



EDWIN F. TAUSIG



1867



JACOB TAUSIG, Founder



1917



HERMAN L. TAUSIG

Fifty Years of Successful Endeavor

The store of Jacob Tausig's Sons has arrived at the 50th milestone in its career.

A half century of successful merchandising is a noteworthy achievement on the part of any business.

Particularly is this true of a jewelry business, where confidence in the unimpeachable quality of the article purchased is the great essential.

For fifty years the policy of this business has conformed to the highest ideals and principles.

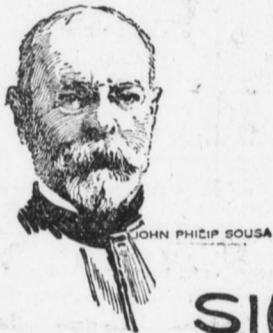
For fifty years it has been loyal to every confidence reposed in it.

And to this must be credited chiefly the enviable growth that the business has enjoyed — without it, we could not have succeeded.

To conscientious manufacturers whose products have enabled us to maintain that policy a word of credit should be given.

Grouped upon this page are the announcements of some of those whose wares we have been proud to sell in this store — proud to stand back of — proud to have shoulder to shoulder with us in moulding a jewelry business that has enjoyed the confidence of thousands of people in Central Pennsylvania for years.

To our legion of friends who have contributed to our successes by their loyal patronage, we pledge upon the threshold of our fifty-first year, a continuation of those ideals and principles which have characterized this business in the past.



One of the Many
Famous Men
of
America
who
Wear

**SIMMONS
CHAINS**

Think of "New Haven" When You Think of a Clock---

And you will think wisely. This oldest and largest clock factory of the world has been making clocks of exceptional merit for a full century.

At the Tausig store you will find New Haven clocks of all kinds—from the wee little fellow for the desk or bureau to the big daddy for the wall.

"The Automatic"—\$3.50—is the greatest alarm clock made to-day. See it.

New Haven Clock Company
New Haven, Connecticut.

A Diamond Message of interest and importance

For years the Tausig store has enjoyed the reputation of being THE diamond store of Harrisburg.

This is as it should be—for nowhere in Harrisburg will be found such an extensive stock of these precious stones as are carried here at all times.

The purchase of a diamond is an event of importance to the purchaser. Ofttimes it involves a considerable expenditure, and unless he be skilled in judging stones, the buyer places himself in the hands of the store from which he buys.

It is a matter of importance, therefore, that the diamond purchaser know the store with which he deals.

The Tausig store policy safeguards the buyer of diamonds long after the transaction has been consummated. Every stone is represented to be just what it is, and when sold is accompanied by an unrestricted money-back guarantee of absolute and permanent satisfaction.

The present stock of diamonds is unusually large—and what is particularly interesting is that they were bought before the recent price advance, the advantage of which we will give to you.

Unmounted stones possessing rare beauty and excellence, which will be mounted as desired, are shown in all weights at a price range of \$5 to \$500.

In diamond mounted jewelry there is almost unlimited variety in assortment and prices, ranging from the conservative to the elaborate.

Rings . . . \$5 to \$800 Brooches . . . \$5 to \$500 Cuff Links . . \$5 to \$35
Lavallieres . . \$5 to \$500 Scarf Pins . . \$4 to \$400 Earrings . . \$7.50 to \$625

OUR FIFTIETH ANNIVERSARY

THE
AMERICA
PATTERN
IN
STERLING

does not mark, with us so much the end of a great period, as it does the beginning of another even greater.

SERVICE

Will always be our WATCHWORD

Call and examine the new "America" patterns in Sterling silver.

Get a copy of the new song, "AMERICA THE BEAUTIFUL"



WALTHAM

The World's Watch Over Time
Exquisite beauty of design, refined thinness, perfect accuracy of time keeping acknowledged without a peer by the railroads of five continents! Such is a Waltham. Can you hesitate in choosing a time-piece to give you a life time's faithful service? Select a Waltham.

WALTHAM WATCH COMPANY,
WALTHAM, MASS.
Manufacturers of the Waltham Speedometer and Automobile Clocks

STURDY CHAINS

There are but a few houses who can say that they have been in business fifty years. Those who can are proud of it. It means something. For one thing, no man could have remained in business fifty years—and have his business grow—if his products were without merit.

Sturdy Chains have been manufactured and sold to reliable jewelers for over fifty years. Right from the start we made good chains—chains of unquestionable quality.

Sturdy Chains made good, so good that dealers everywhere insist upon selling chains bearing the Sturdy mark.

J. F. Sturdy's Sons Co.
MAKERS OF
The famous Sturdy chains and bracelets

Umbrellas of Excellence

In the buying of umbrellas, as in the purchase of jewelry, we are careful to select only such lines as will typify the utmost in quality and service.

For years the Bogen, Berman & Fox line of umbrellas has sustained the reputation of this store for honest merchandise.

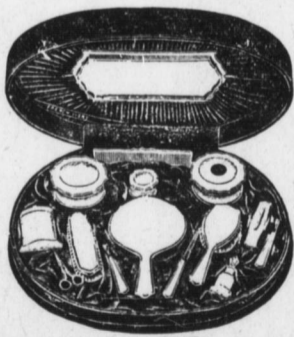
We recommend them—and show them in a variety of styles for men and women at a price range to meet every requirement of the purse.

The Mark of Good Quality

The A. & Z. Chain Company's products have earned by their quality a permanent place in the stock of the Tausig Store.

GOLD FILLED
WATCH CHAINS, NECK CHAINS, FOBS,
CHATELAINE PINS, BRACELET
WATCH HOLDERS, ETC.

await your selection here in a pleasing variety of styles at sensible prices.



Toilet Sets of Individuality
Unusual beauty and value distinguished the toilet sets made by S. Langsdorf & Co. The French Ivory Toilet and Manicure Set illustrated, consisting of 16 pieces, in neat cases \$40.00
One of many sets of all sizes to be found at the Tausig Store.

Open Evenings Until Christmas

JACOB TAUSIG'S SONS

Diamond Merchants and Jewelers

420 Market Street
Harrisburg, Pa.

THE GUSTAVE FOX COMPANY
THE COUNTRY'S LARGEST PRODUCERS OF STANDARD EMBLEM JEWELRY

EMBLEMS

INSIST UPON BEING SUPPLIED WITH FOX EMBLEMS—"THE BEST"



A FULL LINE OF THE GUSTAVE FOX CO.'S EMBLEMS CARRIED BY

JACOB TAUSIG'S SONS
DIAMOND MERCHANTS
HARRISBURG, PENNA.



Every Woman Desires a Necklace

LA TAUSCA
PEARLS

Most appropriate gift. Reproductions of genuine pearls, ranging in price from \$3.50 to \$50.00 each.

Necklaces mounted with clasps from gold spring rings to fine platinum diamond.

Fully Guaranteed

Our Seventieth Anniversary

Ever since 1847—seventy years ago—the majority of purchasers of silver plate have selected



1847—Seventy Year Plate—1917

1847 ROGERS BROS.
SILVERWARE

The test of seventy years has proved that this ware will give satisfaction and has made possible the makers' unqualified guarantee.
International Silver Co., Meriden, Conn.
Successor to Meriden Britannia Co.