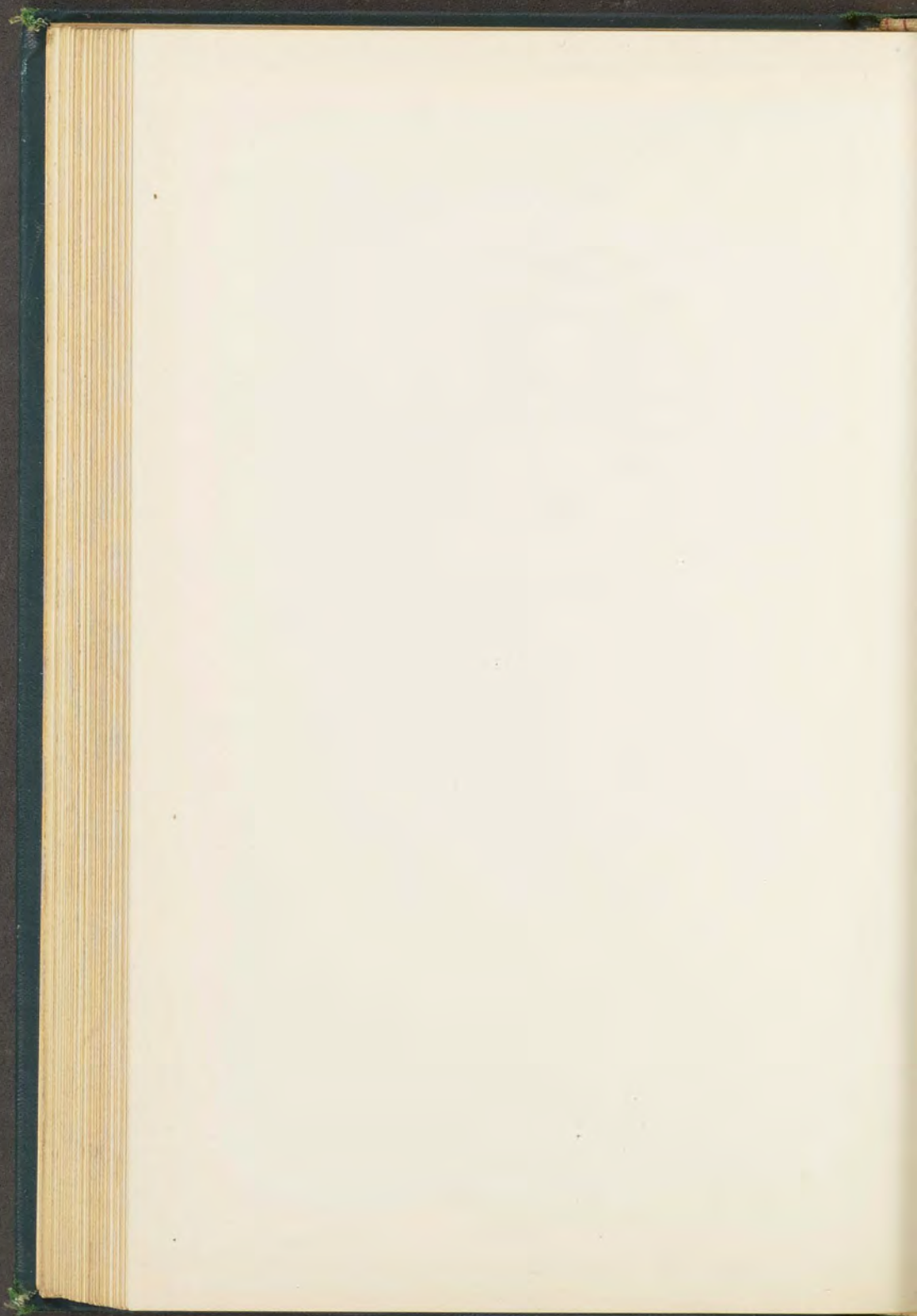
No. 1775.



Sterling Novelties.

There never were before so many useful novelties made in sterling silver, and never in the world were such things sold so reasonably.

We have hundreds of pretty and useful articles—things that you need—things that are suitable for little gifts—that you can buy for from 50c to \$2.50.



No. 1776.



Gift Time

is coming, and you can make your friends happy at little cost to yourself if you choose your remembrances from our stock. We can't give you a list of the things we have, and we would n't if we could because we want you to call.



No. 1777.



Holiday Silver.

When in doubt, buy silverware, for it combines use and ornamentation in just the right Christmas proportions. When you buy, buy here, for you'll be absolutely sure of getting what you pay for—you simply exchange your good silver for ours.

Our holiday stock embraces a wide variety of dainty but serviceable silver for the table and the toilet, artistic in design, warranted as to material, and very reasonable in price. Begin your holiday shopping expeditions here.



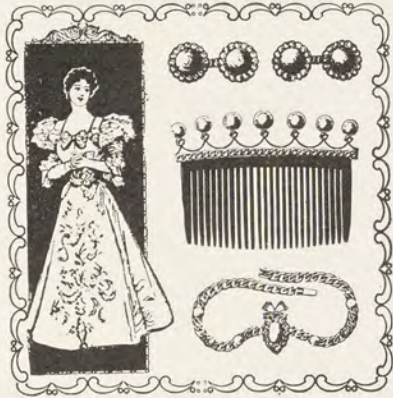


Careful Examination

and comparison will convince you that nowhere else in town can you find such a choice and charming display of seasonable jewelry as at our store. All the pretty little things so much in demand at this season are here, the quality is all that good quality can be, and the prices are what our prices always are — the lowest for the same or similar goods.



No. 1779.



Durability and Economy.

Every article in our big array of jewelry and watches is backed by our full guarantee. When you buy here, the exact quality and value of your purchase is freely explained to you.

You know precisely what you are buying, and you know that if your purchase is n't satisfactory, we stand ready to return every cent of your money.





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On the Surface,

thinly plated silverware looks like the solid ware. You can tell the difference in the way it wears, but when the article you bought for solid or triple plated turns out to be thinly plated, what are you going to do about it?

Goods bought of us are sure. We know what they are, and we tell you, fully and frankly, all we know about everything you ask to see.

Everything is protected by our full guarantee, "It's better to be sure than sorry."



No. 178r.



Watch Opportunities.

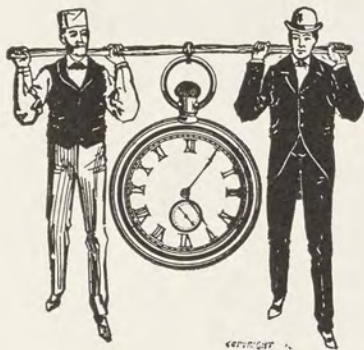
We want to sell you a watch. We can please you and save money for you.

There's a feeling of certainty in buying a watch of us. You know that you have what you paid for, and that the watch will do just what we say it will do.

And, if you're dissatisfied, you know you can get your money back without a question.

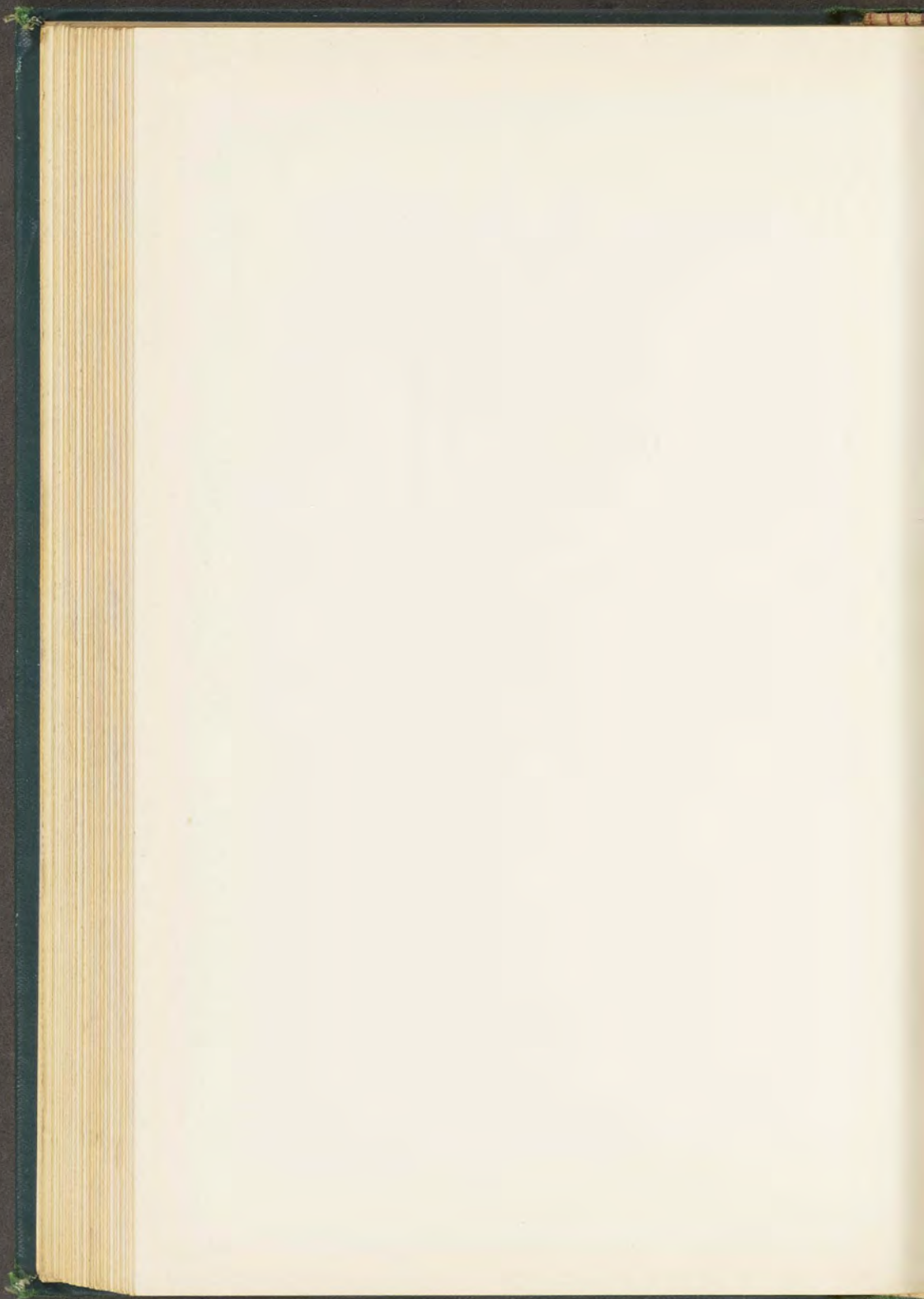


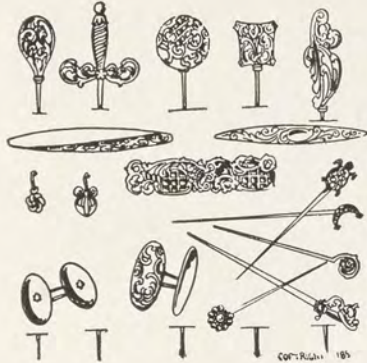
No. 5800.



**For Labor or
for Capital**

time is just the same for any man. When we sell you a low-priced watch, it is cheap because the cost of the case helps to make it so, or because we can afford to give you the advantage of a special purchase. The time-keeping qualities in our cheaper watches are never influenced by the cost.





**The Popular
Stick Pins,**

hat pins, belt pins, and other sterling novelties are beginning to assert themselves with the advent of the shirt-waist and straw hat. A visit to our store will show you that the handsomest designs and the latest styles are priced as low as inferior goods sell for elsewhere.



No. 5802.



**We Want You
To Inspect**

the watches, clocks,
and jewelry we are selling at considerably
less than one would imagine really fine
jewelry could be really sold for. Selling
twice as much as we ever sold before en-
ables us to cut our profits right in half.



No. 5803.



The New Chatelaine

combinations are as useful as they are ornamental, and ultra fashionable. Any sort of combination to suit the wearer's fancy, mentioning writing tablets, card cases, purses, pencils, vinaigrettes, bonbonnières, and a dozen other handy little things in Sterling silver.

Not nearly so expensive as one would think, and well worth any one's inspection.



No. 5804.



The Secret

of our success as sellers of silver and plated ware is that we purchase only from manufacturers of established reputations, and we satisfy ourselves with a profit that any one would consider fair. Our jewelry stock shows to excellent advantage, and is priced as low as any sensible buyer would care to go.



No. 5805.



**A Fine
Display of Jewelry**

that one sees here is an evidence of the wisdom of retailing at a fair gain. Selling twice as much as some dealers means that we can afford to sell at half the profit, and buying here assures your getting the finest jewelry without the fancy prices.



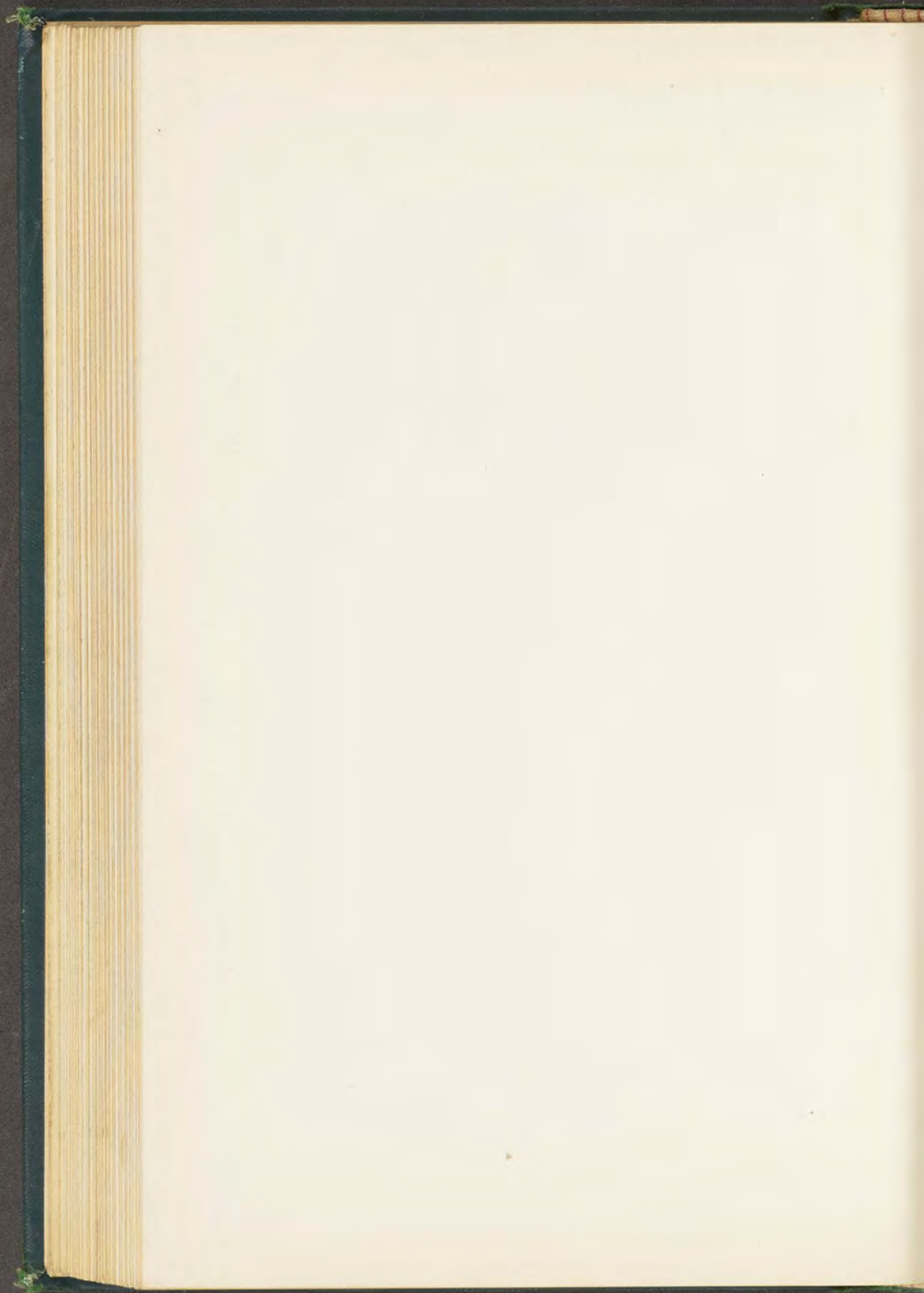
No. 5806. ✓

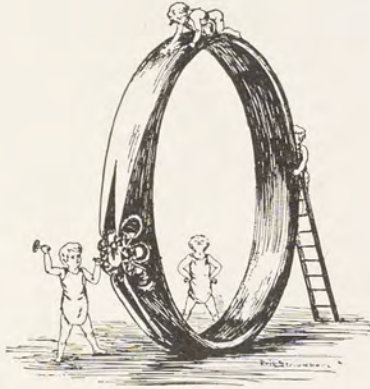


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A Good Time-Keeper

can be obtained from us for the price of the unreliable watches with which the market is flooded. Warranted for accuracy, and only needing regular windings, to be "on the minute" for seven days a week. Adjusted to heat and cold, and regulated before they leave our hands.





The Way Rings ? Are Made

□ has a great deal to do with their real value. You can not detect a trace of solder on the rings we sell. You note that the settings are fashionable. An expert would tell you that these delicate settings are as solid as a rock. These little points add to the value of our jewelry, but we do not tack them to the cost.

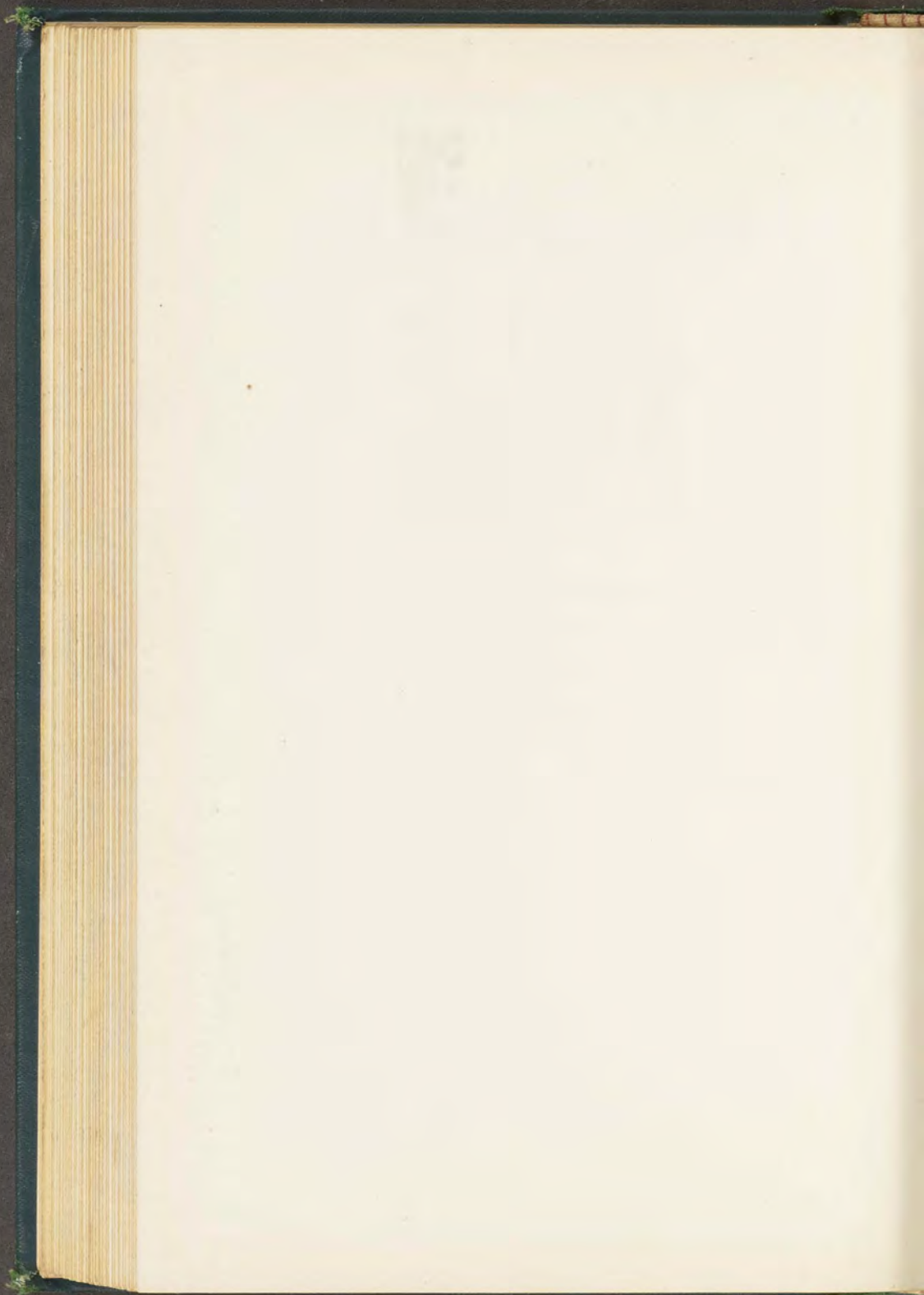


No. 5808.



Inspection Costs Nothing.

Come in when you are passing our store — never mind whether you think you want to buy anything or not. You may be wrong — we may have something you want extremely. At any rate, we always have something new and interesting to show, and inspection costs nothing.

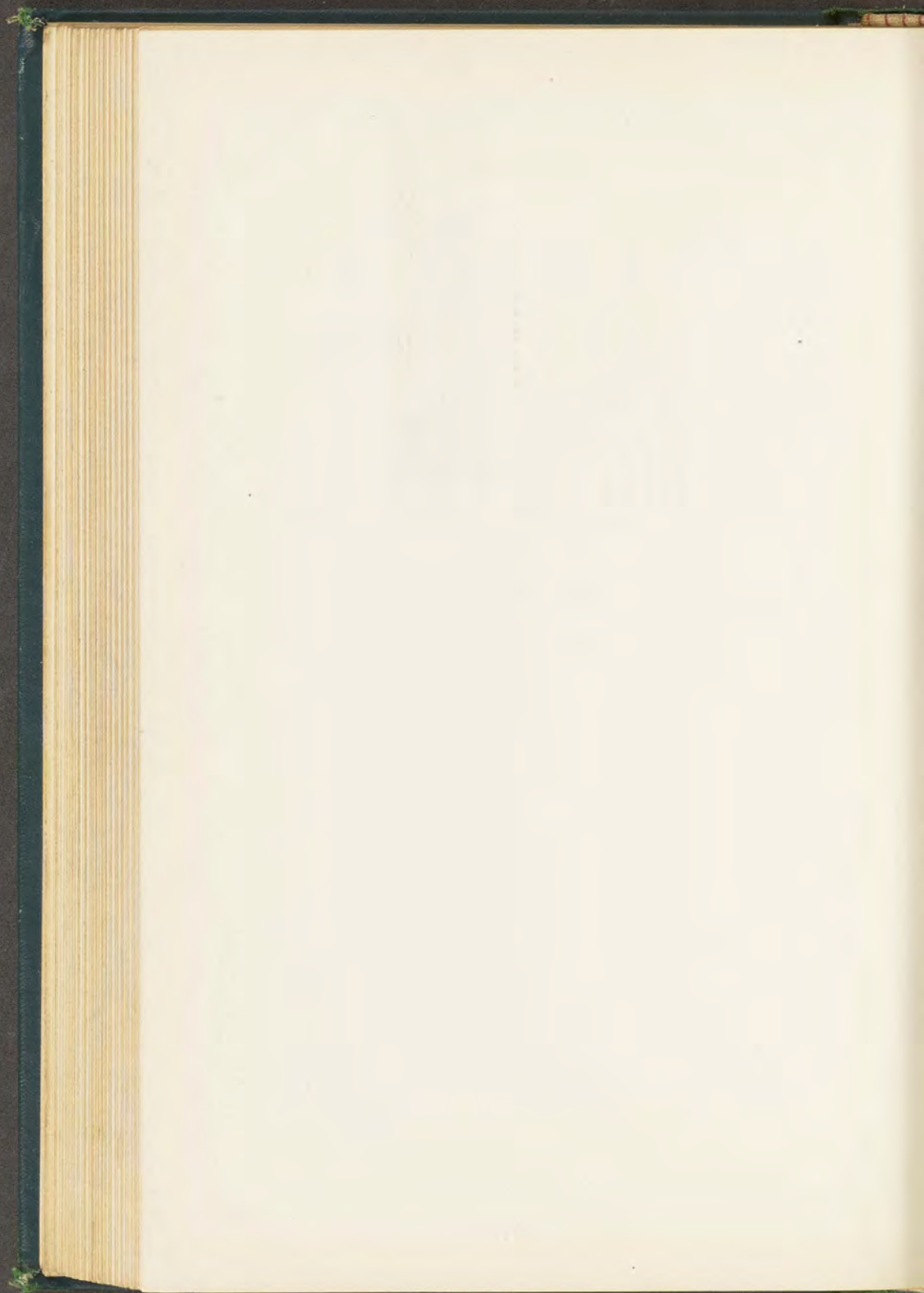


No. 5808.



Bring a Judge of Jewelry

with you, when you propose buying here. Your friend will bear out our claim to giving better value than any jewelry store in town. Having somebody with you will help you to a selection. You will feel better satisfied, that will satisfy us, and you will come again.

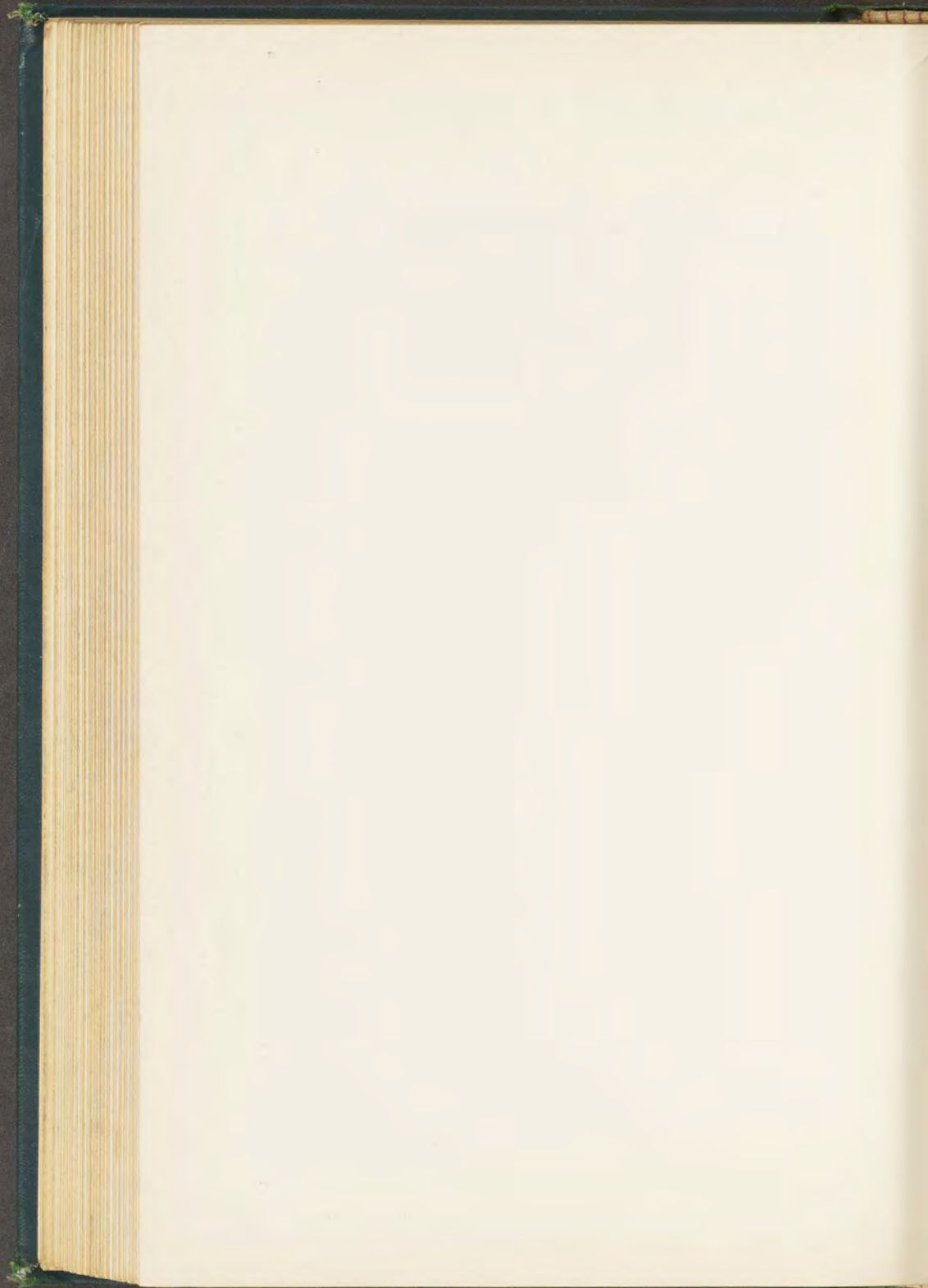


No. 5809.



Can You Blame Them?

It is human nature to worship at the shrine of beauty, and the diamond is the most beautiful of all God's creations. It will honestly do you good to look at our magnificent display of precious stones. There is history and a legend attached to every gem.



No. 5810.



You Will Not Find

any heavy designs in our jewelry. We do not believe in carrying heavy, awkward styles, when the daintier patterns are just as durable. Our designs are not of the ordinary kind. They have a style of their own. We believe in artistic jewelry.

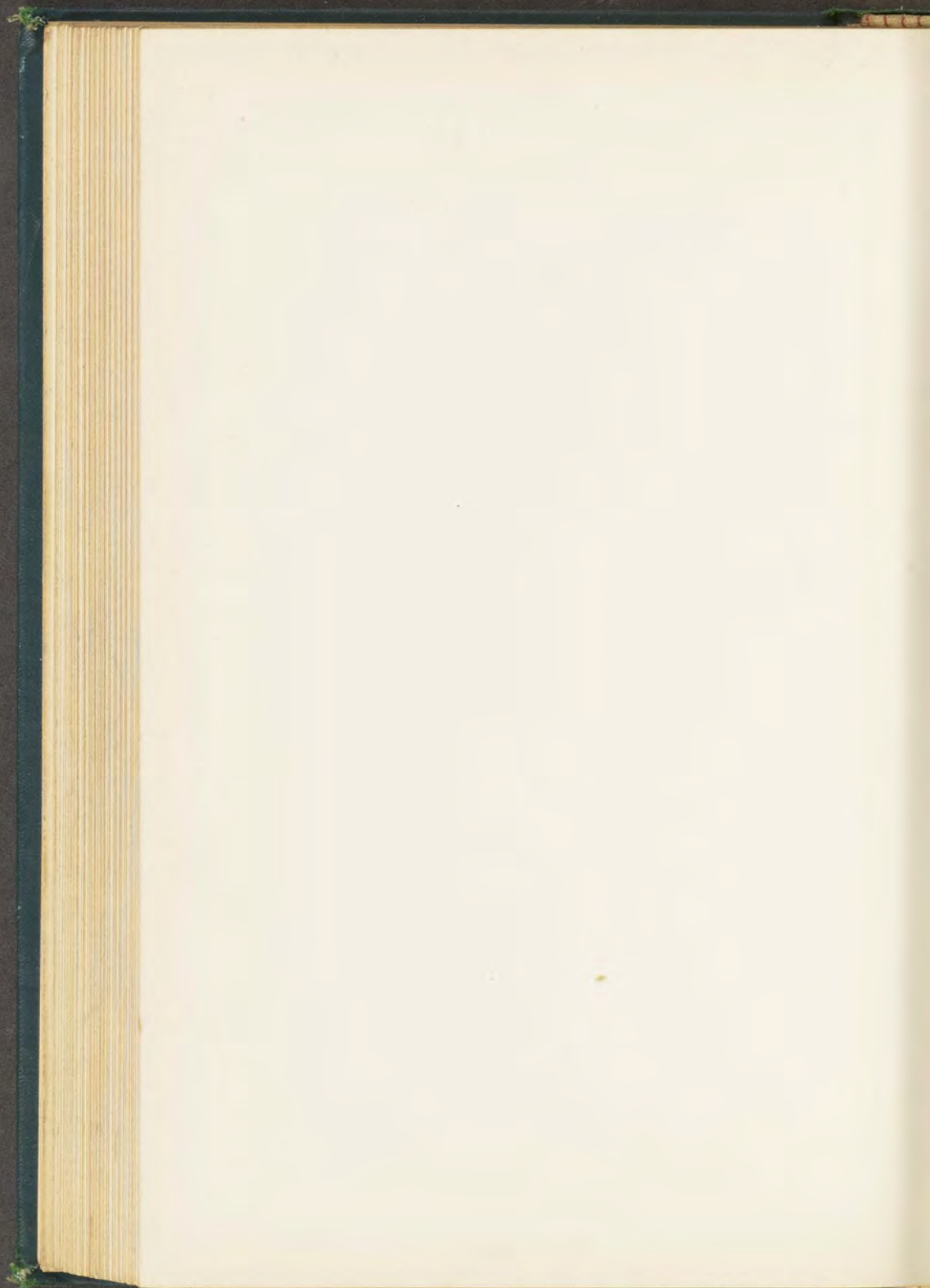


No. 5811.



**The Way to
A Woman's Heart**

is by the aid of beautiful jewelry. Beautiful jewelry need not be expensive; in fact, some of the prettiest things we have in our stock are the more inexpensive brooches and pins.



No. 5812.

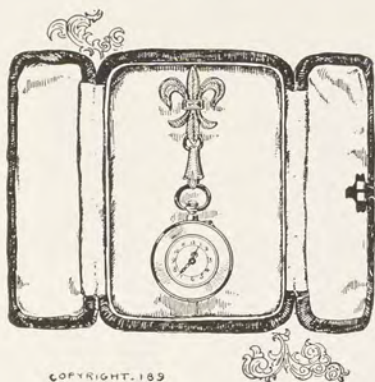


Your Watch Taste

can be suited perfectly here. Do you want a good timekeeper that is not expensive? We can sell you a Waterbury, as reliable a timekeeper as may be found. Or if you want a split-second, fly-back calendared chronometer, all right.

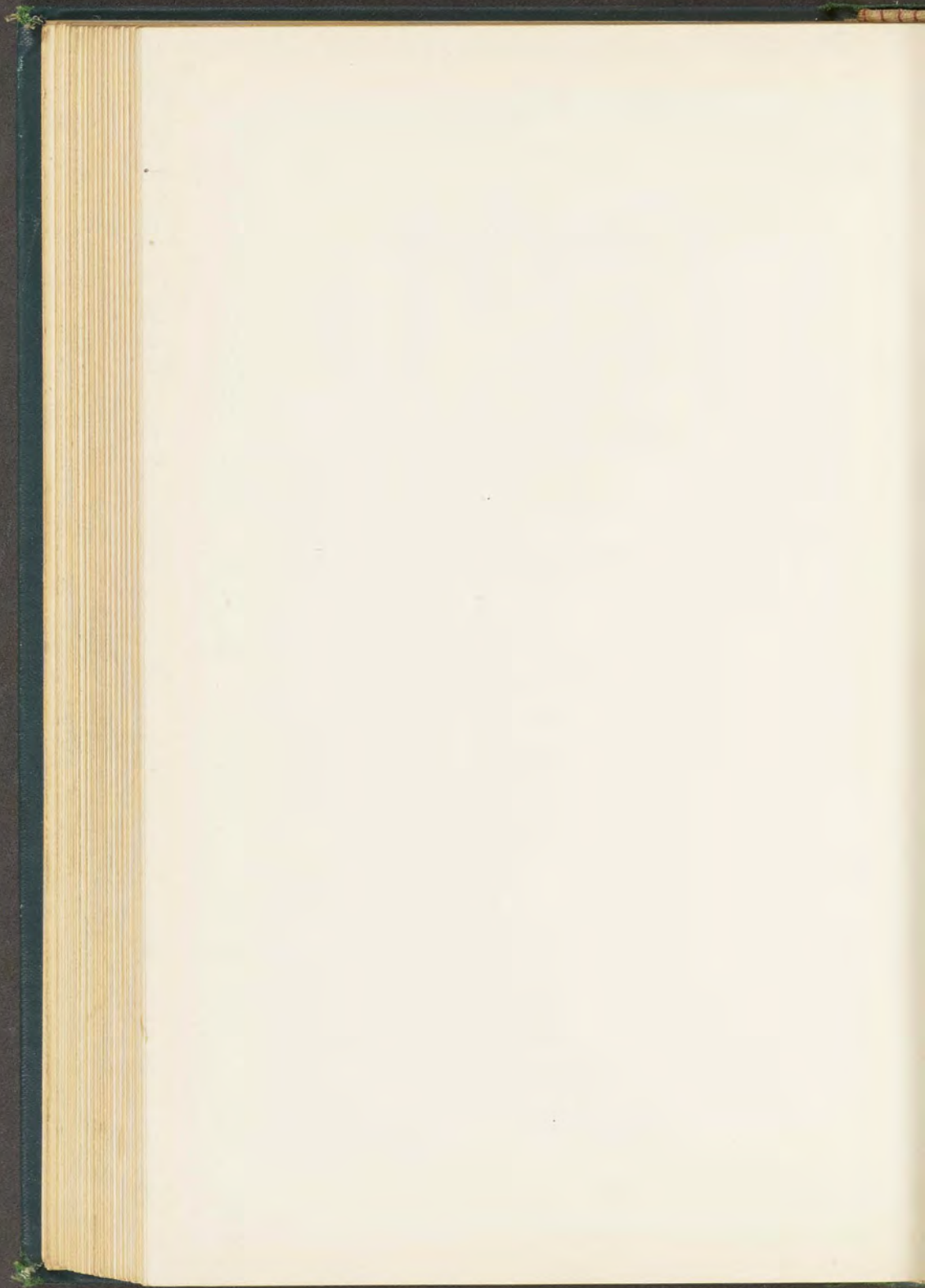


No. 5813.



Many People

have an idea that because some of the new watches for ladies are small, that they will not keep good time and wear well. That is not the case with the watches we sell. They are noted for their accuracy and good wearing qualities. Our stock of ladies' watches is very exclusive, and will bear inspection.



No. 5814.



Many Jewelers

care only for the outward appearance of a watch, and if the case is good, their responsibility ends there. The watches we sell are the result of labor and skill. For accuracy and durability they have no equals.



No. 5815.



**Pretty Woman,
Fine Jewelry.**

A pretty woman does not require much jewelry, but fine jewelry will give any woman a touch of refinement. You won't have to go without jewelry if you visit our store. We can show you how little money it takes to buy the best.



No. 5816.



This Is a Watch.

It may look like most watches on paper.
But there 's a difference.

This watch will do just what it claims
to do. Its cases are made of precisely
what they claim to be. It is warranted
and guaranteed to keep good time. It
is kept in repair without charge. If it
is n't satisfactory you can get your money
back.

This watch came from us. It 's a better
watch for the money than you can find
anywhere else.



No. 5817.



Beautiful Finger-rings

are desired by every one. There is no reason why you should not possess one of handsome stones and artistic setting. We sell at reasonable prices.



No. 5818. ✓



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122

Our Store Is Prominent

among the jewelry stores of this section because we take the greatest care that the least important article in our stock should be reliable.

Reliability is what you want in a jewelry store.



No. 5819.



Artistic Timepieces.

We can show an assortment of clocks that will make you wish you had enough rooms to hold all of them. Clock prices are usually high. Ours are just right.



No. 5820.



Cluster Rings

are perfectly beautiful if the combining is done skilfully. The center stone should be just such a size in comparison to the circle of little stones. The colors should harmonize. An off tint will spoil the appearance of the whole. A good jeweler considers all these things.



No. 5821.



A Silver-Laden Table

makes the meal twice as good. Whether you desire sterling or plated silverware, you may be sure that every piece you buy will be reliable. Graceful patterns in a practically unlimited variety are here for your selection at prices that make a handsomely decorated dinner table a possibility.

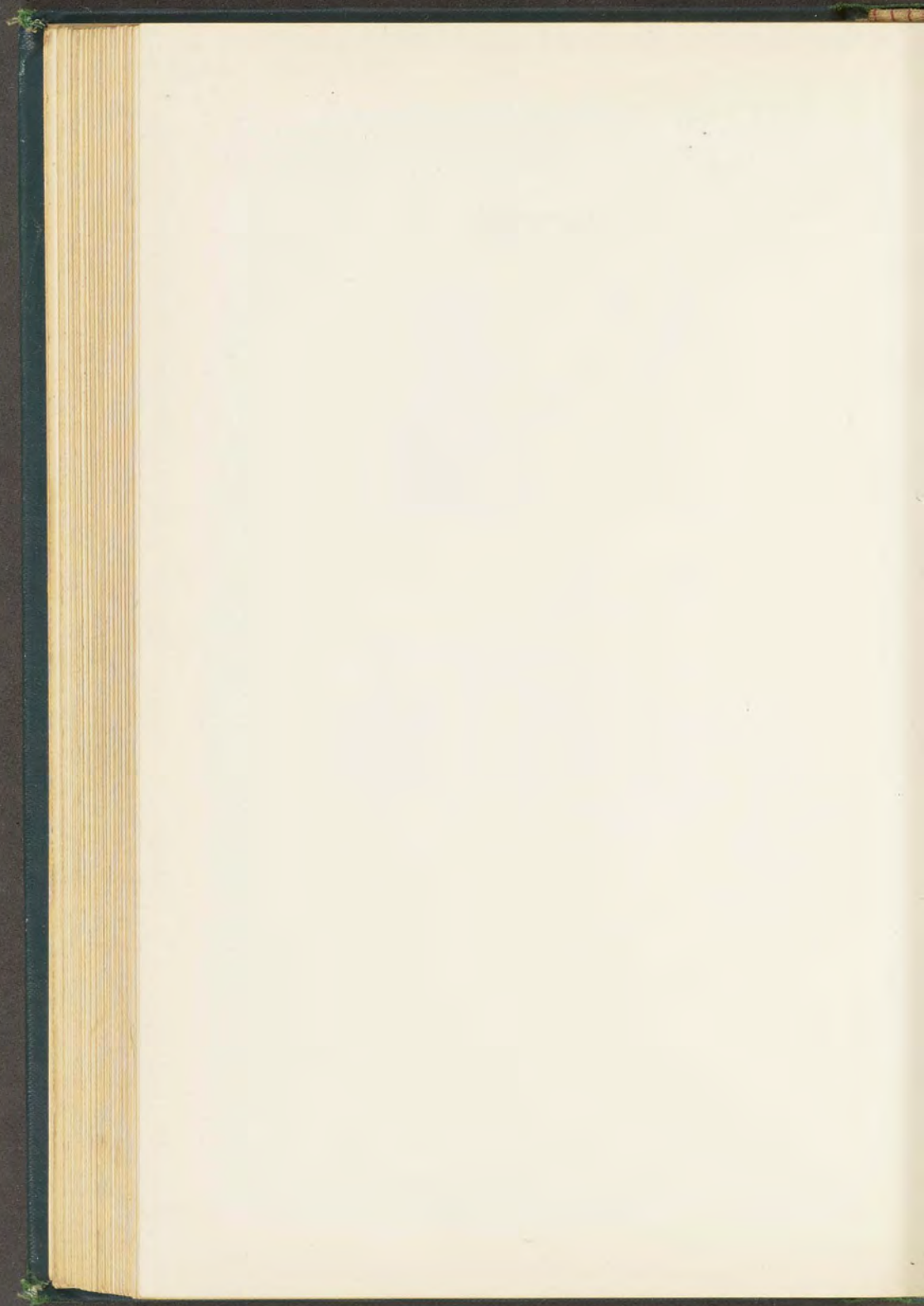


No. 5822.



**If You Want
Silverware,**

and you come here, you won't want long. Solid silver is of course costly, but the wear and pride you get out of it amply repay you. We talk about two things when we sell solid silverware — undoubted sterling value and handsome designs. Just as handsome designs in the silver-plated ware; the plating is of the best, and the prices are of course very much lower.



No. 5823.



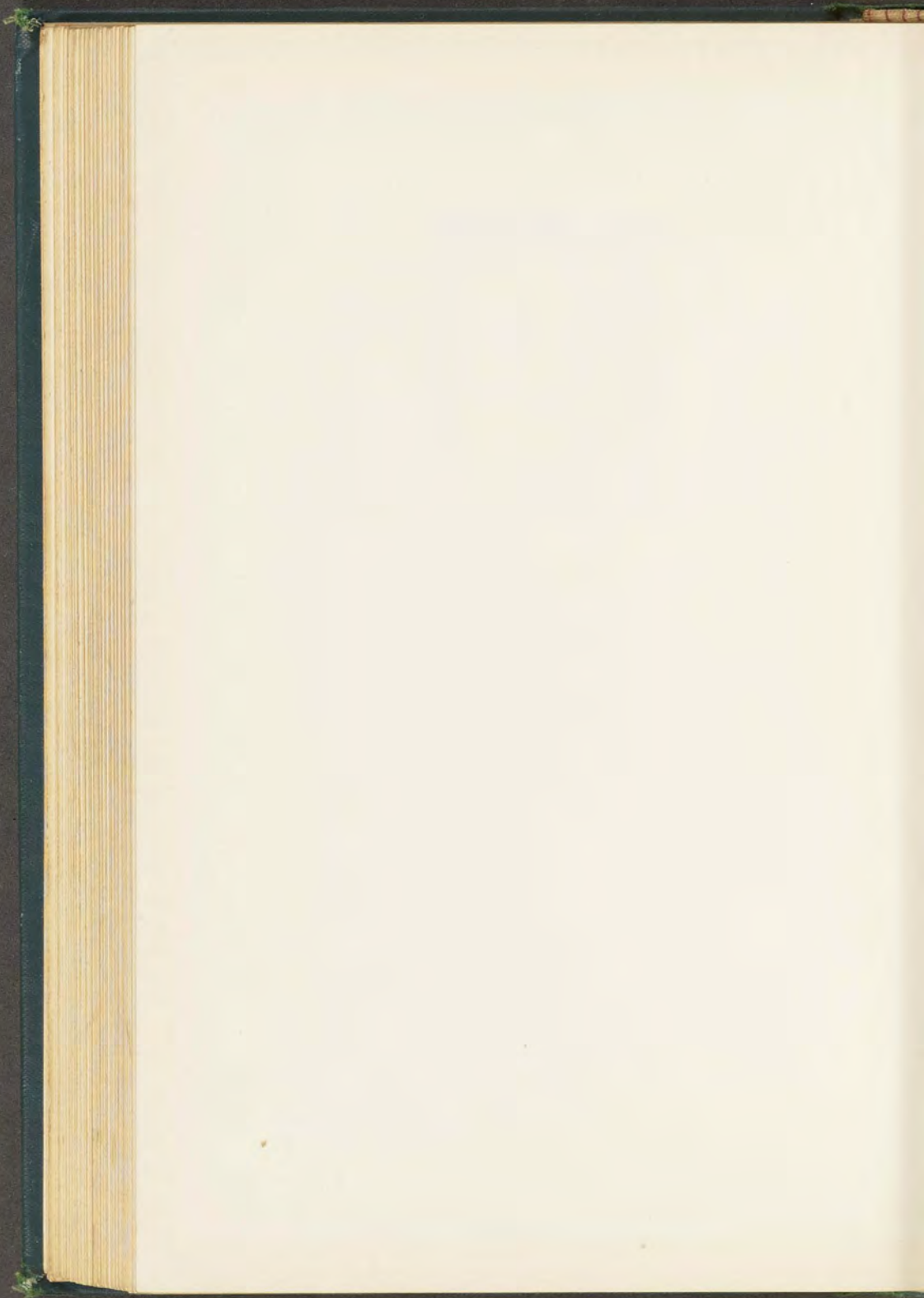
Good Jewelry

is like a coat-of-arms ;
it fixes the standing of its possessor.

It's the only thing you buy to wear
that does n't wear out. It is most suit-
able for gifts because of its permanence,
its beauty, and its intrinsic worth.

Some of our fall purchases are in.
Others arriving every day — a perpetual
panorama of prettiness.

You are welcome to look without
buying.



No. 5824.

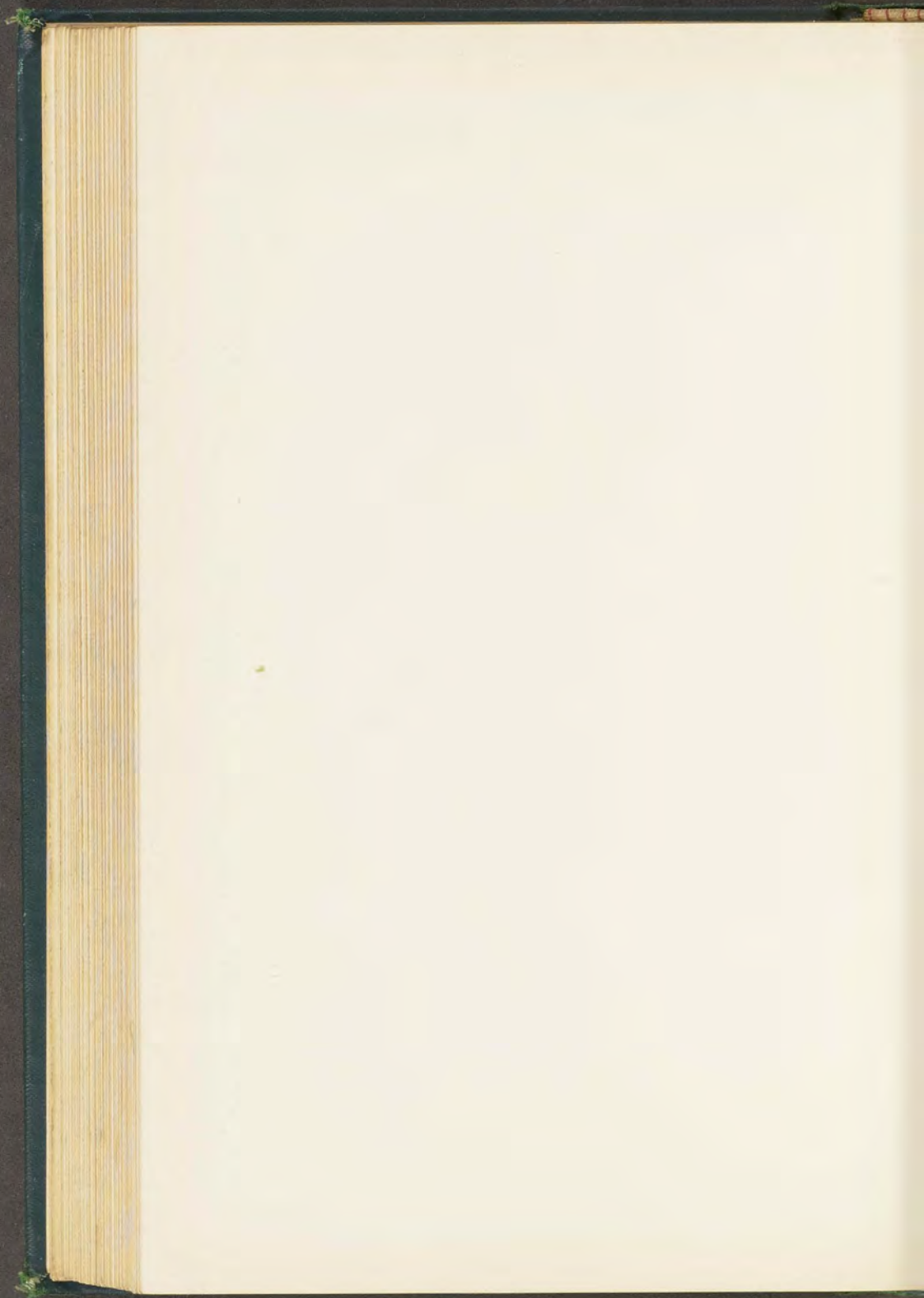


A Silver Service

lasts a lifetime, and gives pleasure every day. Nothing else seems to combine beauty and usefulness to such a remarkable degree.

We have now ready to show you a handsome assortment of both flat and hollow silver ware from the best makers and of the latest designs.

We can supply your every silver-want at economical prices.

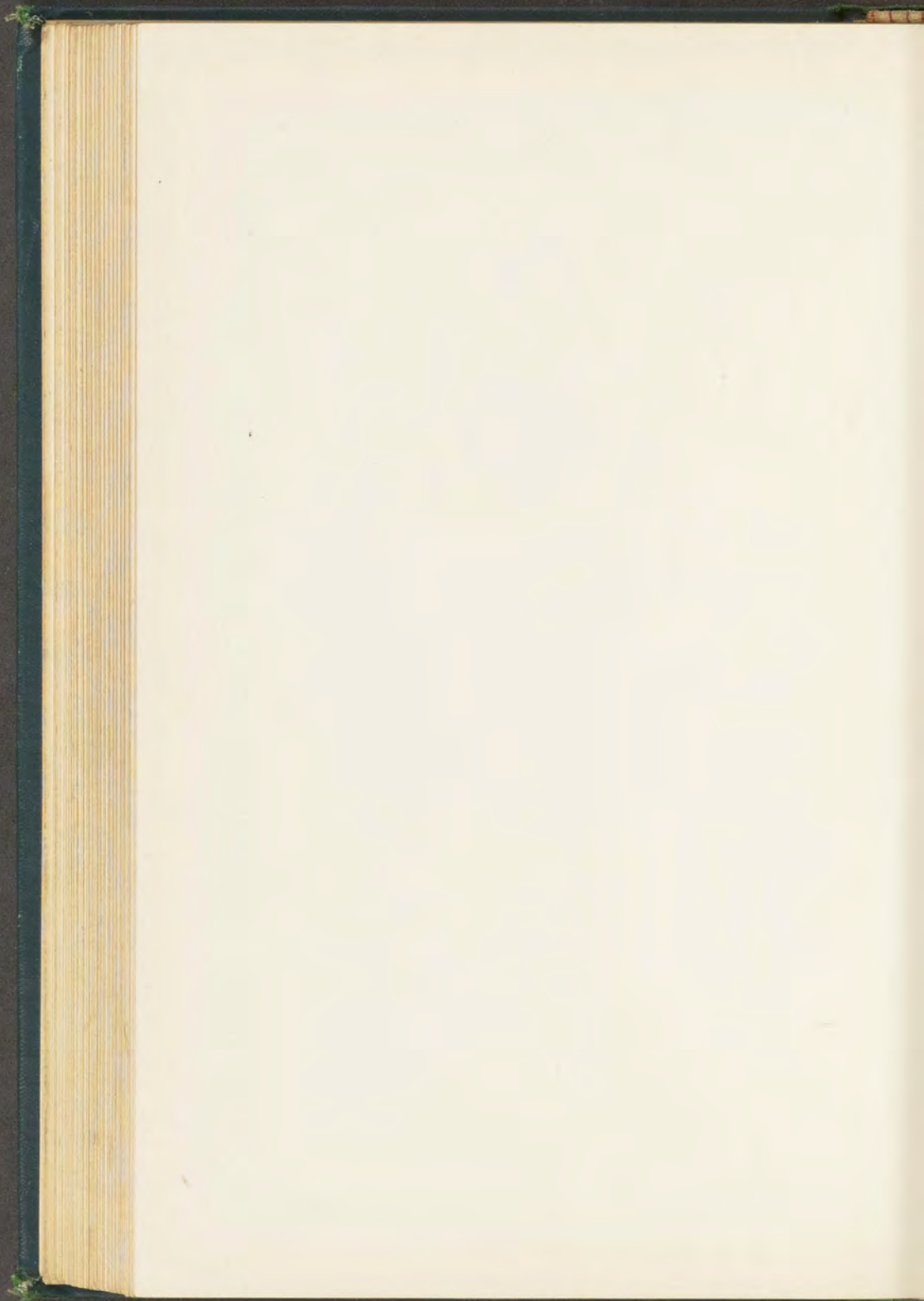


No. 5825.



**Rings Are
More Fashionable**

now than they ever were before, and the more the merrier. It is impossible for a well-dressed woman to have too many rings. As usual, we have provided for the demands of fashion, and we have here, ready for you to look at, as handsome a line of rings as you ever saw. If you have your mind set on any particular kind of a ring, and we don't happen to have it, we'll get it for you, or make it for you.





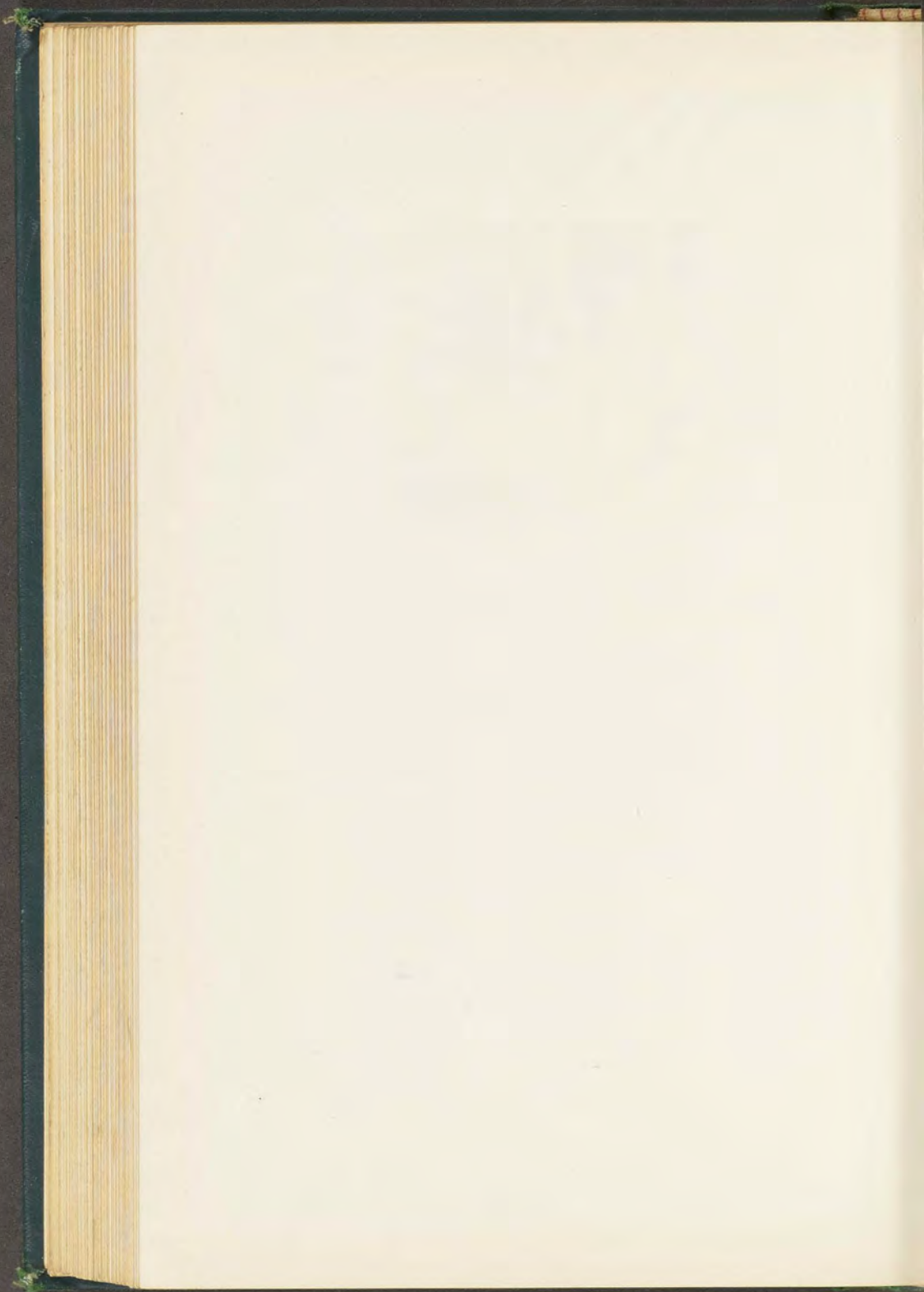
New Designs In Silverware.

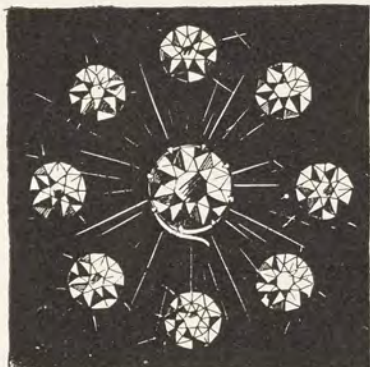
Fifteen years ago there was an era of frightful designs in silverware in this country. The shapes were inartistic, and the decorations clumsy and tasteless.

Happily most of the plated ware of that period is now worn out, and owners may replace it with the handsomest articles that workers in silver ever produced since the world began.

Furthermore, the prices are less than ever.

Let us show you our new silverware, and astonish you with the low figures.





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The Best Investment.

Diamonds are about the best possible investment for surplus cash. You can always realize on a diamond if you have to. It's just the same as the cash itself. The enjoyment you get out of it is the interest on the investment. A diamond is about the only thing you can buy and wear that does n't wear out, or that does n't lose value with age. A diamond is worth just as much to-day as it was yesterday, or a hundred years ago, and it will be worth just as much in a hundred years as it is to-day.

But be careful in your selection. Get the right kind of stones, from a reliable place, at the right prices. We are experts in diamonds. We buy direct from the importers.



No. 5828.



The Thief of Time

is procrastination. This is the great jewelry buying season, and if you put off your shopping too long, you'll find stocks thinner and crowds thicker.

Drop in now and look our stock over at your leisure. We have just what you want, or can secure it promptly.

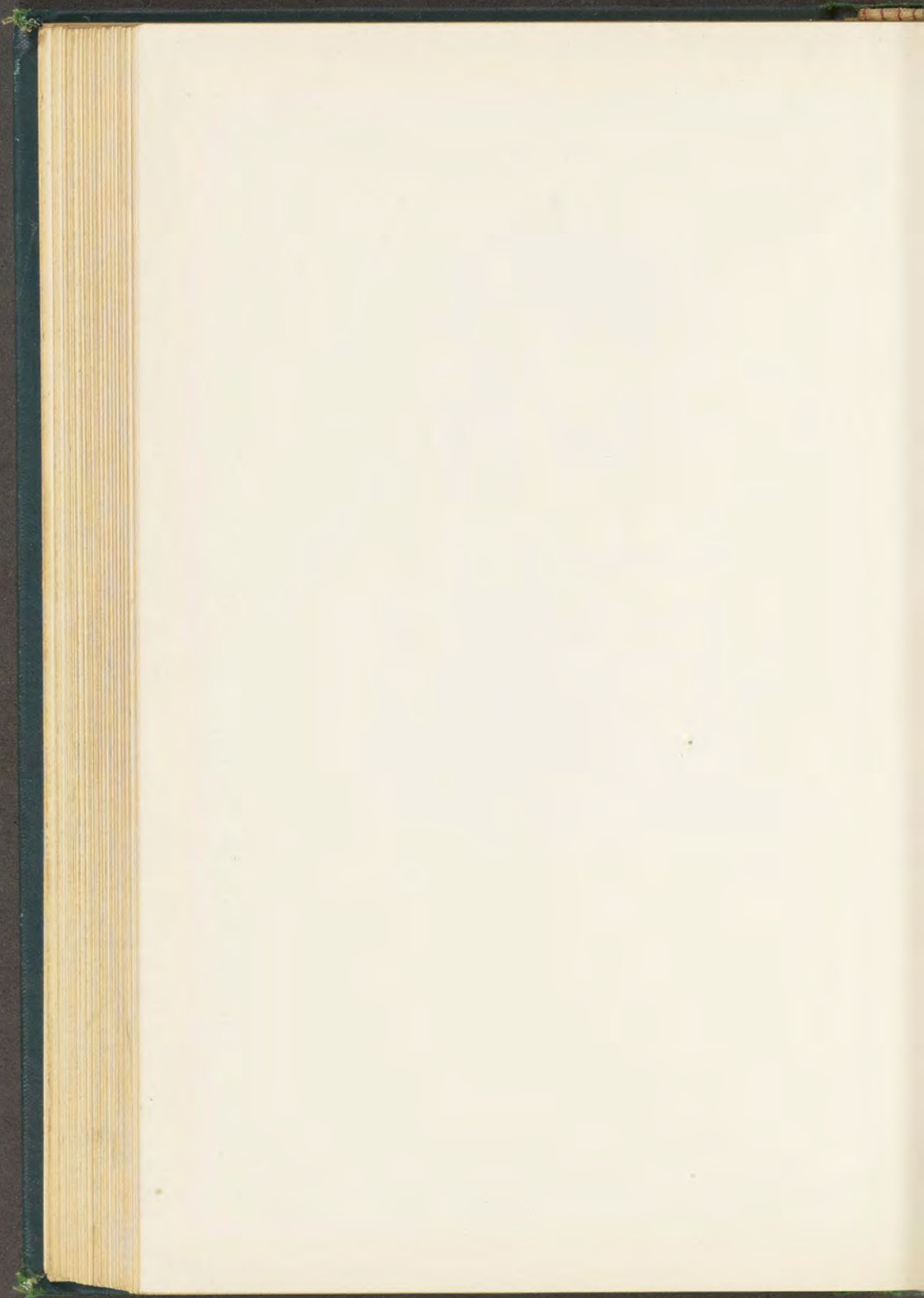
We have a beautiful stock for holiday selection, and the prices are as pleasing as the goods are desirable.





The Silversmith's Art

has been taxed to its utmost in the production of this season's holiday silverware. Never have there been so many beautiful and artistic articles of use and ornament for Christmas selection as there are this year. Our stock is ready, and we want you to begin your Christmas shopping here. We have such a wide variety of appropriate and acceptable gift articles that we know you can find "just the thing" for many of your friends, and the prices are so low that you'll be obliged to spend much less than you expect.



No. 5830.



Clock Chances.

If there's a clockless room in your house where a clock would be a convenience, now is the time and this the place to fill that need.

We have all sorts of clocks for all sorts of purposes. They're all good, and all moderately priced, but here are a few exceedingly rare opportunities :—

No. 5831.



This Is the Place

to bring your watch when it goes on a strike, or your jewelry when it gets broken.

When a watch leaves our hands, it's as good as the day it came out of the factory. When we get through with a piece of jewelry, its strongest part is the mended place.

Our charges are very moderate.



No. 5832.



About This Time

you begin to get invitations to June weddings.

For wedding gifts there is nothing so welcome and appropriate as jewelry.

If you select the gift from our stock, you'll be sure you have bought something fashionable and worthy, and, what is more, you will have saved money.





The Quality of Readiness

is of inestimable advantage in waging war. The army and navy that is ready for immediate action when called upon, will, other things being anywhere nearly equal, prove the winner.

Readiness is one of the prominent features of our business. Our stock is big enough and varied enough to enable us to promptly suit you—to give you just the jewelry you want, no matter what your taste may be.

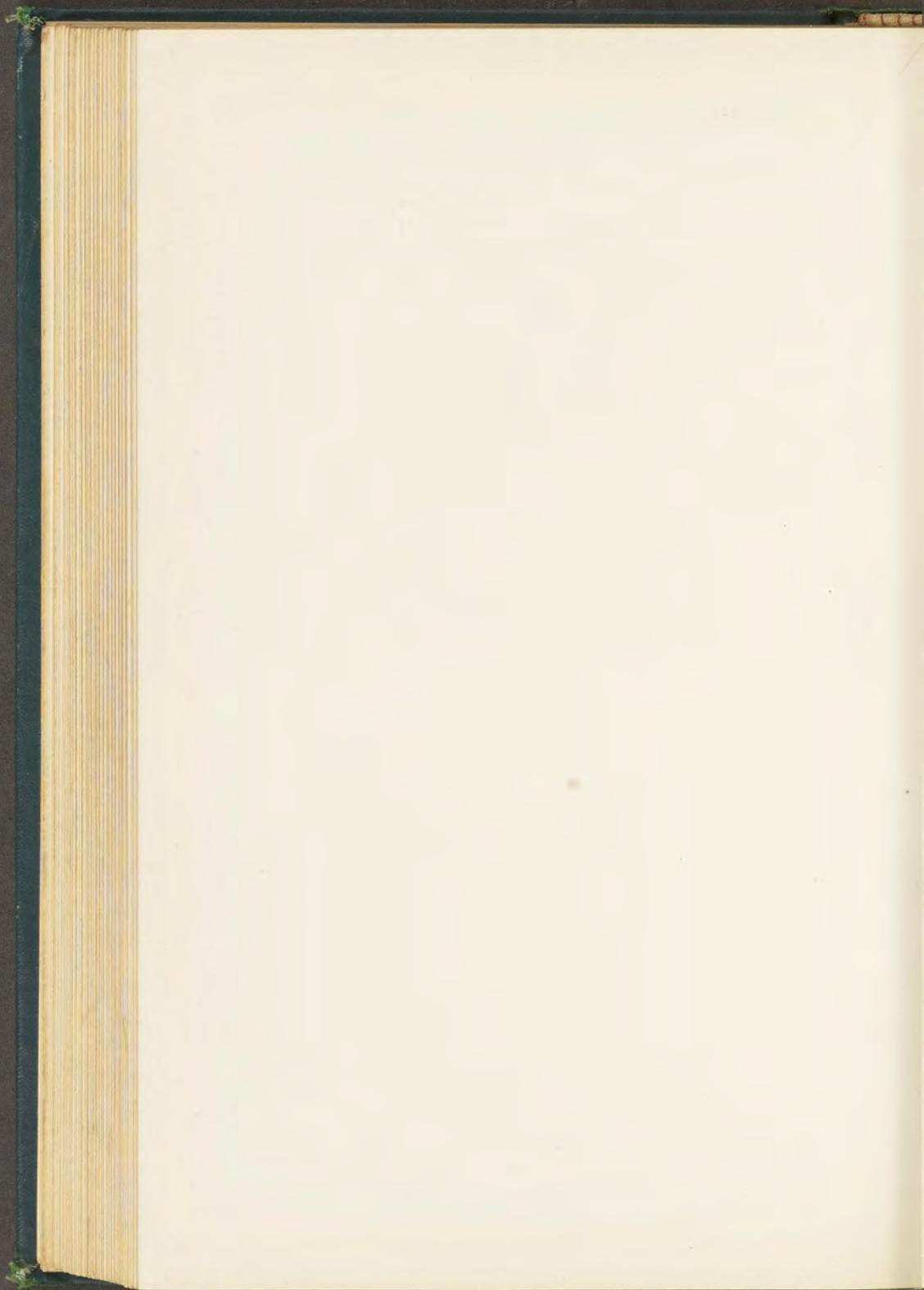
Come in, and see for yourself.



No. 9506.



This is a holiday, and consequently our store is closed. We will just remind you, however, that it is open every day except Sundays and holidays, and that it is always full of bargains of the choicest character. If you have any jewelry wants, come in to-morrow, and let us show you how satisfactorily and cheaply we can fill them.



No. 9513.



Our Ad Covers The Cream

of everything that is best and most fashionable and most desirable in the jewelry line. You ought never to miss one of our ads. Each one tells you of something that you ought to have, at prices that will save you money.



No. 9514.



Mark Twain Said :

“Be good and you will be lonesome.” He was very much mistaken. We keep a good store, sell good goods, give good service, ask good little prices, and are making lots of good customers. We are not at all lonesome, but we have plenty of time to wait upon you, and show you anything you wish to inspect, no matter whether you wish to buy or not.





Pushing a Poor Article

is very hard work, and we don't propose to have anything to do with that form of exercise. We sell none but the very best goods, and nothing unworthy or uncertain ever comes into our store.

Here are a few sample items that show you how low we make prices on high-grade goods:—





Our Advertising Knife

is cutting off dollars for us every day. That is because it cuts right down to the line, always. It never stops short of the exact truth. We tell you all we know about our goods, and every word we say can be implicitly relied upon. We don't try to compete with fake jewelry. We handle nothing but the best, and the best is the cheapest in the end.



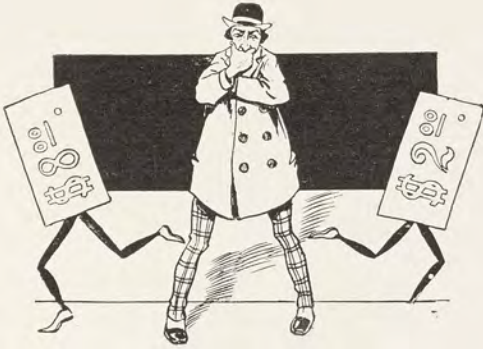


When You See a Dollar,

you quite naturally pick it up as quickly as possible. A dollar saved is just as good as a dollar found. We can not tell you where to go to pick up dollars, but we can assure you that buying your jewelry of us will mean many a dollar saved to you. Compare our prices with those of anybody else in town, and you will agree that this is true.

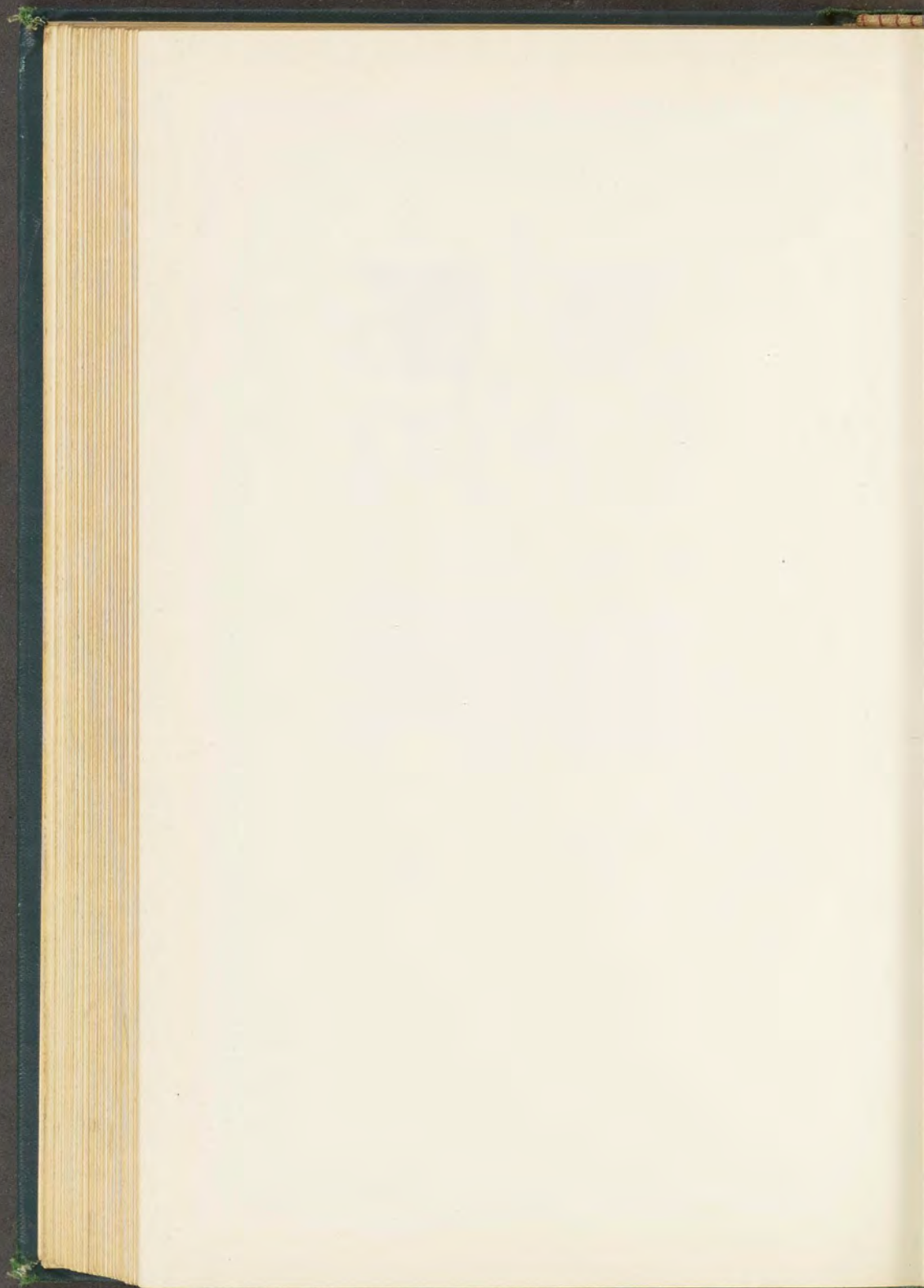


No. 9532.

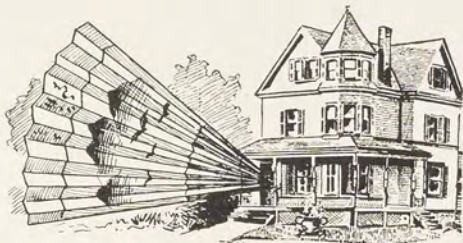


You Are Losing Money

if you are buying the cheap imitations of jewelry that are now offered on every hand. Get the genuine, or nothing at all. Jewelry that is honestly made of good materials is always worth what it costs. All others are entirely worthless. Remember that by coming here you are sure of getting the real thing at a reasonable price.

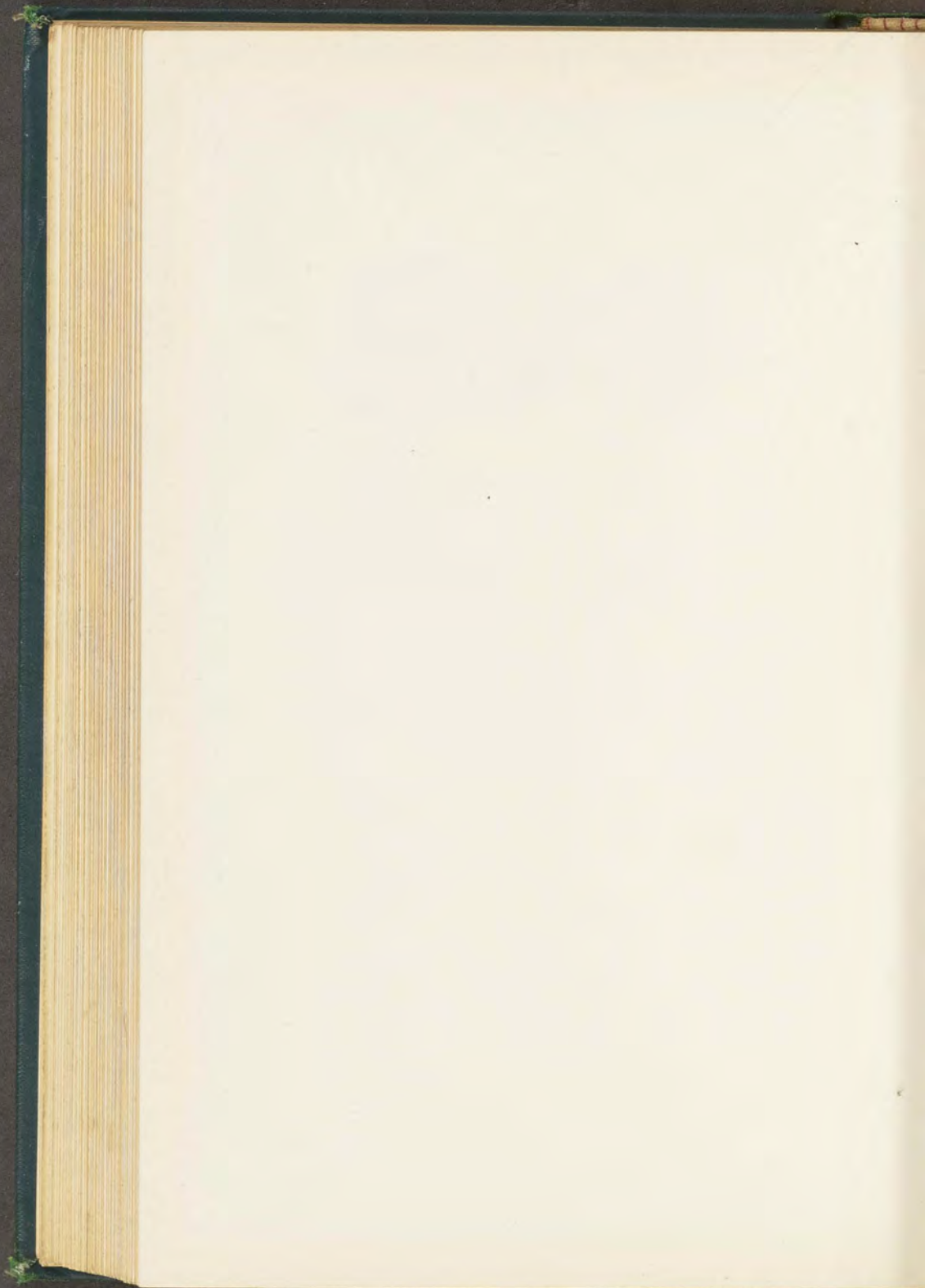


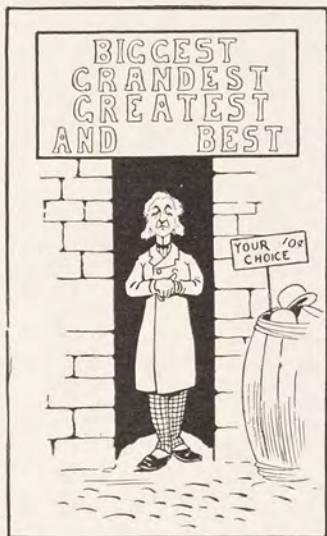
No. 9534.



A Wedge of Satisfaction

into every home it enters is one of our handsome and stylish fans. If you need a fan of any description, whether costly or inexpensive, do not fail to come in and let us show you what we can do for you.





We Don't Deal

in big adjectives or long words. We don't make any extravagant claims. We are willing to leave everything to you. All we ask is that before you make any purchases in the jewelry line, you come in and let us show you what we have and what our prices are. If you can do better elsewhere, we will make no complaint. We know, however, that you can't.

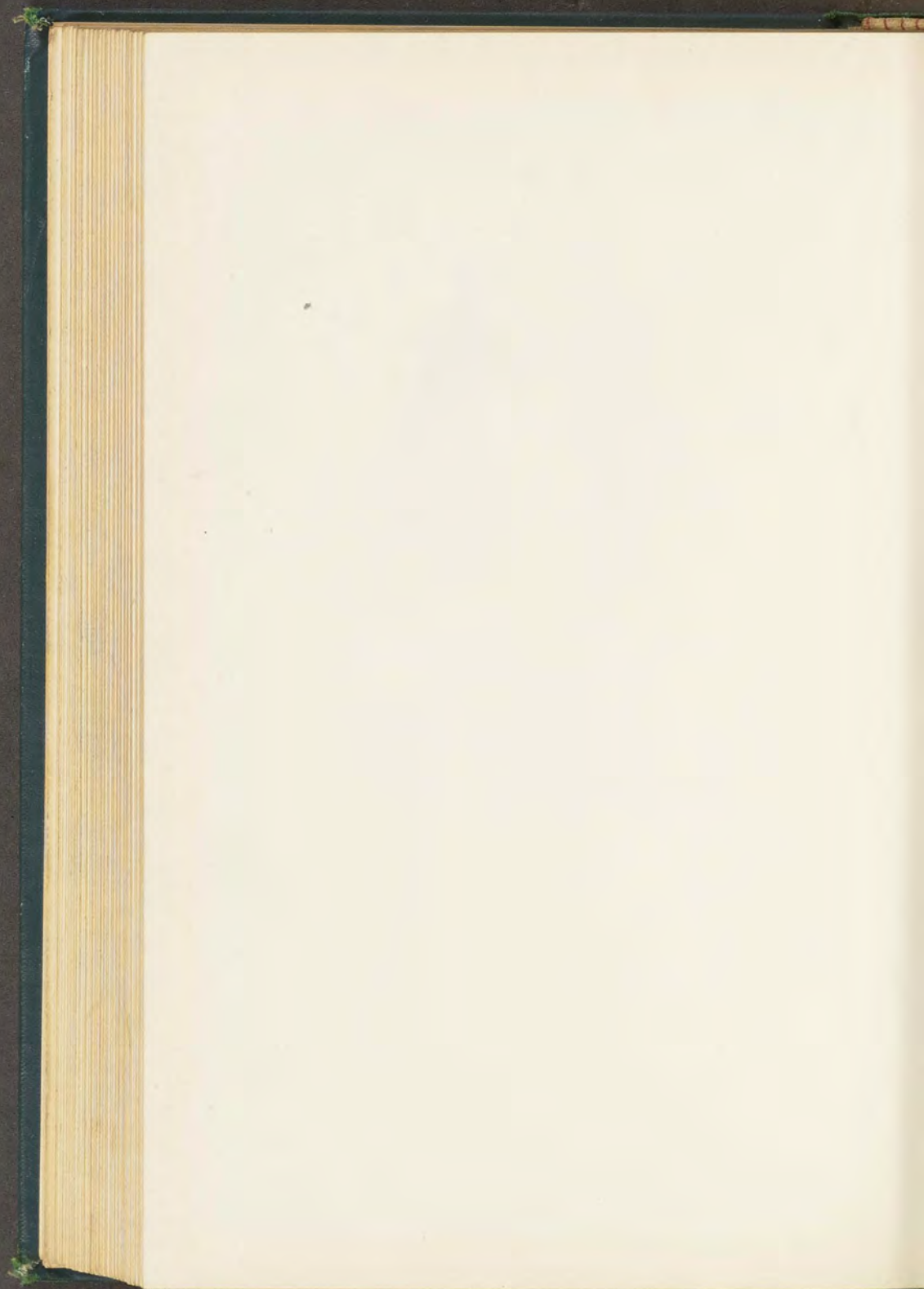


No. 9544.



**We Want
to Make It Plain**

that we have exceptional facilities for securing the finest and most fashionable jewelry at very low prices. We buy largely, and we pay cash for everything we buy. That means a saving of money for us and for you.

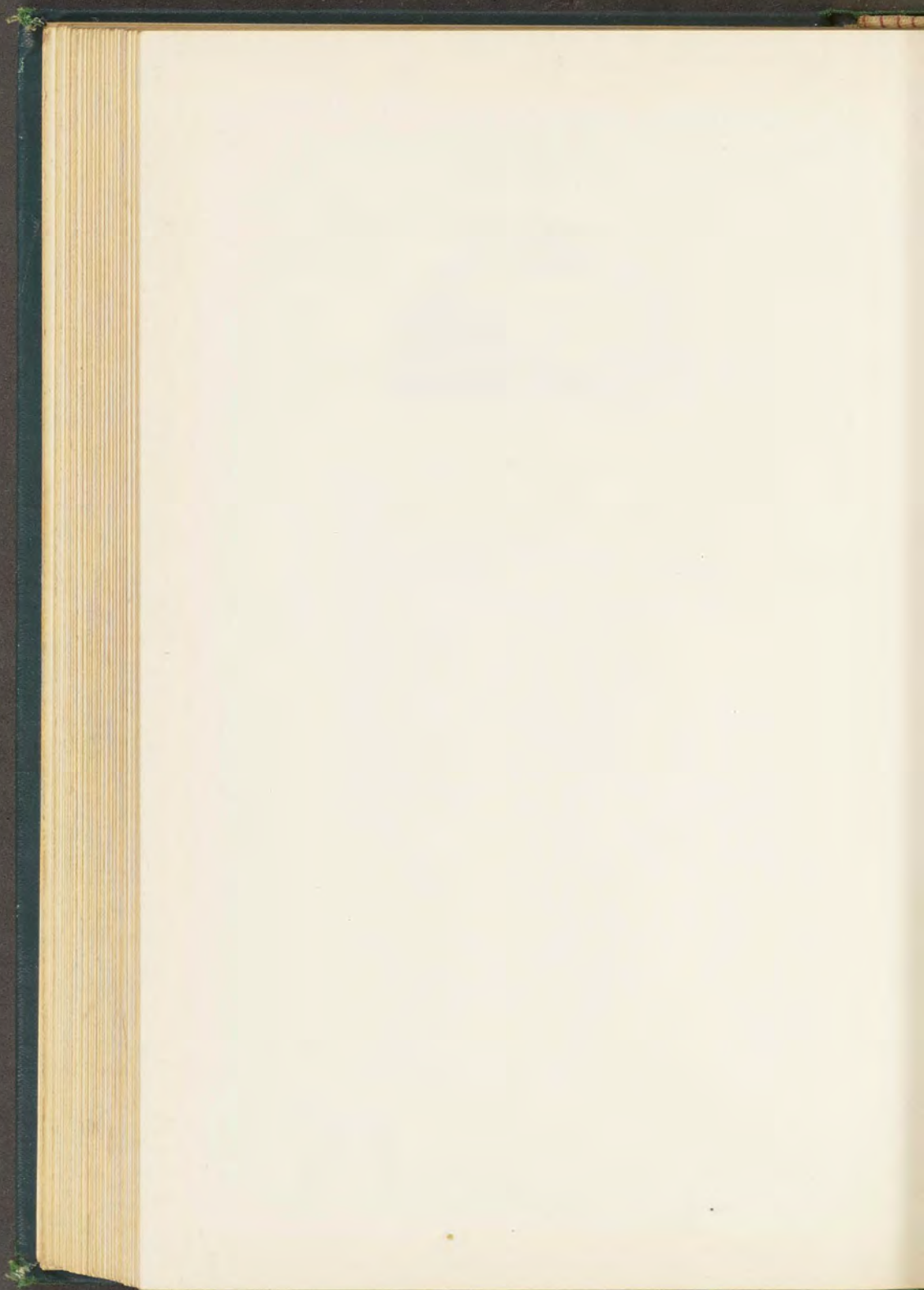


No. 9565.



For Your Desk

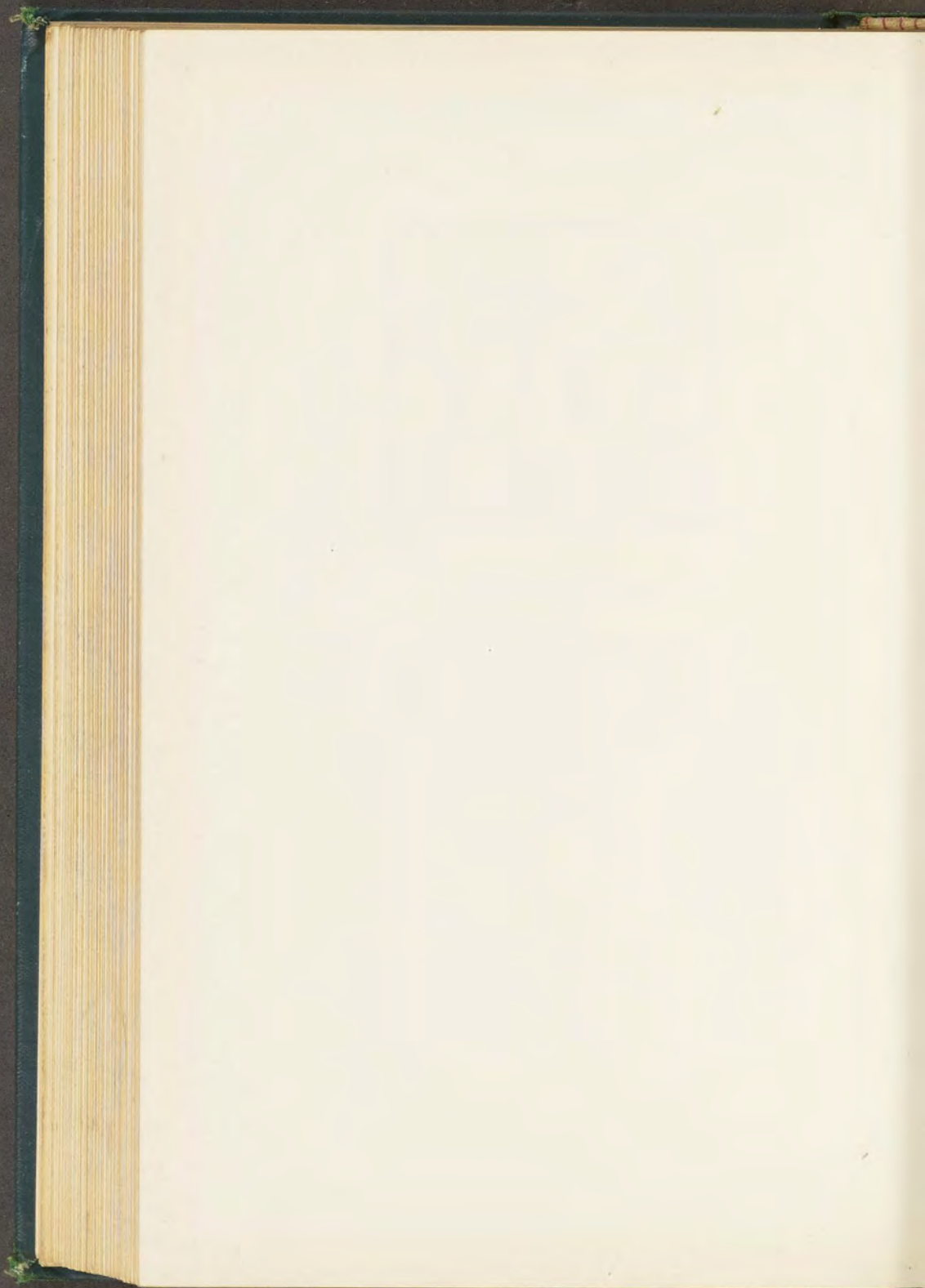
we have all the dainty little accessories that help to make writing a pleasure. There are many things that every well-regulated desk ought to have, and this is the place where you are always sure of finding them. Here are a few which may interest you :—





We Get the Cream

of the jewelry business in this town. We get the custom of people who know what the best is, and won't take anything else. It's a pretty good rule to follow the leadership of critical, discriminating people, and if you will keep an eye open, you will see that this is the place where they come for their jewelry.

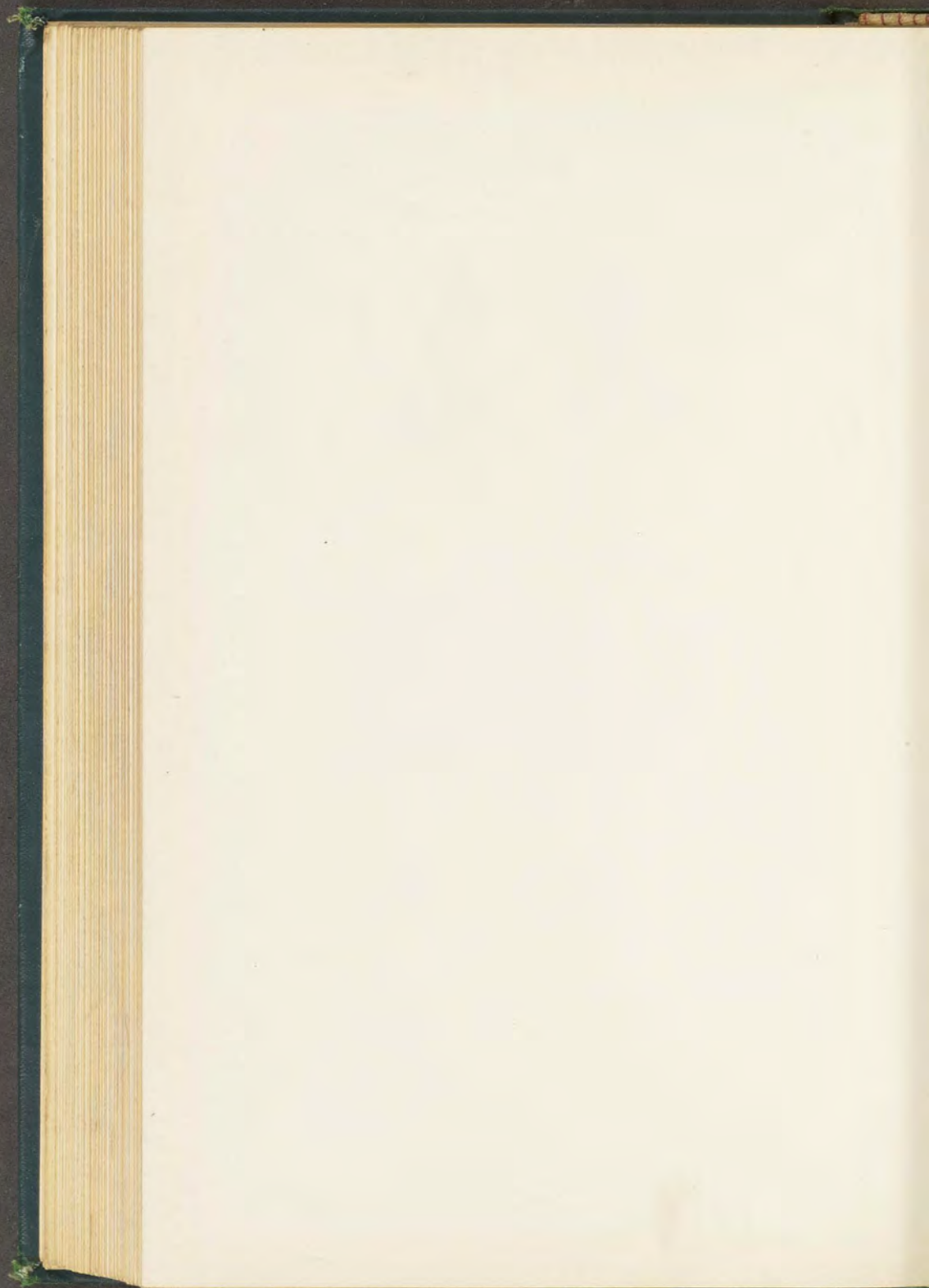




When You Go Shopping,

never fail to include us in your calls. No matter whether you want anything in the jewelry line or not, come in and look around, at any rate. We will always be glad to see you, and will always have something new and novel to show you.

Here, for instance, are some things you would certainly like to see, and at prices that will certainly tempt you to buy :—



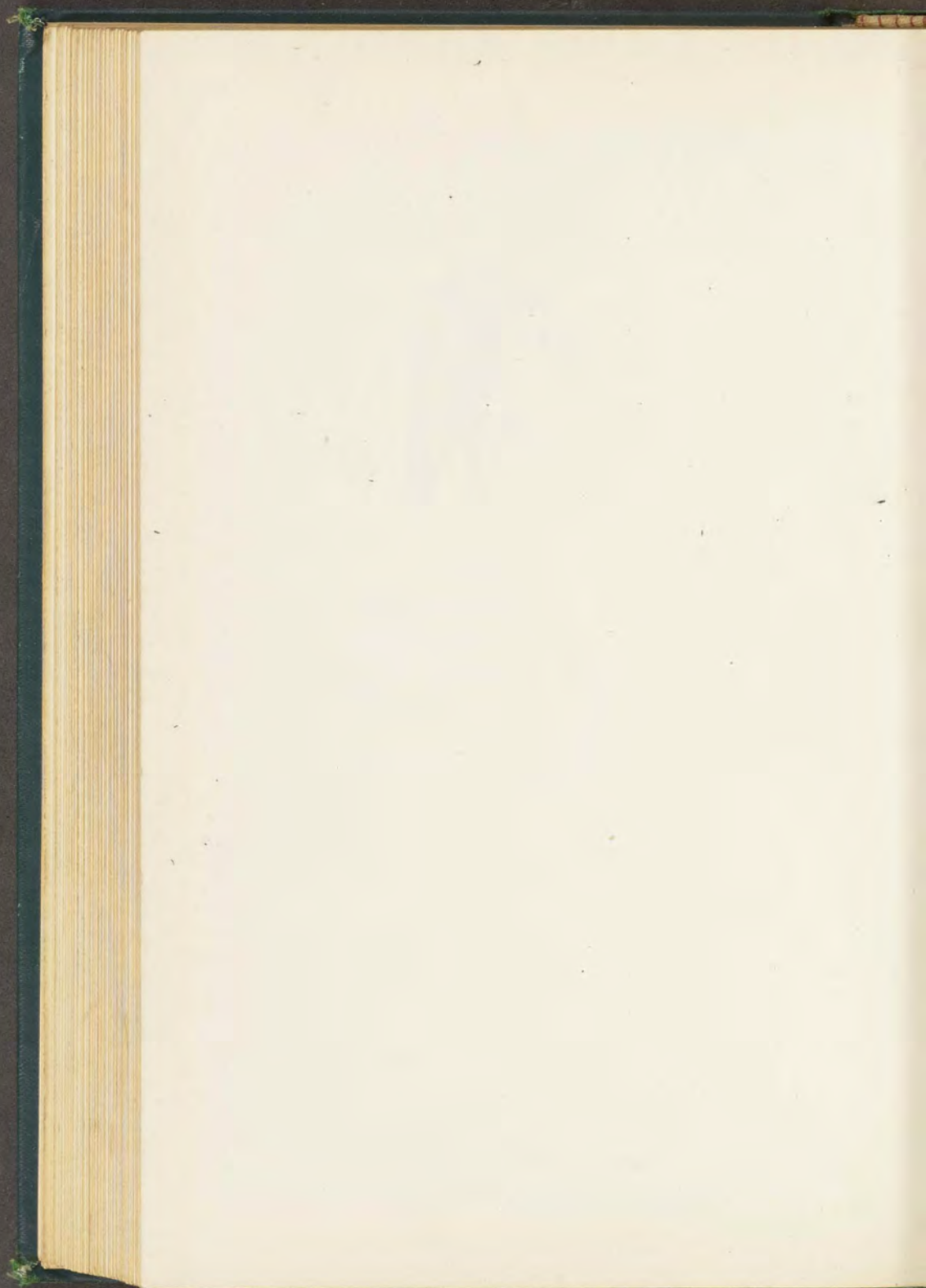
No. 9584.




It Makes a Difference

where you buy. You don't expect to get the same class of goods off a push-cart that you do in a fine store. You ought to be doubly careful in buying anything so expensive as jewelry. You ought to go to the best store you know of, where you know that everything that is told you about the goods is the exact truth.

This is one of the chief reasons why we deserve your patronage.



No. 9602 



**No Matter
How Much Money**

you may have you can't afford to waste any of it. Buying any kind of jewelry but the best is a very sad waste of money. The right kind of jewelry will last a lifetime.

This is the place to get it, and you will find the prices very low.



No. 9618. ✓



The Bunco Game

is rarely worked on the same person twice. Yet there are lots of people who get caught again and again by fake jewelry, which is a great deal worse than the average bunco game. Don't buy cheap imitations of jewelry. Don't believe the evidence of your own eyes, even. Come to us, and you will always be sure and safe.



Catch-Lines and Headings,

CLIPPED FROM EVERYWHERE.

“Maker or Breaker?” Some are called Watch-Maker, some Watch-Tinker, and some are appropriately called Watch-Breaker; and it's an inherent privilege of every American citizen to have any one they choose to repair their Watches. Added to a practical apprenticeship, and years' experience on watches, is our guarantee to give satisfaction on every watch accepted for repairs.

Watch talk. A watch talk? Well, no; for my maker forgot to put a mouth in my face when he made me. Although he put life in me, he did not make my hands sufficiently strong to strike you when you abuse me; consequently you can smash my face or take my life any time. Then you may punish me still more by taking me to some unskilled watchmaker to revive me, some fellow who promises to put a spring of life in me for fifty cents, give me a physic and thoroughly purge me for fifty cents more, but who does not even take me apart. I'll talk right for you if you will take me to ——.

Had your watch “fixed”? And still the obstinate thing refuses to “go.” A little slow? A little fast? If so, bring it to us, and have it fixed right.



THE JEWELRY BOOK.

Does your watch keep correct time? No reason why any watch should not do it. A watch is a most delicate piece of machinery. Ordinary attention and care will materially lengthen the life of any watch. If your watch loses or gains time, it must be correctly regulated. If your watch needs cleaning or repairing it should be done by a competent workman. Experience and skill make a workman competent. We warrant competent treatment for the most costly or the most humble timepiece. Service prompt, charges moderate.

A large stone. You can have one, if you wish. Some prefer a small one. Merely a matter of taste. Our rings are sparkling beauties. All eyes view with surprise the moderate prices, values, and styles. Linger not in doubt about it. Purchase now, it's too late when all are sold.

Our watches work day and night and don't need watching. Our clocks make perfect slaves of themselves. Buy one. It will prove a lifelong friend, and is the best kind of a servant.

A swell wedding means hunting around for presents that will be an appropriate gift for the bride. We have a rich and handsome stock of table silver, an exquisite assortment of fine jewelry and cut-glass toilet articles, vases, etc., etc., etc., mounted in gold and silver, that make an offering fit for a princess.

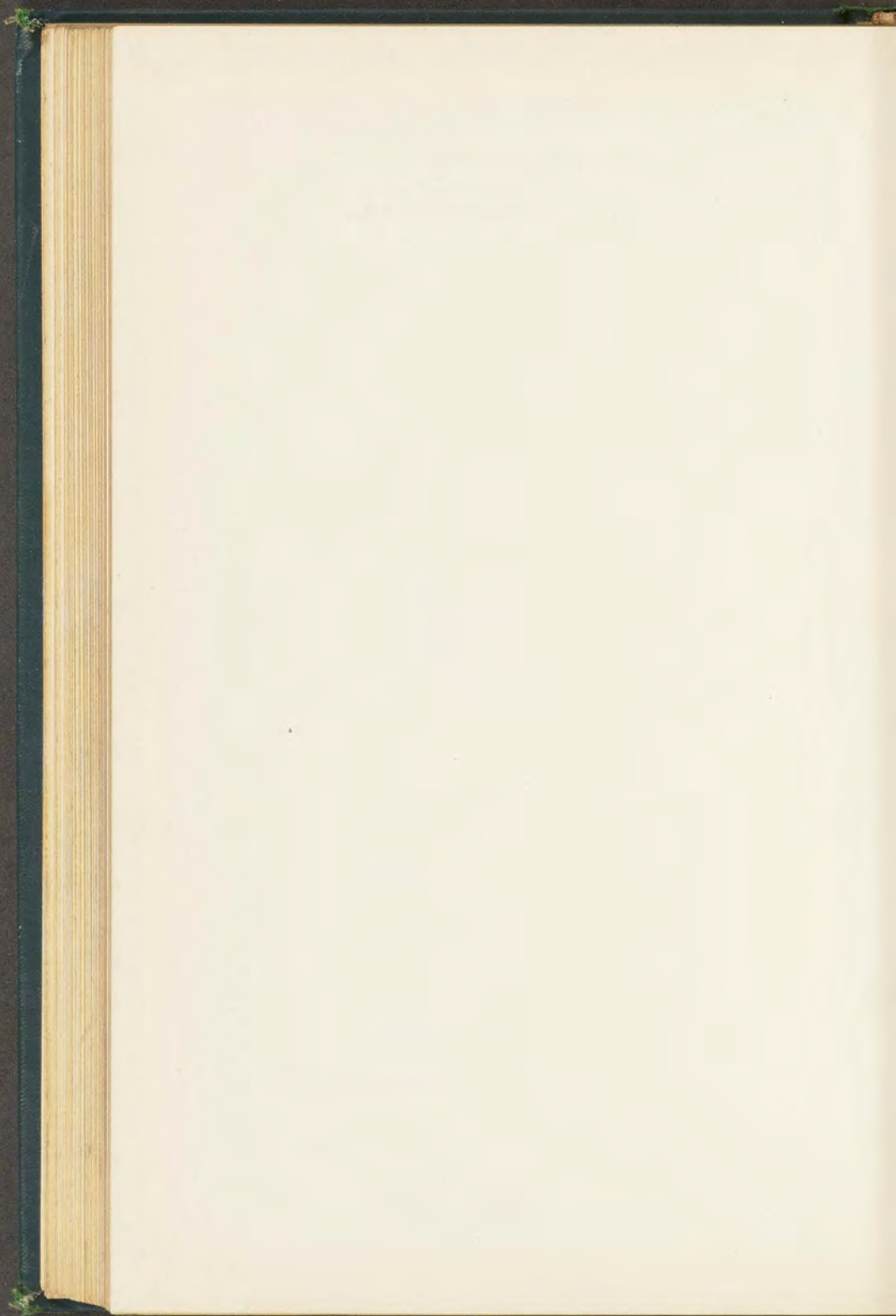
THE JEWELRY BOOK.

The most successful jewelers pay particular attention to this department of their business. They know how important it is to satisfy their customers in this branch by carefully attending to repair work; they hold their old customers and make new ones. We also know how important it is to do the best work promptly, and at 'right' prices.

Jewelry goodness. We buy from the best manufacturers. It is our intention to sell the highest grade of jewelry. If a ring, a pin, a watch, or any article of jewelry whatever, ever goes from here which isn't as represented, we are here to give satisfaction—to make amends. We want your jewelry trade; we shall try to deserve it.

In the workshop. That's where the real value of an article is determined. The way a jewel, or piece of jewelry, is handled in a workshop often determines its price. Our workshop facilities for making and repairing are unsurpassed.

The liver of a watch is the hair-spring, and like the human organ it sometimes get kinks in it—just does all sorts of funny things without any excuse discoverable by yourself. It takes a doctor to find out the cause. We are doctors—watch-doctors.



THE JEWELRY BOOK.

"A Beauty." "Those who know" indorse the quality of the finger rings we sell as enthusiastically as those who only judge by appearance. Critical examination merely tends to enhance the value of the gems we show.

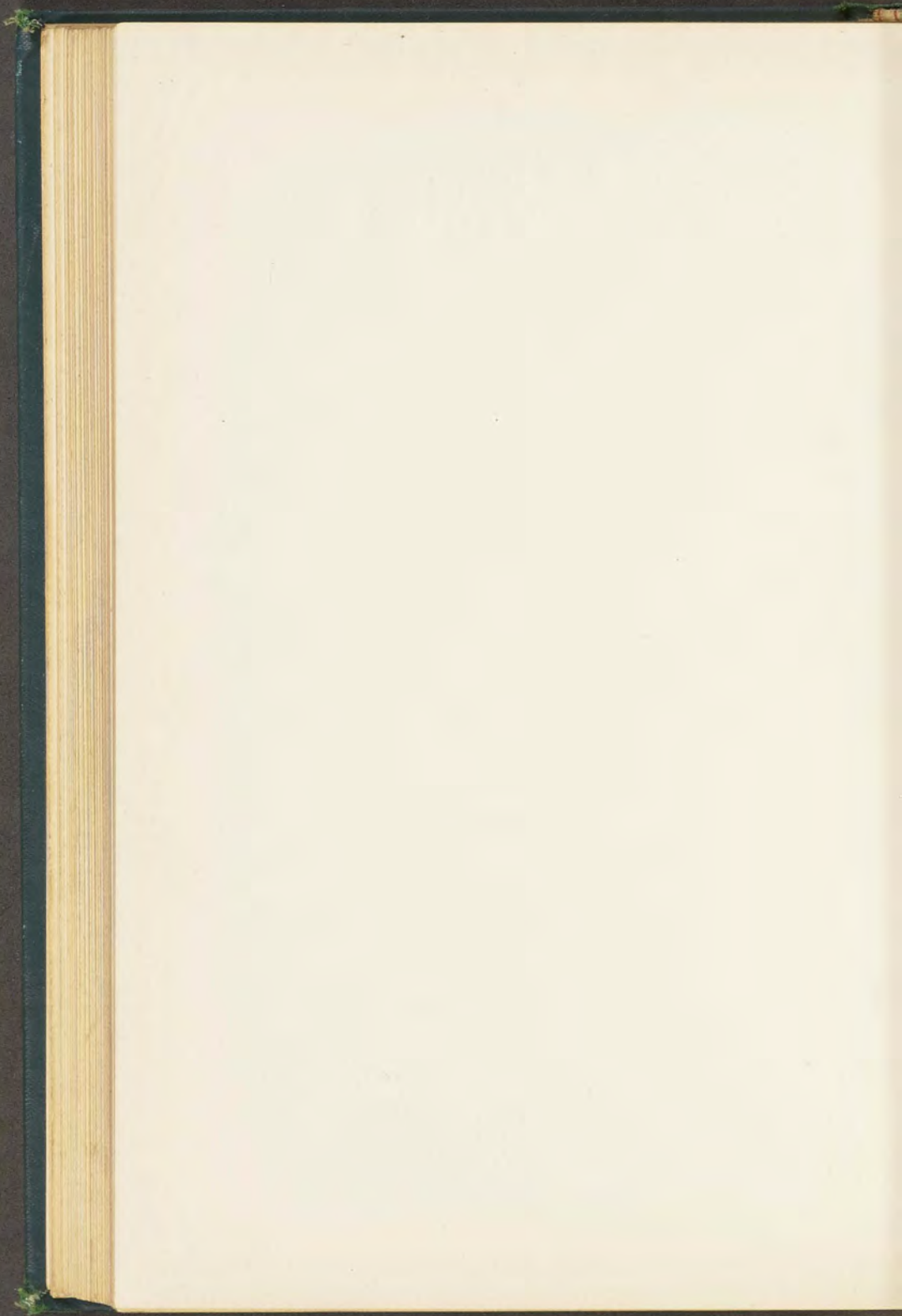
Dainty lockets. We can show you an assortment of lockets, brooches, and other pieces of jewelry that will make you think you have stepped into Alladin's Cave. Prices are so reasonable that the likeness is all the more striking.

Fine old family jewelry. If you have some fine old family jewelry that you want repaired, made over, or altered, bring it in, and let's talk it over. Prices — we don't claim to do cheap work; but we'll do you good work cheap — there is a difference.

Many beautiful pieces of jewelry are ruined with lead solder by careless and incompetent workmen. It's a shame and it's a pity.

If your watch troubles you, you just trouble — — We are an authority on watch troubles. If you are troubled by not having a watch we can remedy that also.

Watch run over? If your watch-case has been run over by the street cars, or the baby has used it as a rattle, you can have it made as good as new at ———.

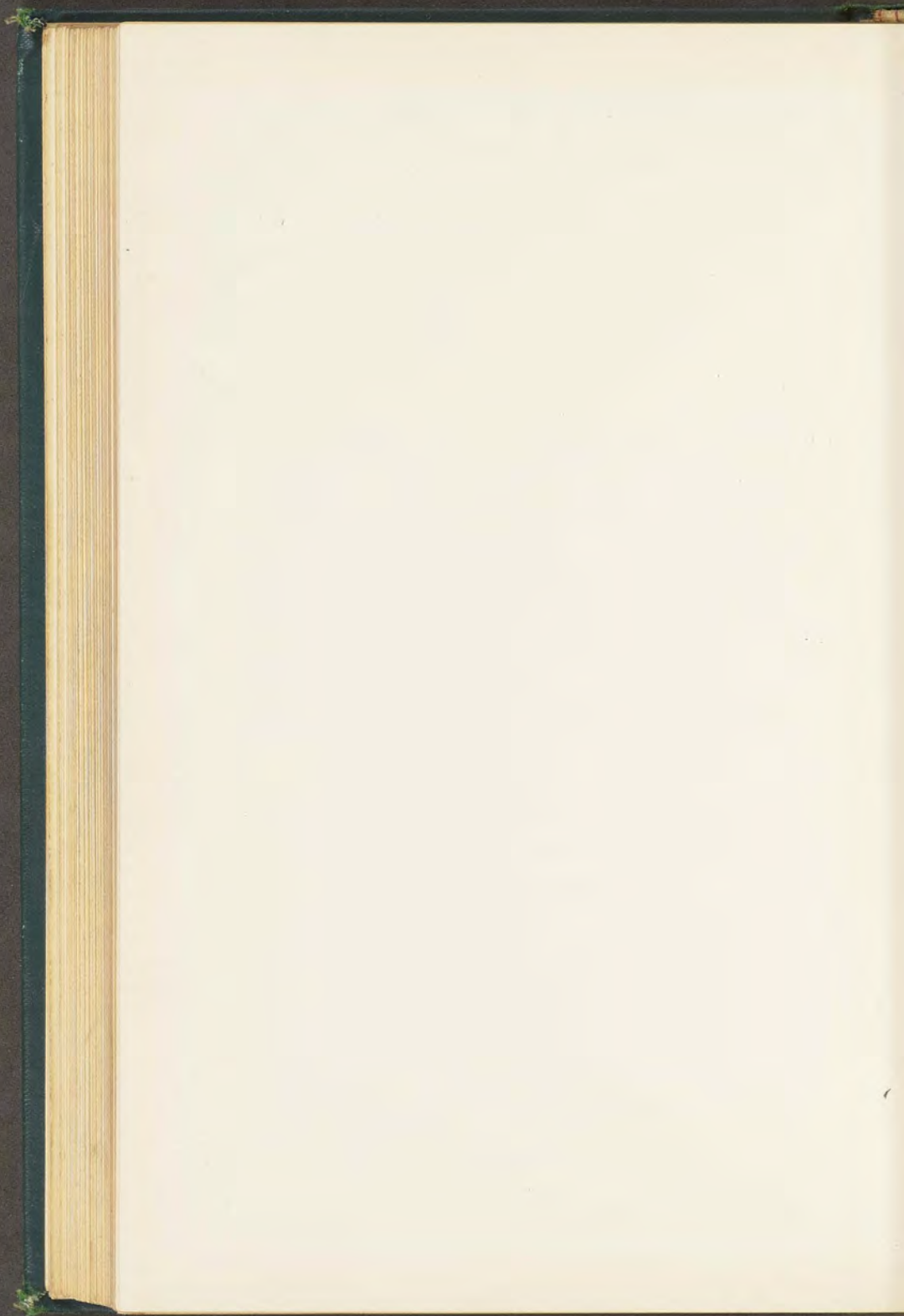


THE JEWELRY BOOK.

In buying a watch. Buy as good a case as you can afford, but first get a movement which will be accurate. Every watch-movement we sell belongs to us until it measures time accurately. Pick the case, and let us decide on the movement, and, you will own a watch and a timekeeper.

The dollar you have left. This is the dollar that has the ideal purchasing power that we all seek. It is the dollar you have left after paying your necessary expenses that will pay for your seat at the opera, or your expense when you run for congress. In brief, it is the dollar you have left that will buy all that is worth caring for. And right here we wish to most indelibly impress upon your minds to call in and see us before buying that watch, clock, diamond, or anything in the jewelry line. By buying of us you can have many good things with "the dollar you have left."

Fit your pocket-book. Large diamonds are not within the reach of all; but then, if your pocket-book is not large, you will experience no heart burnings after you have seen some of our small diamonds displayed in our special settings, which are indeed a triumph of art, and show off the gems to the greatest advantage. Remember that the money you place in a diamond is never lost, unless the setting is unsafe, and that brings us back to the question of our settings again.



THE JEWELRY BOOK.

Careful with your watch. No wonder the possessor of a good watch is careful into whose hands he leaves it for repair, when it fails to do its work.

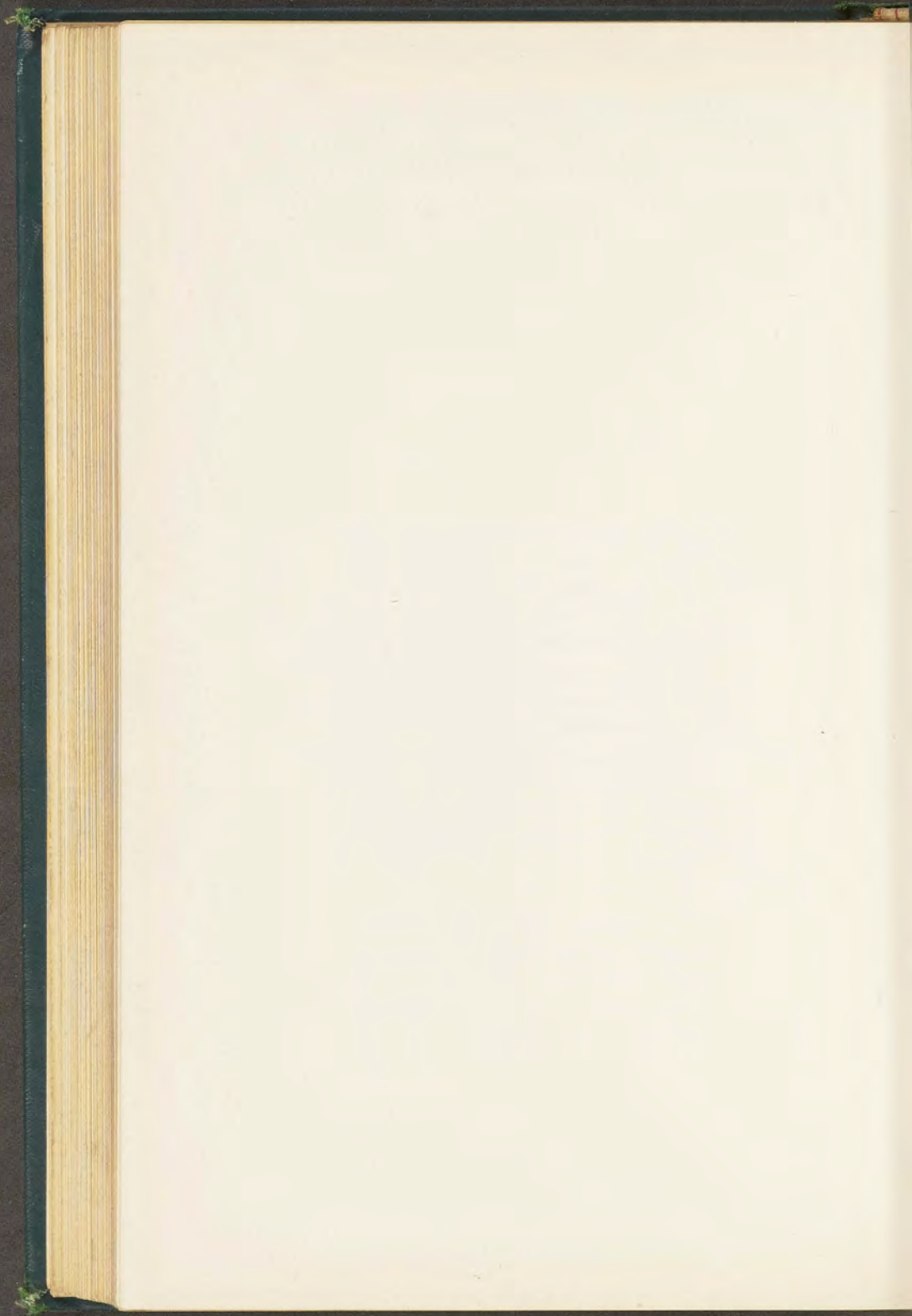
Many a good watch is left in bad hands, and is spoiled by incompetent or careless repairing.

Does your watch need attention. Don't run the risk of having it spoiled.

We do thorough watch repairing.

There may be a wedding to which you have been bidden. You don't know just what to buy for a present—it's a hard question to decide. Drop in and see if we can't help you out of a dilemma. We've everything in gold and silver and cut glass—things that look well among the other presents, and that will bring joy to the prospective bride and groom. Seeing the things will suggest what you ought to buy, and the price shall not deter you from buying anything in our store.

To "do over." Much roughly thrown-together, crudely soldered, ill-looking repair work comes to us. New patrons bring it for us to "do over." Same way with timepieces, from the daintiest watch to the largest clock. They all give plain proof of tampering rather than adjusting; all this tells us that nothing short of our own way of doing things right will build a business.



THE JEWELRY BOOK.

Your watch isn't worth repairing if we can't make it keep time. If we accept it for repair, it is worth it; otherwise we would n't take it. We'll tell you honestly whether your watch can be made a timepiece or not. No use to waste money on it if we tell you it can't be made reliable.

"Watch" the boy. "Watch" him with a reliable little timepiece, and he may not need so much visual watching. Show him you have confidence in him; let him learn the value of time; keep his mind off nothing. Let us "watch" your boy; all kinds, all prices.

Silverware. We have nothing but the very best of sterling silver and silver-plated ware in stock. The best in this line is always the cheapest. We are not satisfied to make a big per cent. on a few sales, but want the volume of business and the advertising which comes from selling good goods cheap. Sole agent in county for the celebrated —— silverware.

Clocks. We will not be undersold on clocks of reliable quality, neither will we handle inferior goods merely to name low prices on paper. Our trade knows that they can rely on getting from us standard quality goods, and that any price we make may be depended upon to be absolutely rock bottom.



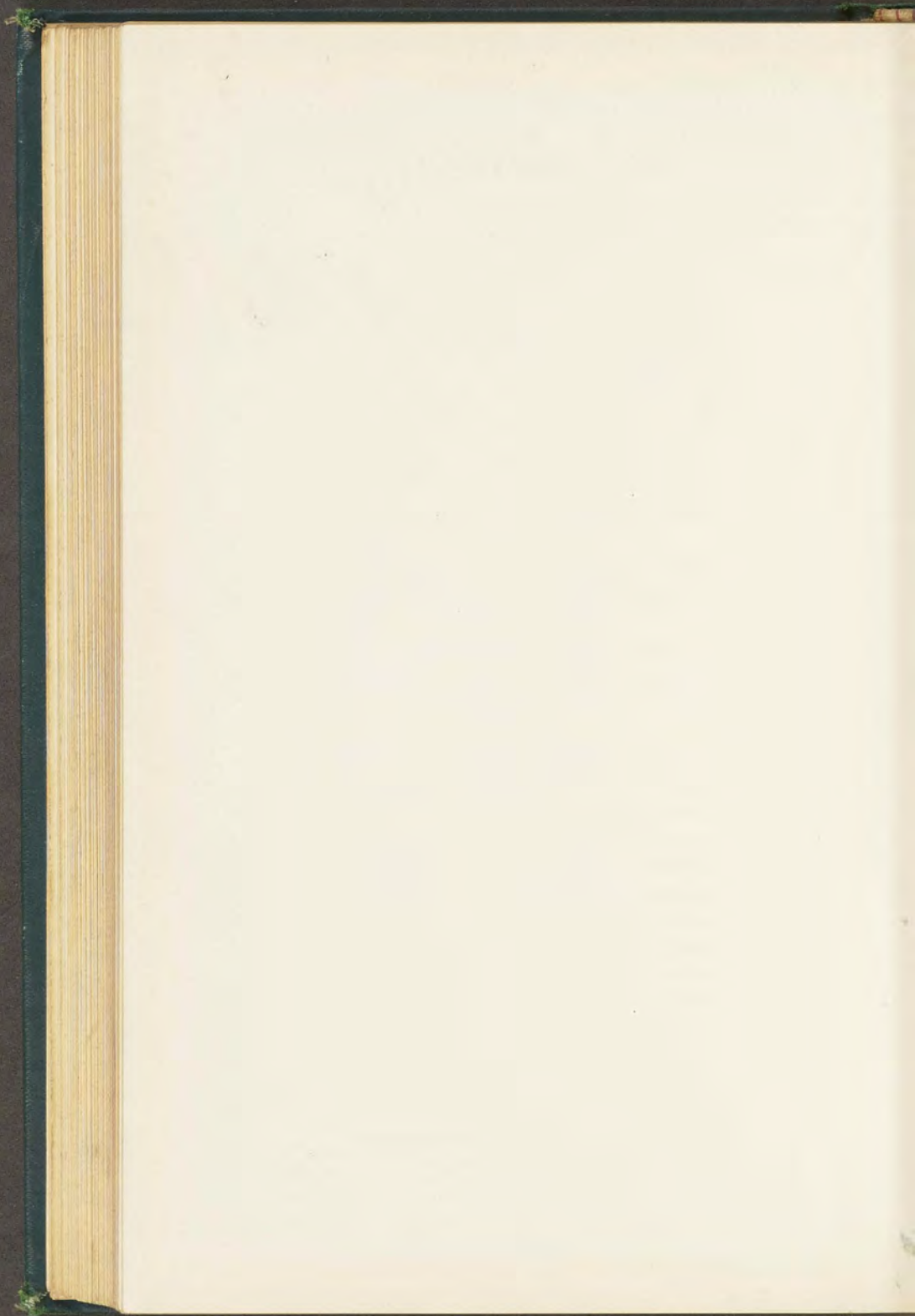
THE JEWELRY BOOK.

Silver novelties. Our line of novelties is so extensive as to forbid mention of even a small part in this space. Sterling silver and silver-plated articles that can not help but please the most fastidious. Substantial and lasting articles to satisfy all tastes and purses. New, up-to-date gold and silver novelties at prices, quality considered, that can not be duplicated.

Jewelry. Good, solid reasons why you should buy jewelry from us, will be found by looking through our line of fresh, desirable goods — up-to-date in style and honest in quality — prices lower than the lowest. Jewelry is something that the average person knows so little about that he must needs depend almost entirely upon the jeweler of whom he buys.

What's the matter with it? If you think there is anything the matter with your watch, let us take a look at it. Don't let it go on ticking itself to destruction; a few particles of dust will, in a week, do more damage than the ordinary wear and tear of a whole year of keeping time. Any watch is well worth taking care of; the more your watch is worth, the better worth taking care of it is.

A watch is an excellent companion, a good watch is a better one. We sell none but good ones. Should you wish to choose from the leading makes of the world, we are at your pleasure.



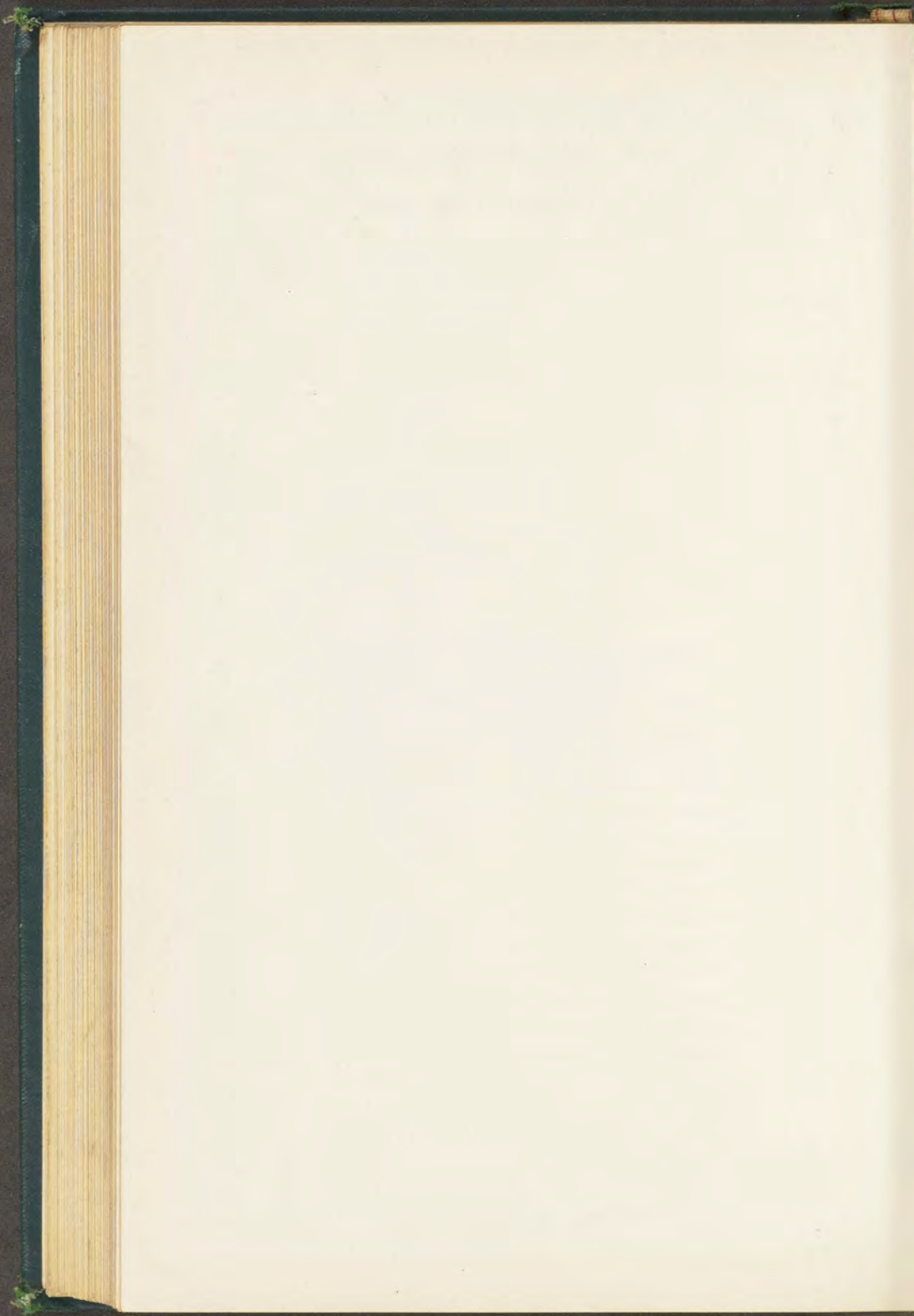
THE JEWELRY BOOK.

We make a specialty of fine watch repairing, and guarantee all our work for one year. Our prices are reasonable and in proportion to the work done. No charges for work not done when promised.

You run no risk whatever in buying a watch here. We guarantee perfect satisfaction with whatever watch you buy of us, and we've been in business long enough to prove that we keep our promises. We know all about the watches we sell, and sell them for just what they are. Don't you need one?

A judge of diamonds. So few persons are really good judges of the commercial value of gems that it is a very great satisfaction to rely upon the integrity of a house whose guaranty is as good as a bond. Diamonds and other precious gems, selected by our experts, may always be relied upon as being as represented.

Perhaps you would like a dainty opal or sapphire ring? Perhaps you'd prefer a ruby or emerald — don't matter what kind — we can make it for you — yes, make it just like one somebody else has, or just to suit your own taste. We've got diamonds, rubies, sapphires, emeralds, garnets, amethysts, and other stones to put in when you're at loss to know what to get.



THE JEWELRY BOOK.

Not a pocket-piece, but a timepiece; right to-day, right to-morrow, right always is what your watch will be if we do your repairing.

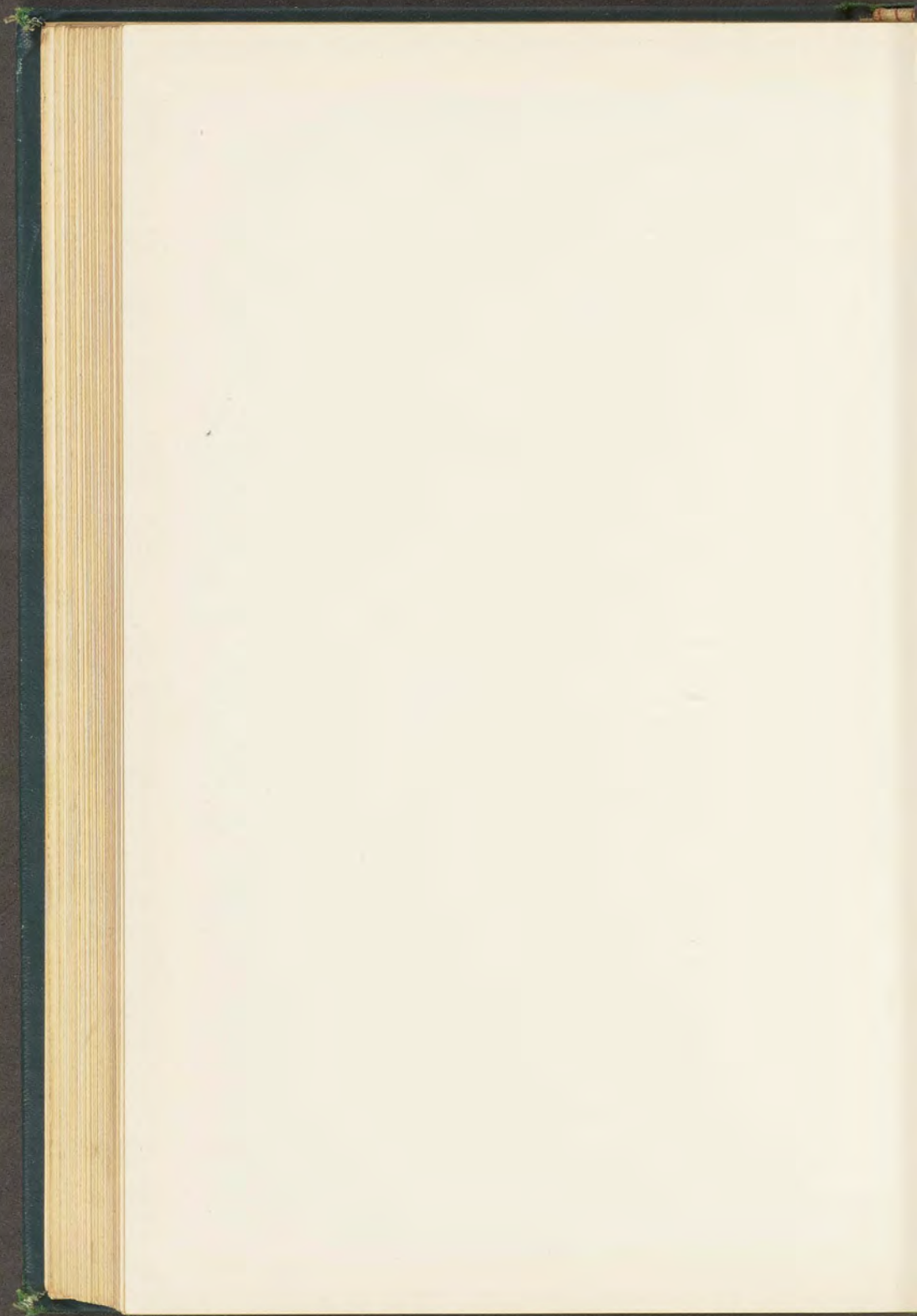
No disappointments then, you'll be there at the time appointed.

Gold bought and sold. A broken pin, an old ring, many an old trinket lying around the house that you can turn into some new and up-to-date article. You can have anything in our stock for your old gold. If we have nothing to please you, take cash.

A good watch for little price. A fine thing to carry on a hunt, or fish, or bicycling, when you want to leave your gold watch at home. If it breaks, it costs less to repair than other watches. Every watch guaranteed one year.

An accurate timepiece will not cost you much if you know where to buy it. We sell American watches, absolutely unrivaled for accuracy, in plain and durable cases, at necessarily higher prices.

Watch attention. A watch needs careful, experienced attention to keep its fine mechanism in perfect condition. It doesn't take much oil, but it must have that mite, and have it at the right time. It is our business to correct all difficulties about a watch, and make it keep correct time. If not worn out, we can do it.



THE JEWELRY BOOK.

Jewelry, diamonds. A man must n't be honest only in the jewelry business. He must be a man of experience and judgment or he will cheat himself, and his customers as well. If you want a diamond ring or a good watch, come to us. We have been in the business for years, and our judgment will save you money.

Going through a watch. When cleaning it, we often find some minor troubles, which, on being made right, will prolong its life for a number of years.

This is sometimes worth more than the price of cleaning, but is nearly always included among the "thank'ee" jobs.

"Millions of money for a moment of time." You'd give quite a little, yourself, for an extra minute when your train vanishes from one end of the station as you enter the other. You blame the watch, Better bring it to us, and see if there is anything serious the matter, or whether cleaning won't cure the trouble. Our work is guaranteed.

Perhaps the trouble with your watch is the need of a new one. Here is the place to get it.

That piece of old jewelry or silverware that you have laid aside as unfit for use may possibly be put into such condition as to serve you as well as a new piece.

To the charm of its pleasant association you may add the satisfaction of usefulness.



THE JEWELRY BOOK.

To the busy man an accurate watch is a necessity, not a luxury, as some seem to think. To utilize every moment of precious time, to meet trains, keep appointments, to be always on time, one must have a good watch. Drop in, and let us talk watches to you. We are practical watch repairers and watch makers if you please, and you can have the benefit of our experience without charge.

Fine watches. Those who have them, and want them properly repaired, will find it pays to come direct to us.

We have had years of experience in all kinds of watch repairing, and will guarantee satisfaction or money refunded.

Let us feel its pulse. If your watch is running irregularly, does n't beat 60 to the minute, hand it in to our repair department.

No feature of our business is receiving more attention just now than watch repairs.

A watch ticks 141,912,000 times every year. The various wheels revolve 4,730,540 times annually. And yet we often find watches that have been allowed to run five or ten years without cleaning or fresh oil.

If you have a good watch, treat it as you would any other piece of machinery.

We do all repairing promptly, reasonably, and satisfactorily.

THE JEWELRY BOOK.

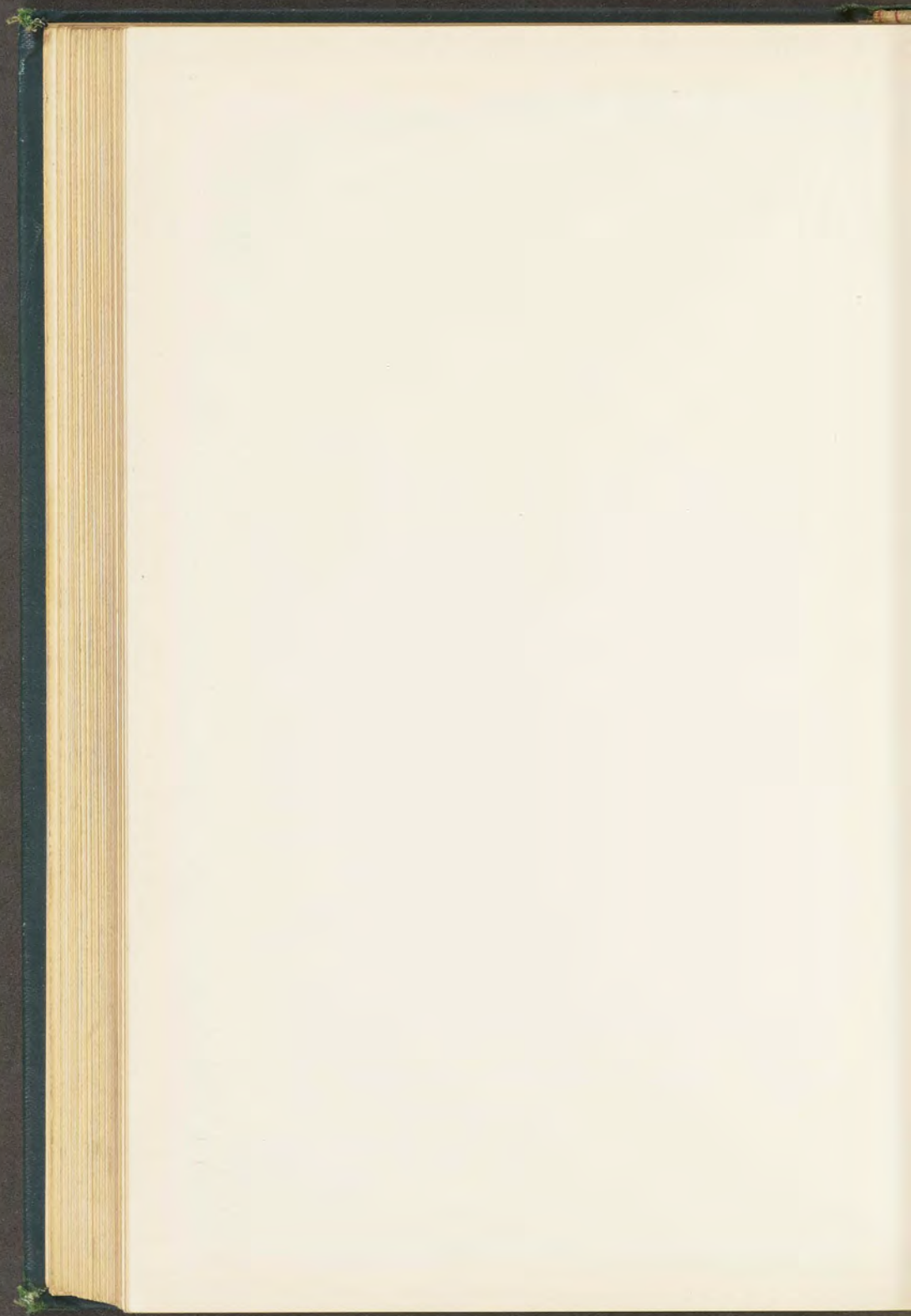
Don't "tinker" with your watch. Let us do any tinkering there is to be done. We are in the business, and know all about it. You may think that you do, but there are many things that can not be learned except by experience. We will carefully repair the worst wrecked watch, and we will do it economically.

Skilled work is performed on your watch if you leave it with us. We employ no apprentices, and the most expensive, as well as the cheapest watch, receives the best care. Our charges for thoroughly cleaning and regulating are only —.

"She is too fast or too slow, or won't go at all," is a common expression that the jeweler hears very often. We are prepared to regulate, clean, repair, and adjust any watch or clock that needs attention in a prompt, thorough, and practical manner at reasonable prices. Also any other repair work that properly belongs to the jeweler's craft.

"The Satisfaction Shop." The uniform satisfaction given to those who entrust their watches with us for repairs or re-adjustment is adding rapidly to the business of this department of our establishment.

The most complicated watch is simple in the hands of our expert, and our charges will be found moderate for first-class work.



THE JEWELRY BOOK.

Your watch wrong! You know it as well as we do. A watch that is continually trying to beat the record, or that is too lazy to run, is a bad thing to have about. We will repair it carefully, or if it is n't worth repairing, we will tell you so.

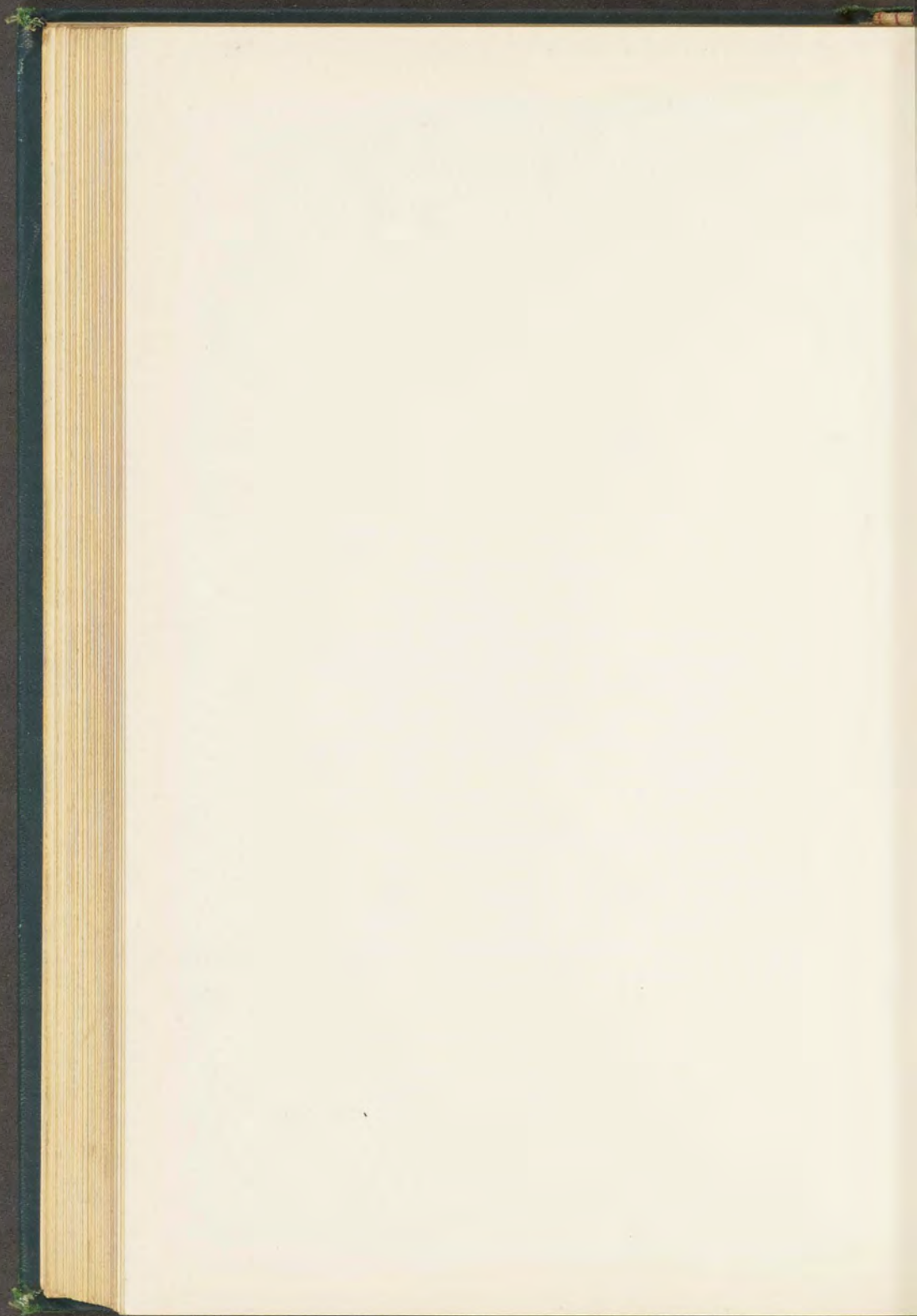
What good is a watch if it does n't keep right time?

Perhaps yours is not running as it should. Suppose you bring it to us. We will make it run right. If we can't do it, nobody can, and we 'll tell you why.

If you pay more than we charge for repairing, you pay too much. If you pay less, you don't get your work done right. We do our watch, clock, and jewelry repairing as well as it can be done, and our prices are very low.

What 's the use of having a watch unless it keeps correct time. You need not send your watch away to have it repaired. Bring it to us. We will put it in perfect running order, and guarantee it. Expert workmen at your service.

Main springs. If the public generally understood the care and science and painstaking required in properly fitting a new spring to a watch, no one would ever take his watch where it could be done the cheapest.



THE JEWELRY BOOK.

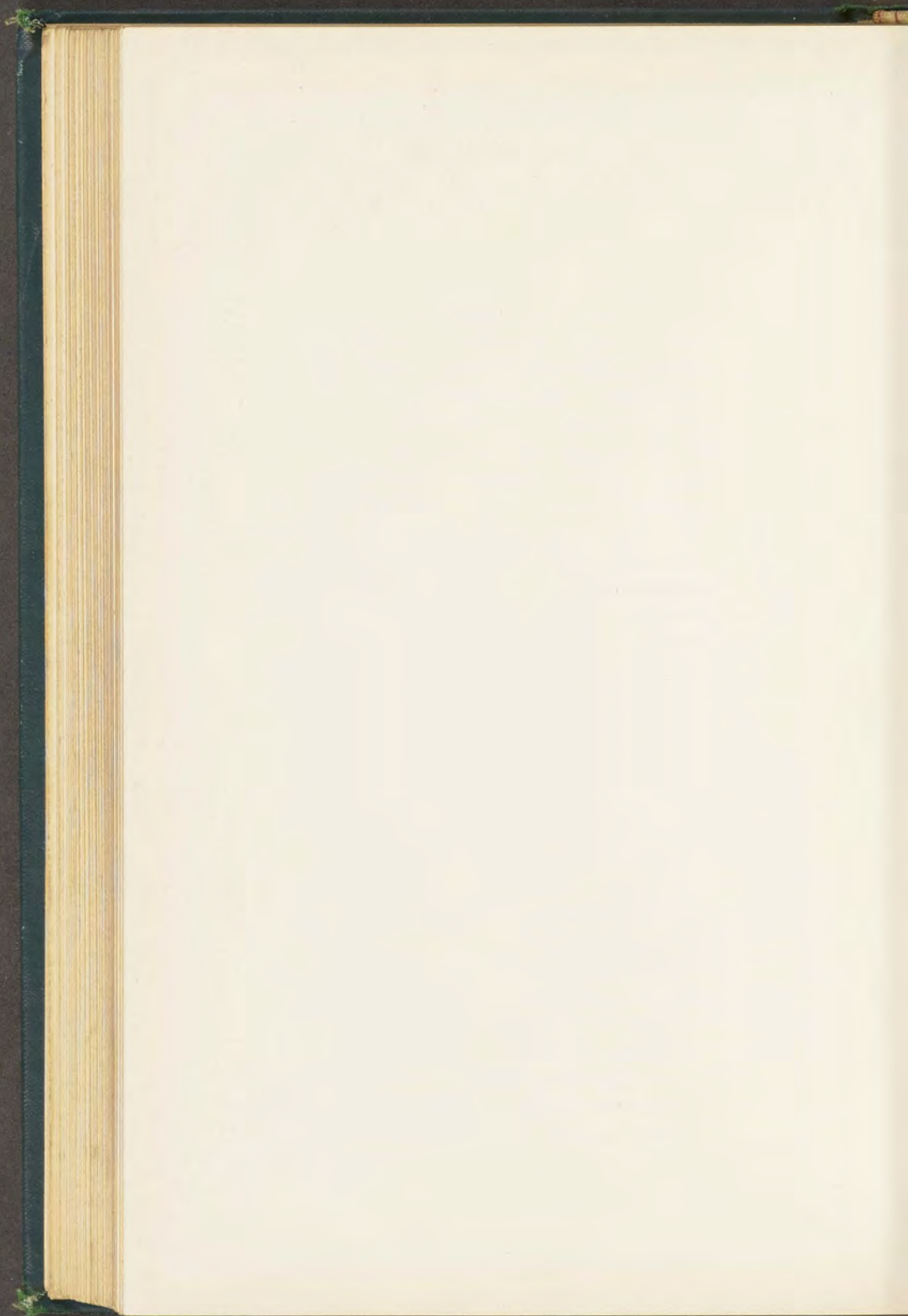
Has it occurred how much real satisfaction and comfort you would get from a pen that just suited you? One that would write with hardly any effort. Our fountain pens are all writers—they are made that way. Last for ten hours steady writing. Always ready to write the minute the pen touches the paper. Some pens allow too much ink to be fed in writing, and the result is a blot on the paper. You want the best. We have them.

Your own watch. Pope says: "T is with our judgments as our watches—none go just alike, yet each believes his own." Sometimes one's judgment becomes unreliable; so with our watches. When we lose confidence in the latter, it's time to take it to—who will restore its time-keeping qualities.

When a woman wants a watch, she wants one that will keep time as well as look pretty. Our ladies' watches are fitted with American movements that are guaranteed accurate.

When a man wants a watch, he wants one of our modern thin models, that do not bulge the pocket, yet sacrifice none of the strength and time-keeping qualities of their clumsy predecessors.

We carefully test every watch before it is offered for sale. The prices induce quick trade.



THE JEWELRY BOOK.

Do you carry matches loose in your pocket? Does n't perspiration make them sticky—and spoil many of them—ruffle your temper, too? Our pocket match safes will prevent all this—quadruple and sterling silver. Your name engraved free of charge.

How is your clock? Does it keep time? If not, have it overhauled and put in thorough repair by skilled workmen.

Such workmen—none better—are to be found here.

A skilful art is watch repairing, and the skilled repairer is close akin to the manufacturer. We combine both. If you have a fine watch and any part is broken or lost, we can replace it. If you 've a valuable old watch that has been ruined by incompetent workmen, let us fix it—no cure, no pay.

Our watch doctor is an authority on watch troubles, no matter whether yours is a cheap watch or a costly repeater or timer. No other watch doctor in town can handle complicated watch works as ours can—he's born to the business. A man came in the other day with a \$700 timer that was out of order, and that every other watch doctor in town would n't touch. We put it in order for him, and he was mightily pleased. We can please you, too.



THE JEWELRY BOOK.

Wedding gifts are more appreciated when beauty is combined with usefulness. Silverware buying is made easy when you find selections from all leading manufacturers concentrated in one store. Our styles are varied and are not made in common wares.

“Leaving it all to us.” We find that our judgment is relied upon more and more by watch purchasers. People come to us with general ideas as to what they want. They wish to avoid mistakes, and they are often glad to have us shoulder the entire burden. Many times we save dollars for such people. We certainly do our best, and such operations, as a rule, reflect favorably upon both parties.

If any doubts disturb you, tell them to us.

Boys' watches. In equipping our watch stock, we have n't forgotten to provide for the wants of our boy customers.

The best product of several reliable manufacturers enables us to present a line of fairly good timekeepers from ———.

Want gold? You can find it here. We are just now showing a beautiful line of gold rings, plain, fancy, engraved, and with all kinds of settings, at prices far below those usually named for rings of like value. We invite you to be the judge — to compare our rings with those of other houses, and convince yourself.



THE JEWELRY BOOK.

"As good as new." Where material and quality allow, repairs are handed back equal to new, often stronger. No "cheap" work ever, but moderately, rightly priced. No delayed work, but the prompt kind, ready the very minute promised. Space lets but two price instances creep in :—

Factory work. That 's the kind we do. "Just as good as ever" is the condition in which a watch or clock leaves our hands. We value our reputation too highly to let it get out in any other condition.

"Who first beholds the light of day,
In spring's sweet flowery month of May,
And wears an emerald all her life,
Shall be a loved and happy wife."

There are no doubt many "loved and happy wives," who first beheld the light of day in spring's flowery month of May, who never wore an emerald. They no doubt prefer other precious gems, such as diamonds, garnets, pearls, or opals. Does n't matter. If you want a ring with any special stone, we can suit you. Our stock is complete.

In repairing jewelry there is a "knack" of doing it well, and making it look as good as new. We have that "knack." Our repair department is in charge of skilled workmen, and is equipped with the latest machinery.



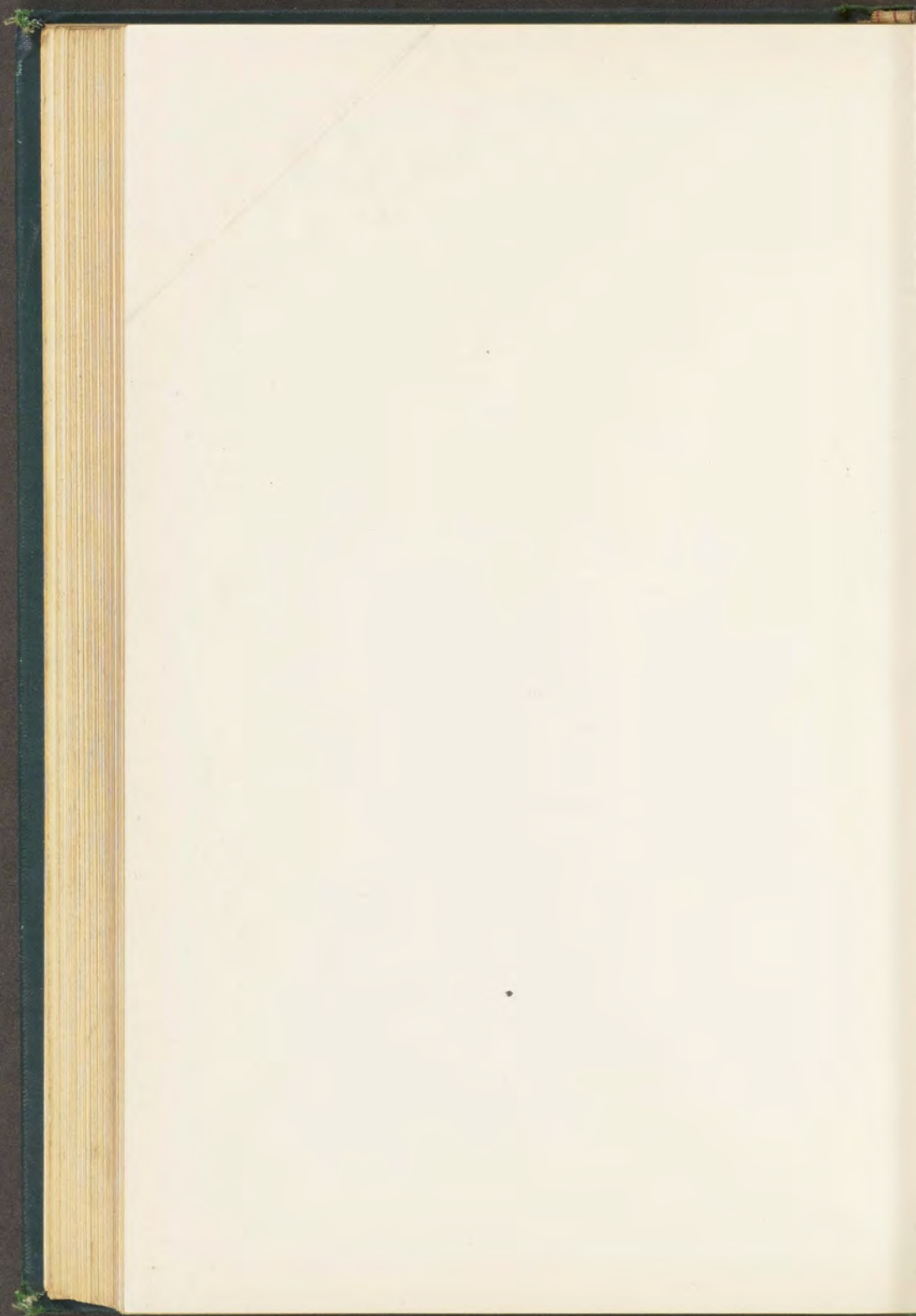
THE JEWELRY BOOK.

Watch repairing is our business, and we give careful, painstaking attention to it. We give special attention to the repairing of fine watches—the kind of watches that need extra careful adjustment. We try to have our work give such satisfaction as will win the confidence of all who leave their watch repairing in our hands.

Fine watches. The repairing and cleaning of such, is a branch of our business to which we always pay the most careful attention. Somebody may repair a watch to the best of his ability, and the article may soon be as troublesome as before. That 's the difference between expert work and ordinary work. We take particular pride in repairing timepieces that require extraordinary care, though we never slight anybody's work. In every case we guarantee satisfaction at moderate prices.

There 's a screw loose, perhaps, in that clock of yours, or the watch that kept such good time has become a little erratic in its movements.

Don't put them on the retired list for these reasons. We have a repairing department where even the most debilitated watches and clocks are restored to life and beauty, and regular habits. All orders are promptly attended to, and charges are reasonably low. We guarantee all work.



THE JEWELRY BOOK.

"Tick, tock" goes your clock day after day, but can't go on doing so if it is not cleaned and regulated. Like the human system, it needs toning up. I have every facility for doing this work well and promptly, and guarantee to give perfect satisfaction.

Watch confidence makes traveling a pleasure, when correct time is always a necessity. Yours may be a capable time-keeper, but by incompetent repairing you have lost faith in it. We charge you nothing for examination.

Let us be your watchman. We want you to feel that when you leave your watch with us for repairs, the work will be done to the best of our ability and in a competent manner. It is our ambition to add to the reputation we think we have, in a small measure, already established, of doing honest, thorough watch repairing.

Our hospital. Our repairing department is a hospital for the treatment of disabled watches, clocks, jewelry, spectacles, and silverware.

We think that we give you the best sort of work; that is, the sort that is done right the first time, the sort that some one else does not have to work on after we have left it, the sort that not only saves trouble, but really saves money for you in the end.



THE JEWELRY BOOK.

Our experience is at your service. A jeweler who has spent years of a busy life in giving special attention to repairing of watches, clocks, jewelry, etc., must possess skill as well as merit. To what extent, we ask you to judge by bringing your repairing to this store.

“Cheap” watch repairing is not the kind we do.

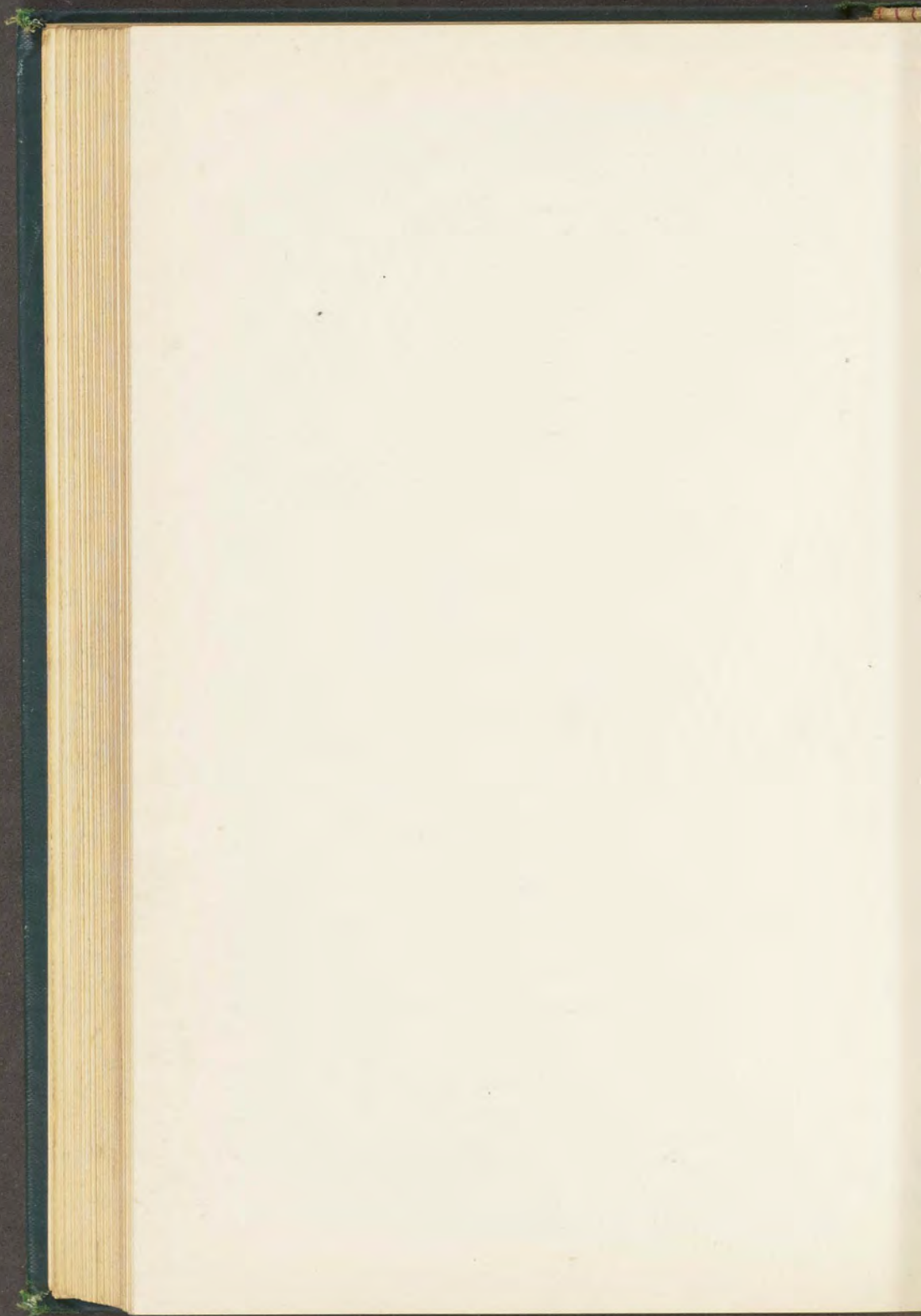
A good watch may easily be injured by slipshod work. Our workmanship is strictly first-class.

Our charges are as reasonable as good work can be done for.

Good watchmakers do not do cheap work — their consciences will not permit them to — they do not have to.

It is the second or third-class mechanic that virtually admits his work is such, by offering to repair watches at prices that are ridiculous, to those who understand the skill, and time, and painstaking that really fine work demands.

Your watch may be one of the expensive kind — a complicated chronograph or repeater, or both combined, and you are quite right to be very careful into whose hands you entrust such a delicate mechanism. We have had many years' experience on the best class of work, and can give you entire satisfaction on the most complicated watches. We know our business thoroughly, and do all our work in the best manner.



THE JEWELRY BOOK.

Like new. We make a specialty of fine repairing watches, jewelry, clocks, and delicate little ornaments are carefully, skilfully, and neatly repaired, cleaned, and made to look, and be, like new. For such work our charges are moderate.

Relying on some watches is to lean on a broken reed. Any watch that ever has been, or is, capable of keeping regular and correct time, can be made to do so in our repair department. We guarantee skilful handling and moderate charges.

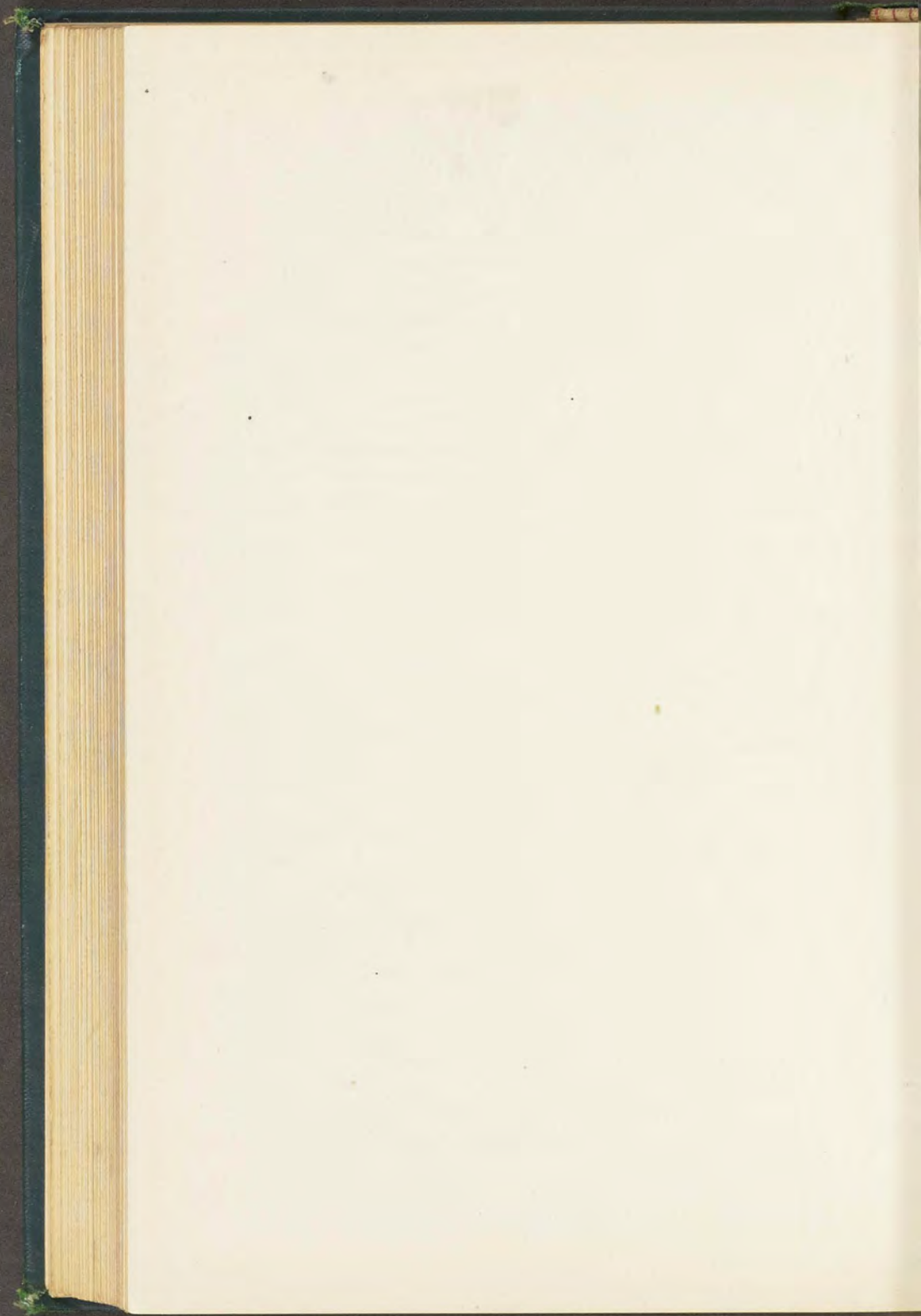
Did it ever occur to you that a watch which does not run is better than a poor one which does run?

A watch that does n't run is right twice a day, while a cheap watch that runs is never right.

If you want a watch that is always right, buy one of us.

Watch opportunities. We want to sell you a watch. We can please you and save you money. There's a feeling of certainty in buying a watch of us. You know that you have what you paid for, and paid for no more than you have,—that the watch will do just what we say it will do.

A fine watch cost three times as much twenty years ago as it does now. Machinery has reduced the expense of making. We have some very fine solid gold watches of the best makes, for low prices. Delighted to show them to you and talk watch.



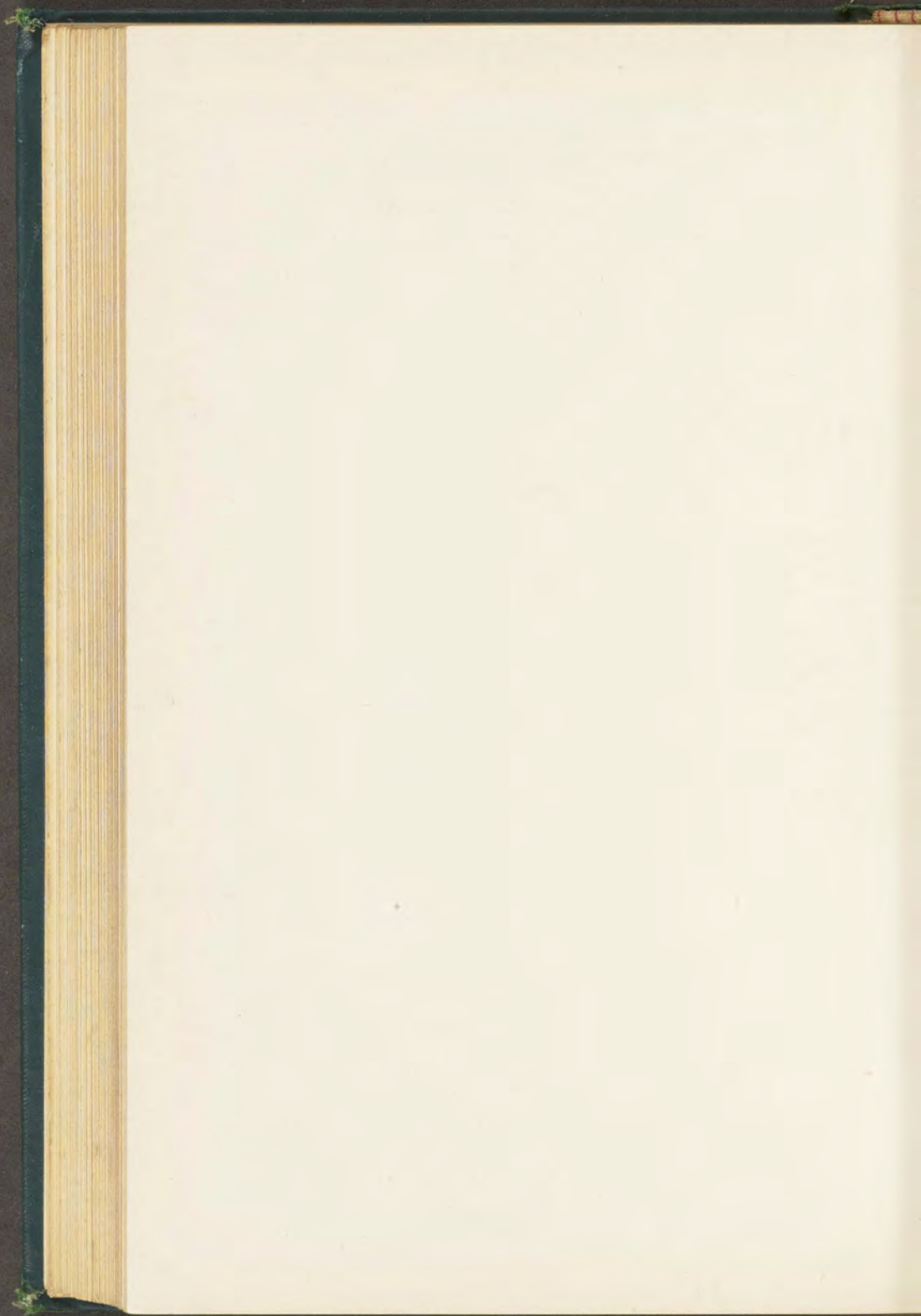
THE JEWELRY BOOK.

A good watch that keeps correct time, and does not need repairing, is a treasure to the man of affairs that he values highly. We have a magnificent stock of fine watches, in hunting and open faces, for men, with horse-timers, split-seconds, of the finest makes in the world, and in rich and handsome cases.

In the days of old, when knights were bold,
And barons held their sway,
Folks loved the silver and the gold,
Just as they do to-day.

In all ages silver and gold have swayed the world. Jewelry holds a subtle fascination for everybody. We have all kinds you will admire, at prices you will regard with favor. Come in and see the handiwork of the best gold and silversmiths in the land. Jewelry is something you should buy of one in whom you not only have confidence, but who has the necessary knowledge to tell good from bad. Years' experience gives us that knowledge.

Close your eyes to quality, and the world is full of cheap things. But with your eyes open the real good things are few and far between. When we buy our goods, we look sharp for quality and workmanship. If they are right, we see about the price; if not, 10 cents on a dollar won't tempt us to buy, for we have a reputation at stake. If you buy jewelry here, it's right; no matter how little you pay for it, it's right.



THE JEWELRY BOOK.

The Masons, and all other societies, will find at our establishment a complete assortment of emblem pins and charms. We are also fully prepared to manufacture any special design that may be desired, while the prices will be as reasonable as the guaranteed quality of the wares will permit.

This end up with care.

This applies to the care of clocks.

They must be protected.

Here's a protector — a solid oak or walnut case, perfect joints, close-fitting doors, dust-proof, an eight-day clock with alarm and half-hour strike.

Built for business. An ornament to any room.

A good timepiece is worth having. Our watches and clocks are good; just the kind to suit your taste and purse. Jewelry always looks well if it is neat in style. That's the kind we sell. Come and look at a choice line of rings.

We're watch doctors, and make it our business to straighten out all the little troubles and get the sick watch on its regular diet again. Because you don't understand all the details of a watch is no excuse for us to charge exorbitant prices for repairing. We charge what it is worth, no more. If your watch is dyspeptic, bring it in.



THE JEWELRY BOOK.

It matters not whether 't is your best girl or second best girl, your pride should suggest a good ring. She will appreciate it, and you will feel better about it. If you 've got the girl, we have the rings. "Nuf sed."

Come and find fault, if you can. That 's what we want you to do if you ever buy anything at our establishment that does not give you perfect satisfaction—that you do not find just as we represented. Come in and tell us—we 'll thank you for the chance to make it right.

Once a year. A watch should be cleaned and oiled at least once a year if you want it to keep good time. The more delicate the machinery, the more easily it wears. If yours has not been running correctly, we will examine it for you free of charge. Our price for cleaning and regulating, with a yearly guarantee, is only—

Get up! Get up! That 's what our alarm clocks will say to you, and you must be deaf if you are not waked up by the noise they will make. We have just received another case of the popular nickel alarm clocks, the best that can be had for the price. If you want a more ornamental clock, we can show you a large variety in plain or fancy wood, iron, bronze, onyx, etc., with or without calendar—in fact almost anything in the clock line.



THE JEWELRY BOOK.

In the spring—the rough, unevenly tempered mainspring—lies the trouble in many of the cheap clocks. The springs in all my clocks are evenly tempered and highly polished, and I know how to take care of a clock after I sell it.

The pearly gates may never stand ajar for the man who tries to palm off paste for pearls, or rhinestones for diamonds—and they ought n't. He can buy gems cheap enough if he trades at ———.

Just the thing. The ————— a handsome, inexpensive, but yet reliable little watch for ladies. A novelty that has become, in the short time since its introduction, immensely popular, because it is exactly what it pretends to be.

Silver sayings. Good ones, too—good sayings, good savings, good silver. We have everything silver from the daintiest trinket to the most expensive article. Here are a few silver pointers :—

A princess married a prince in the ancient city of Venice some 900 years ago. For the wedding breakfast she provided herself with a silver spoon. This set the fashion. One spoon was enough to start with. Now, if a woman has n't two or three dozen, she is n't in it. We are sole agent for the celebrated — goods—the best in the world.



THE JEWELRY BOOK.

Record of Advertising Contracts.

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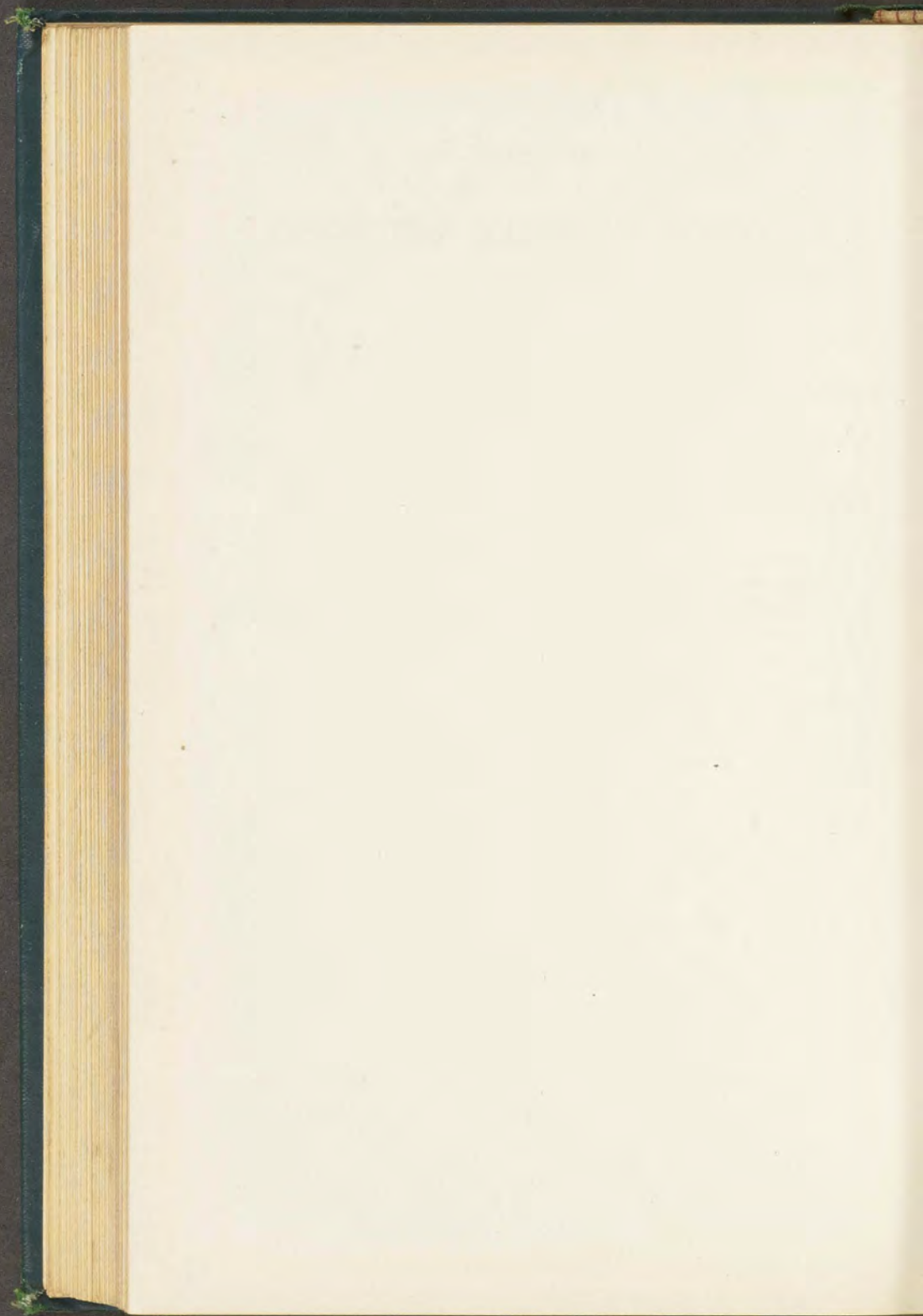
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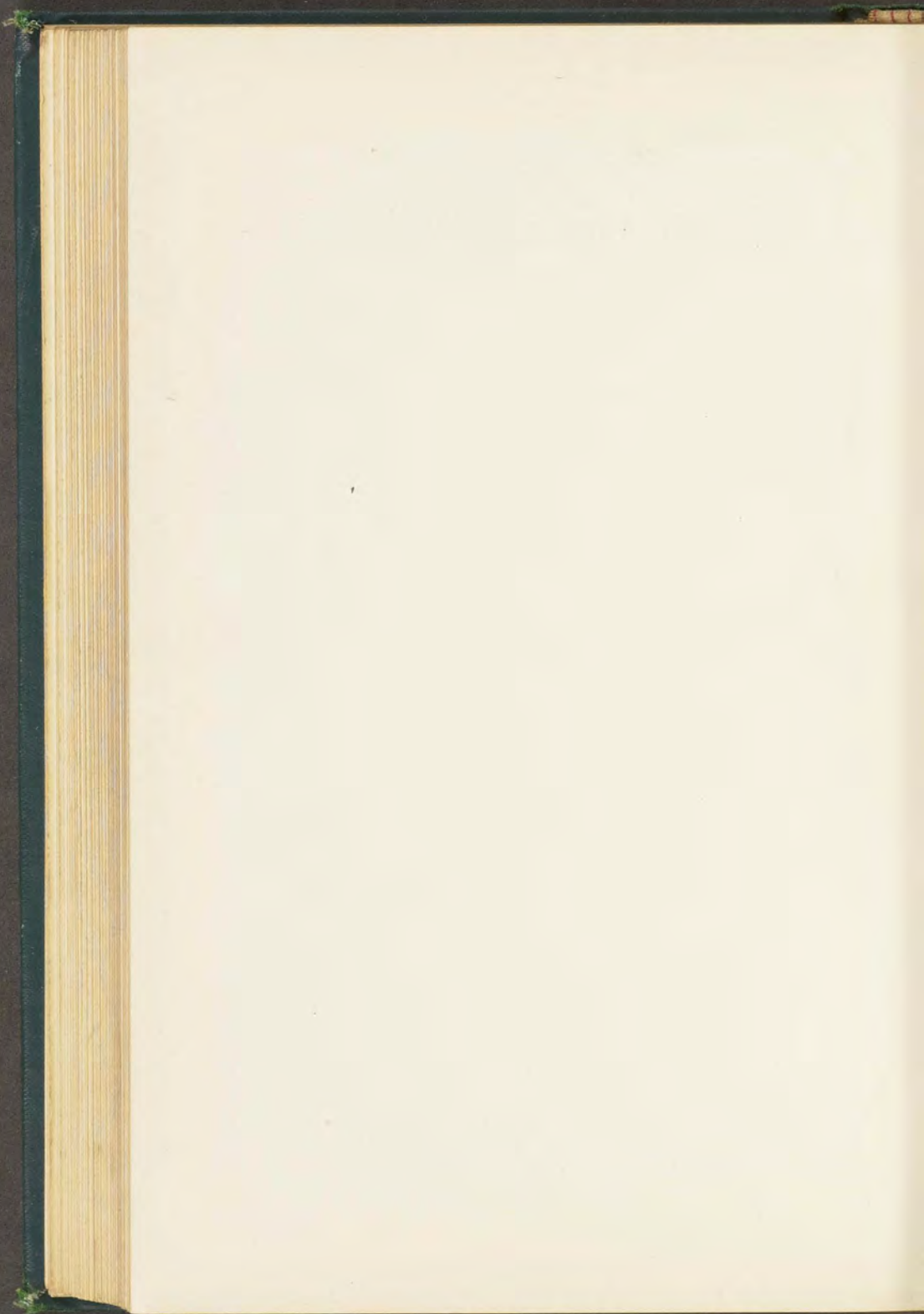
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THE JEWELRY BOOK.

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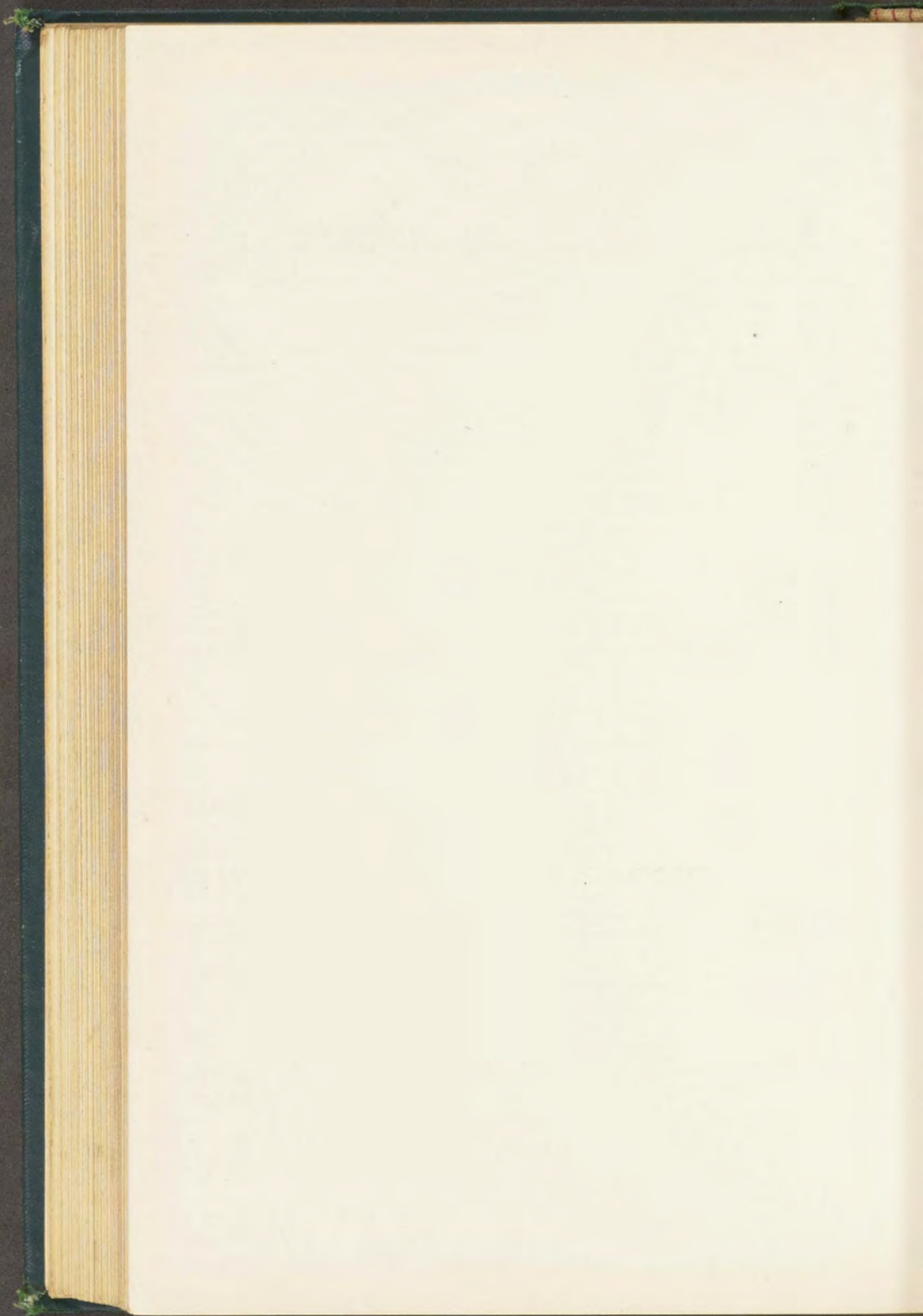
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Remarks :



Daily Sales and Advertising Record

A concise record of your daily sales and the daily cost of your advertising will be found invaluable. For this purpose the following twelve pages have been arranged. Very little time will be required to keep this record, the form being the simplest possible.

After you have kept it carefully for a few months, you will find that it will indicate with a good deal of certainty just what your advertising is doing for you.

The longer you keep it, the more interesting and valuable it will become, and the more incentive there will be to make each month's business exceed that of the preceding month, or that of the corresponding month of the preceding year.

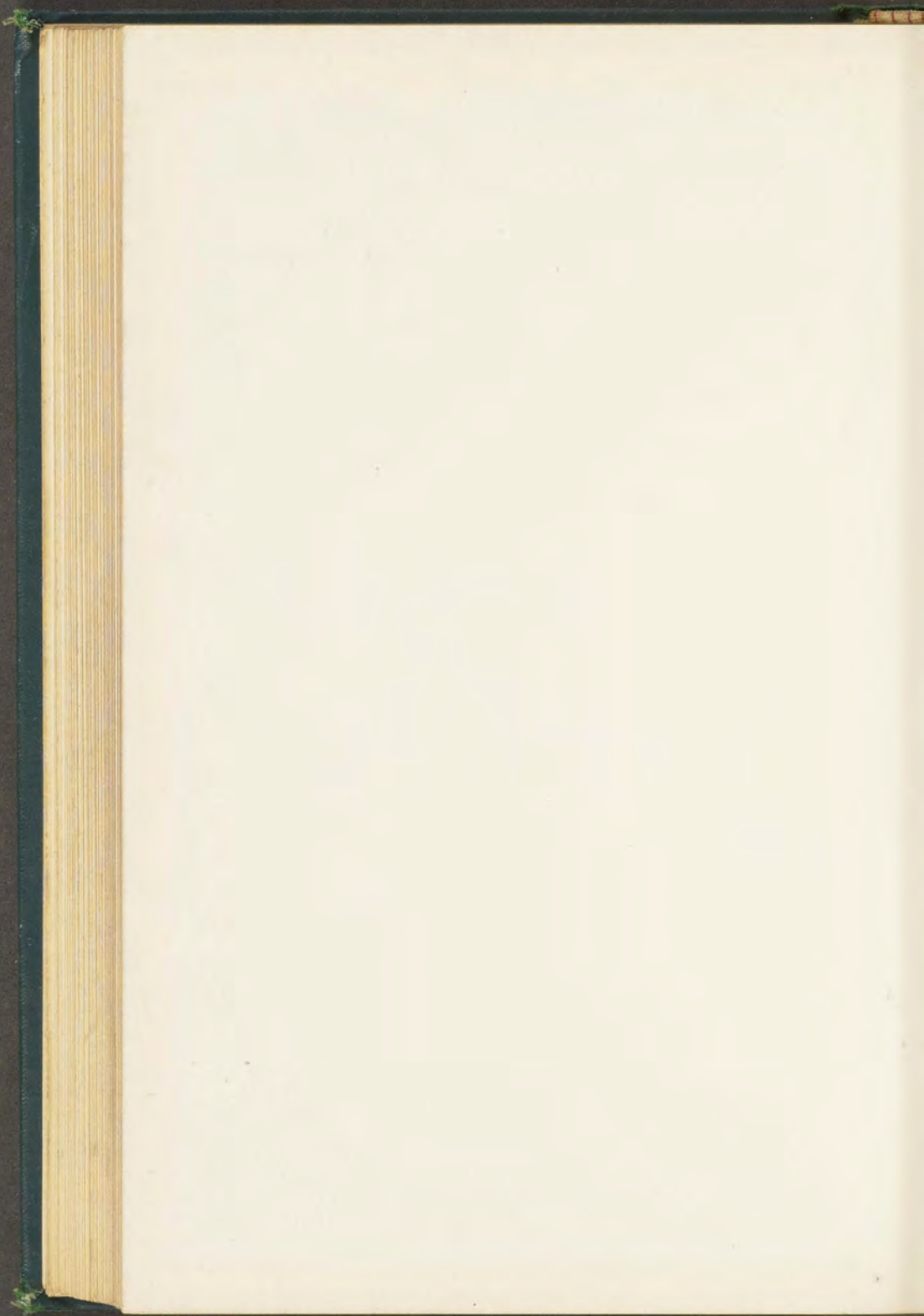
Try it. Commence with yesterday's sales—not with to-morrow's.



LAST YEAR - JANUARY - THIS YEAR

	SALES	ADVERTISING	SALES	ADVERTISING
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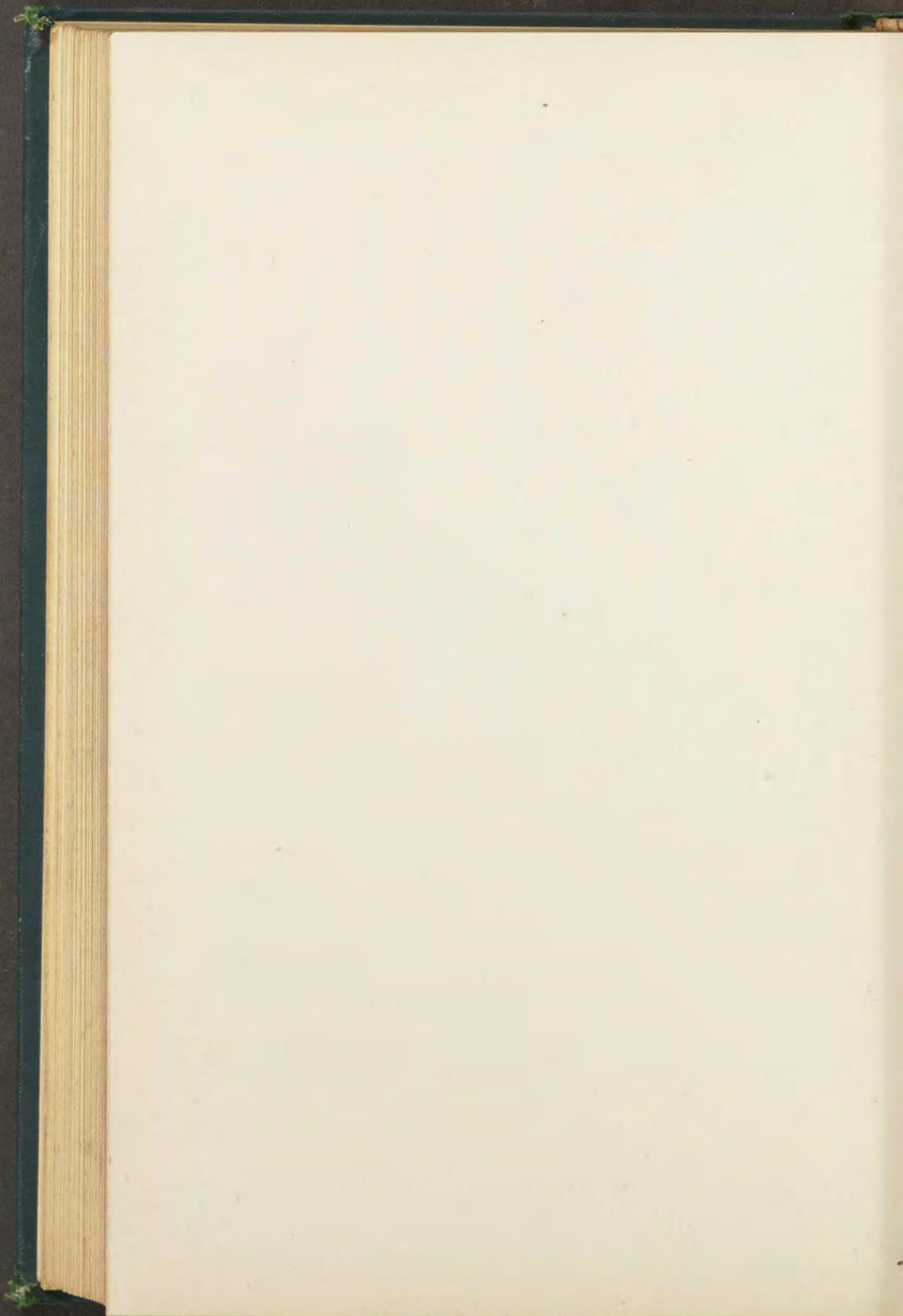
INCREASE (Advertising), \$ DECREASE (Advertising), \$
 INCREASE (Sales), \$ DECREASE (Sales), \$



LAST YEAR - FEBRUARY - THIS YEAR

	SALES	ADVERTISING	SALES	ADVERTISING
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INCREASE (Advertising), \$ DECREASE (Advertising), \$
 INCREASE (Sales), \$ DECREASE (Sales), \$



LAST YEAR - MARCH - THIS YEAR

	SALES	ADVERTISING	SALES	ADVERTISING
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Total,				

INCREASE (Advertising), \$ DECREASE (Advertising), \$
 INCREASE (Sales), \$ DECREASE (Sales), \$



LAST YEAR - *A P R I L* - THIS YEAR

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INCREASE (Advertising), \$ DECREASE (Advertising), \$
 INCREASE (Sales), \$ DECREASE (Sales), \$



LAST YEAR - M A Y - THIS YEAR

	SALES	ADVERTISING	SALES	ADVERTISING
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Total.				

INCREASE (Advertising), \$ DECREASE (Advertising), \$
 INCREASE (Sales), \$ DECREASE (Sales), \$



LAST YEAR - J U N E - THIS YEAR

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LAST YEAR - J U L Y - THIS YEAR

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INCREASE (Sales), \$ DECREASE (Sales), \$



LAST YEAR - AUGUST - THIS YEAR

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INCREASE (Advertising), \$ DECREASE (Advertising), \$
 INCREASE (Sales), \$ DECREASE (Sales), \$



LAST YEAR — SEPTEMBER — THIS YEAR

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INCREASE (Advertising), \$ DECREASE (Advertising), \$
 INCREASE (Sales), \$ DECREASE (Sales), \$



LAST YEAR - OCTOBER - THIS YEAR

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INCREASE (Advertising), \$ DECREASE (Advertising), \$
 INCREASE (Sales), \$ DECREASE (Sales), \$



LAST YEAR **NOVEMBER** THIS YEAR

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INCREASE (Advertising), \$ DECREASE (Advertising), \$

INCREASE (Sales), \$ DECREASE (Sales), \$



LAST YEAR ~~DECEMBER~~ THIS YEAR

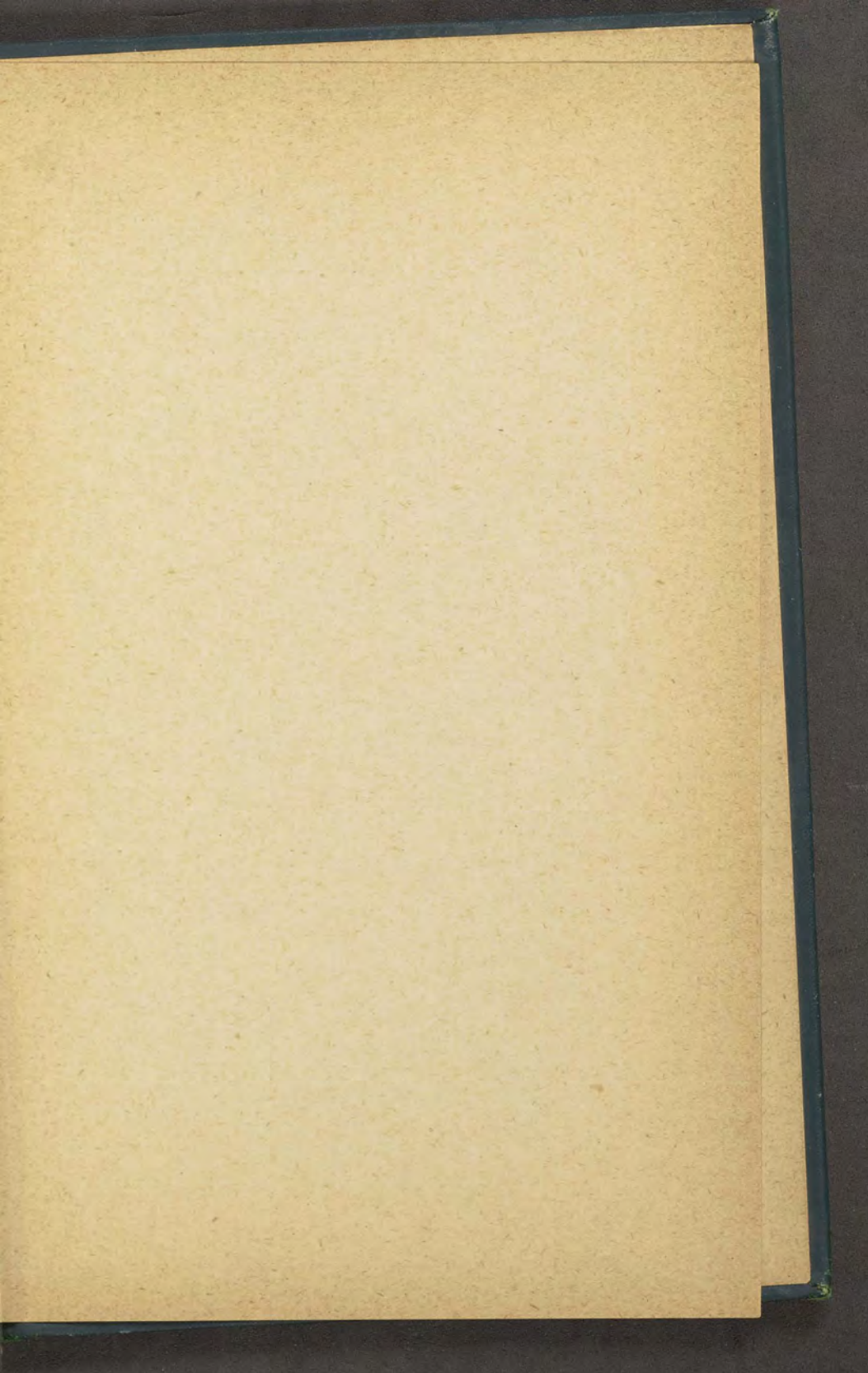
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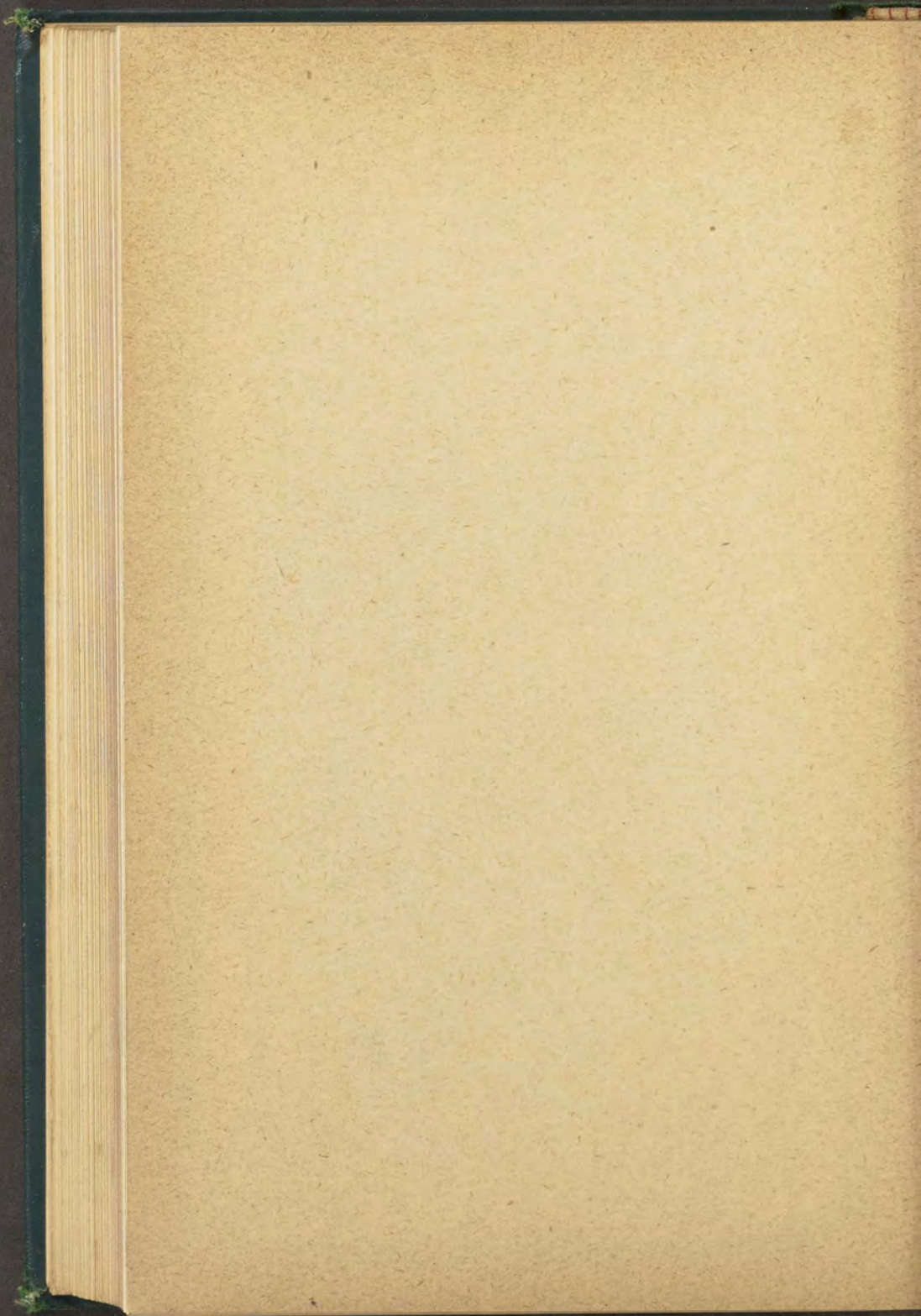
INCREASE (Advertising), \$ DECREASE (Advertising), \$
 INCREASE (Sales), \$ DECREASE (Sales), \$

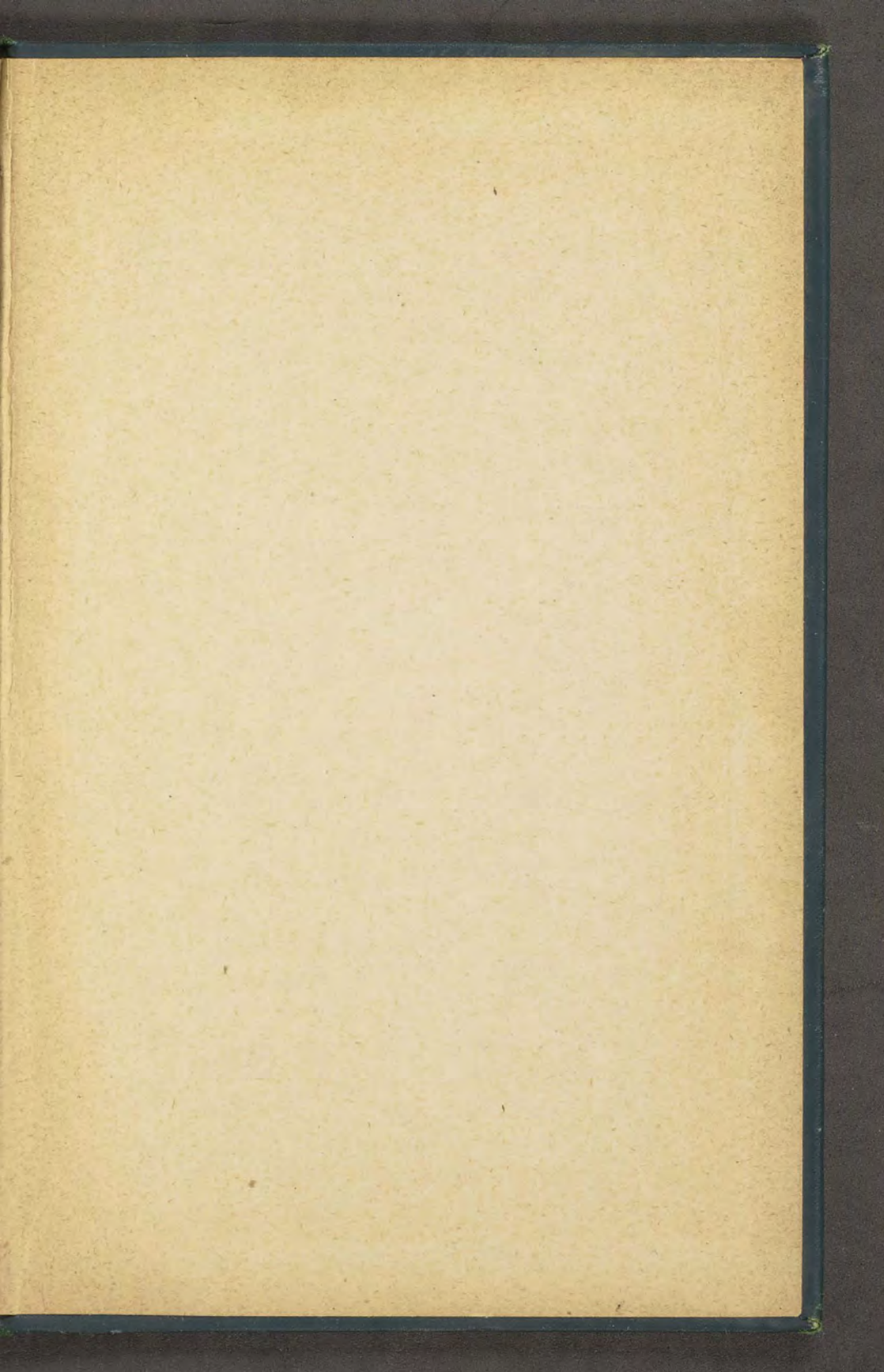












THE JEWELRY BOOK

By CHARLES AUSTIN BATES.