George Washington Medal Made for the United States Government by the French Mint in the Time of Louis XVI

(See Text on Page 69)
CINDERELLA ANNOUNCEMENT

Once again the Gorham Master Craftsmen have created an original design in Sterling. CINDERELLA, their newest pattern of compelling beauty, may now be seen at your jeweler's.

GORHAM
PROVIDENCE NEW YORK
AMERICA'S LEADING SILVERSMITHS FOR OVER 96 YEARS

THE GORHAM COMPANY

T HIS striking full page advertisement will appear in the October issues of the following important magazines: a total circulation of over thirteen million.

Arts and Decoration Life Time House and Garden World Traveler
Country Life Town and Country Vanity Fair Good Housekeeping
House Beautiful Vogue Asia International Studio

and in the Rotogravure sections of 40 leading newspapers

SATURDAY EVENING POST (October 17)
Dies for Old American Medals to Commemorate War of Independence Recently Discovered at the Paris Mint

A cable dispatch sent to some of the American newspapers recently from Paris stated that an important discovery was made during a tour of inspection of the French mint by the French Finance Minister Caillaux, who accidentally came across a series of dies struck from these 18th-century dies which are still in perfect condition. These reproductions of the medals it is said will probably be supplied to American museums.

The Towle Mfg. Co., Newburyport, Mass., is planning to construct an addition to its plant on Merrimac St. Plans have already been drawn and bids will soon be sought on this new addition which will be erected on the westerly end of the present building. The main Merrimac building will be extended 14 feet to the west and from the main building toward the river the addition will run 100 feet, with a width of 27 feet. The structure will be three stories high. The addition will be of the most modern construction of brick, steel and glass. The lower floor will be used for manufacturing, the second for the office force and display room, and the third for a stock room.
THE lack of trained men in the artistic and more especially in the jewelry trade has making itself felt very severely here since the Great War. The chief cause of this is that practically no apprentices were trained during a period that was actually longer than the war itself, as in the other countries of Europe, the complete even now. The war, however, only brought to a head conditions that had long been existent, and that only required some years next year's model. The custom from a trade and artistic point of view, to do this.

The French Revolution of 1789 abolished the Guilds with all their privileges, their power of keeping trained men out of any profession and hit it is the trade union and syndicate that has substituted itself for the Guild. Now the trades union, evidently the natural reply of the workman to the joint-stock company, thinks nothing of art or artistic perfection. It is merely there to guard the rights of the worker, not to hinder him more efficient, for unfortunately the ends of the trades union cannot grasp the elemental fact that money must be turned before it can be distributed. It only sees the greedy masters absorbing all the profits and never considers where these profits come from. When businesses were managed by a single man, with a certain number of assistants and apprentices, things were much easier as everyone concerned had a knowledge of the business, was aware of the losses and disappointments as well as the quick sales and big profits. Now, with the rapidity of the modern world falling into the hands of giant concerns, with branch establishments in all the big capitals of Europe, with shops that open for the season at the bait of the season, all these things are very different. Larger profits are of course to be expected, but only last longer as the old designers, the old jewelers last, as one after another they die off, there is no one equally capable to replace them, in many shops.

"We can't take apprentices," said an old designer to me recently, "Look what it entails! We must pay them salaries, they must work just so many hours, and all kinds of obligations must be kept to. We have inspectors in and out, and although everything is as it should be, it may not please the inspector, some trifling regulation may not be observed. It is cheaper to shut down and deal in articles that can be purchased from a factory. It is a pity for the trade, yes, I was one of foremost designers, and could train up young men, but to take my place, to keep up the reputation of Paris as a centre of world art, but all this hampers me too much, then I am war-weary like a great many other people, who although too old to fight felt all the depressing and disastrous consequences of war."

This type of man is found in all the branches of the trade. It is quite easy to understand that he cannot be bothered, but there is the future to think of, and the Government has long been studying the question. Although there are not enough Frenchmen to do the work of the country and boys still earn good money at unskilled trades, it is felt that they must be induced to do something that has a future and something that will be for the good of the country and for the individual as well.

The French government after due consideration has decided to go in for forming apprenticeships, systematically to offer special advantages to promising cases and generally to undertake the role performed automatically by the ancient guilds, and generally enforce the already existing laws on apprenticeship, to take advantage of the facilities already allocated to it, by the law, and for this reason is putting a tax of a quarter per cent on the salaries of all workers in a certain trade and devoting the proceeds to the training of apprentices. Classes of instruction in the technicalities of the particular trade are being instituted, for apprentices and scholarships are being awarded to suitable pupils. All this is being done, without interfering with already existing schools and with the greatest care to prevent overlapping of any kind. While every encouragement is being given to the young apprentice to the jewelry or other trade, the other man is not being forgotten. As the Latin temperament responds rather to emulation than to money, competitions for the best for the most capable man will be awarded to the best worker. Exhibitions of excellent work are being opened, and by this means enter on a new career, as well as a large one is being encouraged and recom- 

More important than all, the French press is being asked to help with the work of preserving the worker for the country. Next Winter lists of the names of the best workmen in France will be published in the local press, in various parts of the country. Juries composed of really capable men will be appointed to judge artistic effort and as a result, it is probable that a great impulse will be given to decorative art.

L. R.

Butter Dishes of Silver and Sheffield Plate

WHO would have supposed the above-mentioned containers had such an ancient origin as W. A. Young, in "The Silver and Sheffield Plate Collectors" (Hodg, Mead & Co.), assigns to them in the following short story of the ware:

"The butter dish is an older piece than collectors are wont to think. The earliest recorded example mentioned in the Oxford Dictionary is a 'butter cuppe of silver' from the will of one W. E. Grantham, who died in 1512. There are references to butter in English literature and in other places from Saxton times down, and evidence that when the common people went upon a journey they took their butter with them. The butter dishes which find their way into the market are all of comparatively late date, mere 18th-century work.

"There is not a considerable range of variety either in shape and style of decoration. Examples in old Sheffield plate have usually glass linings. A typical example, boat-shape in outline, was sold at the Bethel sale in 1910. No recent example in silver has appeared in any catalogue to which the author has had access."

Charles Hehner, retail jeweler at Boomville, Ind., and one of the oldest jewelers in the point of years in the business in southern Indiana, was in Evansville a few days ago on business. He is looking for a nice increase in business a little later on in the season, or when the large coal mines in Warrick county resume operations. Mr. Hehner says that the repair business has been especially good this year and that he has no room for complaint.
HEADQUARTERS
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Precious and Imitation Stones

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ALBERT LORSCH & CO.
Main Office
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NEW YORK

Branch Office
131 Washington Street
PROVIDENCE, R. I.

Bead Department, 20-26 W. 36th St., New York
Pacific Coast Representatives, LEE & KIERSKI, 704 Market St., San Francisco, Cal.
September 16, 1925

THE JEWELERS' CIRCULAR

73

The Examinations in Gemology Conducted by the National Association of Goldsmiths of England

The work done by the National Association of Goldsmiths of England in developing a knowledge of precious stones among the public, and particularly the examinations in gemology which are held under the auspices of this association, have often been commented on in this journal in the past. We are republishing herewith an article on the subject from the N. A. G. Journal of August, telling of these examinations, which reads:

AN IMPORTANT SCHEME

"A thorough knowledge of precious stones by which the real nature of any stone can be infallibly ascertained can be acquired by any member of the jewelry trade who is prepared to work at it. A small expense of the course of reading and instruction necessary to secure the diploma of construction necessary to secure the diploma ofGemology on the lines which have been successfully practiced for 15 years, and to send to the secretary of the association at Audreys House, Ely Place, London, E.C. 1, the names of intending students. Your cooperation in this matter is earnestly desired, that the trade may maintain its prestige and possess the scientific knowledge which, perhaps, was unnecessary a few years ago, but which today is of vital importance.

The Examinations in Gemology

The August number of the N. A. G. Journal also publishes the results of the examination held June 4 and 5, with the names of those who received the diplomas, of those that qualified and those that passed the preliminary examination. The questions asked on the examination were as follows:

PRELIMINARY EXAMINATION

JUNE, 1925. TIME 3½ HOURS.

Test Questions.

1. What is meant by "cleavage" and "hardness"?

2. Define the terms "asterism" and "chatoyancy.

3. What mineral species provide "star-stones" and "cat's eyes," respectively?

4. State the laws of reflection and refraction.

5. What is "refractive index," and how would you measure it?

6. What is the cause of "fire"?

7. What is "double refraction," and how may it be determined?

8. Describe the following mineral species so far as they are used in jewelry: Beryl, chrysoberyl, diamond, felspar, jade, opal, peridot, and topaz.

9. Define the term "orient" of pearl.

10. What is "blister" pearl?

11. How are pearls produced, and where are the principal pearl fisheries?

12. Calculate the value of a (a) parcel of stones, weighing 39.76 carats, at £3 12s. 6d. a carat.

13. A pearl necklace, comprising 91 pearls as under, at 2s. 6d. a pearl, what is the value of the necklace?

DIPLOMA EXAMINATION (1)

TIME 4 Hours

1. Define the terms "cleavage" and "parting," and distinguish between them.

2. What gem-stones are characterized by (a) easy cleavage, and (b) parting?

3. Define the hardness of a stone. What is Mohs's scale?

4. Give a list of gem-stones at least as hard as quartz.

5. State the laws of reflection and refraction. What is meant by "refractive index" and "double refraction?"

6. Describe carefully how the refractive properties of a cut stone may be measured.

7. Define the "orient" of pearl. What is "blister" pearl?

8. Describe carefully how pearls may be produced, and give a list of the principal pearl fisheries, stating what differences there may be in the characters of their respective products.

9. Give a list (without description) of the principal gem-stones found in Brazil, Burma, California, Ceylon and Madagascar.

10. Find the base price (to the nearest penny) of a bunch of pearls of the value of £1,000, of which the details are as follows:

<table>
<thead>
<tr>
<th>Pearls</th>
<th>Weight in carats</th>
</tr>
</thead>
<tbody>
<tr>
<td>36</td>
<td>48.10</td>
</tr>
<tr>
<td>90</td>
<td>81.00</td>
</tr>
<tr>
<td>100</td>
<td>11.00</td>
</tr>
<tr>
<td>242</td>
<td>200.36</td>
</tr>
</tbody>
</table>

DIPLOMA EXAMINATION (2)

TIME 4 Hours

1. Determine by hydrostatic weighing the specific gravity of the specimen A.

2. Measure the refractive indices and the amount of double refraction (if any) of the specimen B.

3. Identify the specimen C, stating clearly the characters relied upon.

4. Identify the mounted stones in the specimens D, in each case describing the form of cutting and setting, and estimating the weight.

Apparatus for Viewing the Pearl's Nuclear Substance

THE apparatus of B. Szilard for observation of matter inside of opaque substances is the subject of a publication (in French) written by M. Daniel Berthelot. This is one of several attempts to characterize pearls according to their interior so as to distinguish the natural from the nuclear pearl. It is described as a simple and economical method and renders interior vision of analogous matter such as bone, fibers, wood, leather, minerals, human beings, etc.

The principle of the method consists of observing the matter, Le Moniteur says, immersed in a liquid having an index of refraction suitably selected and very powerfully illuminated from beneath by means of a condensed light; the part played by the liquid is to avoid reflection from the surface; the rays no longer deviating are able to penetrate the object of the interior. The writer describes the apparatus and discloses the results obtained.

From the statement in Le Moniteur we are led to suppose this is the well-known microscope application of an oil immersion objective with stage condenser illumination adapted for the special purpose.

Orice Stoeckley, a jeweler at Washington Court Hall, O., has returned to that city, after an unusual trip to near Toronto, making the trip of over 500 miles by aeroplane to Aurora, C., on the same party. Paul Chase, stationed at Johnson Flying Field, Dayton, O., returning, the trip was made by train.
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Gem Rubies
Gem Emeralds
Star Sapphires
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Calibre Sapphires
Calibre Rubies
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INDIA
Bombay
Calcutta

Rangoon

When in London a visit to our London office and factory will be of interest to you.
**Paris, France, Sept. 4.—One of the most remarkable phenomena in post-war Europe is the multiplication of banks and exchange offices in every big capital and in all watering places and sea-side resorts. Besides the proper business of banking, another very profitable branch has been added. It is the strong-room facilities. People can hire safe-space in a bank for any period, even less than a month, at small cost, without undue trouble or having to undertake very special formalities. Here they can keep their jewelry when not in use and generally put away a box that peace of mind, as the thought of the possibilities of theft is enough to take away the whole pleasure of a stay by the seaside. Some banks, a Ostensibly or not, for instance, offer a compartment in a safe, gratis, for any period less than three months. The idea, of course, is to attract people to the bank for exchange and other purposes.

Meanwhile the newspapers are full of records of thefts in jewelry. Even allowing for cinema stars and dancers "on the advon" following their example, there is more than the average number of accidents of one kind and another in Paris just now. Madame Rosalba Savoini, the well known society leader in Cairo, lost a bracelet in the shape of a riviere of diamonds, worth 20,000 francs, in the center of Paris, a few days ago, while another Egyptian is offering a reward of 10,000 francs for the recovery of a solitaire ring, lost at Lyons. Many of these cases of loss are not recorded in the press as it is not always desirable for the general public to know how much money magnates of one kind and another have to spend on jewelry. No doubt the value put on lost jewels is frequently exaggerated, by the losers, anxious to seem richer than they really are, too. Any kind of control of their statements is very difficult.

Commercial travelers going up and down France with samples are having a difficult time. A man in this line lost his box of jewelry on the rack safely. One unfortunate Paris jeweler, with his place of business on the Boulevard Strasburg, a busy commercial part of old Paris, has been robbed three times in less than a year, each time in broad daylight. He and his wife now take lunch at an open air restaurant opposite their shop, during the usual lunch hour when shops in this district are mostly closed. In spite of this precaution, a Spaniard managed with the help of two accomplices to get two platinum rings valued at 10,000 francs out of the show window, by the very simple means of coxing the plate-glass window inwards and then slipping the rings towards him, by means of a bit of wire. The jeweler, on the watch, gave the alarm, however, the Spaniard was caught with the stolen goods on him, while his accomplices got away. This snatch-jewel class of crime is becoming more and more frequent.

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It is noticeable just now that both men and women taking dressing-bags with them in trains are choosing something smaller than usual in proportion to times. While some of these dressing-bags are fitted with gold or silver bottles and other utensils, it is not unusual to see bags unlined, but with elastic or leather loops for taking any bottles that may be required, the remainder of the fittings being left at home when not in use. The loops are so contrived that they lie flat when not in use, and thus it is not possible to see that the loop is empty. This makes the bag lighter, a very important consideration when, as often happens, sorters are not to be found. All the fittings, of course, are provided with the bag, and it is usual to have a monogram engraved on each article. Thus they are always easy to tell among other toilette sets, even should the pattern be the same, the monogram out-fittings for each bag is engraved differently.

Perhaps because of the risk of losing articles of jewelry and objects required for the toilette, perhaps only because every opportunity of marking individuality and personality is taken today, the rage for the monogram is noticeable everywhere. If possible three or four initials are affixed to handbags and umbrellas. On handkerchiefs several Christian names are written, handwriting being embossed, and wherever the habit of proclaiming identity is seen. Silver letters are affixed in all kinds of places, on dressing bags, on traveling bags, on hold-alls and in all kinds of places where one would not expect to find them. Scent bottles, with silver tops, have the initials engraved, interlaced. This certainly gives the personal touch and greatly enhances the value of a gift.

W. C. Buchta, David City, Nehr., has sold out to E. H. McIntosh.

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### Banks and Exchange Offices Offer Strong Boxes for Protection of Jewelry—Many Jewelry Robberies Reported—Vogue for Monograms Increasing

The Resurrected Trinket

**By GEORGE CECEL**

Up till the sultry month of August the sale of bangle and chain trinkets in France had dwindled considerably, and greatly to the consternation of the jewelers. At one time every woman rejoiced in at least a dozen; but, as mode having decreed that they should no longer be sported, Madame locked up the treasures, or gave them away to poor relations. Lately a Duchess (an American married to a Frenchman) was noticed wearing a long, slender chain of gold, from which depended a miniature collection of charms, and the next day a leading actress of the Comedie Francaise followed suit. An elderly Princess, famed for her taste, approved the departure, as also did a famous vedette of the music-hall stage.

Today Parisiens of all descriptions rejoice in golden pigs with emerald eyes, silver cats, enamel dogs, gun-metal Guinea-pigs, elephant’s hair (for luck) enclosed in a tiny glass casket; crystal bricks with images, and medals on which is engraved a touching inscription. Stocks, which the jewelers believed to be dead, now sell like the proverbial hot cakes. They hang from many a bangle.

The designers are kept busy, for Parisian women, like their sisters all over the world, have taken to wear them. It was the Venetian winner after a novelty. They quickly tire of the blue enamel monkey with topaz eyes, of the pink coral parrot, and the little dog in Irish hog oak. So every day new designs are offered for their inspection and at prices which make husbands (and others who pay the piper) shudder with dismay. Five hundred francs for a plain gold pencil-case an inch long, and which stubbornly refuses to write a single word, decidedly is the limit. Although Madame changes her trinkets frequently, the discarded ones are put to a good use. Sold to dealers in second-hand gawds, who offer a fair price for them, they quickly find another purchaser. Especially when labeled: "Made for a Duchess—since deceased." Aspirants for social recognition cannot refuse them.

### Exports of Domestic Watches and Parts During the Month of July

**Washington, D. C., Sept. 9.—Statistics of the domestic exports of watches from the United States, by countries, for the month of July, just released by the Department of Commerce, make a fairly satisfactory showing. They are as follows:**

<table>
<thead>
<tr>
<th>Countries</th>
<th>Complete Watches</th>
<th>Parts of Watches</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number</strong></td>
<td><strong>Value</strong></td>
<td><strong>Number</strong></td>
</tr>
<tr>
<td>America</td>
<td>$4,120</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>1,130</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td></td>
<td>18,413</td>
</tr>
<tr>
<td>Italy</td>
<td>158,050</td>
<td>52,148</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>2,797</td>
<td>14,206</td>
</tr>
<tr>
<td>Canada</td>
<td>2,755</td>
<td></td>
</tr>
<tr>
<td>British Honduras</td>
<td>261</td>
<td>1,464</td>
</tr>
<tr>
<td>Mexico</td>
<td>145</td>
<td>150</td>
</tr>
<tr>
<td>China</td>
<td>1,100</td>
<td>386</td>
</tr>
<tr>
<td>Philippines</td>
<td>22,464</td>
<td>2,756</td>
</tr>
<tr>
<td>Hungary</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td></td>
<td>1,598</td>
</tr>
<tr>
<td>France</td>
<td></td>
<td>170</td>
</tr>
<tr>
<td>New Zealand</td>
<td></td>
<td>86</td>
</tr>
<tr>
<td>British South Africa</td>
<td>2,142</td>
<td>989</td>
</tr>
<tr>
<td>Total</td>
<td>193,062</td>
<td>$70,266</td>
</tr>
</tbody>
</table>
Only your verra wealthiest townswomen can afford the pearls from the fisheries...

But every last one o' them can afford... and should have, by George... Orientas... Orientas... for her peace of mind and her adornment.

Being to her eye, identical... and to her pocketbook, Leniency purse-onified

Orienta Pearls
(along with the personal send-off you can afford to give them) will bring to every woman a gracious sense of well-being and well-looking that is balm to her spirit. May our catalog come to you?

Leys, Christie & Co
65 Nassau Street, New York
September 16, 1925

THE JEWELERS' CIRCULAR

Start Drive for $2,000,000 Fund

National Jewelers' Publicity Association Reorganizes Campaign for Subscriptions for Publicity Drive and Intensive Work Will Start at Once—Man Who "Boosted" Florist Trade Retained to Awaken American People to Necessity of Buying Jewelry—About $1,000,000 Expected by Jan. 1 When Great Advertising and Publicity Campaign Will Be Launched

A FOUR year $2,000,000 advertising and publicity program to teach the American people the way back to the jewelry store will start Jan. 1, 1926, according to an announcement made by F. J. Coffey, chairman of the executive committee of the National Jewelers' Publicity Association. He notified the jewelers of this project from the platform of the convention of the American National Retail Jewelers' Association at Richmond, Virginia, today.

Subscriptions for this campaign will be

a very favorable sentiment throughout the entire industry from coast to coast in favor of national publicity. Mr. Brotherly has addressed many State associations on competition and co-operative selling.

Mr. Millis in outlining the plan to be followed in covering the country in securing the subscriptions, told jewelers that their real competition does not come from other jewelers. Makers and sellers of other forms of merchandise are the real competitors—theaters, radio, phonographs, candy, perfumes, and other cosmetics, automobiles, flowers, even hardware fight for the jeweler's share of the American dollar. "All of the sellers of all other non-essential merchandise are your competitors."

"About 30 cents out of each dollar spent by the average American family is all that is left after food, clothes and furniture are purchased. This means that after paying for rent or for a home, the average American family must spend 70 cents out of each one dollar income for the bare necessities of life—food, clothing and furniture. These necessities they buy. The other things that make life more worth living, are sold to them. It is evident then no one can purchase everything that he wants unless he has unlimited means. If the woman spends all

that 30 per cent

of her extra money for perfume, cosmetics, amusement, travel, books or phonographs, how can she buy rings or jewels for herself, silverware or clocks for her home or bracelets to give to a friend? It is evident that each person buys the things that appeal to him most. That means they buy the things that are sold to them most. The

FRED MILLIS, WHO WILL ACT AS COUNSEL FOR THE MONEY RAISING CAMPAIGN

Mr. Millis was responsible for raising $1,500,000 for the "Say It With Flowers" advertising program and has had a wide experience in fund raising activities as well as advertising.

provided by a nation-wide personal solicitation made by solicitors employed by the National Jewelers' Publicity Association, and to work under the direction of C. J. Pettinger, campaign manager, and Fred Millis, counsel, it was announced by Mr. Coffey.

Mr. Millis, who is the Advertising Counsel for the Society of American Florists and has been responsible for not only the advertising of the "Say it with Flowers" campaign, but recently raised the $1,500,000 for their fund.

Announcement of the start of this money raising effort is one of the high spots in the administration of Conrad J. Brotherly, president of the American National Retail Jewelers' Association, and also treasurer of the publicity organization, who during the past 12 months has worked hard in creating

the demand for jewelry, watches, clocks, silver-

ware and kindred articles through dominate national advertising and publicity.

"Now is the time for action," said Mr. Millis. "Cannons, not pop guns, are what we need. The jewelry industry really has its back up against the wall and must work along large lines if it is to hold its place. Small programs might be waste of investment. This two million dollar enlarged program is necessary. The trade is ready for it. The public is waiting to be sold."

Full details of the plan by which quotas have been established, funds will be secured and paid in, and money will be invested have been outlined in a 20-page book which will be sent in the near future to each wholesaler, retailer, importer and manufacturer of the industry.

CHARLES J. PETTINGER, ACTIVE MANAGER OF THE CAMPAIGN

Mr. Pettinger is employing and training 40 men who will cover the country in groups taking the quota blanks to each member of the industry.

Charles J. Pettinger, Active Manager of the Campaign

It was explained that a very large nation-
Complete Library of Jewelers' Needs

Your Wholesaler's Catalog

The 12 pages in colors picturing La Tausca Pearls in your wholesalers catalog enable you to offer your customers the rarest conceptions in Pearl Necklaces such as the elite jewelers of Paris are now showing their wealthy patrons from the four corners of the earth.

Use Your Wholesaler's Catalog

KARPELES COMPANY

Paris  Chicago  New York  Providence

The catalog your wholesaler sends you places in your hands for ready reference a complete picture of the jewelry industry. Many hundreds of factories are represented. Thousands of creative minds have worked to produce the merchandise shown.

Yet without any effort on your part and without expense, this valuable directory and reference book is placed in your hands.

Use it wisely; use it often.
September 16, 1925

wide committee has been built up with a chairman and an associate chairman in each district. There will be approximately a thousand sponsors and workers on this hort of chairmen and associate chairmen. The list will be announced in the near future. Districts will comprise States with the exception of New York and Pennsylvania which have each been divided into three sub-districts. The subscriptions securing a campaign will be conducted in State units.

Although the committee in each State is to be asked to be responsible by Mr. Coffey and his associates for the success of the fund raising campaign, most of the actual soliciting work will be done by paid men who will work in teams under the direction of C. J. Pettinger, the campaign manager. The plan calls for a start of active work immediately in Indiana. The next States to be taken up in succession are Illinois, Missouri, Iowa, Minnesota, Wisconsin, and then the city of Chicago. Simultaneously work will start in another circle including Michigan, Ohio, the Harrisburg, Pittsburgh and Philadelphia districts of Pennsylvania, and the Buffalo, Rochester and New York city district of New York State. At the same time the far middle western States of Nebraska, the Dakotas, Colorado, Wyoming, Kansas, Oklahoma and Texas will be worked simultaneously with another effort being made at the same time in Louisiana, Mississippi, Kentucky, Tennessee, Arkansas, North and South Carolina, Georgia and Florida. The States east of the Rocky Mountains will be covered by Christmas, according to the present plans, though it may be impossible to get along that fast. This means that the far west along the Pacific Coast will not be touched until after the first of the year.

"We hope to have nearly $1,000,000 subscribed to our four years program before we commence the Allegheny Mountains," says John Drake, executive secretary of the association who is working night and day on the preparatory plans for the campaign to raise the funds. "If we have $1,000,000 by then, our $2,000,000 fund is assured from the eastern States, the old south and the far west.

"We feel particularly fortunate in getting Fred Millis and Charles J. Pettinger to co-operate with us in raising our funds. These gentlemen have done a notable work in securing a million and a half dollars from the florist industry, which has but half as many units as ours and which is unquestionably of much lower subscribing potentiality," says Mr. Drake.

"We are asking each individual to sign up for four years on the very fair quotas which we have established. These quotas are surprisingly low. In order to save money on overhead and collection expense, we urge each individual to use the acceptance forms. Give us your check for the first year's subscription and acceptance due for the other years. In this way we will cut our collection costs at least in two," says Mr. Drake.

It has been emphasized by Mr. Brotherly, who, as treasurer of the association, has played a large part in intelligent investment of the rather modest funds available up to this time for the association work, that the activities of the association have been and will continue to be conducted on the most economical basis.

"We want as much possible of each dollar subscribed to this fund to be actually invested in paid advertising or in publicity work," says Mr. Brotherly. "Getting subscriptions to a fund such as this on acceptance forms is not a new plan. It has been used by other industries. If the retail florists of this country signed a million and a half dollars worth of individual acceptances, surely there should be no difficulty in getting that amount from the jewelry industry."


JOHN DRAKE, EXECUTIVE SECRETARY

THE JEWELERS' CIRCULAR

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Mystery and Magic of the Turquoise

THE psycho-analytical powers of the turquoise are among its modern attractions. Through these, the stone is credited in the East with mysticism, and the power of reading mind as well as character. Like getting into a veracious mirror, there is a strong superstition that the maiden may look at her finger and in the face of the turquoise see the reflection of the sender's traits on hand, her health and affections, and as the tints change, her thoughts pass like clouds across the truthful face of the stone, according to Eastern legends.

Through the eyes of Asia the magic stone is credited with reflecting not only the character of the wearer, but his health and affections. As the health of the wearer changes, there is supposed to be a change in the hue which may be noted in the stone; and when the wearer suffers a change of heart and his affections are transferred, there are tints which may be noticed in the stone, which may run the gamut of colors from green to jade, emerald to malachite, according to the ancients.

From the depths of the East, where the stone is supposed to have originated, there has followed the turquoise to Western wearers, much ancient Oriental lore. It was early associated with religion, with saints, charismatics, and ancient Bibles. In the dim distant past the stone was used as an adornment for Bible covers, being chosen on account of its appearance of innocence, or saintly expression.

For about eight hundred years the Persians have been taking the turquoise from the mines of Persia, and using it for the most exalted purposes in their country. They engrave messages from their good book—the Koran—upon the faces of these stones, or fashion them in amulets, or charms that will drive away evil and bring great benefits or immunities to dangers and disease to their wearers.

Great superstitious attachment to the stone. It is supposed to be the stone of Good Fortune. It is undergoing a vogue at present, and due to its many charms its popularity is reviving. Many jewelers are giving it a place of honor in their displays, and some are giving it the leading place, grouping other stones and other settings around it.

Refreshing also are some of the frocks being made in shades of turquoise, fashionable robes and evening dresses being decorated with numerous turquoise stones to carry out the shades of the fabric. As the stone steadily grows in popularity, turquoise shades are used for a host of present day purposes.

To be a successful business man and to be a consecrated man of God is an achievement of which not every man is capable of. Elder S. B. Denny of Wilson, N. C. conducts a jewelry store during the week and serves several churches on Sunday. The seven members of the family help in the jewelry store and there are two in Hartsville, S. C. and one in Wilson. In 1917 and 1918 Elder Denny worked with his brother in the jewelry business, and July 1, 1919 he opened an attractive jewelry store at Wilson.
Wheeler Semi-Mounted Platinum Rings

When your customer brings in that diamond to be reset, show him these newest Wheeler Mountings. Their exclusive designs and beautiful workmanship will lead to more business of similar nature. In our service you have hundreds of pieces to satisfy every fancy. Every ring is stamped with the Wheeler trade mark, which is your protection against any dissatisfaction.

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THE JEWELERS’ CIRCULAR

September 16, 1925

THE JEWELERS’ CIRCULAR

Trade Favor of Proposed Platinum Law

Members of Industry at Mass Meeting in New York Approve of Draft Submitted by Sub-Committee in All Essential Details—Clause Covering Advertising and Circulars Describing Two Metals to Be Acted On at a Future Meeting

The mass meeting of members of the jewelry trade called to consider the proposed National Platinum Act resulted in the general acceptance of the draft of the bill as finally submitted by the “clearing house committee,” of the Jewelers Vigilance Committee, which was the result of the suggestions made by the various elements in the trade including those of the committees from the Jewelry Crafts Association, the Chicago Manufacturing Jewelers’ Association, the American National Retail Jewelers’ Association, the Jewelers Vigilance Committee and a number of other bodies.

The mass meeting, as announced, was held at the rooms of the American National Retail Jewelers’ Association, 20 W. 48th St., New York, Wednesday, at 2 o’clock, and was representative of all elements in the jewelry industry that were at all interested in platinum legislation.

The only matter not settled at the meeting was the text of that section of the law covering the term “mark.” Mr. Niemeyer had been working to get all the elements together on lines that will be for the best interests of the industry, as a whole. In this work they had to harmonize many views, some of them extreme and inconsistent with each other. After all the elements in the trade who wanted the bill to legislate only for the use of “platinum” and “iridium,” and on the other hand there were elements who wanted the law to cover the use of the name platinum almost on every combination of platinum metals, where the platinum contact was 70 or 75 per cent.

The work done by the extreme views and of getting the trade together on a measure that would eliminate fraud to the greatest possible extent and at the same time to give everybody a fair show was not an easy one, and in this work the attitude of the committee he said had often been misconstrued. He said the committee had no views to enforce; they wanted a proper law and one that was possible of enactment, and the bill had to be so drawn not to only to consider the present needs of the industry but the future as well. The work had to provide for contingencies in the future, where conditions might absolutely be different from what they are at the present.

The results so far drawn, he explained, had been agreed to as the best possible law to meet all the present conditions of the industry and had the approval of such organizations as the Jewelry Crafts Association, the Chicago Jewelers Association, the A. N. R. J. A., the National Wholesale Jewelers’ Association, the Jewelers’ Vigilance Committee as well as associations representing the New England manufacturers, the watch case manufacturers, prominent concerns in every division of the gold and platinum industry as well as different sections of the country.

The proposed bill, which had been printed and which was in the hands of all those who attended, read as follows:

PROPOSED PLATINUM LAW

1. This Act may be cited as The National Platinum Marking Act, 1924.

2. In this Act, unless the context otherwise requires,—

(a) "Article" means any article of merchandise, and includes any portion of such article, whether a distinct part thereof, or not including every part thereof whether or not separable and also including materials, devices, making or purporting to make, or forming with the requirements of subdivision (a) of the article, whether such application, attachment or use is to, on, by, in or with

(i) The article itself, or

(ii) Anything attached to the article, or

(iii) Anything to which the article is attached, or

(iv) Anything in or on which the article is in, or

(v) Anything so used or placed as to lead to a reasonable belief that the mark on that thing is meant to be taken as a mark on the article itself.

(b) "To sell" means—

(i) Import or cause to be imported into the United States, or

(ii) Deposit or cause to be deposited in the United States mails, or

(iii) Transport or cause to be transported from one state to another or from a state to the District of Columbia, into any other territory, territory or possession of the United States, or from the District of Columbia, or

(iv) Deliver or cause to be delivered to any carrier to be so transported, or

(v) Sell or offer or expose for sale, or cause to be sold or offered for sale in any territory or possession of the United States, or in the District of Columbia.

3. A mark applied to the article shall be deemed not to apply to springs, winding bars, sleeves, crown cores, joint-pins, screws, rivets, dust-bands, movement rings, brooch pins, lapel button backs and the posts to which they are attached, joints, catches, stair pins, hat stems, and hat pin sockets.

4. If an article under this Act has applied to it any mark not as hereabove applied to the following marks:

(a) A trade mark duly registered under the laws of the United States of the manufacturer of such articles, except that if such manufacturer has no such trademark, or has not registered his trademark, or has not applied for registration of his trademark, provision shall be deemed to be complied with if there is applied, in any territory or possession of the United States, or in the District of Columbia, or

(b) A mark applied to the article shall be deemed not to apply to any unauthorized device thereon. No more than one quality or description of device shall be applied to any article. There shall not be applied to any platinum, iridium, palladium, ruthenium, rhodium and/or osmium, including any alloy or alloy containing any of such metals, to or used in conjunction with enclosing the same appearance as platinum or any one or more of the aforementioned metals.

(c) "Mark" means such device, design, im- print, stamp, brand, tag, card, paper, label, box, container, holder, package, cover or wrapping attached to or used in conjunction with enclosing any such article, whether such application, attachment or use is to, on, by, in or with

(i) The article itself, or

(ii) Anything attached to the article, or

(iii) Anything to which the article is attached, or

(iv) Anything in or on which the article is in, or

(v) Anything so used or placed as to lead to a reasonable belief that the mark on that thing is meant to be taken as a mark on the article itself.

(d) "To sell" means—

(i) Import or cause to be imported into the United States, or

(ii) Deposit or cause to be deposited in the United States mails, or

(iii) Transport or cause to be transported from one state to another or from a state to the District of Columbia, into any other territory, territory or possession of the United States, or from the District of Columbia, or

(iv) Deliver or cause to be delivered to any carrier to be so transported, or

(v) Sell or offer or expose for sale, or cause to be sold or offered for sale in any territory or possession of the United States, or in the District of Columbia.

(e) A mark applied to the article shall be deemed not to apply to any unauthorized device thereon. No more than one quality or description of device shall be applied to any article.

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(m) A mark applied to the article shall be deemed not to apply to any unauthorized device thereon. No more than one quality or description of device shall be applied to any article.
Consider a request for the unusual, the finest and most precious of gems, a reminder that we are always prepared to serve you in an emergency.
same metal or metals where sold is used, may be marked "platinum," provided that the total of the declared weights of platinum, other and additional metals in the said article shall amount to no more than 50/1000ths parts of the entire article.

(b) An article consisting of at least 985/1000ths parts of platinum, palladium, rhodium and/or osmium, where such article shall not be used and at least 950/1000ths parts of said article shall be sold, may bear the word "platinum," provided that said word is immediately preceded by a decimal fraction in one-thousandths showing the content of such other metal or metals other than platinum so marked, and provided further that at least 750/1000ths parts of such article shall be pure platinum, or may be marked "platinum" provided immediately preceding the mark "platinum" there is marked the name of such other metal or metals as hereinafter provided, or of either iridium, palladium, ruthenium, rhodium and/or osmium, whichever of said metals predominates, and it is further provided that such predominating other metals shall be not more than 50/1000ths parts of the entire article.

(c) An article consisting of at least 985/1000ths parts of platinum, iridium, and, or ruthenium, rhodium and/or osmium, where such article is not used and at least 950/1000ths parts of said article where sold is used, provided more than 500/1000ths parts of said article consists of platinum, iridium, palladium, ruthenium, rhodium, and/or osmium, may bear the word "platinum," provided that said word is immediately preceded by a decimal fraction in one-thousandths showing the content in proportion to the content of the entire article, and further provided that said mark "platinum" be followed by the name or abbreviation as hereinafter provided of such other metals, to wit: iridium, palladium, ruthenium, rhodium and/or osmium. Provided, however, that the quantity of such other metal or metals other than platinum, however, shall each be immediately preceded by a decimal fraction in one-thousandths showing the content of such other metal or metals in proportion to the entire article— as for example, 600 Plat., 350 Pall., or 500 Plat., 250 Pall., 150 Rh., or 100 Rh., etc.

(d) An article consisting of 950/1000ths parts of platinum and other metals, or of the entire article consisting of pure platinum, may be marked with the name Iridium, Palladium, Ruthenium, Rhodium and/or Osmium, whichever predominates in the said article, but in no event with the mark "platinum" provided, however, that the quantity of such metal other than platinum so marked, must be marked in decimal thousandths parts of the entire article. The name of such other metal or metals other than platinum so used must be spelled out in full irrespective of any other provisions of this act to the contrary.

7. Whenever provided for in this Act, except where expressed to the contrary, any word "platinum," "plating," "plated," "plate," or any other similar word, may be applied by spelling it out in full or by the abbreviation "plat.;" the word "iridium" may be applied by spelling it out in full or by the abbreviation "irid.;" the word "palladium" may be applied by spelling it out in full or by the abbreviation "pall.;" the word "rhodium" may be applied by spelling it out in full or by the abbreviation "rhod.;" and the word "osmium" may be applied by spelling it out in full or by the abbreviation "osm.;"

The amendments, however, are such that it would be meaningless to mark any article with the word "platinum" should be only used on articles that are absolutely pure platinum, or marked "platinum" provided immediately preceding the mark "platinum" there is marked the name Iridium, Palladium, Ruthenium, Rhodium and/or Osmium, whichever predominates in the said article, but in no event with the mark "platinum" provided, however, that the quantity of such metal other than platinum so marked, must be marked in decimal thousandths parts of the entire article. The name of such other metal or metals other than platinum so used must be spelled out in full irrespective of any other provisions of this act to the contrary.

In any act relating to the enforcement of any provision of this Act, the certificate duly issued by an Assay Officer of the Treasury Department of the United States, certifying the weight of any article, or any part thereof, or of the kind, weight, quality or value thereof, or the contents of any ingot, mold, vessel or other thing pertaining to the possession, sale, purchase, transmission, or handling of such article, shall be receivable in evidence as constituting conclusive proof of the matter or matters certified.

In any action relating to the enforcement of any provision of this Act, proof that an article has been marked in violation of the provisions of this Act, or the existence of any agreement by which such article was manufactured after this Act became effective, shall not affect the remainder of this Act, or the application of such first-mentioned part of this Act to any other article.

Chairman Niemeyer then asked Morris L. Ernst, the counsel of the committee, who said the bill had drawn the section to read section and to explain the meaning of the terms. Mr. Ernst did, after saying that the bill had been modeled after the Canadian system of legislation, which had been found the most effective in regulations of this kind. He explained that the act did not prevent anybody from making anything; it only dealt with the marking of merchandise. If a man marked his platinum merchandise as to the quality, it had to be done according to certain standard.

Mr. Ernst read the bill section by section and the first discussion came under section "C" covering the definition of "mark."

In answer to a question of Mr. Kohn, of Kohn & Co., Newark, counsel said that according to his interpretation of this section, it would be the same as the enactment of an article with a platinum top or platinum facing, either in a circular or magazine, if the words platinum top, face or casing were used, and providing the discussion in which many participants including Norman Levy, of Charles M. Levy & Son, Marcel Leiber, of Leiber & Co., Sigmund Cohn, Dewitt Davidson, of Davidson & Schwab, and others, it was feared would last through-out the afternoon, and it was finally decided to pass this section for the time being and to allow the other sections to be taken up.

The general approval of the text was manifest up to Section 3B, which precipitated another discussion as to permitting lapel buttons, backs, posts, joint catches, scarifier pins, hat pins stems, and hat pockets to be marked. Mr. Hamilton was finally approved with the omission of the words mentioning these articles; in other words down to the word "movement" rings the word "adaptable" was left out of the act before movement.

The sections in regard to the trade-mark and marks were approved without questions, and there was no discussion as to the first subparagraph of Section 8 which there was considerable discussion as to the paragraphs "a" and "b" of that section, some of these being precipitated by the fact that the exact meaning of the paragraphs were not understood.

The extreme difference in the views of different elements of the trade were brought out in this discussion, some feeling that the word "platinum" should be only used on article of .985 pure platinum and they felt that Section A alone was necessary, whereas one representative of a large house who favored the use of the word on metals containing over 75 per cent. of platinum metals, urged that paragraphs A and B be joined together.

The paragraphs were voted on separately and passed by a large majority, as were later paragraphs "C" and "D," although some opposition to the former appeared on the ground that the words permitted by the above law was distinctly impracticable and impossible on any article of jewelry except articles like watch cases.

The remainder of the paragraphs were accepted with practically no discussion whatever and the meeting then went back to the subject of the definition of "mark," in paragraphs 9 and 10. Mr. Levy and others took the ground that unless these words were stricken out the manufacturers of white gold using platinum in their jewelry would be practically driven out of business. They said that while they were not forbidden to make such articles they were in reality forbidden to sell them as they were forbidden to talk about them, in the only way they could call their quality or ingredients to the trade. On the other hand it was contended by many manufacturers that the same opinion was voiced by counsel that if these words were left out of the statute it would leave an entering wedge that would permit of wholesale fraud and illegality.

If the manufacturers could use spurious terms and marks in advertising merchandise, these people contended, then they affect the mark on the article; and if such advertising permitted it would give reason for demand of similar descriptions on the tag, cover or wrapper.

There was a decided split among the manufacturers on this subject that tended to disrupt the meeting for a discussion on this subject alone, the meeting to be held within three weeks. As the suggestion met with general approval the motion which was the subject of debate was then withdrawn and the chairman authorized to appoint a committee, it being understood that the bill as a whole with the exception of that part of the definition of "mark" has been approved by the meeting.

Chairman Niemeyer later appointed as the committee to report on the amendment of Messrs. P. J. Coffey, E. Kohn and Simon Miller.

As recently noted, the Dreka Co., of Chestnut St., Philadelphia, has taken over the exclusive American sale of Cleopatra pearls, as a result of the visit to Europe of Charles R. Hamilton, the president of the concern, who was struck by the beauty of this line, while abroad, and realized their adaptability to the American market. Mr. Hamilton believes that he has a line of merchandise that will particularly satisfy the average jeweler and intends to put them out in a method that will procure sale compelling attention to the show case, counter or window in which they are located. These pearls come in handsome boxes, done in jade green leather with gold on the back. When open, the book reveals on the inside front cover the story of Cleopatra and the pearl, this being the oft told story that would affect the remainder of this Act. The other banquet to Mark Anthony dissolves a precious stone in vinegar and drank it. The legend is told lightly on white silver silk, while the pearls, Kohn, Levy and others took the ground that unless these words were stricken out the manufacturers of white gold using platinum in their jewelry would be practically driven out of business.
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JEWELRY FEATURED AT SHOW
Models Appearing at Fall Fashion Pageant in Cincinnati Wear Appropriate Jewelry
-Silverware, Clocks and Other Necessities Displayed in Various Scenes
CINCINNATI, O., Sept. 19—Because of the vast success of the Fall fashion pageant that was held at the Zoological Gardens in this city, the affair was extended several days in order to satisfy the increased demand for tickets. It was of particular interest to the jewelry trade and attracted a number of jewelers from the smaller cities and marked the first public display of a huge amount of jewelry in the Queen City. Intended primarily as a style show to display women's apparel it developed into a jewelry show as articles of adornment came in for the major attention of visitors.

The Richter & Phillips Co. and A. G. Schwab & Sons were complimented on the effectiveness of their displays and it is now assured that no future show will be undertaken without jewelry.

The public was favorably impressed and will walk and comment centered as much on jewelry as on other articles. It is likely that manufacturers and wholesalers throughout the country will see to it that Fashion Shows conducted in their localities will get behind the movement, and have jewelry get its proper share of publicity.

Other wholesale jewelers contributing financially to the Fall Fashion Pageant and who helped make it a success were Frohman & Co., the Hahn Jacobson Co., Oskamp Nolting Co. and Wallenstein-Mayer Co.

JEWELRY FEATURED AT SHOW

Body of Man Who Robbed Milwaukee, Wis., Jewelry Store Found Near Highway in Racine County

MILWAUKEE, Wis., Sept. 10.—Raymond Robres, 24, a Mexican and a Chicago police character, found murdered near the Thornville road in Racine county, about 20 miles from Milwaukee, has been positively identified as the bandit who held up Miss Althea Bahr in the jewelry store of E. C. Roeder, 1304 North Ave., Milwaukee, on Sept. 3 and escaped with 72 diamonds valued at $3,600. Positive identification was made through a comparison of finger prints which were identical with those of Robres, who was arrested in Chicago and served a year in the Bridewell for grand larceny, and also by Miss Bahr, who saw the body.

Robres entered the Roeder store on the afternoon of Sept. 3 when Miss Bahr was alone in the store. He asked to look at diamond rings and she showed him two trays, then turned to a shelf behind her to look for more rings. When she turned about again, the bandit had a revolver leveled at her. He spoke reassuringly to her, scooped up the rings, and walked rapidly from the store to a large sedan waiting outside which immediately sped away as he entered.

Persons passing on North Ave. were not aware that a hold-up was taking place.

The morning following the robbery the body of Robres was found by two Racine county farmers. It was lying off the highway in a hollow and a trail of blood led from the highway to the shallow depression. It is believed that his companion murdered him some miles from the place the body was found and then carried it in an automobile to the place where it was discovered.

The only recommendation made by the auditors who made the audit of the company was that no future show will be undertaken with-out jewelry.

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BANDIT FOUND MURDERED

Body of Man Who Robbed Milwaukee, Wis., Jewelry Store Found Near Highway in Racine County

MILWAUKEE, Wis., Sept. 10.—Raymond Robres, 24, a Mexican and a Chicago police character, found murdered near the Thornville road in Racine county, about 20 miles from Milwaukee, has been positively identified as the bandit who held up Miss Althea Bahr in the jewelry store of E. C. Roeder, 1304 North Ave., Milwaukee, on Sept. 3 and escaped with 72 diamonds valued at $3,600. Positive identification was made through a comparison of finger prints which were identical with those of Robres, who was arrested in Chicago and served a year in the Bridewell for grand larceny, and also by Miss Bahr, who saw the body.

Robres entered the Roeder store on the afternoon of Sept. 3 when Miss Bahr was alone in the store. He asked to look at diamond rings and she showed him two trays, then turned to a shelf behind her to look for more rings. When she turned about again, the bandit had a revolver leveled at her. He spoke reassuringly to her, scooped up the rings, and walked rapidly from the store to a large sedan waiting outside which immediately sped away as he entered. Persons passing on North Ave. were not aware that a hold-up was taking place.

The morning following the robbery the body of Robres was found by two Racine county farmers. It was lying off the highway in a hollow and a trail of blood led from the highway to the shallow depression. It is believed that his companion murdered him some miles from the place the body was found and then carried it in an automobile to the place where it was discovered.

The only recommendation made by the auditors who made the audit of the company was that no future show will be undertaken without jewelry.

The public was favorably impressed and will walk and comment centered as much on jewelry as on other articles. It is likely that manufacturers and wholesalers throughout the country will see to it that Fashion Shows conducted in their localities will get behind the movement, and have jewelry get its proper share of publicity.

Other wholesale jewelers contributing financially to the Fall Fashion Pageant and who helped make it a success were Frohman & Co., the Hahn Jacobson Co., Oskamp Nolting Co. and Wallenstein-Mayer Co.
Oscar Heyman & Bros.
Manufacturers of Fine Jewelry in Iridio-Plat.

58 West 40 Street New York City

Charles T. Dougherty Co. Inc.
Importers of Pearls & Precious Stones
7-11 West 45th Street, New York

Pearls, Pearl Necklaces and Pearl Ropes

Pearl Mesh

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Crossman Company

3 Maiden Lane

New York
Pearls Become Popular in London—British Jewelry and Kindred Industries

May Exhibit at Philadelphia Exposition in 1926—Thief Gets Rings Worth $10,000 from Bayswater Jewelry Store—Several Men Arrested While Trying to Rob Jeweler's Shop—Amber in Big Demand

London, Eng., Sept. 5.—Pearls are the fashionable gem of the season, and the demand now, according to the exclusive jewelry shops of west London, has reached the highest point recorded in years, the desire for pearl necklaces on the part of the well-to-do people being such that most shops are carrying large stocks of pearls in the hope of reselling them at a profit, while gradual pendants are also in great demand. The past two weeks has seen abnormally busy for high-class jewelers here. The new dress fashions with which pearls (when not too prominent) are indicated at all) are decreed for decorative purposes, are doubtless responsible for the renewed demand for the pearl. Necklaces priced at $2,000 to $5,000 are being bought by society women, while the more expensive ropes of from $15,000 to $30,000 each are being bought by moneyed Lon doners who wish to have their neck cords to be in the fashion. Fashion has decreed that the correct pearl necklace must be two feet in length and composed of graduated Indian pearls, the pearls of which would be in the neighborhood of $4,000 to $5,000. Single chains are the vogue, and the latest method of wearing the chain is to clasp it around the neck, leaving the ends to fall down the back.

Apropos of pearls it is interesting to know, according to the Star, that Bond St. jewelers are encouraging the "add-a-pearl" necklace-building idea. The necklace is started with a single pearl or a small group of platinum chain. Pearls are added at intervals, expense being regulated as desired. This method of compiling a necklace, the jewelers say, provides a very good investment, since pearls are universally valuable. Large stocks of loose pearls are now kept by the jewelers for this purpose. The Star recently interviewed some Bond St. jewelers, who stated that the demand for pearls is now confined almost exclusively to necklaces, most of which are composed of pearls coming from the Persian Gulf and the Indian Ocean, and which average around $25 to $30 per 24-inch rope. One Bond St. jeweler says he has sold several thousand dollars worth of high quality necklaces the past week, and expects to sell many thousand dollars' worth more that fashion has approved the pearl for Fall and Winter use. Pearls can now be seen in the west London shops priced from $25 to $50,000 per pearl. Cheaper ropes costing from $300 to $600 each and composed of natural gems of a smaller order and less perfect in color and shape are being featured by jewelers catering to the middle-class trade. Fine pearl specimens from the Red Sea are said to be in demand, but the silvery white pearl from the Australian fisheries are, the jewelers say, not so much inquired for since they do not always appear to such advantage on the throat of the European woman. Royalty and the leaders of society in London are now all wearing magnificent pearl necklaces.

There are indications that the British jewelry, silverseware and horological industries are to be strongly represented at the international exhibition to be held in Philadelphia, May—December, 1926. J. Vander steen, official organizer for the jewelry and pottery sections of the British Empire Ex hibition, which have attracted considerable attention at Wembley, says he is going to act in like capacity for these British industries at the Philadelphia exhibition. He plans to take over some of his Wembley staff with him and introduce to the American market a lot of the very fine goods that have been a feature of the Wembley sections. More than 50 Birmingham jewelry and silverseware manufacturers have exhibited at Wembley this year as have also horological and miscellaneous London jewelry houses.

A pad of 24 rings, valued at $10,000, was stolen with lightning-like rapidity from the shop window of J. Brilliant, the Bayswater jeweler, this week. A well-dressed man was seen to walk slowly along the sidewalk towards the jewelry store. When level with it he made a panther-like pounce at the plate glass with a mallet hidden in brown paper, snatched the pad of rings through the hole made in the window and dashed to the curb, where an automobile was moving slowly along. Mr. Brilliant was attending a customer, with another in waiting, when he first became aware of the thief. Before the jeweler could reach the sidewalk the car had accelerated and was almost out of sight. Although pedestrians attempted to help the jeweler, no one seemed to be able to see the pad of rings as they had been lost to view. The number of the car was taken, and the police are overhauling metropolitan garages. The pad of rings were set chiefly with diamonds and emeralds. The empty pad later was found in the Harrow road, Edgware, a west London suburb.

Jewelry assessors have been busy lately offering rewards for information leading to the return of jewelry stolen from various people and the arrest of the thieves. Summers, Henderson & Co. are offering $5,000 for the recovery of $75,000 worth of pearls stringed into a rope and missing from the purse's safe in the Arcadia, in which the owner traveled from Canada to England. She had been staying at the Hotel Saint Roche, Quebec, and it is understood Scott brothers have cabled the Canadian police in connection with the loss. It is not unlikely that the pearls were left behind at the hotel. A $5,000 pear-shaped Indian pearl was picked up in the street near Victoria depot the other day by a pedestrian, who thought it part of a hat-pin. A friend, a retail druggist, tested the pearl for him. Realizing its value the finder then made inquiries, the pearl being eventually restored to its owner, Lady Assheton-Smith. The finder received a reward of $500.

Following the glass wiggs novelty comes the folding comb of full size which the modern woman can carry with her in a small purse, which in turn expands into a pocket of the vanity bag. The newest type of scent spray for the bouffant table comes in the form of a rubber elephant, the perfume being squirted through the trunk. These are being made in a variety of styles, some being decorated with trappings that give an opportunity to work in jeweled effects. Some are mounted on an ebony or ivory base, others are decorated in semi-precious stones.

A refund of South African income tax over-deducted for six months ended Jan. 30, 1925, on debenture and preference shares is to be made shortly, according to an announce ment this week by De Beers Consolidated Mines. It seems that the South African income tax law was altered after payment of interest and dividends on diamond shares had been made by the company. Shareholders are to get their refund as soon as the necessary arrangements for payment are made.

It has just been reported here that Ontario gold production for the first six months of the current year has reached a new high record, the figures showing a value of gold won of more than $14,500,000.

Two men charged with breaking and entering a jewelry store at West Hampstead and stealing $300 worth of jewelry from the place as well as the correct thing for wear with evening gowns, and Paris has already shown a lead in this respect. As mentioned recently in these notes the pink pearl is in favor just now, while graduated tinted pearls in general are making an increasing appeal to the well dressed woman. Pearls are worn around the neck as well as the arm now. Long ropes of tinted pearls are being worn in a variety of ways. One method much in favor with the new evening gown is to twist a very long rope of pearls around the neck and attach them to the wrists by means of pearl bracelets. Another method is to tie
Artificial Pearl Necklaces

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Direct from France
Made and Sold in Europe for 15 years
Worthy of a Place Among Gems
Hand Made 18K. White Gold Jewelry with our Artificial Pearls

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IMPORTERS OF Pearls, Diamonds and Other Precious Stones

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Large Cabachon and Facetted
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Paris, France New York Gablonz A/N Czecho-Slovakia
A daring attempt at robbery was made in the Charing Cross Road, W. C., this week, when three men entering the jewelry store of George Harris and intimating they had some antique jewelry to sell. A young assistant took the parcel offered and was undoing it when one of the visitors struck him two blows on the head. As he went down he shouted that the tip of his lungs, the trio becoming scared and hurrying out of the store.

The parcel contained nothing but paper. Detective-sergeants later arrested three men who will be charged with assault on the jeweler's assistant.

The popularity of Chinese jade for use in decorative jewelry and the very high price paid for the finest quality jade goods in necklaces, earrings, brooches and bangles are now likely to be repeated in amber.

Amber is now being carved into such a variety of artistic and utilitarian articles that demand by the public has increased wonderfully, jewelers now regarding it as a very lucrative line closely identified with the sales of good gemmed pieces and utility goods. These houses specializing in amber can now show such a beautiful assortment of decorative and utilitarian articles carved from this material that the appetite of the buying public has been whetted. Amber necklaces, exquisitely carved, earrings, toilet outfits, trinket boxes, caskets, objets d'art, and the like are now featured in the jeweler's window. The finest amber in this country is a built-up one and three-quarters of an inch thick. The chemists are beautifully carved. The price is $3,000. It is believed to be the only carved amber chess outfit of this kind in the world.

WEINBERG TO BE TRIED
Former Denver Jeweler Charged with Concealment of Assets from Trustee in Bankruptcy

DENVER, Colo., Sept. 9.—Arrested in New Orleans, La., on Aug. 31, on a warrant from the United States District Court at Denver, alleging concealment of his assets while a bankrupt, Cyril B. Weinberg, former Denver jeweler, who made a $100,000 failure here last year, was named in a true bill returned to Judge J. Foster Symes, Sept. 8, by the United States grand jury for the district of Colorado.

The indictment alleges that Weinberg concealed his assets from his trustees while in bankruptcy, and sets forth the assets he is alleged to have hidden. Weinberg, who is at liberty in New Orleans on a $10,000 bond, furnished after the warrant was served on him, will be brought back to Denver to face the charge in the true bill as quickly as the necessary legal machinery can be set in motion, according to local federal authorities.

Indictment of Weinberg by the federal grand juries was no surprise to local jewelers. That the case was being considered by the federal inquisitorial body was indicated when agents of the federal department of justice, who had been investigating the affairs of the defunct jeweler for several months, went before the grand jurors to lay the evidence they had gathered before the inquisitors.

Mr. and Mrs. Samuel F. Fertel, father-in-law and mother-in-law of Weinberg, are now living in Calistoga on Sept. 1, 1924. The indictment against Weinberg sets forth the nature of the property alleged to have been concealed, which includes a graduated amber necklace with carved amber tassels and pendant piece will cost even more. For $25 a purchaser can get only the merest piece of carved amber. A pair of carved amber earrings in pendant design with a solitary diamond at the lobe end will cost more than $200. Much of the flawless amber has imbedded in it in the raw state grasshoppers, bugs, flies, beetles and other foreign insects. The craftsman, when carving his amber pieces endeavors to retain the insect imprisoned in the finished state. Hence one sees tiny amber articles in the center of which one can see a fly or an insect of some sort. At Wembly a small square of amber is displayed in the central depths of which is a tiny bead of water which moves slightly this way and that as the amber is moved, reminding one of the carpenter's or brickmason's spirit level. Probably one of the finest examples of amber work is in the possession of a London amber house. It is a regulation size chess board and chessmen, the latter being in different colors for distinctive purposes. The board is three-quarters of an inch thick. The chessmen are beautifully carved. The price is $5,000. It is believed to be the only carved amber chess outfit of this kind in the world.

In the third count he is accused of having charged for goods from Mrs. Samuel F. Fertel certain pineapple mountings, gold mountings, watches and other jewelry of a total value of $3,000. This charge is alleged to have taken place March 12, 1924.

The fourth count charges the defunct jeweler with moving from Denver to New Orleans, La., on Aug. 5, 1924, platinum mountings, gold mountings, and other jewelry valued at $40,000. In this instance the grand jurors stated in the true bill they were unable to give a more particular description of the property alleged to have been removed.

In the fifth count, Weinberg is accused of having made a false oath for the purpose of securing his discharge in bankruptcy. This offense is alleged to have taken place on March 12, 1924, and the alleged false oath is set forth as a part of the true bill.

The trial of Weinberg in the local federal court will be watched with interest, as a series of sensations is predicted by the federal attorneys who have the prosecution in charge. They declined to give the character of the sensations, but intimated they will concern the methods employed by Weinberg in the operation of his business before the crash.

Difficulties began for Weinberg more than a year ago, when petitions were presented to the federal district court to have him declared a bankrupt. Cyril B. Weinberg, former Denver jeweler, whom he owed approximately $100,000, with assets, according to his schedule, of only a fraction of that amount, filed documents before the federal referee, who alleged that Weinberg had committed an offense punishable by imprisonment under the bankruptcy laws.

Still later criminal charges were instituted in the Denver district court by the then district attorney, Philip Van Cise, but this complaint was subsequently dismissed. Finally, in an effort to bring Weinberg to trial for his alleged irregularities, the federal department of justice agents took up the probe, with the result that he was indicted.

The prosecution of Weinberg was instigated by creditors belonging to the National Jewelers Board of Trade, which organization, after an investigation, made an appropriation from its "fighting fund" for this purpose.

An odd situation was discovered in the jewelry store of C. A. Richter, Bath, N. Y., when the inner walls and stairs of the Castrill building, in which the jewelry business is located, was removed recently. It was found that a large swarm of bees built their nests in the upper walls and stairs, and when the boards were taken out, several hundred pounds of honey were found.
ANTWERP
72 RUE JORDANS

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one stone or a thousand
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NEW YORK
New England Jewelry Exposition

Manufacturers Making Reservations for Booths at the Great Exhibition and Style Show to Be Held in Boston, Nov. 10 to 14 Inclusive

Boston, Mass., Sept. 11.—Reservations for booths at the New England Jewelry Exposition, Nov. 10-14, are in great demand. Already several of the manufacturers and jobbers, including S. O. Bigney, Attleboro; D. C. Putnam Co., Boston, and the Moore Pen Co., have taken good space.Albert R. Kerr, secretary of the Boston Jewelers' Club, and other members are working on the sale of booths and say they report much progress.

The exposition is to be the most magnificent ever staged in this part of the country. It is the first organized bid by the industry for national and international recognition on a scale never before attempted, according to Chester I. Campbell, exposition manager. The project aims toward better business for every member of the trade.

"Untold benefits that cannot be estimated are in store for every exhibitor and for the thousands of retailers and wholesalers who will attend," said he.

The first allotment of space was made Sept. 15. The exposition is to be held under the auspices of the Massachusetts & Rhode Island Retail Jewelers' Association and the retail associations of Maine, New Hampshire, Vermont and Connecticut. It will comprise a style revue of jewelry, beautiful exhibits of pioneer craftsmanship, a sparkling two-day convention, profitable messages from trade authorities and hundreds of other valuable features. It is to be held in the Mechanics' building, a structure famous for its exhibitions of national scope.

The following announcement has been mailed by the chairman of the exhibits committee:

Boston, September 9, 1925.

Gentlemen:

You're a Fact!

For some time the Massachusetts and Rhode Island Retail Jewelers Association has considered in equal measure the advisability of an exposition of the industry. A committee has been appointed to give the matter in this city and the Attleboros have already been appointed and are taking the preliminary steps for the furtherance of both projects, although as yet comparatively little interest has been manifested in the Philadelphia exhibit. A meeting recently held at the Biltmore Hotel at the call of the executive committee of the New England Manufacturing Jewelers and Silversmiths' Association was not very largely attended but this, in part, was because of the large number of manufacturers who were either out on the road or had not returned from their Summer places.

However, but little was accomplished at the meeting and but little encouragement given the movement because of the limited time on which the option for space held good. An effort is being made to have the time extended beyond Sept. 15. It was voted to form a local committee to handle the matter in this city and the Attleboros and as a nucleus for this committee the following were named with power to add to their number as many as are desired: Charles A. Whiting, of Whiting & Davis Co., Plainville, chairman; Edmund C. Mayo, president of the Gorham Mfg. Co.; Victor H. King, of the Ousby & Barton Co.; Samuel B. Levy, of V. E. Black & Co., and Leo Krichbaum, of L. Krichbaum & Co.

The New England Exhibition, on the other hand, is apparently receiving much favorable consideration and is another forward step in the steady advance that is being made by the New England industries. It is being vigorously pushed by President J. Charles Stever of the Massachusetts and Rhode Island Retail Jewelers' Association, under whose auspices it will be held, with the cooperation of the Retail Jewelers' Associations of Maine, New Hampshire, Vermont and Connecticut. The New England Manufacturing Jewelers and Silversmiths' Association of this city has already given its endorsement to the endeavor and similar expressions of approval and offers of support have been received by the management from the heads of every large jewelry trade association in the country, and from numerous prominent manufacturers of the industry.

Well-known Providence and Attleboro jewelers who are cooperating with President Stever include Ralph K. Stone, of Chapin, Hollister & Co., and Henry G. Thresher, of this city, president of the New England Manufacturing Jewelers' and Silversmiths' Association; Howard Baker, of the Baker-Manchester Mfg. Co., president of the Manufacturing Jewelers Board of Trade, and W. Louis Frost, of The Manufacturing Jeweler, as members of the honorary committee; Henry G. Thresher, of the Waite-Thresher Co. and Edgar M. Docherty of the William C. Greene Co., on the exhibits committee, and Maurice J. Karpeles, of the Karpeles Co., on the convention and entertainment committees.

In addition the governors of the six New England States have also expressed their approval of the project and similar endorsements were made by the Attleboro Board of Trade, and W. Louis Frost, of The Manufacturing Jeweler, as members of the honorary committee.

The exposition will be conducted by Chester I. Campbell, formerly of Providence, who has gained an enviable reputation as a successful manager of exhibitions during the past 25 years. The exposition plans to call on the motives that attended the recent formation of the New England Board of Trade, with the object of improving business conditions in the jewelry industry and associated trades in the country, will have a special significance for New England as this section is the acknowledged leaders of the jewelry world.

A complete prospectus containing floor plan, diagram, application blanks and other information will be mailed to the trade at an early date. Inquiries relative to the exhibition should be addressed to the New England Jewelry Exhibition, 329 Park Square building, Boston.

LESS THAN TEN MILLIONS

Government Collects from Jewelers $9,673,415.99 on Taxable Sales During Past Fiscal Year

Washington, D. C., Sept. 14.—Jewelry tax collections during the fiscal year ended June 30, 1925, totaled $9,673,415.99 as compared to $22,634,406.26 in the previous fiscal year.

This means that the taxable sales by jewelers during the year just passed was $193,469,311.80 when during nearly 11 months sales of jewelry of $30 and under, watches of $50 and under, silver plated flatware, spectacles and eyeglasses, articles used for religious purposes, etc., were exempt. Taxable sales in the previous fiscal year when there were no exemptions amounted to $452,688,124.20.

The College Hill jewelry store owned by Harry Jones, 432 Lafayette Square, Kansas City, Mo., was robbed one night recently by thieves who apparently stole only two gold knives. The burglars first entered a paint store, which joins the jewelry store and then climbed up over some shelves and through a ventilating hole into the Jones store.
A revival of the demand for GENUINE RUBIES foretells a vogue for these stones. Calibre, Fancy Shapes, and Single Stones in all sizes and qualities.

MODERN DIAMOND CUTTING

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Exclusive Styles in All Finishes

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Written a correspondent in Dallas, Texas, who did not have the slightest mechanical knowledge of flat top setting before receiving our book.

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By ROBERT GRANT
Five separate lessons written so you can understand them. Tools, how they are prepared, style charts, working methods and designs, raising the beads, bright cutting, carving, millgraining, etc., all clearly illustrated.

It's all there from start to finish
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THE SERVICE PUBLISHING CO.
P. O. Box 4473
JACKSONVILLE, FLA.
Death of James Wilson

ELIZABETHTOWN, Tenn., Sept. 10.—James Wilson, a prominent jeweler and head of the firm of J. S. Wilson & Son, died Wednesday afternoon at his home here of pneumonia after an illness of several days. Mr. Wilson, who was 55 years old, had been active in business and social life of Elizabethtown for a great many years. Funeral services were held this afternoon, the Rev. J. H. Ponder, pastor of the Baptist Church and Rev. J. C. Reynolds of the Christian Church officiating. The interment was in Highland Cemetery.

The deceased is survived by his widow, Mrs. Ella J. (Briggs) Pollard and two married daughters.

THE JEWELERS' CIRCULAR

September 16, 1925

H. H. HAMILTON STRICKEN

Well Known Member of Silver Trade Found Dead in His Room at Hotel in Pittsburgh, Pa.

PITTSBURGH, Pa., Sept. 12.—H. H. Hamilton, representing the firm of Redlich & Co., New York, was found dead in his room in the William Penn Hotel about 10 o'clock this morning, after some of the man's friends entered the room and found the door of the room was open. Heart failure is supposed to have been the cause of his death.

J. Clare Crawford, president of the Jewelers 24 Karat Club of this city; J. P. Martin, of W. W.Wattles & Sons, and Mr. Siedman, of Dominick & Half, who had been with Mr. Hamilton the day before, all intercepted letters and mail at the time, but these had not been disturbed. The body was sent to a local undertaking establishment for preparations for burial and then forwarded to New York.

Shortly before the door of the man's room was opened some anxiety was expressed for Hamilton, and it was because of his not being up or no response having come from the room that some of his friends sounded an alarm and saw to it that his room door was opened.

Mr. Crawford, on behalf of the club, is sending a floral emblem as Mr. Hamilton was held in very high esteem here by those who knew him.

Harold H. Hamilton, mentioned in the above despatch from Pittsburgh, was one of the most widely known members of the silver trade and for many years was president of the Whiting Mfg. Co. At the time of his death he was a resident of New York and had only recently become connected with the Redlich Mfg. Co., whose merchandise he had used in Pittsburgh. His death will be universally regretted by a host of friends throughout the industry.

Mr. Hamilton was about 60 years old and was a native of New York City, although he was long affiliated also with Concord, N. H. He first entered into the silver business for the house of Wm. B. Durgin Co., of Concord, N. H., about 1880, and with that concern he became a traveler visiting the west, and, in fact, most sections of the country. Later on, when the Silvermiths Co. absorbed the Durgin concern, Mr. Hamilton became identified with the Gorham interests, which were the controlling factor of the holding company and so thoroughly did he know the silver business and so high was his reputation that he was made president of the Whiting Mfg. Co.

Mr. Hamilton remained with the Whiting Mfg. Co. until 1919 and then left the concern engaged in manufacturing in another line of business, supplying articles for the government during the War. This venture was not successful and he later went with Harvey Hubbell & Co., Bridgeport, where he was connected until about two years ago, when he came back in the silver trade. A short time ago he joined the old house of Redlich & Co., and was visiting the trade in the interests of that concern when stricken.

The deceased was known throughout the trade for his general knowledge of the silver business and his ability and strong personal qualities made for him many friends throughout the entire industry. He was also prominent in Masonry, being a member of the Howard Lodge, F. & A. M., New York, and a member of the Knights Templar and of the Mystic Shrine.

The remains were brought to New York where funeral services were held at 8:30 Monday evening, at Eckelberg's Funeral Parlors, 8th Ave. and 55th St. when a Masonic service followed the regular services of the Episcopal Church. From New York the body was taken to Concord, N. H., for interment.

Mr. Hamilton was married about 33 years ago and is survived by his widow, a married daughter and a son, who is a captain in the United States Army.

DEATH OF THOMAS J. POLLARD

Mr. Pollard, senior member of the manufacturing jewelry concern of Pollard & Darling, 21 Eddy St., this city, whose funeral was held from his home, 173 Norwood Ave., Edgewood, last week, was well and favorably known not only in jewelry circles throughout the country but in the various bodies of the Masonic fraternity, as well as in the Independent Order of Odd Fellows. His death occurred while en route on a train to Portsmouth, N. H., being suddenly stricken by an acute attack of heart trouble, and although attended by a physician who was an ambulance, expired in a few minutes. Mr. Pollard was born in Lancaster, England, and was in his 65th year. He was the son of Wright and Celia Jane Pollard, with whom he came to America when a small boy and after attending a public school, education became associated with the jewelry business and for more than 20 years had been in business with Louis S. Darling.

He is survived by his widow, Mrs. Ella J. (Briggs) Pollard and two married daughters.

DEATH OF JOHN WERNER

Mr. Werner underwent an operation from which he had apparently recovered. It left him in a weakened condition, however, and by overtaxing himself he is believed to have brought on the illness which proved fatal. He first complained of feeling ill Aug. 29. Two days later he was taken to the Buffalo City Hospital, suffering from meningitis.

Though a comparatively young man, being only 36 at the time of his death, he had been identified with the jewelry trade in this city for 22 years. He was at various times with Heintz Bros., the Niagara Ring Co. and was with White, Wile & Warner for nine years. On leaving the employ of the latter concern six years ago, Mr. Werner entered the retail jewelry business for himself at 1849 Genesee St. Two years ago he moved to 1830 Genesee St., where he was in business at the time of his demise.

Mr. Werner's death will come as a shock to a host of his friends both in the jewelry trade and outside. He was a member of the Buffalo Retail Jewelers' Association, Saturn Lodge, I. O. O. F., No. 922, and of the Loyal Order of Moose, Lodge No. 8.

The funeral was held from his late residence at 8:30, on Sept. 8, and was attended by a large host of friends, among whom were members of the 21st Masonic Lodge, Odd Fellows and Elks.

The remains were brought to New York where funeral services were held at 8:30 Monday evening, at Eckelberg's Funeral Parlors, 8th Ave. and 55th St. when a Masonic service followed the regular services of the Episcopal Church. From New York the body was taken to Concord, N. H., for interment.

Mr. Hamilton was married about 33 years ago and is survived by his widow, a married daughter and a son, who is a captain in the United States Army.
LOUIS FELDENHEIMER
MARQUISE AND OTHER FANCY SHAPED
DIAMONDS :: PEARL NECKLACES

2 WEST 46TH STREET
NEW YORK

FREUDENHEIM BROS & LEVY
INC 170 BROADWAY
NEW YORK CITY
DIAMOND IMPORTERS

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CARLONE & VITIELLO
21 Maiden Lane
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Loose and Mounted
Always in Stock

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THE JEWELERS' CIRCULAR PUBLISHING CO.

11 John Street, New York
THE JEWELERS' CIRCULAR

Cleveland, O. The check was for $281.65, and the man received the watch and the difference of $106.65 in cash. He later bought a pair of cuff buttons for which he paid cash. The check was returned as "fraudulent." About the same time, E. F. Jakeman, jeweler at 335 Granby St., Norfolk, stated on the same day this man had given him a similar check for the amount of $148.12 in payment of a $150 Elgin watch worth $75 and also received the difference in cash, using the passport.

On Sept. 8 the man was indicted on the charge of larceny by the Norfolk County grand jury.

In most instances, according to the Department of Justice, the man has identified himself as "Caleb" by using a passport bearing his photograph issued through the American Consulate at Warsaw, Poland, but he also claims to be an agent of the Department of Justice, and he generally visits the Norfolk jeweler's neighborhood, they are requested to wire either Norfolk, Va., or Washington, D. C., local offices of the Department of Justice, or directly to the Bureau of Investigation of that department at Washington.

Boston Police Hunting Sneak Thief Who Stole Jewelry Worth $10,000 from the Smith, Patterson Co.

BOSTON, Mass., Sept. 11.—The Smith, Patterson Co. was robbed of more than $10,000 worth of diamonds by a tray snatcher, it became known today after the theft had been kept secret for several days. A coast to coast trail of gem thieves is being followed by the police. The theft and pursuit became known despite the efforts of the police to keep the matter secret.

According to the police reports, three traysful of diamonds were taken to the inspection room of the Smith, Patterson Co.'s retail department for examination and disappeared with their contents. It is reported that a man known to the underworld as a "tray-snatcher" walked into the store and got away with the diamonds, undetected. Inspectors Rollins and Ring of the bureau of criminal investigation traced the thief through clues to Los Angeles and are now in the Pacific coast city on the trail.

The report is that a man quietly walked into the diamond room, gave the impression that he was a salesman to people in the store who paid little or no attention to him, calmly helped himself to the diamonds and walked out. Not until he had made his getaway complete was it discovered that the man had committed a robbery.

The jewelry store of Edward L. Bowers on S. Main St., Chambersburg, Pa., was broken into one night recently by thieves who forced an entrance through the back window of the store. Five dollars was taken from the cash drawer and an inexpensive lady's wrist watch and several gold fountain pens are missing.

ALLEGED SWINDLER ARRESTED

Man Wanted on Bogus Check Charge in Baltimore, Md., Arrested in Chicago

BALTIMORE, Md., Sept. 12.—Sought by detectives for a year, Oscar C. Ford, 35, of Boston, Mass., under indictment here for passing a worthless check for $485 on Oscar Caplan, jeweler, 620 E. Baltimore St., is now under arrest in Chicago, according to a telegram received here by Detective Captain Charles H. Burns. According to the message received from Police Chief M. A. Collins, Chicago, Ford will face several charges in Chicago.

Detective Lieutenants R. E. Freeman and A. E. Cormack, who were instrumental in causing Ford's arrest, declared that every effort will be made to bring Ford here for trial. A copy of the Baltimore indictment has been forwarded to the Chicago police as a detainer against Ford. A year ago Ford came here and, it is charged, represented himself as a member of a wealthy Boston family. Detectives say that representations were untrue. Visiting Mr. Caplan's store Ford, it is said, obtained a diamond ring, giving in return the check.

The check was drawn on the Hub Trust Co., Boston, and was signed by Ford. A few days after Mr. Caplan deposited the check he was informed that the check was worthless. Ford, in the meantime, had disappeared. Lieutenants Freeman and Cormack caused an investigation to be made by the Boston police and they learned that Ford formerly lived at 76 Quint St., Boston. Ford was trailed through many cities, the Federal postoffice inspectors co-operating with the Baltimore detectives. Ford was finally located and arrested in Chicago.

FOUND GUILTY

Defendant in Case Charging Violation of Detroit Auction Laws; Sentenced to Serve Sixty Days

DETROIT, Mich., Sept. 12.—On a charge of violating the auction ordinance, Joseph Samuels, 630 Woodward Ave., was found guilty yesterday by Judge John Faust and sentenced to serve 60 days in the House of Correction. This is the first of four cases started recently by the city against proprietors of four jewelry shops for alleged violation of the auction law.

The trial started two weeks, ago and in the course of testimony numerous buyers stated that they discovered that their purchases were of little value. Experts called to testify by the corporation counsel's office also confirmed their opinion. Before sentencing Mr. Samuels, a letter was read by Judge Faust in which a man from Abshamba, O., complained of being tricked by the shop and offered to come to Detroit to testify.

The remaining three cases have been put over until Sept. 24, the attorneys for these defendants having demanded jury trials. Mr. Samuels is a defendant in one of these cases, while the others are Abe Whiteman and Milton Ginsberg.

E. R. Lindbloom will open a jewelry store at Cedar Falls, La.
EMERALDS
RUBIES
SAPPHIRES
AQUAMARINES
CHINESE JADE
and other
PRECIOUS and
SEMI-PRECIOUS
STONES

From Mines
to Market

THE JEWELERS' CIRCULAR

EMERALDS

The Emerald or green beryl is one of the most highly prized of the gem stones. Its magnificent color has rightly been compared to the color of the fresh grass in spring, and in brilliancy this stone far exceeds all other green gems, excepting only the very rare grass-green corundum or green sapphire. This stone is light compared to a Diamond or Sapphire and an Emerald of a given weight will therefore be about a third larger than a Diamond and about 45% larger than a Sapphire. The vivid green color of the Emerald is supposed to come from the oxide of chrome, as the other beryls do not contain chrome. Emeralds are found in Colombia, near Bogota; Egypt, Urals in Europe; Salzburg, Austria; Mt. Remarkable, South Australia; Norway and North America.

AMERICAN GEM & PEARL COMPANY
6 West 48th Street
NEW YORK

EVERYTHING IN THE STONE LINE

S. NATHAN & CO.

IMPORTERS AND CUTTERS OF
DIAMONDS, PEARLS, PRECIOUS,
SYNTHETIC AND IMITATION STONES

RING STONES
IN ALL DESIRABLE SIZES AND SHAPES
Amethyst, Topaz, Garnets, Cameos, Aquamarines,
Opals, Tourmalines, Black, Red and Green
Onyx, etc., Synthetic Rubies and Sapphires

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We have specialized since 1907 in catering to the insurance needs of the Jewelry Trade.
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THE WASHBURN
SECURITY
Automatic Holder
for ear studs, scarf-pins, etc.

EAR WIRES
for unperierced ears.

SAFETY CATCH
for Brooches, etc.

Descriptive Circular on Application.
Pearl Drilling and Adjusting a Specialty
Special Order Work and Repairing
G. IRVING WASHBURN, 168 Fulton Street, N.Y.

Indestructible Pearls
Congress in the Latest Pearl Shades.
Highest Quality. Lowest Price.
Made in Brooklyn.
58 Harman St.
Brooklyn, N. Y.

Attention — Manufacturers
ONYX RING STONES
Polished for Any Size Diamond

JEWELERS
EAR RING STONES
ONYX and AMBER BEADS
THE DOUBRAVA CO.
61 Beekman St. New York

CRUCIBLES
J. & H. BERGE
95 John Street
New York City

ODD SHAPE WATCH GLASSES
Perfect Fitting Dust Proof
RUGER & FANDEL
114 Fulton St., New York
LATEST CUSTOMS RULINGS

Board of Appraisers Hands Down Ruling favoring Timers Containing Seven Jewel Movements Not to Be Watches

According to a ruling by Judge Fischer, of the Board of United States General Appraisers, a protest filed by Braun Knecht Lehmann Co., of San Francisco, is denied. The protest, the record disclosed, was submitted for decision on the facts as set forth in the following report of the appraiser:

The merchandise covered by this protest consists of timers fitted with seven jewel movements. They are similar in all respects to the timers covered by the decision of the Board in T. D. 45971, in that they have no hour hand and the dividing and subdividing lines which encircle the margins of the larger dial represent seconds and either fifths of seconds or tenths of seconds, and the numerals therein run from 5 to 30 or to 60 in multiples of five instead of from 1 to 12 on an ordinary watch dial. They are therefore not watches. They are used for timing the speed of horses or runners in athletic contests and were returned for duty under paragraph 368 as a device or mechanism having an essential operating feature intended for measuring time, at the appropriate rate under said paragraph according to the value of the article and the number of jewels which the movements contain.

The importers claimed in their protest that the merchandise in question should be dutiable at the appropriate rates, depending upon the number of jewels, provided for under paragraph 367, tariff act of 1922. The Customs Board, however, overrules the importers' claim for the lower rate of duty as watches, holding the articles in question to have been properly assessed by the collector.

PINS, NOT SILVER-PLATED

Another ruling by Judge Fischer sustains a protest of M. Holner. The merchandise involved in this case consisted of certain metal pins, with the name 'Holner' inscribed thereon. On entry through the customs the pins were classified as dutiable at the rate of 60 per cent ad valorem under Par. 367, Tariff act of 1922, as silver-plated metal articles. The Government analyst, however, reported the pins not to be silver-plated. The importers' contention for duty at but 40 per cent ad valorem under the said Par. 399, is therefore granted by the Customs Board.

ALLEGED CROOK CAUGHT

ALBERT BEST, ALIAS "ALBERT BESTMANOFF," ALIAS "DR. ALBERT STANLEY," ARRESTED IN NEW YORK

Man Wanted in Boston, Mass., on Charge of Getting Rings and Bracelets from Concern in That City, Arrested in New York.

A search lasting for several months terminated last Thursday when the New York police took into custody Albert Best, also known as Albert Bestmanhoff, alias "Berger," alias "Dr. Albert Stanley," etc. This man was taken into custody on complaint made by Hall & Edwards, 118 Tremont St., Boston, Mass. The prisoner is now being held for extradition to that place.

It is claimed that in Boston "Albert Best," which is the name he went under in that city, hired a room at 118 Tremont St., in the same building in which the Hall & Edwards concern is located, late last June. On June 27, it is charged, he telephoned to the Hall & Edwards firm and asked that they send him up an assortment of bracelets and rings. An employee of the concern appeared with six bracelets worth $1,000 each and two rings, and after looking over the assortment Best asked the salesman to get a larger assortment as he was undecided as to what he wanted. The salesman went back to the offices of the concern for more articles and when he returned to the room occupied by "Best," it is claimed, he had disappeared with the six bracelets and two rings.

It has also been alleged that warrant has been issued for this man on the complaint of Picken Bros., Atlantic City, N. J. At this place, it is claimed, he purchased some jewelry under the name of "Albert Berger" and in payment gave two bogus checks amounting to $2,700. These checks were later returned protested.

Since Best's arrest it is claimed that the police have learned that the man went to Paris, France, and returned only a few weeks ago. He visited his mother in the Bronx, and as a result of this visit the police obtained information that he was again in New York. He was finally arrested by Detective Wey of Police Headquarters. It is alleged he sold the jewelry in Philadelphia and Atlantic City in order to get money to go to Paris.

Voluntary Petition in Bankruptcy Filed by Carl Baron, Elyria, O.

Cleveland, O., Sept. 12.—Carl Baron, Elyria, Elyria, filed a voluntary petition in bankruptcy in the United States District Court at Cleveland, Sept. 3. The following are the largest creditors: Vander Voort Bros., $3,694; A. Rosenman, $2,400; Kionka & Hamburger, $1,172; R. & J. Dreyfus, $775; International Silver Co., $750; J. H. Grosse & Co., $415, (open account); J. H. Grosse & Co., $209, (note); Werner Bros., $106; Rubin Cassehoff Co., $236; Gorham Mfg., $127.

The secured claims amount to $3,550, while the unsecured claims total $13,916. The total liabilities are $17,466, and the assets, $14,396. The principal assets are: Real estate, $7,500; stock, $4,000, and fixtures, $900.

No meeting of the creditors has yet been called by the referee in bankruptcy.

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Treasure Solid Silver

Sterling 925/1000 Fine

Silverware that Becomes a Part of the Decorative Scheme of Fine Homes

Strictly in accord with Chippendale, Hepplewhite, Sheraton, and the finest American Colonial period furniture is the Adam Style of Treasure Solid Silver. Thus is afforded the opportunity of selecting table silver that is in perfect harmony with the other dining room appointments of the many fine homes which are being furnished in these period styles.

Among discriminating women, design has become a most important factor in the purchasing of everything that goes into furnishing the modern home. And quick to respond to the appropriateness and authenticity of the Adam Style have been brides and hostesses whose taste is most exacting.

Such a pattern as the Adam Style, heavy, richly decorated in pure authority of design and beautifully made, meets a demand that comes to every jeweler who enjoys the exclusive trade in his community.

An exhibit of the Adam Style will be sent for your inspection at your request.

ROGERS, LUNT & BOWLEN CO.
Silversmiths Creators of Distinctive Tableware GREENFIELD MASSACHUSETTS
THE JEWELERS' CIRCULAR

October 16, 1925

SURVEY SHOWS INCREASE

Statistics Compiled by United States Chamber of Commerce Reflects Growth of Philadelphia Jewelry Manufacturing Industry

Philadelphia, Sept. 16.—Statistics compiled by the United States Chamber of Commerce and manufacturing jewelry by the local Chamber, show that this city does considerable in jewelry manufacturing and that the industry is growing steadily if not speedily.

The figures show that in 1923, the year for which the most recent survey was made, there were 57 jewelry manufacturing establishments, large and small in this city with a roster of 401 employees. In that year $5,083 was paid in wages, while the value of the product totalled $2,905,328.

In comparison with the preceding year for which the figures were taken, 1921, a falling off in the number of establishments is shown, the number for 1921 being 73, but this is accounted for by the going out of business of several one or two men shops. The number of employees for 1921 is given as 367, a gain of 34. A gain in wages paid in 1923 over the total of the preceding biennium is shown, the resulting figure being $600. The value of the product also shows an increase of $451,829 for 1923, as compared with the $2,453,499 total given for 1921.

An increase of two in jewelry case and box manufacturing establishments is shown by the survey, seven being listed for 1923 as against five in 1921. These employed 63 persons, against 56 in 1921, and paid $60,144 in wages compared with $44,738 in the year for 1921.

Among the largest unsecured creditors are: R. A. Breidenbach, $2,414; Brod & Co., $1,602; Cohen & McDonnell, $1,404; Delahy & Astor, Inc., $1,303; Finkelstein Bros., $3,326; J. & H. Flyer, $1,470; J. Freundheim & Son, $1,677; A. Goldwasser, $455; L. Halperin, $303; Leo Hauser, $102; Hewitt & Co., $731; Moise Hirsch, Inc., $890; A. S. Herschberg, $2,114; Sol Katz, $1,951, and Moe Lenkowsky, $360.


The firm of Schultz, Goldman, Inc., dealers in jewelry, 71 Nassau St., New York, against which bankruptcy proceedings were instituted on March 20, last, filed schedules in the United States District Court last Saturday, listing the liabilities at $883,355 and the assets at $8,752. The firm owes, according to the schedules, for secured claims $1,600, and unsecured claims $867,755. Among the assets are listed bills, promissory notes and securities, $7,507; machinery, tools, etc., $590; and debts due on open accounts, $745.

Among the largest unsecured creditors are: A. R. Breidenbach, $2,414; Brod & Co., $1,602; Cohen & McDonnell, $1,404; Delahy & Astor, Inc., $1,303; Finkelstein Bros., $3,326; J. & H. Flyer, $1,470; J. Freundheim & Son, $1,677; A. Goldwasser, $455; L. Halperin, $303; Leo Hauser, $102; Hewitt & Co., $731; Moise Hirsch, Inc., $890; A. S. Herschberg, $2,114; Sol Katz, $1,951, and Moe Lenkowsky, $360.

DEATH OF HENRY WILLIAMS

Head of Providence Manufacturing Jewelry Concern Passes Away in His 77th Year

Providence, R. I., Sept. 12.—A large number of members of the manufacturing jewelry industry, members of the Knights of Honor, and yachtsmen of this vicinity attended the funeral last week of Henry Williams, senior member of the manufacturing jewelry concern of Henry Williams & Son.

Mr. Williams was in his 77th year, having been born in Providence, May 29, 1849, and received an education in the public schools, but at the age of 11 years he was forced to go to work, and in 1860 accepted a job in the shop of Fessenden & Co., silversmiths.

After a few months he apprenticed himself to the old firm of Sackett & Davis, where he remained three years and four months. After leaving the employ of Sackett & Davis he obtained a wide experience in the factories of George Potter, W. S. B. Davis, and G. M. Church, Waite, Smith & Co. and other prominent concerns of their day, until 1893, when he established himself in the manufacturing jewelry business at 102 Friendship St. From there he removed to the Penfield building, corner Dorrance and Friendship Sts. After various locations he finally took the present plant.

Deceased is survived by his widow, Mrs. Georgia A. (Burwick) Williams, whom he married April 5, 1889. He was a member of Harmony Lodge, No. 2987, Knights of Honor, and was a member of the Corinthian Yacht Club. He was an enthusiastic yachtsman and owner of the sloop-yacht Berlin, winner of numerous cups and prizes in the Narragansett Bay regattas.

Brazil Considering a New Law Covering Diamond Mining in Bahia

To permit companies with large capital to exploit by improved methods the diamond lands of Bahia, a new law providing for changes in the State's mining code now is under discussion, reports Consul Homer Brett to the Department of Commerce.

Consul Brett advised that buying of miner's black diamonds was less eager during August but that there was no appreciable weakening in prices.

Jewelers' Gold Bars Withdrawn and Exchanged at New York

Week Ended Sept. 12, 1925

The U. S. Assay Office reports:

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<th>Date</th>
<th>Exchange</th>
<th>Total</th>
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<td>September 8</td>
<td>$638,829.90</td>
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<td>September 9</td>
<td>$638,829.90</td>
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| Out of the gold bars exchanged for gold coins are reported as follows: |
|-----------------|-----------------|
| Date     | Exchange | Total |
| September 8 | $210,456.35 |
| September 9 | $210,456.35 |
| September 10 | $210,456.35 |
| September 11 | $210,456.35 |
| September 12 | $210,456.35 |
Great Convention of Jewelry Trade Opens at Richmond With Large Attendance

Over Five Hundred Registered When Session Starts Tuesday Morning With Welcome by Governor of Virginia, Mayor of Richmond and Others—Response by T. L. Combs Followed by Address of President Brotherly—Sessions to Continue Until Friday Afternoon

Richmond, Va., Sept. 15.—The 20th annual convention of the American National Retail Jewelers' Association got under way today in the auditorium of the Jefferson hotel with more than 500 registered from practically all parts of the country in attendance. The hotel, built by the late Major Lewis Ginter, millionaire cigarette manufacturer of Richmond in 1895 as a memorial to Thomas Jefferson, is splendidly adapted to convention purposes. It is equipped with spacious lobby convenient to the convention hall, which is located in the southwest corner of the building on the mezzanine floor. Scores of big conventions like the one now in session have been held in the hotel since it was built in 1895. Once before a national convention of the jewelers met in the same hotel. That was in 1911. Not a few of those attending the present meeting recalled pleasant recollections of the previous convention, which they also attended.

The auditorium is provided with a large elevated rostrum with tables and seats for the executive officers. This gives officers and speakers a clear view of the entire hall and greatly facilitates the execution of business. There are two double doors, one on each side facing the Main St. entrance. These provide ample space for entrance and exit.

The hall is reached either by stairway from the lobby or from the balcony overlooking the lobby, which is located on the same floor as the hall.

A few delegates arrived as early as Saturday, and by Monday evening they were arriving on every incoming train. A committee of local jewelers was on hand to greet them and make them feel thoroughly at home. Heading the committee was Sol M. Schwarzschild, of Schwarzschild Bros., who is president of the 24-Karat Club of Richmond. Others on the committee were A. F. Jahnik, D. E. Lumsdien and C. Fred Kohler.

A reception committee to greet wives and daughters of the delegates was headed by Mrs. Fred H. Powell, whose husband is a member of the firm of Schwarzschild Bros. and is also prominent in municipal affairs, being president of Common Council. A number of local women served on this committee with her.


Mr. Lutto was also chairman of the registration committee.

Prominent among the speakers who are to appear before the convention were: Malcolm P. McNair, of the Harvard Bureau of Business Research, Cambridge, Mass.; Ralph Roessler, Marion, Ind., chairman of the special tax excess elimination committee of the association; P. J. Coffey, Newark, N. J., chairman of the National Jewelers' Publicity Association; John J. Bowman, of the Horological Institute of America; H. R. Latowsky, of the National Cash Register Co., Dayton, O.; Charles A. Hammerstrom, New York; Frank Watts, New York editor; William R. Cooper, Minneapolis, president of the National Wholesale Jewelers Association, and Ellis Gifford, Fall River, Mass.

The exhibits of jewelry and gems of a value estimated by the local papers at many millions, are conceded to be the handsomest of their kind ever revealed in this State. These are displayed throughout the Palm room of the Jefferson as well as other sections of the hotel.

In celebration of the occasion, practically all the important jewelry firms in the city have special window displays. In a window of Schwarzschild Bros., at 20 and Broad Sts. there is a $15,000 display, exhibiting a new Parisian gown, full size; many miniature models, table mats and runners, and a variety of novelties fashioned in gold and silver mesh.

It is planned to put on a fashion show one evening during the convention with living models, handsomely gownend and exhibiting the latest styles and jewelry.

EXECUTIVE COMMITTEE MEETING

At the executive committee meeting Monday night the Board approved the raising of funds for continuation of research work. Plans of the National Jewelers' Publicity Association to make a campaign for funds needed were also ratified and endorsed. The committee also endorsed the plan for continuation of the fight for excise tax elimination. Other business for consideration of the committee will be taken up at the meeting Friday, it was announced.

OPENING SESSION

Convention Hall, Hotel Jefferson, Sept. 15.—The great convention was called to order at 10:15 a. m. (Standard Time), with music. With Miss Nash at the piano, the delegates sang "America," led by Joe Maur. After the invocation by the Rev. Sokol B. Cousins, of the Second Baptist Church, W. T. Dalhey, business manager of the Chamber of Commerce, introduced J. Scott Parish, president, who, in turn, introduced Governor Trinkle of Virginia.

Governor Trinkle had been escorted into the hall by Sol M. Schwarzschild, president of Richmond 24-Karat Club. President Hemby, of the Virginia Retail Jewelers' Association, greeted the governor and introduced Mayor J. Fulmer Bright of Richmond, who also greeted the jewelers.

HON. E. LEE TRINKLE, GOVERNOR OF VIRGINIA, WHO WELCOMED THE DELEGATES

MAYOR J. FULMER BRIGHT OF RICHMOND, WHO ALSO GREETED THE JEWELERS
September 16, 1925

him to President Brotherly and some of the other national officers before he mounted the rostrum.

The governor's greeting to the jewelers was most cordial and he complimented them as opening the proceedings with a patriotic song. Both he and the Hon. J. Fulmer bright, who followed him, extended a hearty welcome to the delegates, giving assurance that the city of Richmond, as well as the State, was anxious to cooperate with the jewelers to have the national organization meeting again in Virginia.

Governor Trinkle urged the more extensive use of jewelry by the public and was backed up in this by Mayor Bright. The governor provoked laughter when he wondered what would happen to the pockets of the last to all we "Pittsburghers."

After the addresses of welcome had been concluded, Tilney L. Combs, of Omaha, Neb., past president of the national association, responded for the jewelers in his own behalf. He acquainted the Col. Cole, introduced Mayor Bright, who extended a welcome on behalf of the city, reciting business and civic history of the city, naming historical events that had happened in the State. of Virginia, was glad of the opportunity of having his wife of commerce representative, Mr. Dabney, have brought all the way from Richmond to answer the welcomes given us then and while in the State and association and was greeted warmly by all the delegates.

The convention sang, to the tune of "Love Me and the World Is Mine," "Jewelry Is a Necessity; It Can't Be Called a Luxury; I Can't Ask Folks to Wear It Unless It Is Worn By Me." The addresses of welcome had been concluded, Tilney L. Combs, of Omaha, Neb., past president of the national association, responded for the jewelers in his own behalf. He acquainted the Col. Cole, introduced Mayor Bright, who extended a welcome on behalf of the city, reciting business and civic history of the city, naming historical events that had happened in the State. of Virginia, was glad of the opportunity of having his wife of commerce representative, Mr. Dabney, have brought all the way from Richmond to answer the welcomes given us then and while in the State and association and was greeted warmly by all the delegates.

The convention sang, to the tune of "Love Me and the World Is Mine," "Jewelry Is a Necessity; It Can't Be Called a Luxury; I Can't Ask Folks to Wear It Unless It Is Worn By Me." The addresses of welcome had been concluded, Tilney L. Combs, the big towns and smarter ones from the villages. Hustlers and "hard ups' from almost everywhere were appreciative of welcomes and hospitality, especially today. We're a bit older and, I think, a bit more experienced. We're a bit older and, I think, a bit more experienced.

For his "loaning" nerve was gone. When he saw the business going west he "called" and said, "Come on. But life's still ours and hope's reviving Badly despondent we go. We'll use the ace on the resilience tax. And fight for a fairer business show." Everybody who knows or cares anything about business and its safety knows that the old ship of Commerce has been riding high. It has been leaking badly for three or four years—many of one crew have gone to the far west coast land which never before knew a successful competitor in climate, ocean beach advantages, and real estate booms until your azure neighbor down here "jumped up the parade" by passing the non-inheritance tax law and thereby established the real estate playing field.

No craft ever entered your gates that is more devoted to the service of the world than is the jewelers. No craft ever entered your gates that is more devoted to the service of the world than is the jewelers.

And what Uncle Sam didn't take the Landlord did till we had no dough to show. Our creditors down East got all our "yeast" So we couldn't raise even a seventh of what we needed. And when the buyers quit, it "shut our grit And almost wrecked our dome."

Then the Banker spoke and it went so jockey for his "loaning" nerve was gone. When he saw the business going west he "called" and said, "Come on. But life's still ours and hope's reviving Badly despondent we go. We'll use the ace on the resilience tax. And fight for a fairer business show." Everybody who knows or cares anything about business and its safety knows that the old ship of Commerce has been riding high. It has been leaking badly for three or four years—many of one crew have gone to the far west coast land which never before knew a successful competitor in climate, ocean beach advantages, and real estate booms until your azure neighbor down here "jumped up the parade" by passing the non-inheritance tax law and thereby established the real estate playing field.

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THE JEWELERS' CIRCULAR

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These have all been done for the purpose of educating the retail jeweler to become a better and more modern merchant. We must do much more to live along these lines, and we must do everything possible to eliminate the undesirable in our industry. We must divide our efforts to improve the conditions. We must do better work in these areas, while greatly and improve the standards of the industry. And let us not forget that the jewelry industry is a future structure which will bring together just before the summer vacation and which has made the pilgrimage to Richmond, so that we may prosper in the occasion.

We need only to review the events of the past 20 years to realize how far we, as retail jewelers, have progressed. The need for an association has been answered. We have come to this convention to study and endeavor to eliminate, the major problems that most concern our methods of production and distribution. This Council, on which we are all to accomplish real, satisfactory results, is in reality an annual report, which has raised many similar funds—among others, one-and-a-half million dollars for the florists.

We have a future structure which will allow us to make a determined bid for increased patronage. The sooner we make the public jewelry conscious, the better it will be for our industry. We have not done enough work on this line, and we cannot afford to do it now. We have done nothing in this respect, and we find today that other industries which appeal directly to the public have restored to a prosperous condition.

In January of this year, we started a campaign to raise the retailers' quota of the necessary funds needed by the National jewelers Publicity Association. This was done in the form of a Resolution, which was passed by those present, and which entailed the instigation of a nationwide campaign in order to ensure that the public is made aware of the existence of our industry. From now on the soliciting will be assumed by this organization, and we trust that all will recognize the advantage of its cordiality, and its apparent foundation on the basis of a nation-wide campaign in order to make the public more appreciative of its genuinity, and its apparent foundation on the basis of its annual report.

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Mr. E. J. Cooper's address tomorrow morning. Everyone is present and to listen carefully to his remarks.

Tax Elimination

A. H. Mott: I am glad to note that the national committee's plans for the entire elimination of the excise tax are a reality. I do not believe there is a member of this association who is not thankful for this progress that has been made. It is in large part due to the efforts of the local jewelers, for it is every retail jewelers duty to support legislation that affects his business.

Consider the fact that we are dealing in the finest things in creation—the precious stones and metals. The Federal tax merely outlives all others in intrinsic value—that they also outrank all others in your field. This is the reason for the success of the human race are enduringly expressed and preserved. I believe that the jewels of justice which cannot be claimed by any such advantages should have so far outstripped us. It seems to me that we have advantages and disadvantages. We have operated to our disadvantage, because they have made us feel so secure in our position that we have neglected our opportunities, and have failed to progress with the times and the changing methods of merchandising.

We have frightened the retail jewelers by making the public desire our products, and should experience less difficulty than they in changing our market from a seller's market to a buyer's market.

The department has faced the problem of a child of noble birth who makes a failure of life, because its many advantages removed the urge of necessity, while the child of plebian birth often rises to eminence because of the very obstacles it had to overcome.

We should have less trouble than other industries in making the public desire our products, and should experience less difficulty than they in changing our market from a seller's market to a buyer's market.

If they, in other industries, can create a desire on the part of women to wear furs in the Summer and straw hats in the Winter time, there is something we can do to get a number do not wear jewelry at any time.

The Jeweler Must Wear Jewelry

While we are on this subject, I feel that I would like to emphasize how we can make use of this opportunity to again call attention to the fact that many people do not wear jewelry today because of the many purchasing conditions. I think that we have been able to secure a reasonable profit above cost of doing business.

In order to submit data relative to our market, the authenticity of which could not be doubted, and which was a revelation to the other branches of our industry. In many other ways this research work has been of prime importance to us.

We have now reached the point where the funds invested in 1918, 1919, and 1920 by retailers, wholesalers, manufacturers and importers, have been as fruitful as it is essential that we should continue with this research work, and I am glad to report that our executive committee has continued in its work. We have to raise the necessary funds with which to support it. We can do this now because we have worn out the extremes of prices on their merchandise, and the wholesale and retail jewelers, who have been able to secure a reasonable profit above cost of doing business.

In order to submit data relative to our market, the authenticity of which could not be doubted, and which was a revelation to the other branches of our industry. In many other ways this research work has been of prime importance to us.

I find that the furniture dealer has nice furniture in his home; the clothing wears good clothes; the furrier's wife wears fine furs, and the haberdasher the latest in men's furnishings. But the jeweler in his procession, too often, is just a little more than a pin, and put on the body opposite the handle. That also holds good with the majority of late Georgian coffee pots with full spouts, but earlier examples had a curve in the handle. Coffee was introduced into England a little before the Commonwealth, but the silver coffee pot is nearly a generation later than the latter. The next stage was the introduction of the octagonal body, which was like the original type, tapered and truncated. The bellowed body, with the curve, the spout, began to be made about 1640. The spout, which, in the case of the biggin, was only a question of time. Obviously, the use of the biggin or a jug for hot drinks, and a device which may settle the question occurs just inside the lid, where, if there is any plan for the wire on which the strainer bag was hung, it is safe to pronounce the piece a biggin.

The Department of Commerce calls attention to the fact that many trade-mark registrations under the Federal trade-mark act are not used, and that the registration may be suspended or canceled if it is not used. Insertion in the United States may perhaps result in the loss of trade-mark rights in those countries where the registration is dependent upon registration in the home country.

Coffee Pots and Biggins

A simple clarifying explanation of the above utensils, so often confused for one another, is given by W. A. Young in his "Silver and Sheffield Plate" (New York: Dodd, Mead & Co.). He says:

The coffee pot and the biggin, whose two vessels, intended for the same purpose, are distinguishable partly by the shape of the body and more particularly by the spout, which, in the case of the biggin, is little more than a lip, and put on the body opposite the handle. That also holds good with the majority of late Georgian coffee pots with full spouts, but earlier examples had a curve in the handle. Coffee was introduced into England a little before the Commonwealth, but the silver coffee pot is nearly a generation later than the latter. The next stage was the introduction of the octagonal body, which was like the original type, tapered and truncated. The bellowed body, with the curve, the spout, began to be made about 1640. The spout, which, in the case of the biggin, was only a question of time. Obviously, the use of the biggin or a jug for hot drinks, and a device which may settle the question occurs just inside the lid, where, if there is any plan for the wire on which the straining bag was hung, it is safe to pronounce the piece a biggin.
The Jewelers' Circular

Buyers' Directory

Issued Annually in July

1925-1926 Edition
Now Published

Useful to Buyers and as a Trade Directory of the Jewelry and Allied Lines, listing the names and addresses of Manufacturers, Wholesalers and Importers.

A trade directory of 320 pages, size 3 x 6½ inches, classified as to products and alphabetically arranged as to cities and names and includes the advertisements of manufacturers, wholesalers and importers specializing in various lines.

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THE JEWELERS' CIRCULAR PUBLISHING COMPANY
11 John Street
New York City
Virginia Jewelers Meet at Richmond

Seventeenth Annual Convention of the Virginia Jewelers Association, Gathering—Officers Re-elected, Resolutions Adopted and Other Business Transacted

RICHMOND, Va., Sept. 14.—Preliminary to the 20th annual convention of the American National Retail Jewelers' Association, which opens here tomorrow in the Jefferson Hotel, the 17th annual convention of the Virginia Retail Jewelers' Association was held at the same hotel today, with some 30 or more jewelers from various parts of the State in attendance. President Leo F. Henebry, of Roanoke, called the convention to order and then proceeded to read his annual report. This was followed by the submission of the report of O. F. Russow, secretary and treasurer, of Roanoke. After Mr. Russow had concluded his report, appointment of committees on resolutions, auditing and nominations was announced.

President Henebry told in his address of the fight being waged for the elimination of the excise tax. The appeal to members of the Virginia association for funds to help carry on this fight had met with very satisfactory results, he said.

Secretary-treasurer Russow declared in his report that all indications point to the entire elimination of the excise taxes now remaining on the jewelry business. These were described as unjust and un-American. In other resolutions adopted, the association (1) pledged wholehearted support to the National Jewelers' Publicity Association; (2) commended National President Brotherly for calling into conference representatives of the various trade associations with the idea of forming a trade council which shall co-ordinate the work of the various associations; (3) requested national officers to obtain representation, if possible, on the committee on platinum stamping, with the idea of making it possible for the retailers' views to obtain proper expression and representation before the committee; (4) endorsed National Jewelers' Mutual Fire Insurance Co.; the Horological Institute of America; the research work of Harvard University, and the group insurance plan as offered to the association by the Metropolitan Life Insurance Co.

A committee composed of E. C. Amos, O. F. Russow and M. A. Barbee was named to look into the question of house-to-house canvassing and the policy of the government in selling jewelry through concessionnaires on the cost plus basis to officers and men in the several branches of the service, and to confer with the legislative committee of the national association in regard to the questions. In discussion of the house-to-house canvasser question, the majority opinion was that it was a hopeless task to undertake to solve this problem on account of court rulings upholding the practice.

It was announced that an effort would be made at the next session of the legislature to enact a law that would put "fake" auctioneers out of the jewelry business in Virginia. Members of the association were urged to interview their Representatives and ask them to support the proposed measure. The act to curb dishonest auctions will be modeled after the Roanoke ordinance, which has been upheld by the State Supreme Court. It imposes an annual non-transferable license tax of $1,000 and provides a heavy fine for failure to comply with its provisions.

A feature of this session was an address by Ben A. Ruffin, prominent insurance man of Richmond, whose subject was "The Invisible Asset." He delivered this address at the special request of President Henebry, who heard him talk on the subject at the district convention of the Lions Club in Norfolk in May which Mr. Henebry attended as a delegate from the Roanoke club. Mr. Ruffin, who is third international vice-president of Lions Clubs and has been active in the organization ever since it came into being, stressed the responsibility of the merchant to his community and outlined the values which accrue to him as well as to his community by the promotion of better practices through co-operation with fellow members of his trade and by according the public a square deal in business transactions. Mr. Ruffin spoke offhand. He had delivered a talk the previous day before the Associated Men's Bible Classes of Richmond on "Evolution" and spent so much time preparing this address that he did not have time to put the other down in writing. He explained that he was careful to prepare the "Evolution" talk because he feared that he might be misquoted if he did not. His talk before the jewelers concluded the morning session of their convention.

After the lunch hour reports from committees named at the morning session were heard.

Short talks during the afternoon were made by National President Brotherly, National Secretary Anderson, Charles T. Evans, Buffalo; Arthur A. Evers, Dallas, past national president, and Constant J. Auger, San Francisco, a regional vice-president for the Pacific Coast. President Brotherly declared in his talk that jewelry should be worn by men in the trade if they would sell the idea to the public. He himself was wearing a handsomely mounted diamond ring, a scarfpin and a wrist watch as an example to other jewelers.

Selection of date and place for the next annual meeting was left to the executive committee.

Practically all those who attended remained over in the city to meet with the national organization the following four days of the week.

O. F. RUSSW, RE-ELECTED SECRETARY

G. F. HENEBRY, RE-ELECTED PRESIDENT

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GET LOOT WORTH $70,000

Bandits Visit New York Jewelry Store, Bind Employees and a Customer, Rifle Safe and Escape in an Automobile

In a day of unusual activity among bandits in New York, D. Bick & Sons, retail jewelers, 360 Third Ave., lost diamonds, jewelry and watches worth about $70,000. The hold up was committed in the same familiar manner in which scores of other thefts have been perpetrated and as usual the bandits made their escape in an automobile waiting near the store. The concern's loss is only partly covered by insurance.

The store had just been opened on Monday morning and the four clerks were beginning to remove the stock from the safe, which had been unlocked, when a rather tall man walked in and requested to be shown some watches. As one of the clerks went for the watches, the supposed customer drew a pistol from his pocket, while three other accomplices walked in and covered the employees with weapons. They were all bound with rope and then placed in a rear room. As the stock was still in the safe, the thieves had no trouble in gathering it up quickly. Two of them scooped the loot into brief cases while the two others were rifling the pockets of their victims in the rear room. While the hold up was taking place, a customer walked in and he was also shoved into the back room where he was likewise bound and placed beside the other four victims.

After the bandits had completed their job, which took about eight minutes, they walked from the store and, it is reported, jumped into an automobile and made their escape. It was some time later before any of the victims could give an alarm.

JEWELERS PLAY GOLF

Members and Guests of New York Jewelers' Golf Association Enjoy a Day on the Wingfoot Course

The links at the Wingfoot Golf Club at Mamaroneck, Westchester County, N. Y., was the scene last Monday of the Fall tournament of the New York Jewelers' Golf Association. A total of 60 players, all jewelers and guests of the organization, entered the contest. After enjoying a day on the links they were entertained at a dinner.

As usual the jewelers arrived at the club house in automobiles shortly before 9 o'clock and within a few minutes were standing at the first tee ready to start play. As fast as they appeared, they teed off and the tournament was started without any delay.

After playing the first 18 holes, the jewelers and their guests retired to the club house where they enjoyed luncheon after which they resumed play. Shortly after 6 o'clock, every entrant in the tournament had completed in 36 holes.

At the dinner, the names of the winners were announced and the prizes were distributed. The jewelers and their guests were also entertained by five young women entertainers and a piano player. The entertainment included a number of dances and songs, while the jewelers' own quartet harmonized "to their hearts' content. This quartet is composed of Messrs. Skimmer, Young, Hauck and Yard. During the course of the dinner, the jewelers presented a beautiful clock to the Wingfoot Golf Club in appreciation of the kindness shown in turning the links over to the jewelers for the day.

The names of the winners are as follows:

Low net, all day—E. W. Gavey.
Low gross, all day—A. Morell.
Runner up, low net, all day—Morris Spine.
Runner up, low gross, all day—Harry Coxe.

Low net, A. M.—Roy Monroe.

Low net, Class A, all day—J. Russell.
Low net, Class B, all day—Jack Becker.
Low net, Class C, all day—Robt. Steele.

Low gross, Class A, all day—A. B. Maille.
Low gross, Class B, all day—Ray Johnson.

Runner up, low net, Class A, all day—Edward Muhlfeld.
Runner up, low net, Class B, all day—John Somner.
Runner up, low net, Class C, all day—Ray Yard.

GUESTS

Low net, all day—M. S. Bowman.
Runner up, low net, all day—A. L. Tausig.
Runner up, low net, Class A, all day—W. H. Downs.

The First Punch Marks

HE identification marks, to which the collector is indebted for his knowledge of just what he is paying out his thousands of dollars for in purchasing a little piece of somewhat damaged silver, started long ago. As Young, in his "Silver and Sheffield Plate Collector," tells us:

"The obligation to mark silver with the initials of the maker and the date letter already existing; gave them the right of search and powers to apply tests to the members' work. Fifteen years later the goldsmiths' charter which created them a corporate body seems to have been originated in the reign of Henry the Sixth, in or about 1423, at which time it was ordained also that York, Newcastle, Lincoln, Norwich,ristol, Salisbury and Coventry were to have divers touches."

"From the point of view of the practical collector these provisions avail nothing. It was not until many years later that these offices stamped those examples of silver that have come down to us. Edward the Sixth, in 1462, granted the goldsmiths another charter which created them a corporate body and confirmed to the wardens powers already existing; gave them the right of search and powers to apply tests to the members' work. Fifteen years later the goldsmiths obtained from the Crown a definition of sterling silver which more closely determined what quality was to be stamped with the leopard's head, which was then specifically described as crowned, and for many years, from 1478 onwards, was so marked. The mark of the company, moreover, was to be committed to the wardens. The consistent use of a letter to indicate the date of the assay began to be generally observed at the end of the 15th century."

A new jewelry store will be established at Decorah, la., by Elmer H. Parman.

DEATH OF F. P. D. JENNINGS

Former President of New York State Retail Jewelers' Association Carried Off by Heart Attack

ALBANY, N. Y., Sept. 11.—The funeral of Frederick P. D. Jennings, Albany jeweler and former president of the New York State Jewelers Association, took place today at his late residence, 57 Grove Ave., and at the Masonic Temple. Mr. Jennings was a past master of Temple Lodge of Masons and the bearers were all former past masters of the lodge. He was also a past high priest of Capital City Chapter of Royal Arch Masons and a member of the Albany Rotary Club.

Mr. Jennings, with his wife and two sons went to Chestertown, N. Y., on an autome...
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mortgage for $8,000 to the Peoples Savings Bank on land and buildings on the south side of Morris Ave.

The stock, machinery, fixtures, etc., of the Universal Safety Ash Tray Co., Inc., 136 Dorrance St., and the Jewelry Department of the Hope Jewelry Co., were taken up under the orders of the Sisters of Mercy presented their claims.

The case of the Albert Walker Co., against Wade W. Williams on book account, was heard before Judge Wright in civil session of Sixth District Court last week and on motion judgment was entered for the plaintiff for $52.60 and costs.

The case of G. C. Hudson & Co., against the Nermey Jewelry Co. was heard before Judge Wright in civil session of Sixth District Court last week and on motion judgment was entered for the plaintiff for $28.45 and costs.

Mr. and Mrs. William Locke were members of the general committee that had charge of the arrangements for the third annual field day of the Prudence Island Improvement Association last Saturday afternoon, when aqua-planing and life-saving demonstrations featured the program.

Ralph K. Stone, president of the New England Manufacturing Jewelers' and Silversmiths' Association, and his family have returned from Kennebunkport, Me., where they have been spending several weeks as the guests of Mr. Stone's brother-in-law, Frank R. Hollister, of the Chapman, Hollister, Stone Co. J. Samuels & Bro., Inc., has reduced its rates of book on land and buildings on the northeast side of Roger Williams Ave. and for $1,000 to the Providence Mortgage Corp., on the same property.

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ver and plated jewelry and novelties, with an authorized capital of $25,000 preferred and 1,000 shares common stock without par value. The incorporators are James W. Welsh, East Providence; E. Butler Moulton, Cranston, and Stuart H. Tucker, this city.

Harry Mushnick is on an extended western trip for the Triangle Jewelry Co., this city.

William Shannon, of the Monroe Block Co., donated $50 to the Mackinac relief fund.

Alfred Morse, of the J. J. White Mfg. Co., left last week on an extended business trip through the middle west.

George A. Armstrong, of the General Chain Co., is on a trip through the south in the interests of his concern.

Mr. and Mrs. Cabel H. Kenyon have returned to their home in Cranston after a recreation period at Franklin, N. H.

Gartner & Skoog, Inc., have removed from 7 Beverly St. to larger quarters in the Waite-Thresher Co. building, Abbott Park Place.

Frederick B. Peckham, of the Waite-Thresher Co., is making an extended business trip over the eastern circuit for that concern.

Donald Manchester, of the Karpeles Co. of this city, will be located in the future at Los Angeles, as manager of the firm's western office.

William A. Ellery has been granted a marriage license by the City Registrar, the bride-to-be being Miss Gladys Henlin, of Esmond, R. I.

William F. Kilkenny, manager of the New York office of the Strathmore Co., has been visiting the firm's plant, 220 Eddy St., the Strand building.

The patent recently granted to Arthur H. Gast and Earl A. Kuffer on a flexible watch bracelet have been assigned to the Specialty Products Co. of this city.

J. Robert Sweet, with the Providence office of the National Jewelers Board of Trade, was in northeastern Massachusetts the past week on business for the board.

The Assessorian Jewelry Co., wholesalers, have removed from 185 Eddy St. to the Strand building, corner of Washington and Union Sts., where they have larger quarters.

Harold Green, of Williams & Green, Inc., manager of the firm's Chicago office who has been spending several weeks at the factory here, returned to his territory last week.

James G. Young et al. have given a mortgage of $2,000 to the Putnam Savings Bank and one for $2,960 to the Hamilton Co. on lots and buildings on the north side of Washington St., this city.

Mr. and Mrs. Frank O. Udall and family have closed their Summer home at Newport and gone to New Rochelle, while Mrs. Udall will continue to Virginia to establish the children in school.

According to information filed at the city clerk's office, John A. Hacking is now the sole owner of the firm of Donahue & Hacking, which has been located for several years at 36 Garnet St.

The stock, tools, machinery and fixtures of the DeLuxe Art Metal Corp., 9 Calender St., were sold at public auction by direction of C. L. & H. J. Gross last week. The various articles were disposed of in small lots.

A patent has been granted to Edwin F. N. Speidel, of the Automatic Gold Chain Co. of this city, on a frame clasp for handbags, which the experts of the patent office have had under consideration for four years.

Thomas A. Wright, chief chemist of Lucius Pitkin, Inc., jewelers and metalurgists to the jewelry trade, New York, will be at the Providence Biltmore from Sept. 21 to 26, at which time arrangements will be made for consultations.

A man, giving his age as 55 years, a collector, was arrested last week by the Pawtucket police and delivered to the Providence authorities on a capias charging him 28 years commenstation of $689.44 from the Peerless Box Co.

Mrs. Ellis W. McAllister, wife of E. W. McAllister of the Irons & Russell Co., is a member of a party that left last week from New York on the养成 for several months abroad. They will visit Egypt after spending some time in Paris.

Creditors of the John T. Mauran Mfg. Co. have been notified by the receiver, C. Watson Scott, of Warwick, that their claims which must be filed on or before Sept. 15, will be passed upon before Oct. 1 and a report filed in Supreme Court on Oct. 15.

Because of the recent death of Earl B. Williams, manager of the D. M. Watkins Co., a meeting of the directors was held last week at which V. B. Watkins was elected president and J. Cuncliffe Ballock secretary.

Louis Schonhardt, Jr., who has been superintendent of the plant for the past seven years, was elected manager to fill the vacancy caused by Mr. Williams' death.

Capt. Benjamin L. Hall, for many years a manufacturing jeweler of this city and for two years in the Navy, returned last week to Providence where V. B. Watkins was elected president and J. Cuncliffe Ballock secretary.

The next regular meeting of the Buffalo Retail Jewelers' Association will be held at local jeweler who had attended a State convention will be presented.

The following retail jewelers visited the convention city together Sunday night. The Buffalo Chamber of Commerce is making every effort to bring the next convention to this city, where such a successful meeting was held in 1921.
THE JEWELERS' CIRCULAR

S. Kurtz Zook and wife motored to Washington, D. C., last week, where they spent a few days.

M. W. Young, wife and son, of Palmerton, Pa., have been visiting his wife's parents in Lancaster.

Miss Ada Oberlin, daughter of W. S. Oberlin, jeweler, Columbia, Pa., has enrolled as a student at the Bowman Technical School.

E. R. Tilkbrooke, Erie, Pa., jeweler, visited Lancaster recently. Another visitor last week was John W. Bender, of Lewistown, Pa.

Tobias Vanston, jeweler at Stoughton, Mass., motoring with his brother, stopped over in Lancaster recently while en route to Washington, D. C.

Jack Jordan, Jr., Dunn, N. C., on a motor trip north, stopped over in Lancaster last week to see old friends. He is with his father in Dunn, J. W. Jordan.

Frank A. Fon Derssmith, head of the silverware department of the Weber store, and wife are home from a two weeks' trip through the New England States.

Abram L. Burr, dealer in diamonds, was one of the judges in the recent beauty contest in which "Miss Lancaster" was chosen for the Atlantic City beauty contest.

Jewelry valued at $150 was stolen from the Arenson jewelry store, 11 N. 4th St., Harrisburg, several nights ago. The third gained entrance by climbing through a sky-light over a rear door.

The meeting of the Lancaster Jewelers' Association booked for Sept. 8 was postponed, as a number of members had gone away for Labor Day and had not yet returned. The meeting will be held this week, as the annual election of officers will take place.

Unless appearances are deceptive the outlook for an early improvement in business is most encouraging. Local jewelers say there is a decidedly better feeling in trade circles. They are already looking ahead for Winter holiday stock, feeling that it is well to have it on hand early.

N. R. Shronk, of the Amity Leather Products Co., was among the out-of-town visitors in the city.

Arthur Waechter, who was formerly manager of the White Bros. Co., has returned to the city after an extensive vacation trip through the Pacific northwest.

N. C. Geneyeve, optometrist and optician, formerly located at 514 Canal St., is now in business with M. F. Fitzgerald, under the style of Fitzgerald-Geneyeve, Inc., with quarters at 712 Common St.

Milton Adler, of the firm of Coleman Adler, spent a week end across the lake. The Adler concern is having some improvements made preparatory to having tenants for the second and third floors, who occupy these quarters by Oct. 1.

Dr. M. S. Rigg, local optometrist, is now in charge of the optical department of Miller Bros., Canal St. Square Deal Jewelers.

E. V. Hammond, Columbia, Miss., was in the city for a few days during the past week.

The growth of the jewelry business of Hausmann, Inc., and some of the details of the profession were detailed by Louis Hausmann last week in a vocation talk at the luncheon room of the Rotary Club at Kohl's restaurant. Mr. Hausmann attributed the greater part of the firm's success to the influence of his mother, who, left a widow with young children, trained her boys in the trade and directed the early activities of the firm.

Among the former students of the Technical School who recently graduated there were Paul Satz and Walter Parda, now members of the "My Girl" company which recently appeared at the Fulton Opera House.

The members of the Lancaster Optometrical Society and their ladies were entertained at Lititz Springs Park by W. W. Appel, Lancaster, and George L. Hepp, Lititz. Prizes were awarded in various events. The next luncheon will be held the second Monday in October, when delegates will be elected to the State convention at Erie, Pa., Oct. 21 and 22 and 23.

NEW ORLEANS

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THE JEWELERS' CIRCULAR

September 16, 1925

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Louis Silver, trading as the Silver Jewelry Co., has opened a store in Bridgeport, N. J. He formerly was in business at Sansom and 8th Sts., this city.

Clarence Weyman, jeweler, Vineland, N. J., has returned to his store, after a long absence due to a serious illness from which he has fully recovered.

Samuel Aisenstein, of Aisenstein & Gordon, is back at his desk, after a brief vacation at Atlantic City, where he went to recuperate from an attack of hay fever.

Harry Spivack, Sansom St. jobber, is having his offices renovated and decorated, the improvements including a larger private office for himself and for Harry Paul.

John E. Enright, one of the best known retailers in Philadelphia, is back at his Kensington Ave. store, after a pleasure trip to Atlantic City and other shore resorts.

E. Allez, retailer, Millville, N. J., is having a new store made to his specifications, and putting in an entire new front, making his establishment one of the most attractive in that city.

Max Paul, for many years with the Kepner Jewelry Co., Chester, Pa., has gone into business for himself and has opened a jewelry repairing establishment on Kenfeld St., Atlantic City.

J. M. Costello has returned from another of his frequent "commuting" trips to Florida, where he is lured every once in a while by news that the tuna fish are plentiful in St. Petersburg.

E. C. Paris, retailer, Bridgeport, N. J., has returned from a pleasure trip to Florida. He has not said anything about going into the real estate business there as so many other Philadelphia and New Jersey jewelers are doing these days.

Joseph Walter, the setter and engraver to the trade, has moved into offices in the Miller building on Sansom St., together with L. Gold, maker of mountings and jewelry pin settings.

W. D. Llewlyn, salesman for the Demniss Mfg. Co. among the jewelry trade in this city, has had a narrow escape from serious injury when he was suddenly attacked by three men who burst into song at frequent intervals, to St. Mary's, Elk county, Pa., where they were the guests of Joseph H. Reilly over the week-end and sang at a concert in aid of the town hospital fund.

Traveling salesmen for Philadelphia wholesale jewelry houses are rejoicing in the news that the town council of Beverly, N. J., has defeated the so-called "Vendors" bill sponsored by one of the members under which it would have been necessary to which it would have been necessary to do叩 if it would have been necessary to do叩 if it was decided to issue the house any new contract of sale. The bill was a heavy license before being permitted to solicit trade in that town. At first, the ordinance, which its sponsor, Councilman Donaldson, said was passed for the protection of the local merchants from itinerant peddlers, etc., met with favor, but closer study revealed many of its provisions as too drastic, and it only received the author's vote when it came up for final passage.

A new departure for this city in the jewelry and gift shop line is being attempted here by the Cogswell Jewelry Shop, which has opened two stores, one at 711 Chestnut St. and another on Chestnut St. near 15th, under the "concession" system. The Centennial company handling the last end of the business while renting space in the store to dealers in other lines, especially in gift wares, rugs, lamps, etc., charging an overhead and also act-providing sales persons if required.

J. L. Mott, for some time connected with A. R. Justice Co., wholesalers, is at the head of the new concern, which later on proposes to establish a chain of such stores throughout the country.

Local business conditions, so far as the jewelry and allied trades are concerned, show signs of improvement although the movement is not so marked as might be liked. Locally, the hard coal strike has resulted in complete cessation of orders from the counties affected, and dealers and jewelers have called off their men from that territory as a sheer waste of time as jewelry retailers in the strike section will have no business for the next several months, the suspension showing every sign of being a long one. Local conditions are better and retail trade is pronounced fair, with those in the business looking forward to much better things after the end of the month. Collisions are reported as fair to good, and there is cheerful comment on the very small number of business troubles.

That the local jewelry trade has its romances was shown last week when two girl chums became the brides of cousins, one of whom is a well known jewelry retailer. The double wedding was solemnized in the Church of Our Lady of Holy Souls, 19th and Tioga Sts., and the bridegrooms were Anthony J. McElwee, jeweler, 2107 W. Onarino St., a relative of this cousin, James Dwyer, formerly a musical comedy actor, of the same address. Mr. McElwee became the husband of Margaret J. Ryan, of 7135 Geyer Ave., West Philadelphia, and Mr. Dwyer was wedded to Miss Belle G. Bunkland, of 19 Whlte St., East Falls. Rev. Joseph M. Smith officiated at the nuptials.

Mr. and Mrs. A. I. Poland, 4347 Main St. Manayunk, have returned, after an extended tour of the world. They sailed from New York on Jan. 19 for Colón, and proceeded via the Panama Canal, stopping at Colon and Colombo, to California. Leaving Los Angeles, they steamed to the Hawaiian Islands, Japan, China, Phillipine Islands, Singapore, Rangoon, India, Egypt, Greece, Jerusalem, Italy, Switzerland, France, Monte Carlo, Belgium, Holland, Germany, Poland, Austria, Denmark, Sweden, Ireland and England. Upon their arrival in New York on Friday, Sept. 4, they were met by relatives and friends, who rushed them to Ashbury Park, N. J., where Mr. and Mrs. Poland were entertained and banqueted. Mr. and Mrs. Poland are now at home enjoying the comforts not to be found elsewhere.

Thus far local retailers who sell jewelry on the time system have failed to rush to the office of the Prothonotary here with copies of the bills of sale in such transactions which are required under the law passed by the 1925 Legislature, although for what purpose nobody seems to know. Many in the trade are waiting for an opinion by the State retailers association, while others are consulting their attorneys on the complicated provisions of the law, which, in the opinion of many jewelers, will defeat its alleged ends because of its language. For instance, is defined in terms so complicated and ambiguous that the general opinion of lawyers already consulted is that it will result in nothing but lawsuits. There is also a wide variance of legal opinion as to whether the law can be said to include installment sales of jewelry and so many other tangles and interpretations of its provisions that the jewelers believe they are acting wisely in holding off for a while to see what will happen.

Speed shown by a city detective failed a watch snatcher from escaping with a gold timepiece he had stolen from a jeweler's counter, after he used the trick of diverting the jeweler's attention. The prisoner claims to be Roosevelt Worthy and is a negro. Worthy hung about the store of Max Carson at 1041 South St., until the law Mr. Carson was alone in the store, then entered and asked to be shown a gold watch and chain which were on display in the window. While Mr. Carson had his back turned he got the articles from the window Worthy reached over the counter and seized an expensive watch. He was putting it in his pocket when the jeweler turned and saw him. Mr. Carson cried out, and the negro ran from the store with the jeweler following as fast as he could get around the counter. Detective O'Neill was on hand and ran after the thief, and seeing Worthy dash from the place gave chase and overhauled the fugitive at 8th and South Sts. The prisoner was identified by Mr. Carson and was brought in. Worthy was held for a hearing in criminal court.

The style of the business conducted by M. Roberts has been changed to Morris Roberts, Mount Olive, Ill.
THE JEWELERS' CIRCULAR

George Hayward is on an extended western trip for the Walter E. Hayward Co. Eben F. Wilde and Earl B. Kent have returned from a 10 days' fishing trip in Maine woods.

Walter A. Cunningham was in New York and vicinity last week in the interests of the Horton-Angell Co.

Chester Riley, of the C. H. Allen Co., is making an extended business trip among the wholesalers of this city at the present time is seasonable weather, which it is felt will be an aid to business when it comes. The weather here last week was extremely warm—too warm in fact for this season of the year.

A number of jewelers will attend next Saturday's annual picnic of the Pennsylvania Retail Jewelers' Association convention, has just remitted to the subscribers to consider that advertisement an excellent investment.

Emil Freyer, of the Samuel Weinhaus Co., who was chairman of the wholesale committee which looked after entertaining the guests of the wholesalers of this city at the Pennsylvania Retail Jewelers' Association convention, has just remitted to the subscribers to the fund a nice return, saved in the expense of handling the matter. This came as a surprise to the subscribers to the fund, as all of them could not understand how so much, apparently, was obtained for a comparatively small outlay. The jewelers are still talking about the success of the banquet and the proceedings of the convention.

Mr. and Mrs. James Cleary have returned from an automobile trip to New Brunswick. The E. I. Franklin Co. has been increasing its working forces during the past few weeks.

Frederick C. Grant has returned from Warren, where he has been spending the Summer.

A. H. Riley and family have returned from Cobb's Camps, where they spent the Summer.

George L. Paine, of the George L. Paine Co., has been confined to the house by illness for several weeks, is reported as improving.

The local Y. M. C. A., anticipating a busy season, has increased the membership of its board of directors. Among those added are Fred Viens, Fred Sturdy and James Lavery.

William H. Hackman, of this place, has been appointed by Harry E. Litchfield, who is Deputy Grand Master of the 28th Masonic District of Massachusetts, as Deputy Grand Secretary.

At the recent annual picnic closing the North Attleboro playground season, the prizes for the races were donated by the Paye & Baker Mfg. Co. and the Webster Co., while the ice cream was given by Frederick Sturdy, of the J. F. Sturdy's Sons Co. Congressman Joseph W. Martin, Jr., has given two medals to the Fall River Independent Pocasset Amateur League for the coming season. One medal will be awarded to the forward who scores the most goals, and the second to the player giving the best all-around exhibition of play.

Plainville, Mass.

Frederick A. Moran, of the J. F. Sturdy's Sons Co., left last week on an extended business trip through the south.

Mr. and Mrs. Chester Fisher left last week for an automobile trip through the White Mountains and Maine.

The local jewelry firms are receiving good orders from their representatives who are out on the road, and during the past week or 10 days a number of additional hands have been hired.
Among visitors in the Memphis trade last week and who also visited other towns in this section were representatives from: Kaufel Bros., I. Schwartz, the Helen Manufacturing Co.

J. L. Albright, Jackson, Miss., recently celebrated the formal opening of his new store on E. Capitol St., next to the Lamar building. He has a complete stock of diamonds, watches, jewelry and silverware.

An event evoking great interest at Memphis was the formal opening of Hotel Peabody, Sept. 2. This enterprise represents an investment of $5,000,000 and was designed by Architect Walter Allschlager, Inc., Chicago.

Perel & Lowenstein expect to occupy their new four-story home about Oct. 1, at the latest probably opening about that time and moving in a few days sooner. The structure is in marble and plate glass, bronze and is equipped with beautiful interior fixtures.

The North Memphis Jewelry Store, conducted by E. Netemz, has recently opened at 103 N Main St., which is the northeast corner of the new Hotel Chalidge. Mr. Netemz is now back on the block, where he operated for about 14 years as a retail jeweler. In the last few years Mr. Netemz has been on S. Main St., operating the Memphis Jewelers.

Charles R. Hotchkiss, jeweler and optometrist, Jackson, Tenn., was active in the ceremonies in connection with Mayor Taylor, of Jackson, and Mayor Bomer, of Brownsville, in the opening Sept. 10 of the new link of hard road built connecting those west Tennessee towns and part of the changed route of the Memphis to Bristol Highway. The celebration put on principally at Jackson but to some extent over the route to Brownsville was a gala event.

In Culloden, Ga., the wife of Dr. E. B. Meyer, Memphis, was buried in the Jewish Cemetery, Friday afternoon, funeral services being held at the home of J. W. Norris, at 4 p.m. Mrs. Meyer died at the Baptist Hospital, Thursday, after a long illness. She was a member of an old Tennessee family. Besides her husband, who was for years connected with the optometrist department of Joseph & Meyer, but is now in the real estate business. Mrs. Meyer is survived by her sister, Miss Rose Gronauer.

The information came last week that Memphis is likely to have air mail service, on a line to be established from New Orleans, Vicksburg, Jackson, Memphis, the entire distance being about 900 miles. A report has been forwarded to Washington and perhaps in 60 days or thereabouts bids will be taken. The landing station in Memphis is under discussion. Mud Island, just a few yards west of the Bluffs and near the Post Office, is being considered as a site for the new airport.

J. Bush, Athens, Ga., was a visitor in Atlanta during the week. Mr. Bush is opening a second jewelry store in Sarasota, Fla., where he spent some time on a recent trip to Florida, the first of October, and expects to do a record-breaking business there this Winter. The new Bush store is on the principal business street of Sarasota, is equipped with new furnishings throughout, and will carry a complete line of jewelry, watches, etc., catering to the Florida and the tourist trade.

The Wynne Wholesale Jewelry Co., which was established last Fall in the Gould building here, has transferred its offices and stock to Griffin, Ga.

W. E. Perry, who for a number of years has conducted a retail jewelry store in the City Hall building, and who was forced to vacate his store some six months ago when the City Hall building was gutted by fire, is back in his old stand again. The City Hall building has been sufficiently repaired as to allow Mr. Perry and some of the other tenants to move in again.

The Lynch Jewelry Co. is featuring a sale of wrist watches and diamonds on the $1 down and $1 a week plan.

J. W. Norris, at 4 p.m. Mrs. Meyer died at the Baptist Hospital, Thursday, after a long illness. She was a member of an old Tennessee family. Besides her husband, who was for years connected with the optometrist department of Joseph & Meyer, but is now in the real estate business. Mrs. Meyer is survived by her sister, Miss Rose Gronauer.

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THE JEWELERS' CIRCULAR

J. Levine, of L. Heller & Son's Chicago office was calling on the Cleveland trade this week.

George Opie, representative of the Wadsworth Watch Case Co., called on the trade last week.

W. Wagner, president of the Wagner, Gillett, Cohn Co., is back from Europe, accompanied by Mrs. Wagner.

Elmer Fox, who sprained his foot while attending the convention at Cedar Point is well on the road to recovery.

The optical department of the A. J. Heiman Co., Barberton, O., has been placed in charge of Dr. John Whalen.

Ben Shepherd and Frank Fishaw, of the Scriven & Loehr Co., will start for their respective territories next week.

Dr. C. Bannerman, optometrist, is now in charge of the optical department of the Kettle Jewelry Co., Lorain Ave.

The annual clambake of the Cowell & Hubbard Co., which was scheduled for Sept. 12, has been postponed until Sept. 26.

The Doan Jewelry Co. is the name that Harry Rosen will do business under when he moves to his new store at 10040 St. Clair Ave.

Frank B. Downs, Ashland, O., is running an auction sale for the purpose of reducing his stock. Bennie Glickman is the auctioneer.

J. A. Conn has arrived in Florida, according to advices received at his office in the Hippodrome building. He is expected back about Oct. 1.

Earl Wolf, Loudonville, accompanied by his wife and daughter, stopped off in Cleveland for a visit on their way home after taking a short tour.

The Duarter-Hampden Watch Co., Canton, was incorporated last week by L. W. Wickham, L. Kachel, G. P. Gordon, N. Tischler, and L. R. Landis.

The Guyselman Jewelry Co., Circleville, O., has been incorporated for $60,000 by W. F. Broer, J. W. Williams, M. C. Nolan, A. R. Perry and R. L. Guyselman.

William Edwards, of the Cowell & Hubbard Co., is expected back from Europe the coming week. He has been touring the continent during the summer.

Mr. Harrison, of Harrison & Smith, jewelers, Detroit, stopped in Cleveland last week on his return from Pittsburgh where he had been visiting his daughter.

Ben Camp, of the Cowell & Hubbard Co., is having an attractive home built on Shaker Heights and expects to have it ready for occupancy about the middle of October.

The Jewish New Year will be celebrated Sept. 19 and Yom Kippur on Sept. 28 and those of the Jewish faith in the trade have notified their customers they will be closed on these days.

George Loehr, of the Scriven & Loehr Co., stopped off in Cleveland on his way to Detroit this week. He has been in Florida with H. Loehr on a business and pleasure trip for a few past few weeks.

Business in both wholesale and retail lines is reported as getting better. Some of the large downtown jewelry stores report business exceptionally good, but no particular reason can be assigned for it.

Among out-of-town jewelers in Cleveland last week were: H. J. Smith, Mt. Gilead; L. Varetto, Canton; L. J. Downing, Vermillion; George High, Medina and Mr. Reynolds, of the Hibbard Jewelry Co., Akron.

Art & Rubin, 138 and 140 Tusc St., E., Canton, held their formal opening on Sept 11 which was well attended. They are doing a credit business in jewelry and clothing, the former department being in charge of Jack Art and the latter in charge of Herman Rubin.

Herbert Burdick and Alex Russell, of the H. W. Burdick Co., are spending a few days fishing at Coldwater, Mich. They were accompanied by Mr. and Mrs. Schnauffer, of Lorain Ave, and Walter F. Meyers, of St. Clair Ave, who returned after Labor Day.

J. Nussbaum, Canton, was in Cleveland on a buying trip, having disposed of his interest in the United Jewelry Co., Canton, to his partner, Mr. Almquist, who will conduct the business alone. Mr. Nussbaum is opening up a store of his own in Canton which will be known as the Standard Jewelry Co.

F. G. Long, jeweler, 12322 Superior Ave., was arrested by police this week on a charge made by the State inspector of the optometric association of fitting glasses with a State license. He was brought before Judge Hull and fined $100 and costs. As this was his first offense the fine was suspended.

Articulations for the coming banquet and smoker of the 24-Karat Club are under way. The Lattice room of the Hotel Statler has been engaged and the entertainment committee has secured a prominent speaker and will provide other musical entertainment. The officers for the ensuing year will be installed also.

Inman Cook of the repair department of the Cowell & Hubbard Co., is leaving to enter a new field of work and he will be succeeded by Owen Buffalo. George Lee, watchmaker for the same company, has just returned from a visit to Michigan.

Miss Mae Zwee, of the manufacturing department is convalescing in a local hospital from an operation.

The Jewelry Crafts Association will hold its first meeting of the season at the Hotel Statler on Sept. 21. Two manufacturing jewelers have made application for membership and these will be acted upon at the meeting. There will also be an election of officers and other matters of importance.

A full attendance is confidently looked for to ward to by the officers.

H. A. Combers, president of the Cleveland Optical Co., was severely injured in an automobile accident last Friday. He was riding in his machine on Prospect Ave. near 22nd, the machine being in charge of an experienced driver, when a car coming in the opposite direction suddenly swerved across the street in front of them in order to enter an alley. The other driver gave no warning of his intention and the result was that the car in which Mr. Combers was riding was smashed head on. Neither driver was injured but Mr. Combers was hurled against the windshield and a deep gash cut over his left eye and his nose severely in-

jured. He was hurried to St. Lukes hospital where 10 stitches were found necessary to close the wound. He has recovered sufficiently to be able to come to the office.

Morris Rosenbloom and Rufus Rosenbloom, of M. Rosenbloom & Co., have left for a business trip to central New York and Pennsylvania.

Amos Present, of the Rosenthal-Present Co., has recovered from a recent auto accident. Lester Cohen, who was with him when the accident occurred, is still detained in the hospital.

A basket full of ladies' wrist watches were displayed last week in the show windows of S. D. Burritt, Main St. E. It is an unusual exhibit, and the large crowds in town for the annual exposition passing by are attracted by the display.

The will of the late J. Groh was admitted to probate, Sept. 8 by Surrogate Judge Selden S. Brown. Mr. Groh was a member of Klee & Groh, jewelers, Main St. E. Real estate valued at $20,000 and personal property at $30,000 was left to Mrs. Catherine Groh.

Jewelers in the adjacent towns who were here during the business include: A. McHenry, Hornell; W. F. Dowling, Hornell; R. S. Wilcox, Caledonia; C. L. Campbell, Livonia; J. D. Murdock, LeRoy; R. D. Fassett, Palmyra; G. W. Holec, L. Hatch, and C. B. Allison, East Rochester.

Marks & Abramson, jewelers, 64 State St., have reconstructed the rear part of the store which faces Market St., for the repairing department, with the optical department at the opposite side of the store. Window space has been arranged for three jeweler's benches and an entrance from Market St.

The following manufacturing firms' representatives were in town last week calling on the trade: George F. Wolf, J. F. Fradley & Co.; James E. Lawler, Mandeville, Horton & Tibbals, Inc.; R. C. Munn, Wilcox Silver Plate Co.; Ed. E. Farrell, Moore Pen Company; David Isaacs, Wile Importing Co.; Mr. Rutherford, Taylor & Co., Inc.

A young man went into the L. Sunderlin Co.'s jewelry store, Main St. E., and asked to see some wedding rings. He selected one valued at $12 and ordered the initials "Larkin." He said that his name was "Walter Larkin," and that he would call next day for the ring. The sales lady sent the check to the office, where the cashier refused to accept the check until "Larkin" was identified. They requested him to leave the check and get the balance of the money when he called for the ring the next day. The man departed and an inquiry at the bank and its branches was made, but no man of that name had an account there. The man did not return for the ring.
J. I. Hansen has just returned from Pine, Colo., where he has been visiting his family.

E. V. Hart, auctioneer of Kansas City, Mo., is holding a sale for C. M. Buck, Love-land, Colo., jeweler.

The circular for the Edward Lehman Jewelry Co., left this week for his regular swing through northern Colorado towns.

Among the out-of-Denver jewelers who were in Denver during the last week were: W. A. St. Parker, Belleplaine, Colo.; J. C. Nelson, Grecley, Colo., who was accompanied by his family.

Pueblo, Colo., is to have a new instalment jewelry store. Redak & Rednitz will open a store there immediately. Mr. Redak formerly was connected with the Morris Jewelry Co., a Denver instalment firm.

Denver friends of Jack Oman, formerly of Canon City, Colo., will be pleased to learn that he has bought the stock and fixtures of Louis F. Ververchomos at Anaconda, Mont., and has opened a retail jewelry store there.

Mr. Bixler, watchmaker for the Dan S. Park Jewelry Co., Cheyenne, Wyo., passed through Denver a few days ago on route home to Ohio, where he has been under the care of a physician. He reported he was much improved in health.

The Arcarius Jewelry Co., Colorado Springs, Colo., is among the business firms of that city contributing to the $16,000 fund, which is being raised to erect a monument to the memory of General William Jackson Palmer, founder and chief benefactor of the city.

Fred F. Syman, formerly senior member of the firm of Syman Bros. Jewelry Co., who disposed of his interest several months ago, is now spending the summer months in a real estate office in Denver. Ted Syman now is the controlling factor in the Syman Bros. firm.


The business of William Kley, veteran Denver jeweler who died recently, has been taken over and will be operated by his son, Walter Kley. The shop of the firm is located on the sixth floor of the Commonwealth building, 15th and Stout Sts. Walter Kley is the only diamond cutter in this section of the west and will specialize in that work.

Due to a large increase in business and the inadequacy of present quarters, Hansen & Hansen, are the watch inspectors for the Union Pacific, Burlington & Colorado and Southern railroads, and will continue to maintain a branch store at the Denver Union station for the accommodation of railroad men.

Local creditors of C. B. Fisk, Greybull, Wyo., have been advised by this local representative in Wyoming that Fisk has made a voluntary assignment for the benefit of creditors under the Wyoming State law. The assignment, according to word reaching Denver, was made Aug. 27. Fisk’s stock of goods was listed at $1,124. His debts amounted to $2,400.

Reports reached Denver a few days ago that Raymond Keane, movie actor, who in private life is Raymond Kortz, son of Harry Kortz, of the Kortz Jewelry Co., 931 15th St., is to marry Jeoyna Ralston, leading woman for Haschman & Hansen. They were promptly denied by Mr. Kortz after a long distance telephone conversation with his son.

F. P. McReynolds, retailer, Fairview, Kan., recently called upon some of the wholesale houses here.

W. W. Whiteside was in this city last week from his home in Liberty, Mo., where he operates his hardware business.

Robert Lynn, Oklahoma salesman for the Woodstock-Hoefer Watch & Jewelry Co., is in town this week while making up a new trunk stock for his next Fall trip. He was expected to return to the territory by the last of the week.

C. B. Norton, of the C. B. Norton Jewelry Co., and his wife and daughter recently returned from their Summer home in the Minnesota Lake country where they had been sojourning for several weeks, having motored there during July.

A. G. Madison recently spent a few days in visiting several Kansas City wholesale houses. J. O. Stott, retailer, Paola, Kan., was in this city a few days ago while buying some special articles for his Fall stock. F. H. Ames, Cameron, Mo., was also a visiting retailer here last week.

D. E. Sieg, Greensburg, Kan., was visiting the wholesale trade here last week while buying some of his Fall stock. Edgar Campbell, Osawatomie, Kan., and Walter Starke, Junction City, Kans., both retailers, also visited the local trade. Forrest Smith, Richmond, Mo., was likewise a business visitor here during a day or two of last week.

D. B. Ward, head of D. B. Ward & Co., who is on a trip through the southern Missouri territory, and the majority of local wholesalers in this section report that the outlook for Autumn merchandise is unusually bright, with the retailers in nearly every section of this trade territory talking more optimistically than they have for many previous months.

C. C. Cowell, Belleplaine, Kan., visited local wholesalers last week and purchased the stocks for a new store which he is to open soon at St. Joseph. Mr. Cowell was formerly in business in that city for a number of years, but sold the business and has been away for the past 10 years, returning only recently to plan the installation of a complete new retail jewelry shop.

Although the jewelry business has recently been a little slow in this territory, due to the hot weather and drought in the rural districts, the local wholesalers and retailers report quite a little increase in both divisions of the trade here within the last few weeks. The retail demand has added a little more business to what has been called印刷 the many friends in the wholesale and retail trade in Kansas City and throughout the trade territory as are one with Ward M. Lewis, vice-president of the C. B. Norton Jewelry Co., in his bereavement.

Mr. Charles M. Lewis, who had been seriously ill for many months at her home in Long Beach, Cal., Mrs. Lewis’ demise came at night. The jeweler said he had been called on Thursday and Tuesday at the house of Mr. Lewis, her son, had last seen her in July, when he paid her an extended visit.

Jack “Six Foot Six” Silverman, the well-known elongated sales representative of the Republic Metal & Rubber Co., St. Louis, Mo., was visiting the local jewelry trade here last week, having been in New York recently, where he visited the office of Meyer Gordon, of the Gordon Jewelry Co. Jack, who is really “six foot six”—and about half as heavy—as he looks, is a cabaret entertainer and he apparently has retained the cabaret method of presenting his goods.

The Meyer Jewelry Co., manufacturers and wholesalers, have been forced to operate their shops here at night during the last several days as the result of a recent direct-mail advertising campaign which they have recently entered into. The results have been very satisfactory, according to Leon Meyer, vice-president of the concern. Louis Meyer, president of this concern, who has spent the last few months on the East coast, has returned to the territory for the better part of a year, is now almost recovered. Mr. Meyer has been spending half-days only at his business for several months.

An echo of the bandit, Big Mike Reidell, runs through the $10,000 damage suit in which Samuel Komroff, jewelry and pawnbroker, 405 State St., New Haven, Conn., has instituted in the Superior Court of New Haven, against the Maryland Casualty Co. Mr. Komroff always kept a stock of diamonds and jewelry in his place of business and locked the most valuable of the goods in two safes before closing the store at night. The jeweler also took out an insurance policy with a Maryland concern.

On Feb. 4, the bandit waited in a rear room of the jewelry store and locked the most valuable of the goods in two safes before closing the store at night. By the last of the week, the many friends in the wholesale and retail trade in Kansas City and throughout the trade territory as are one with Ward M. Lewis, vice-president of the C. B. Norton Jewelry Co., in his bereavement.

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On Feb. 4, the bandit waited in a rear room of the jewelry store and locked the most valuable of the goods in two safes before closing the store at night. By the last of the week, the police were able to recover $10,041 worth of lost jewelry, and the suit was never found. A request to the insurance company was made to make good the demand for the better part of a year, is now almost recovered. Mr. Meyer has been spending half-days only at his business for several months.

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MINNEAPOLIS

Leslie Gibbs, credit manager of the J. M. Bennett Co., returned Sept. 4 from a two weeks' sojourn in northern Minnesota.

Walter Stover, of Ostbye & Anderson, manufacturing jewelers, 622 Nicollet Ave., recently made a fishing trip to Ely, Minn.

James D. Dougherty, manager of J. B. Hudson & Son, leaves Sept. 13 for a 7th St. trip. He is accompanied by his wife and daughter. They spent two days at Arcadia Park on Big Turtle Lake, stopping at Bemidji, Brainerd, Itasca State Park, Hackensack and Ramsey.

R. H. Winter, secretary and treasurer of the R. G. Winter Jewelry Co., retail dealers, 608 Nicollet Ave., returned Sept. 4 from a 2nd St. trip. While Mrs. Winter went through northern Minnesota, northern Wisconsin and part of Canada, stopping at Port Arthur, Bayfield, Wis., and Duluth, Minn., he went through northern Minnesota.

Itasca State Park in the northern section of Minnesota.

W. J. Courteau, traveling salesman for the J. M. Bennett Co., wholesale jewelers, 671 First Ave. N., motored through northern Minnesota on a 10-day trip the latter part of July with his wife and daughter. They went two days at Arcadia Park on Big Turtle Lake, stopping at Bemidji, Brainerd, Itasca State Park, Hackensack and Ramsey.

Miss Helen Mathews, formerly with the shops, too, there is much attention is brought to a close and the outdoor season is brought to a close and the winter begins to set in.

British Columbia Notes

With the advent of September, some of the leading jewelry stores of British Columbia plans for the fall and winter season, their schedules, returned to the longer selling day, and resumed Fall and Winter hours. Returning vacationists have again taken up their positions in the various jewelry stores and are catering to their customers.

Wrist watches for the school girl and articles of jewelry for both school girl and boy are being featured these September days by the Canadian jewelers. In many of the shops, too, there is much attention being given to costume jewelry, which holds the center of the stage. France has sent over many importations, and there are novelties decidedly from Paris on the market. Among the new jewelry articles thus imported are gaily colored vanity cases, lipsticks and other trinkets, fashioned along new and novel lines. In the displays at present are also table ornaments for the home, and articles such as candlesticks, bowls of engraved glass in various colors, trays, glass and silverware as one's thoughts turn to home after the outdoor season is brought to a close and the winter begins to set in.

Mussel shell camps along the lower Ohio, Wahash, Little Wahash and White rivers are still busy and their operations will continue until the setting in of cold weather. This has been a good season for the operators and they have gotten out many shells and employment has been given to a large number of people. Good wages are paid the men and occasionally they find a large number of people. Good wages are paid the men and occasionally they find a pearl that is valued at several hundred dollars. The operators are unable to explain. It is expected that many of the factories will lay in a large supply of mussel shells.
The Newspaper of a Trade

*NEWS*—the four cardinal points of the compass when slightly transposed spell *NEWS*—the word which stands for information of every kind from everywhere.

*NEWS*—is the foundation upon which a trade paper grows to eminence.

*NEWS*—that is accurate and unbiased is universally recognized as authoritative.

*NEWS*—that is gleaned from every corner of the earth by special correspondents, by wire, by telephone is costly. It requires a large organization and years of experience to gather and promptly publish it—but it is real news, new to everybody.

*NEWS*—in a weekly trade paper is up-to-the-minute—in a monthly journal it is from a week to a month old. In the first instance it is sparkling fresh, in the second it is warmed over.

*NEWS*—in The Jewelers' Circular is speedily and accurately reported, it is almost always published there before it appears in any other jewelry paper—and this has been the case year in and year out for over a generation.

*When a trade paper prints all the news first, it is read by practically the whole industry it represents.*

THE JEWELERS' CIRCULAR PUBLISHING CO.
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Johns to News and Special Articles

Page

The annual session of the members of the American National Retail Jewelers' Association is the great event of the industry in the current week, members of the national association having gathered at the Hotel Jefferson in Richmond, Va., yesterday morning to begin sessions which will continue until Friday. Monday night was a meeting of the leaders and officials of the association but the convention itself did not formally begin until yesterday and, in fact, the first morning's session, as indicated in the telegraphic report from the convention which appears in another column, covered little more than the welcome of the Virginia officials and Virginia jewelers, the response thereto and the usual message of Brotherly Brotherhood. The business addresses of the convention will begin this morning and continue not only throughout the day but through this evening as well, while the morning and afternoon of tomorrow will be devoted to important addresses and reports from the various committees, including that of the resolutions committee. Friday the elections will take place.

The universal experience of jewelers who have attended the national conventions in the past, has been that the convention has acted as a course in business education, in the information they obtained through the addresses and discussions that could not be obtained in any other way. Every year has made this year to emphasize the educational note in the program of speeches and addresses and in fact, it is hoped that on the educational and business side, the convention in session will exceed any of its predecessors. Therefore, jewelers who have not yet started for the convention but who can possibly get there, this afternoon or tomorrow, should make every effort to do so and get the benefit that will come only from personal attendance.

While it is true that in the next issue of THE JEWELERS' CIRCULAR practically all the addresses will appear in full, with a summary of the discussions thereon, the jeweler who has been to the convention can get even more out of a careful reading of this report than can one who did not attend. So if you can possibly get there before the convention ends, pack up your grip at once and start.

Business

FROM all over the country come encouraging reports both from our correspondents and jewelers as to prospects for business in the Fall and holiday trade. While in some sections, business may appear a little "spotty" among others the Fall business has actually begun and the jewelers are feeling it in the way of increased sales. That business will be good there is now no longer any doubt but some people may be disappointed when they do not see a sudden pronounced and distinct revival in sales. Good business is not coming that way; it is coming quietly and gradually.

This situation is well summed up in an interview published in the Wall Street Journal with a prominent business man, who said that while business is going to expand, there would be no "boom" as "booms" in business are a thing of the past, as we know them. These are also panics. As quoted by the Wall Street Journal, he said:

"Business booms are brought about by inflation. Consumers go in and buy their heads off, stocking up material at a rate that would make your head swim. They are lavish in their bank borrowings and see nothing but prosperity ahead for months and months to come. Then something happens and everything goes to smash. Business people are not doing business that way these days. They are not buying their heads off, and they are not paying inflated prices for what they buy. If anything adverse to business does happen they will be able to ride it out and they will not have to get down on their knees to the money lender. Proof of the more conservative methods of business men is found in smaller inventories and smaller orders on the books. For example, take U. S. Steel, our largest industrial corporation. It is making $400,000,000 with unfilled orders on its books almost as low as they have ever been in history on a basis of capacity."
We Carry a
Full Line of Clocks

HERSCHEDE
ANSONIA
GILBERT
NEW HAVEN

SESSIONS
INGRAHAM
WATERBURY
JUNGHANS

Community Silver
Tudor Plate
1847 Rogers Bros.—Wm. Rogers & Son
Pyralin Toilet Articles

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Ingersoll Watches
Watch and Clock Materials

ALL DESCRIPTIONS
Findings Watch Glasses

Quick Service at Factory Prices

Cross & Beguelin
15-17-19 Maiden Lane, New York, N. Y.

(Continued on page 123)
THE JEWELERS' CIRCULAR

Morris Rosenfeld, importer of diamonds, of Nassau St., returned home on the Olympic yesterday (Tuesday), after visiting the European diamond markets.

Goodfriend Bros., importers of pearls and precious stones, 542 Fifth Ave., announced last week that their office will be open half days on Saturdays commencing with last Saturday, Sept. 12.

J. S. Alexander, representing the B. Zolotov & Son manufacturers of diamond jewelry, 71 Nassau St., returned last week from a trip to the Pacific Coast and is now preparing to leave for the same territory.

Theodore A. Wright, chief chemist of Louis Karsch, optician, have opened an optical specialty store in the southern district, was leased last week by Conrad Feagans & Co., of Philadelphia, and was recently made manager of the Hecht jewelry department.

James A. Montgomery, of Montgomery Bros., Los Angeles, Cal., was an out-of-town visitor in this city last week. Mr. Montgomery remained here for a few days and it is understood has gone to Aspen Park. While in New York he visited the offices of the Metropolitan Retail Jewelers Association.

George E. Feagans, of Feagans & Co., Los Angeles, Cal., accompanied by his son, L. G. Feagans, arrived in this city last Wednesday and is making his headquarters at the Waldorf Astoria. Feagans is here on his annual buying trip and plans to remain in this city for about a month.

The southeast corner of Sixth Ave. and 46th St., which is in the new uptown jewelry district, was leased last week by Conrad Glaser from the estate of E. & J. Goodwin at a total rental aggregating about $1,500 to $2,000 for the 63-year term of the lease. This property has a width of about 70 feet on Sixth Ave., and it is said that Mr. Glaser intends to alter the present buildings into stores and offices for the use of the jewelry trade.

Arthur Everts, accompanied by his son, Myron, visited the offices of The Jewelers' Circular, Wednesday, Mr. Everts and family left Sept. 6 on the steamship French Line from the Cunard Line, after a three months' European tour during which he visited England, Scotland, Belgium, Germany, Switzerland, Italy, Austria and France. Mr. Everts left Sept. 10 for the convention of the American National Retail Jewelers' Association in Richmond, where he will return to his home in Dallas, Tex.

C. A. Tucker, Lincoln, Neb., president of the Nebraska Retail Jewelers Association, stopped over for a visit in this city last week while on his way to attend the annual convention of the A. N. R. J. A., which opened in Richmond, Va., yesterday (Tuesday). Mr. Tucker represents his State association at the convention. While in New York, he stopped at the Hotel McAlpin and left here last Saturday for Europe and offices for the use of the jewelry firm of Ascania of the Cunard Line, after a three months' trip to the Pacific Coast and is now preparing to leave for the same territory.

The Metropolitan Retail Jewelers Association announced last week that the proposed mass meeting which was scheduled to be held at the Hotel Pennsylvania on Sept. 28, has been postponed owing to the fact that Sol Reichgott, chairman of the Fixed Post Police Protection Movement, is physically incapable of attending the meeting. The date of the mass meeting will be made public as soon as possible. This organization, as it is well known in the trade in this city, circulated petitions asking the present city administration to establish a fixed post system and to increase the police force in order to give the jewelers as well as other business men adequate protection against thieves. The association secured thousands of signatures and has also been assured of the support of a number of prominent organizations.

Camille K. Hayes, who was arrested in Newark, N. J., several weeks ago, and who was brought back to New York recently on a charge of getting a watch and pin from Hayden W. Wheeler & Co., on a fraudulent check, has entered a plea of not guilty. When the prisoner was brought before Judge Mulqueen, last Friday, he refused to enter a plea and the court put the case over until Wednesday, Sept. 9. By some arrangement, however, this woman came back into court later on Friday, Sept. 4, and pleaded not guilty to an indictment charging her with larceny in the second degree. No bail has been fixed, and she is consequently still in jail. The indictment charges that this woman obtained a watch worth $75 and a ring valued at $24 from Hayden W. Wheeler & Co., for which she gave in payment a check drawn on the Citizens Trust Co., of Allentown, Pa. The check, it is claimed, was later returned marked "insufficient." It is claimed by the authorities that by the use of checks drawn on the Allentown bank, she obtained jewelry, watches and silverware from several concerns in this city. It was reported several days ago that a number of the articles have been located in a loafer broker's office on Nassau St.

Upon the application of Leo Schwarzberg, member of the diamond firm of Schwarzberg & Levine, 72 Bowery, an order of civil arrest was granted in the Supreme Court in a suit against a New York lawyer. The lawyer was arrested on Friday and was released upon giving cash bail of $1,525, the amount sued for by Schwarzberg. The diamond merchant stated in his petition that Weinblatt came to his store on July 21, 1924, and was introduced to him by a mutual friend, and that the lawyer then explained that he wanted to buy a diamond ring for his wife. He selected one of 4.29 carats, mounted in platinum, valued at $1,525, and asked permission to take it home to show it to his wife and have it appraised. The jeweler said that he inquired into the lawyer's honesty and being assured on that point gave him the ring on memorandum upon his agreement to return it or pay for it the following day. Schwarzberg said he failed to do so and that he had difficulty finding the man at the latter's office, but when he did so, the lawyer said he would return the ring the next day. He did not return it, and on a later occasion said that he had given the ring to the friend who had accompanied him to the plaintiff's store, which claim Schwarzberg states was false.

Herman Mosler and Jack Stein, the two men who were arrested on Aug. 29, charged with attempting to rob the office of William Baumstein, diamond dealer, 71 Nassau St., entered pleas of not guilty when arraigned before Judge Allen in Part 1 of the Court of General Sessions, last Wednesday. The same bail of $75,000 for each was continued. As the prisoners were unable to raise the necessary bonds, they are still in jail. The prisoners were not represented by counsel when they entered their pleas, and when the court requested whether they wished to have counsel assigned, they replied in the negative. That the several trade organizations which are interested in this case are determined to make an example of these men is indicated by the fact that they are demanding that the prisoners be placed on trial as quickly as possible. Both men have been indicted as second offenders, and each have police records. Newman Levy of Greenbaum, Wolff & Ernst, who represent the National Jewelers Board of Trade, was present when the men entered their pleas and immediately thereafter got in touch with the district attorney to urge that these men be tried as quickly as possible. Trial was set for last Monday, but as the prisoners were not ready their case will be called next Monday.

It was announced last week that George A. Hoffstedt, optometrist, and Frederick W. Korsch, optician, have opened an optical (Continued on page 121)
Over One Hundred Years the Jewelers' Bank

A Bank's Best Friend
Is a Satisfied Customer

Hundreds of Jewelry Merchants opened their first bank account here and are among our best friends today.

We Welcome New Business

Main Office—149 Broadway
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Gold Jewelry and Chains for the Wholesale Trade Exclusively.

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We offer to jewelers the special facilities developed through years of intimate association with their business, together with all the financial and service resources of a great banking institution.

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81 Fulton Street, New York
THE JEWELERS' CIRCULAR

Russian Notes

The Soviet newspapers of the end of August, just received in New York, advise that all the riches of Ermitage: diamonds, rare articles of jewelry and precious metals, which till now had been concealed from the public eye, will be displayed in a special exhibition shortly. The treasures will be shown to the public in an armor-walled room of Ermitage. This famous Imperial museum of art and history was founded in St. Petersburg by Catherine II in the 1700's, and valuable collections had been stored there by the Romanoffs in the course of the last 150 years of their rule.

The executive board of the Supreme Council of People's Economy, in one of its recent meetings at Moscow, appropriated 100,000 rubles (about $5000) for the establishment of technical equipment at the newly opened gold fields in Tadjikistan (so was lately named by the Soviets a part of Russian Middle Asia).

A Moscow popular illustrated weekly Kramany Nya (The Red Field), in an article on rare minerals and semi-precious stones of Ural and Altai mountains, explains the sorry conditions prevailing in the industry. The writer shifts blame to the old Imperial government, which maintained stoneworking works only for the needs of the court. The Imperial factories at Ekaterinburg and other places were forbidden to take any private orders, and consequently the industry came into the hands of the Soviets in an entirely undeveloped state. The author points out the richness of the Ural and Altai mountains in every imaginable sort of rare natural-color stones. And, indeed, from every encyclopedia we know that sapphires, chrysoberyls, emeralds, beryls, aquamarines, tourmalines, topaz, amethysts, garnets and many sorts of malachite and jade abound there. Rare articles of mosaic work and unique objects of adornment, from the pre-war Imperial shops and from a few individual craftsmen ("kustari"). Since 1922 a Soviet government trust, called "Rusky Samotvet" (Russian Natural Color Stones), took charge of all the mining industry. The state, however, there is practically no demand for any articles of trust's production, and the trust depends on orders from abroad solely. The article in The Red Field urges that this dependency shall be disposed of, and that some "art objects of mass character" be created, which might find a ready market among the Russian masses of population.

THE DETECTION OF HIDDEN TREASURES

The detection of hidden treasures of Prince Youssooupoff and Ladchef, the former Czar's tailor, caused the Soviet authorities of Leningrad and Moscow to undertake extensive search of secret vaults in the houses which used to belong to aristocrats. Among others, the house of Countess Karlova was searched.

In Leningrad, in the mattress of a woman by the name of Norenberg, who died recently in great need, many valuable articles were found, among them bracelets, wrist-watch rings, diamonds, etc. The Soviet papers write that no heirs came to claim this wealth, and the property was taken by the government.
Service Developed From Service Performed

The banking service of The National Park Bank is a development of many years' usefulness to commercial institutions in all parts of the country. Consequently, it is a service founded upon experience and achievement, one that is practical, comprehensive, and well adapted to the requirements of merchants and manufacturers in the jewelry trade.

THE NATIONAL PARK BANK
OF NEW YORK
214 Broadway

Park Avenue Office: 240 Park Ave. at 46th St.
7th Avenue Office: 7th Ave. and 32nd St.

GRACE NATIONAL BANK
An Announcement to Jewelers
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THE JEWELERS' CIRCULAR

EDITORIALS

(Continued from page 118)

registration of some of the first marks entered under this law are now expiring. But the registration gave to the registrant no additional funds which he had to the trade-mark before it was entered at the Patent Office and the lack of renewal of the registration in no way takes away these fundamental rights. Registration did give some advantages in that it helped to settle a definite date in the ownership and use of a trade-mark, that it permitted the owner to seek redress in the Federal Courts against a citizen of the same State and in controversies with other citizens involving small amounts and also in other ways. It was also valuable in obtaining registration in foreign countries which were based on the records of the Federal government here and it is probable that it was to the effect that the lapse in renewing a registration in the United States would have upon the foreign registration of trade-marks, was what the authors of these sensational articles referred to, had in mind when they predicted great loss to the more manufacturers who have failed to renew their Federal registration.

It should be borne in mind that Federal registration of a trade-mark in itself never made valid a mark that was an infringement of an unregistered mark, nor did the lack of registration ever invalidate the property rights obtained in a mark. But the common law. Registration has often made easier the fight to enforce a valid trade-mark and has given some advantages to the registrant that in most instances are well worth the expense of entering the mark in the Patent Office; therefore, as we said before, we advise those whose trade-mark registration is about to expire on the time limit, to re-register the same. The failure to do so in most cases has been the result of either negligence or ignorance of the fact that the time limit on the mark was expiring.

But it must be clearly understood that whether the registration of a trade-mark has expired or not, it is not the right of the owner thereof to proceed against infringers who may use such mark on similar products without authorization, is not in question.

Winston-Salem, N. C.

Charles S. Gause, representing the Hamilton watch factory, was a business visitor to the twin city this week.

Jack Searles, proprietor of The Jewelry Box, is expected back this week from New York and New Jersey, where he has been visiting for the past three weeks.

James Durborow, a native of Philadelphia and a late student of the Bowman school has accepted a position in the watch repair department with Fred N. Day.

Fred N. Day, Trade St. jeweler and evangelist preacher, is this week holding a protracted meeting at Aberdeen, N. C. At the close of the meeting Mr. Day will next go to Richmond as one of the North Carolina delegates to the American National Retail Jewelers' Association convention.
Chicago Notes

Ed. Fry, of Ed. Fry & Co., is calling on his trade through the northwest, and will return to Chicago in about three weeks time. Ben Italf, of Bernard Italf Co., Portland, Ore., was a visitor in Chicago last week looking over the markets and calling on friends.

George Fox, of the Fox Mfg. Co., left recently for the east, where he expects to remain for a few weeks visiting at their home office.

Edwin Speidel and Alex Johannes, of the Speidel Chain Co., and the Automatic Chain Co., Providence, R. I., were in Chicago last week.

George G. Gubbins, Chicago manager of the Illinois Watch Case Co., is spending a couple of weeks with his wife at Pistakee Lake, resting up.

F. C. Harvey, retail jeweler at 1463 E. 63rd St., left recently on a two weeks' trip through the country where he is enjoying a much needed rest.

Arthur Crystal, Newark, N. J., manufacturer's representative, left last week for California after spending four weeks here calling on the trade.

"Billy" Thomas, manager of the Chicago office of A. & J. Plaut, is making a business trip to Detroit and the east and will return about Sept. 24.

Mr. Braham, of A. & J. Plaut, Cincinnati, who was in Chicago last week visiting the many places of interest here and calling on his friends.

George Fleming, of the Wadsworth Watch Case Co., returned last week with his wife, from the east, where he spent two weeks visiting at his old home.

Wm. Shapiro, representing Louis Manheimer & Son Co., 31 N. State St., left last week on a two months' business trip through the south and the Pacific Coast.

I. B. Ogilvie, representing the R. Wallace & Sons Mfg. Co., returned from the northwest last week where he spent three weeks calling on the trade.

Julius Ziegler, of Julius Ziegler & Co., Columbus Memorial building, returned this week from southern Illinois, where he called on the trade for the past two weeks.

Frank Hillinger, of R. J. Hillinger & Co., Silversmith building, accompanied by his wife, returned last week from a two weeks' motor trip through the east and Canada.

A. L. Pfieger, of 19 S. Western Ave., returned last week from a motor trip through Wisconsin and to the Wisconsin Dells. Mr. Pfieger was gone for about a week.

Axel Paulsen, of the Waite-Thresher Co., Heyworth building, returned last week from a short business trip through the northwest and reports business fair in that locality.

Edmund Aronson, of B. Aronson & Son, returned this week with his wife and family from a motor trip to Boston, where he spent three months visiting at his old home and the home office.

Ira Van Valkenburgh, of Paul E. Van Valkenburgh, 3148 S. State St., and 6742 S. Halsted St., returned last week from New York and the east where he spent two weeks looking over markets.

John Stobs, of John Stobs & Co., 1521 Capitol building, is spending six weeks in Miami, Fla., visiting with his brother. Before returning home Mr. Stobs will visit all the larger cities in Florida.

Miss Gene Newcome has started in business for herself in room 1034 Silversmith building. She is doing engraving to the trade. For the past few years Miss Newcome was employed by the Alt Silver Co.

William Wuestenberg, who has been connected with Frank T. Loedige, at 504 W. North Ave., as watchmaker for a number of years, and up to the time Loedige discontinued business, has taken over the location and recently opened the store for business.

George R. Lechler, of George R. Lechler Co., Memphis, Tenn., stopped off in Chicago last week on a business trip to the Pacific Coast. Jerome S. Wexler, of the same firm, is now out on his southern territory calling on the trade and will return to Chicago in about two weeks time.

Marvin Wexler, of Wexler Bros., left this week on a business trip to the Pacific Coast. Jerome S. Wexler, of the same firm, recently left on a business trip through the south. Bernard Goldsmith, representing them in Ohio, Michigan and Indiana, is calling on the trade in his territory and Arthur Cole is calling on the trade in Illinois, Iowa and Nebraska.

James Kuba, manager of the 26th and Crawford Ave. store of the Jones & Baumrucker Co., was married to Miss Lillian Markowski of Chicago, on Wednesday, Sept. 9. Following the reception the happy couple left on a three weeks' honeymoon trip through the west. During the absence of Mr. Kuba, Charles Baumrucker is looking after the interests of the store.

Henry F. Linnig, of H. F. Linnig & Son, Peru, Ill., accompanied by his bride, stopped off in Chicago last week to spend a few days here looking over markets and visiting with friends, on their way home from a five weeks' honeymoon trip through the east.

Mrs. Linnig formerly was Mrs. Ida Schmitt, of Peru. The couple were united on July 30. Mr. Linnig also announced while in Chicago that the firm name had been changed from Linnig Bros. to H. F. Linnig & Son. Mr. Linnig's son Benj. H., who has been in the store for some time, has recently been made a partner.

Arthur H. Pisahl, representing the Keystone Watch Case Co., is shaking hands with himself this week after he and his family have been in Florida for a couple of weeks with his wife at Pistakee Lake, resting up.

Mr. Pisahl was on his way to spend the holiday with friends in Wisconsin. He was coming down a hill when a car in front of him suddenly stopped and blocked the entire road. In trying to get out of the way of the car Mr. Pisahl hit a rut and the car turned over. They all escaped with only minor bruises, and after righting the car were able to continue to their destination.

Friends of August Rassweiler, Chicago jeweler, of 515, 159 N. State St., will be happy to learn that Mr. Rassweiler has been able to leave the Jackson Park Hospital and is now getting around his home with the use of a cane.

Mrs. Rassweiler and their daughter Flora are still in the hospital and will probably have to remain there for another week or two. Mr. and Mrs. Rassweiler and Flora, where returning home from the depot after spending several weeks in Denver, when the cab which they were riding in was hit by another automobile. The cab turned turtle, pinning all three underneath. They were rushed to the hospital where it was found that Mr. Rassweiler only suffered...
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On a business trip through the southwest, Mr. Albert Ciske, of the Chicago office of the Swan Jewelers, is leaving his home at Paw Paw, Mich., with his family, resting and making Fall purchases.

Mr. Ciske expects to take a six months' rest before making any connections, and will leave for California shortly.

Edward R. Kouch celebrated the grand opening of his new retail jewelry store last Saturday. The store is known as the Millford Jewelry Store, and is located at 3321 N. Crawford Ave. It is just a few doors north of Milwaukee Ave. Mr. Kouch has a well-stocked store, and the interior of the store has a handsome window display. Mr. Kouch for some time was connected with E. E. Welden, of this city, as a watchmaker.

Mrs. E. Donnan, connected with the Chicago office of the Eisenstaedt Mfg. Co., surprised her many friends in the trade last week when she announced she had changed her name to Mrs. Alfred Stelzer. Mrs. Donnan and Alfred Stelzer, of Chicago, were married quietly two weeks ago and spent a week's honeymoon at their Summer home at Paw Paw, Mich. The many friends of the couple have congratulated them and wished them success.

The style of the business of J. F. Niesen & Sons, located in suite 716, 180 N. Wabash Ave., has been changed to Sandberg-Niesen & Son. The partners interested in the business are Philip Sandberg, J. F. Niesen and one son, Wallace J. The two Nisens have been interested in the business for several years, and Mr. Sandberg has been identified with the jewelry business for many years. This concern will continue in the manufacture of emblems and all fraternity jewelry, and will remain at the old location.

E. H. McIntosh has bought the jewelry business of W. C. Buchta, David City, Neb., Roper Bros., Creston, Ia., have just conducted a successful auction to reduce stock. J. T. Gillispie, jeweler at Bloomfield, was in Omaha last week with his bride on their wedding trip.

Fritz Sandwall, Omaha jeweler, and son, Vernon, drove to Minnesota last week where the son will enter the University of Minnesota.

Holiday & Davis, watchmakers and repair specialists of Omaha, have moved to the second floor of the Neville Block and have added a stock of jewelry.

The American Legion, which is to hold its big national convention in Omaha the week of Oct. 5, has given the contracts for all its emblems to Justin Mfg. Co., Winona, Minn., the same manufacturer which had the contract last year when the convention was held at Minneapolis.

At the last meeting of the Retail Credit Men's Association of Birmingham, George Bondurant, referee in bankruptcy, addressed the principals who he said, "The science of bankruptcy is the unscrupulous practice of the loan sharks and installment peddlers, who swap the wage earner with unecesssary merchandise. As the credit men that they should demand enactment of some such legislation if they hope to curb the numerous voluntary bankruptcy petitions filed in Birmingham.
Arthur C. Kuesel, secretary-treasurer of the Kuesel Bros. Co., wholesale jewelry firm, Milwaukee, announced that he will be unable to make his regular trip into the Fox River valley in Wisconsin. This will now be taken care of by S. T. Whitnall, the representative of the Kuesel company in other parts of Wisconsin.

L. C. Heintz, jeweler, Oshkosh, Wis., will move into a new building erected at 912 Oregon St., Oshkosh, the last part of his new location is at 922 Oregon St. The store is being erected by the Security Bank and is of brick construction. It will have a store front of 23 feet and will extend back from the street 65 feet, the full depth of the lot.

L. A. Burmeister, of the E. H. Warnke Co., manufacturing jeweler, Milwaukee, has returned to the office after spending the past three weeks in Los Angeles, where he attended the annual convention of the American Philatelic Society, which was held there on Aug. 24 to 27; Mr. Burmeister visited San Francisco and San Lake City on his return trip to Milwaukee.

Jewelry stores in Racine, Wis., which have been closing their doors on Saturday nights and remaining open on Friday nights instead, throughout the Summer, have gone back to the Fall and Winter schedule again. The Saturday night closing was done to give the people working in the stores a better weekend during the Summer months. It was the first time that the plan was tried in Racine.

W. H. Dummer, formerly with G. A. Fehrs, jeweler, Manitowoc, Wis., and more recently with the Boston Store of Milwaukee, has purchased the balance of the stock in the jewelry store of Percy Hatch, Oconomowoc, Wis., and will open a jewelry establishment in the same location.

Most of the stock was disposed of at an auction sale which was recently held at the store.

A. F. Weckerle, representative of the O. H. Bingenheimer Co., wholesale jewelers and jewelers’ supply house, in northern Wisconsin and the upper peninsula of Michigan, met with a severe accident last week at Ironwood. He was going down a steep hill at night and collided with another car, which had lights that blinded him. He was confined in Ironwood two days and a half with his injuries and will be delayed on the balance of his trip.

Bandits bound and gagged Louis Lasky, joint proprietor of the Lasky Clothing & Loon Co., Superior, Wis., and then proceeded to loot the store of $5,000 in jewelry and cash, one day last week. The robbers entered the store at 9:45 a.m. and immediately ordered Lasky to raise his hands. They bound him and took the keys to the safe from him. There were a number of valuable diamond rings, watches, and other jewelry totaling $3,000 taken and $2,000 in cash. Mr. Lasky finally unloosed himself and notified the police, but a search of the surrounding section of the city failed to reveal the robbers.

David Goldman, Inc., retail jewelry firm, Milwaukee, is among the Milwaukee business houses which are offering a gift to the golfer who made a hole-in-one on the Milwaukee county golf courses. The Gold- man gift is an actual size, mounted, golf ball. Twenty golfers who made a hole-in-one were registered last year and the number this season has almost reached that same figure.

H. Lewis, treasurer of the Gold- man concerns, local retail jewelers, and W. W. Wirth, local club professional, are offering a prize for an invitation golf tournament which was held in connection with the recent Milwaukee county golf tournament to decide the winners. Twenty-four golfers participated in the invitation tourney and the prizes were awarded to the winners at a dinner.

Several of the Milwaukee jewelers took part in the dedication of the new clubhouse which has just been completed for the Mil- waukee Elks, Lodge No. 46. The new building is one of the most beautiful structures of its kind in the country and it overlooks Lake Michigan. The ceremonies took place on Sept. 5, 6 and 7, and attracted a number of the leading Elks from all sections as well as from Wisconsin. George Durser, well-known Milwaukee jeweler, is Exempted Loyal Knight of the Milwaukee lodge and took a prominent part in the dedication.

Among other jewelers who were active were Ed Warnke and Gordon Warnke, of E. H. Warnke & Co., manufacturing jewelers here; Fred J. Thelen, manager of the Fatzinger jewelry store in Janesville, and A. C. Kuesel of the Kuesel Bros. Co., wholesale jewelry firm.

Pacific Coast Notes

Charles J. Klein, jeweler, Santa Cruz, Cal., and his wife are taking a motoring trip and are spending nearly three weeks among the big trees at Wawona, near the entrance to the Yosemite Valley.

Many improvements have been made in the building occupied by L. E. Bryant, jeweler of Lewiston, Idaho, including the addition of a new floor. The exterior of the building has been beautified.

The credit jewelry firm of Weisfield & Goldberg is reopening the Jewel Box at Everett, Wash., after a complete remodeling. John Stusser is manager of the branch house for the Seattle firm. Ralph Goldberg, a member of the house, was in Everett making plans for the grand opening.

Austen Brothers, wholesale jewelry firm, has been closed by the building company. It is reported to be looking for a location in California.

Harry Beaufort, who recently moved from Leavenworth, Kan., with his wife, has leased a store in San Mateo, Cal., because he thinks this section of the peninsula is beautiful and prosperous. He will carry a high-grade line of diamonds, watches and miscellaneous jewelry. Mr. Beaufort has been in the jewelry business for 42 years. He had a store in Paris, France, before the World War.

J. Wexler, a jeweler at Houston, Tex., is celebrating his 70th anniversary in business. “My confidence in the City of Hous- ton has been more than justified. I have always believed in the future of this city and have lived to see my judgment realized.”

Having bought the business of R. H. Barnes, Victoria, Tex., Dr. J. F. Steele will be in active charge in the future.

The display window of the store of M. Epstein, Pittston, Pa., was smashed on Aug. 28 and $17 worth of jewelry was stolen.
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Burr W. Freer, president of the Burr W. Freer Co., and Sydney Weinshenk, of Mayer & Weinshenk, is now in Portland, Ore., on a business journey.

An extensive trip is being taken by Frank Judd, of the Alphonse Jeddus Co. He is accompanied by his wife.

En route home from Canada, which he visited in the course of a motor tour, O. L. Warkert, Los Angeles, stopped here for a short visit.

An addition to the force of M. Schussler & Co. is Roger Cooper, son of A. R. Cooper, vice-president of the firm. Harry Landsberger has just returned from his trip for this firm.

Things are picking up a little bit, in the opinion of Harry Jones, western representative of the Wadsworth Watch Case Co., who has returned from a business trip to Portland, Ore.

Quite an enthusiastic account of business is given by Mrs. Sophie Mickelson, office manager for A. M. Gilbert & Co. He is still on the road and will not return till late in the month.

J. E. Summers, sales manager of the Jabel Ring Mfg. Co., California, with headquarters in the Whitney building, is taking a long trip to Pacific Coast points. Mr. Summers is not expected back till late in October.

Business is getting better, in the opinion of Fred L. Lee, of Lee & Kierski, who has returned from a trip through the northwest with his partner, Samuel Kierski. Mr. Kierski has now returned to Los Angeles, where the firm has an office which he manages.

S. J. Hammond & Co. have moved from 304 to suite 206 in the Jewelers' building, where they have rooms running the entire depth of the structure. The office and large showrooms extend back from the main doors, and an entrance and packing room has a separate entrance on a private hall-way. The new rooms have been repaired.

Interest is felt here in the new store which H. A. Jepson is understood to be opening in Portland, Ore. Mr. Jepson is well known to many of the local trade, as he was for two years with J. D. Benhett, the well-known jeweler of San Rafael, in the Trans-Bay section. Before that, Mr. Jepson was with Ben Levy, of Newman, Cal.


Selling, in great numbers, at $1, a souvenir 50-cent coin, commemorating the State's Diamond Jubilee, designed by a California artist, and minted in California, is now seen here. Its issue was authorized by the Congress of the United States and approved by President Coolidge. The $100,000 in the coins helps to defray the celebration expenses.

Quite a few of his friends in the trade have been wondering what had become of H. Z. Kimes. He was, therefore, warmly greeted when he came back a few days ago from Los Angeles calling on the trade. This manufacturer's representative, who makes his headquarters with M. A. Tafo, in the Whitney building, states that he has been in southern California for nearly two months.

C. T. Richardson, of Richardson & Son, Seattle, was one of the early visitors to the San Francisco celebration of California's Diamond Jubilee. He was accompanied by his wife. Other visitors included: Carl Noack, Sacramento; August Seiblt, Pittsburg, Cal.; J. W. Ware, San Diego, and Ed Baesthme, Los Angeles. C. M. Elle, retail jeweler of Honolulu (T. H.), has sailed for home.

While on a recent vacation trip of 2,605 miles, Miss Dolores Manning, with S. H. Friend, drove through a section of Oregon where four bandits, escaped from the Penitentiary, were causing terror to motorists. This was only two days after the bandits held up and, in one case, had kidnapped some motorists. Miss Manning, who was traveling with one of her sisters, says they did not fear any particular fear of health. They visited Vancouver, B. C.; drove up Mt. Rainier to the snow line, and among other beauty spots visited Crater Lake, Ore.

E. J. McEvoy, Brawley, is spending a week visiting with his family at Santa Monica.

M. A. Bailey, formerly of Kansas City, has opened a new store at 5868 Hollywood Boulevard.

Arthur Jacobson, wholesale jeweler, Denver, Col., is spending a few days in Los Angeles on business.

B. M. Levinson, formerly at 1204 W. Washington St., has moved to his new store on Alvarado and 10th St.

L. Hiban has moved his office from 204 Van Nuy's building to his new headquarters in the Loewe State Theater building.

Charles C. Roberson, Jerome, Ariz., has been in Los Angeles for the past week on a combined business and pleasure trip.

Lee Stoker, with the Proodfoot Co., Venice, has opened a store at 1032 Main St. in that city. It will be in charge of Mrs. Ida Stoker.

H. M. Tellep, manufacturers' representative, 7904 West Guarantee building, has left on a business trip to San Francisco calling on the trade.

Vernon Rice, watchmaker formerly with E. H. Smith & Bro., Orange, Cal., has taken a position with C. L. Rumyon, 256 S. Pacific Boulevard, Huntington Park.

Mrs. E. L. Tiffany, Taft, is spending several days in Los Angeles accompanied by her daughter. Mr. Tiffany is enjoying good business in his new store which he recently opened.

Frank Randall, manager of the jewelry department of the E. W. Reynolds Co., has left for a week's vacation. He will motor to San Francisco to attend the Diamond Jubilee being held in that city, and will also visit other northern points.


He reports business conditions as showing a large increase on the Pacific Coast.

Mrs. P. K. Daugherty, of the E. W. Reynolds Co., and Mrs. Dora Perry of the same firm, spent the Labor Day holidays at their beautiful new cabin in the heart of the San Bernardino Mountains. They made the trip by auto and were accompanied by their husbands.

James Buckley, who represents the International Silver Co., in Australia, passed through Los Angeles last week on his way to Meriden, Conn. After leaving Los Angeles he went to Coronado and spent a few days with C. E. Breckenridge, vice-president of the concern, who is spending a couple of months at that popular resort. E. V. Saunders, Pacific Coast manager of the International Silver Co., is spending a few days in Los Angeles. He is accompanied by his son, Drury Saunders.

Oscar Balzer, who was with Hamburger's, now the May Co., in the May Co., for many years up to 1925 in charge of the jewelry, silverware, leather, clock, watch, and other kindred departments, and who was with Abraham & Straus, Brooklyn, N. Y., as divisional merchandiser for home başına for 19 years, is spending a couple of months in Australia, which he will return to Los Angeles and will open a gift shop in Hollywood as early in October as possible. The present store front will be changed and fixtures installed while Mr. Balzer is in the east assembling merchandise for the shop. Mr. Balzer will leave for the east this week and will return to Los Angeles about Sept. 20.

Among the out-of-town jewelers calling on the trade last week were D. Van Wart, Huntington Park; C. L. Rumyon, Huntington Park; M. A. Stalmer, Fullerton; Taylor Jacobson, Fullerton; E. C. Kendrick, Anaheim; A. J. Dutton, Anaheim; H. E. Wellman, Alhambra; J. B. Rodgers, Pasadena; C. O. Arnold, Pasadena; Mrs. H. E. Fox, Jr., San Fernando; George Bower, Upland; A. L. Palis, Upland; W. C. Guerth, Redlands; F. E. Hall, Berkeley; H. B. Steele, Redondo; Mrs. C. J. McCormick, Redondo; Mrs. Herbert K. Smith, Hermosa Beach; E. T. Stoddard, Whittier; T. R. Canfield, L. E. Hendrix, Huntington Park; P. W. Andrews, Inglewood; H. D. Sharp, Montebello; A. E. Brown, Montebello.

Items from Here and There

D. W. Malloch, Wabash, Ind., moved his jewelry business into the Indiana Hotel building, Sept. 1.

Kelly Ave. and 4th St., Devils Lake, N. Dak., will be the new location for the jewelry store of A. S. Bjornson.

The Ray Jewelry and Merchandise Co., Columbus, O., has been incorporated with a capital of $10,000. The incorporators are Antonia Dimartina, Rose Dimartina, Elise Sanse and Sam Barnett.

I. A. Ludwig, former engraver with the Blickle Jewelry Co., Rochester, Minn., has accepted a position at Watertown, S. Dak., in the A. Duffner store, where he will have charge of the jewelry and repair depart
Indianapolis wholesalers and branch houses in the trade are confident that all buyers' week program resulted in more silver were offered, including pitchers, to just what use the six cocktail shakers.

Anniversary of the state tournaments, the ship tournament at French Lick Springs, ing the absence of intoxicating liquor in purchased at the Rost Jewelry Co. in Ind., was a cup to the state champion visiting Southern California. In a recent retirement of the last two or three months, is Art Nehf, long in the retail jewelry business in Terre Haute, Ind., but retired for the last two or three months, is visiting Southern California. In a recent letter he says the only fly in the ointment to him is the outlook. He regrets much Nehf, pitcher for the Giants, is a son, which like his father pater's interest.

One of the most attractive prizes given at the last State amateur golf championship tournament at French Lick Springs, Ind., was the state championship purchased at the Rost Jewelry Co. In fact every prize used at the tournament was purchased at the same store, which is one of the largest in Indianapolis as well as one of the oldest. Since it was the silver anniversary of the State tournaments, the officials made all the prizes silver. Everything known to the household that is done in silver was included in the list of prizes. In view of the stringency of laws regulating the absence of intoxicating liquor in Indiana, much speculation was current as to just what use the six cocktail shakers would be put. Thirty-one prizes all in silver were offered, including pitchers, trays, goblets and tea sets.

Although a final check-up of figures of attendance and sales reports of buyers' week in Indianapolis has not been made, jobbers in the trade are confident that all former records were broken this year. The buyers' week program resulted in more than 2,000 retailers and buyers visiting Indianapolis and branch houses. Representatives of the jobbers who co-operated in the program with the wholesale trade division of the Indianapolis chamber of commerce, estimate that the increased sales this year will exceed last year's sales by at least 20 per cent. A much heavier attendance at the wholesale firms' places of business during the four days also was reported. A special report of the accomplishments of the week will be prepared by officials. Attendance figures, as registered by the various wholesale firms and total sales made will be used as a basis for apportioning the cost of entertaining the visiting buyers and refunding car fares. As a result of the heavy sales for the week, the local jobbers and branch managers are convinced that Fall business will be much better than last year.

Mr. and Mrs. J. W. Jones, Mt. Sterling, Ky., and Heber W. Roe, Washington, C. H. O., were among visitors to Cincinnati.

George Opie, of the Wadsworth Watch Case Co., Dayton, Ky., is making a trip of his circuit through Ohio, Indiana and Michigan.

Lawrence Daniel was in Cincinnati recently. He formerly was located at Green- ville, O., but has since established another store at Ashland, Ky.

William F. Schummer, president of Schummer & Jockers Inc., who recently returned from an extended stay at Staughton, Wis., is making a tour of the states surrounding Ohio.

John A. Gerwe, head of Frohman & Co., has returned from a sojourn at Clarks Lake, Mich. He was accompanied on the trip by R. T. Welling, a jeweler of Lockland, one of the suburbs of Cincinnati.

M. E. Beach, manager for the L. G. Balfour Co., wholesale jewelers here in the Board of Trade building, found that burglars had entered his establishment sometime after closing for the night and had carried off sixty-four sample emblem rings valued at $610 and eighteen pins of the same value. The burglars overlooked jewelry in a filing case valued at $2,500.

Charles T. Nehf, long in the retail jewelry business in Terre Haute, Ind., but retired for the last two or three months, is visiting Southern California. In a recent letter he says the only fly in the ointment to him is the outlook. He regrets much that the Giants seem doomed to run in second place in the National League. Art Nehf, pitcher for the Giants, is a son, which like his father pater's interest.

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William F. Schummer, president of Schummer & Jockers Inc., who recently returned from an extended stay at Staughton, Wis., is making a tour of the states surrounding Ohio.

John A. Gerwe, head of Frohman & Co., has returned from a sojourn at Clarks Lake, Mich. He was accompanied on the trip by R. T. Welling, a jeweler of Lockland, one of the suburbs of Cincinnati.

M. E. Beach, manager for the L. G. Balfour Co., wholesale jewelers here in the Board of Trade building, found that burglars had entered his establishment sometime after closing for the night and had carried off sixty-four sample emblem rings valued at $610 and eighteen pins of the same value. The burglars overlooked jewelry in a filing case valued at $2,500.

Charles T. Nehf, long in the retail jewelry business in Terre Haute, Ind., but retired for the last two or three months, is visiting Southern California. In a recent letter he says the only fly in the ointment to him is the outlook. He regrets much that the Giants seem doomed to run in second place in the National League. Art Nehf, pitcher for the Giants, is a son, which like his father pater's interest.

One of the most attractive prizes given at the last State amateur golf championship tournament at French Lick Springs, Ind., was the state championship purchased at the Rost Jewelry Co. In fact every prize used at the tournament was purchased at the same store, which is one of the largest in Indianapolis as well as one of the oldest. Since it was the silver anniversary of the State tournaments, the officials made all the prizes silver. Everything known to the household that is done in silver was included in the list of prizes. In view of the stringency of laws regulating the absence of intoxicating liquor in Indiana, much speculation was current as to just what use the six cocktail shakers would be put. Thirty-one prizes all in silver were offered, including pitchers, trays, goblets and tea sets.

Although a final check-up of figures of attendance and sales reports of buyers' week in Indianapolis has not been made, jobbers in the trade are confident that all former records were broken this year. The buyers' week program resulted in more than 2,000 retailers and buyers visiting Indianapolis and branch houses. Representatives of the jobbers who co-op
September 16, 1925

THE JEWELERS' CIRCULAR

Joseph Weiller, of the stock department of the Bauman-Massa Jewelry Co., 6th and Olive Sts., is visiting points out of town on a pleasure trip.

Arthur Copet, of the Goldman & Cuquet Jewelry & Optical Co., has returned after enjoying a visit with his family in Wisconsin together with friends in Milwaukee.

J. G. W. Schoenenthaler, treasurer of the Eisenstadt Mfg. Co., wholesale jewelers in the Star building, has returned to his desk after enjoying several weeks with his family at some of the lake resorts in Wisconsin.

James J. Burke, head of the Brooks Jewelry & Optical Co. in the Globe-Democrat building, is expected back to his desk shortly after an absence of nearly two months. He has been to Europe with his wife on business and pleasure and visited some of the important diamond and jewelry centers.

Stores in the trade observed Labor Day to some extent. Those comprising membership in the Associated Retailers of St. Louis, adhered to the association ruling to be open half a day. This was the rule with all the big department stores and other downtown shops although the day is being generally observed as a holiday now here. The result was that business was quiet and the number of shoppers in the downtown district was negligible. It is expected that the Labor Day plan of half a day opening will be modified, inasmuch as Labor Day always comes on a Monday and affords the employees a chance to enjoy a week-end outing from Saturday until Tuesday. As a profitable custom the half day opening this year did not seem to bring much result.

The first large burglary of any consequence here in the local jewelry trade for some time past occurred the night of Thursday, Sept. 11, when the store of the R. P. Wiggins Co. in the Magnolia Bldg. on N. 2nd St. was robbed. The job was evidently the work of expert cracksmen as the combination to a safe was knocked off and the thieves got away with loot reported as valued at $17,000 and small jewelry items approximating $4,000. Fortunately an order for watches amounting to about $7,000 was shipped to Canada and which were expected in from the wholesale merchants had not arrived. The reported loss was only partly covered by insurance, it is stated.

A. B. Milkins, Wyandotte, was in Detroit last week calling on the wholesale jewelers. O. A. Lutz, Ann Arbor, was in Detroit last week buying new stock and greeting his many jeweler friends.

W. W. Bridges, Marine City, was in Detroit last week. He was adding to his stock and preparing for a vigorous Fall business.

W. H. Jones, of the Luths, Dorweld, Haller Co., for the last week has been touring the southern Michigan Peninsula.

Garner Sly, of the E. H. Pudrith Co. which has been on a business trip or more, is now nearly recovered and able to be about his duties.

A. B. Harford, East Lansing, passed two days in Detroit last week calling on the wholesale houses and adding to his stock for the Fall trade.

H. L. Merry, of the E. H. Pudrith Co. wholesale house in the Jewelers' Court, passed Labor Day and the week end at his old home in Grand Rapids.

E. A. Pontius, Pontiac, was a caller on several wholesale houses and preparing for his Fall business.

He has experienced a good Summer business and is making plans for a general increase during the coming Fall and Winter.

The E. H. Pudrith Co. last week installed some new fixtures to care for the increased stock it is now carrying. This is a part of a general expansion started since the company moved into its new quarters in the Jewelers' court.

George Loehr, of the Scribner & Loehr Detroit branch in the Jewelers' Court, has returned from a business trip that took him down into Florida. He passed Labor Day with his parents in Cleveland, arriving home on Tuesday.

Charles Wallace, of the Wallace-Monroe Mfg. Co., wholesale jewelers, is now on a trip through Oklahoma and Texas. He reports the jewelry business in the south west is showing improvement and that prospects are encouraging for a good Fall and Winter trade.

Carl Dash, Rome, called on the wholesale jewelers in Detroit last week, buying new merchandise for his increasing Fall business. Jewelers all through the lower Michigan peninsula, as they come into Detroit, report increased business and bright prospects for the Fall and coming Winter.

Charles A. Berkey, wholesale jeweler, Woodward Ave., as a great many people know, was the organizer of the National Exchange Club movement. Beginning Sept. 13 and continuing until Sept. 16, the National organization holds its convention in Detroit, and Mr. Berkey, it is announced, will be one of the principal speakers.

Reid Berkey, of the Charles A. Berkey Co., Woodward Ave., for the last week, has been making a tour of Ohio and a part of Pennsylvania. Harold Cheyne, head of the manufacturing department of the company, was back in town on Tuesday, after being away all week when an automobile he was driving skidded on a wet pavement in the outskirts of the city and plunged into a ditch.

A man said at one time to have been a diamond salesman and suspect of having directed bandits to jewelry shops at times when the women clerks were left alone, was recently arrested for investigation in Detroit. According to the police he is said to have been implicated by two other men arrested previously on charges of having robbed the Interstate Loan Office, 404 Breitmeyer building, the jewelry shop of Arnold Neiss, 603 Metropolitan building, and the Brooks Loan Office, 414 Farrell building.

The J. L. Hudson Co., department store, is celebrating its 44th anniversary this week. With other elaborate displays it has had some beautiful offerings in silver. A large section of the store of the same name, side has been given over to this line. There also has been a large exhibition of clocks, many of them elaborate and costly. This store has conducted for the last year the largest jewelry departments to be found anywhere in the city. The company has recently completed a $4,000,000 building campaign.

I. Gulliksen has opened his new retail jewelry store in the new Grand Riveria Theatre building, Grand River Ave. and Joy Road. Everything about the store is absolutely new, stock, fixtures and all other equipment. This is probably one of the finest outlying retail jewelry establishments in Detroit. It compares favorably with many of the large jewelry establishments in the downtown shopping district. Besides this new store Mr. Gulliksen also operates another retail store on Clay Ave. on the east side of the city.

Both manufacturing and wholesale jewelry concerns in Detroit observed Labor Day by ceasing work. Many left the city for a brief two-day holiday. The stores opened promptly on Tuesday, however, and there will be no other lay-off until Thanksgiving. Business in the jewelry line in this territory is getting under way. The wholesale houses and adding to their stock it is now carrying. This is a part of a general expansion started since the company moved into its new quarters in the Jewelers' court.

Judge John Faust, in the Recorder's court, has recently completed a $4,000,000 building campaign.

The newly opened Gem Shoppe on Broad St., Red Bank, N. J., has added another man to the staff engaged in the Red Bank store. The watch repairing department has been enlarged due to the increase in business in that department.
Every Requirement of the Retail Jeweler Can Be Secured in This Great Jewelry Center

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We have greater facilities in our new home.
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Jewelers' Court 33 John R St.
Two Interesting Gift Exhibits at Boston Sept. 14 to Sept. 20

A General Review of the Latest Importations and Products of Domestic Manufacturers to Be Displayed at the Hotel American and Parker House

Many of the following importers and manufacturers exhibited last year at this time, and finding that the retail jeweler and gift buyers of the eastern States responded to their invitation to come and see their merchandise an appeal was made this Fall to have other importers and manufacturers join them. Both exhibits will present an unusual selection of the newest importations and products of domestic manufacturers, and in order to be of assistance to the jeweler who intend to visit the exhibits THE JEWELERS' CIRCULAR presents herewith a forecast of the lines to be shown. The details as to the exhibits have been obtained from the concerns mentioned and the following information should help jewelers to save time and trouble in locating the kinds of merchandise in which they are interested.

At the American Hotel

Ferrin and Bing & Co. A. Stanley Brussell and Charles E. Gibson will be in charge of the display of Ferdinand Bing & Co., 67 Irving Place, New York. A complete line of French lamps, figure and carved effects with French shades to match, also famous line of French compacts, vanity cases, bou- douir sets, mirrors, cigarette cases, etc., in gilt bronze with limoges enamel centers, cameos and stone sets, crystal toilet bottle sets, crystal and bronze girandoles, candleabra and hangers, and numerous other articles too numerous to mention that will be of interest to the retail jeweler.

Charles Hall, Inc. Frank Wadsworth Jenkins will be in charge of the exhibit of Charles Hall, Inc., 3 E. 40th St., New York. In this display will be a complete showing of all lines except foreign ones. This display will be a full display of Borghese productions, including panels, mirrors, lamps and shades, book ends, boxes, plaques, etc. Hall brass in its attractive antique finish, including candlesticks, toasting forks, book ends, ash trays, mail boxes, etc., will also be shown as will be Herbert tooled wood in boxes, frames, portfolios and other articles.

George F. Little, 225 Fifth Ave., New York, known for his ability to obtain unusual specimens of lamps and fine Chinese art wares, will have an unique assortment to show. Matched pairs and single pieces will be shown. Porcelains in single color, reproductions of antique Chinese will be seen. Specimens of bleu-de-chtine, claire de lune and sang de boeuf will be shown, also millefleur. English and Italian pottery lamps will be shown, also domestic pottery lamps in pleasing colors. Brocades, embroidered materials and kosi will be used in the making of the shades appearing on these lamps. Fabrics of the antique and modern Chinese designs, such as priest robes and wall hangings and old velvets, etc.

A. L. Reed Co. Mr. Reed will be in charge of his company's display. A. L. Reed Co., 373 Fifth Ave., New York. Mr. Reed is featuring a very large line of popular priced novelties in leather for the gift department which has a low priced table for prizes and favors. The line consists of: Address book, in English paste grain leather; shopping memo, Turkish Morocco and Ercase leather; address book, Morocco grain leather; Florentine book mark, diaries, black linen grain leather; address book, Saafan leather; playing cards, one deck in assorted Leather; cigarette case, tan cowhide, which holds package of 20 cigarettes; pocket toilet companion, mirror and comb, English paste grain leather; comb and tile case, brown calf skin; drinking cup in black Morocco grain case; engagement book in black cobra grain leather; flask, half pint, covered with black Morocco grain leather; sewing roll, Ercase leather; Morocco purse (three sizes); leather backed envelope, key case, brown, calfskin, five books; easel calendar, perpetual, Saafan leather and engagement pad in imitation leather; telephone book, English paste grain leather; telephone list, imitation Ercase leather; bill fold, black calf; telephone list and pad in cloth; "My Trip" in imitation leather; writing case, imitation leather and engagement pad in imitation leather.

In addition Mr. Reed will show a large line of Florentine leather goods, hand tooled, and illuminated. The line consists of such items as bridge sets, writing sets, cigarette cases, engagement pads, diaries, ladies' pocket books. The diaries are for five years and also one day to a page. A large line of books of all descriptions of hand engraved English leather; bill fold, black calf; telephone list and pad in cloth; "My Trip" in imitation leather; writing case, imitation leather and engagement pad in imitation leather.

Florentine gift, wrongly called 17th Century, always a brown leather has been tooled in gold with designs Renaissance, 17th Cen- tury and Barco; Medieval, in brown leather, with no gold tooing, but only dry tooing usually showing a design of old door hinges; illuminated which is colored in design, some gold at times; Venetian which is both colored and gilt but usually with more ordinary lines than those used in Florentine designs; Salzoro, which is the embossed leather sometimes but seldom with some gold; Salzoro antique, which is embossed with gold and colored Venetian gold.

Mohr Art Co., Toledo, Ohio, will have S. Craig Preston in charge of the display. This company manufactures the finest line of hand-carved and decorated photograph cases, what-not boxes, book shelves, Ven- etian mirrors, hand-painted plaques, and exquisitely framed prints. A large line of ships models, the first ribbons and to be made in the United States, will be shown. The Mohr Art Co. is well known for its wonderful line of German ships models. There will be many of these models on dis- play.

Cassidy Co. Robert E. Parrish will be in charge of Cassidy Co.'s display. The lamps of this company are reproductions of period pieces, especially reproductions of old Roman forms on exhibit at the Metro- politan Museum, mounted and electrified. The lamp line includes: Vanity, book end sets of lamps in pastel shades such as orchid, rose, blue and ivory, gold trimmed Italian and English bridge lamps and Por- pean and Grecian junior lamps. A distinctive feature of particular interest to jewelers will be vase forms made and signed by Louis C. Tiffany. The vase form is adaptations or authentic reproductions of antique Roman and Greek vases now in the Metropolitan Museum of Art, New York City. The glass is a faithful repro- duction of Cypriote glass excavated from ancient tombs on the Island of Cyprus. The exquisite colorings are due to delicately Radiant and brilliant stain effects, hand wrought in the hands. The details of the metal work are from the works of Sir Christopher Wren, the lamp the work of Cassidy Co., and the vase made by Louis C. Tiffany. The line of such items as bridge sets, writing sets, cigarette cases, engagement pads, diaries, ladies' pocket books. The diaries are for five years and also one day to a page. A large line of books of all descriptions of hand engraved English leather; bill fold, black calf; telephone list and pad in cloth; "My Trip" in imitation leather; writing case, imitation leather and engagement pad in imitation leather.

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Simonetti & Co., Inc., 71 W. 23rd St., New York, will have a display. E. T. Simonetti will be at the show. A point which may not be known to many jewelers, but which will be clearly visualized at the display of Simonetti's wares, is that there are hun- dreds of styles of Italian ware in which this house specializes. Among the wares to be shown are: Cuggib, Naples, Deruta, Nove Bassano, Capri, Faenza, Pesant, Roman or Castelli, the Toscany styles (known as Florentine), which include offerings in Della Robbia styles, Ticchiolo designs, and Sesto ware. There are also Sienna-Gilt wood, Venetian and illuminated leather. In leather the principal styles are:

Florentine style, with a wide variety of materials, usually in a combination of gold and silver leaf on genuine leather, gilt bronze and wood; Bolognese style, with a wide variety of materials, usually in a combination of gold and silver leaf on genuine leather, gilt bronze and wood; and Grecian style, with a wide variety of materials, usually in a combination of gold and silver leaf on genuine leather, gilt bronze and wood.

The Mohr Art Co. is well known for its wonderful line of German ships models. There will be many of these models on display.

Pompeian Bronze Co., Inc. Harlan E. Sautberg will be in charge of the display of the Pompeian Bronze Co., Inc., 225 Fifth Ave., New York. The display is of an inexpensive and artistic line of book ends of their own creation, together with reproductions of the best known classic in- teirs. There will also be a new and popular book ends. Art objects of artistic merit, created by some of our best known sculptors can also be seen. These include some very pretty statuettes, busts and heads. There will also be shown an interesting assortment of cigarette boxes, ash trays, lamps, cigarette cases, and many other novelties which would be of interest to the retail jeweler.
The Marblehead Pottery line will also be shown.

At the Parker House

Charles H. Ryan, 1 W. 30th St., New York, has an immense line comprising all kinds of French novelties for gift stores and gift departments, will be there with his entire stock.

Among other articles that he will show will be the boudoir or desk clocks known as "The Beating Heart" because of their unique visible pendulums. They are to be had in many colors. Mother of Pearl clocks, with plain bases, in different colors and shapes in imitation leather traveling cases will appear. There are many such novelties as candy boxes, small lamps, sachet and perfume novelty bottles with the old and well known perfumes, many articles for women, cigarette cases, boxes and trays. In hand wrought iron there are ash trays, incense burners and candlestick and sconces. The china novelties consist of tea sets in novelty decorations with linen luncheon set of cloth and six napkins to match in decorative pattern of the china. A large line of novelty china and pottery will also be shown.


The feature of this company at the show will be desk sets in five pieces, metal hand-decorated in six colors. There are book ends to match these desk sets, but they are not part of the sets. There is also a large line of all metal book ends, not a part of the sets, which are hand-decorated.

These are terry cloth, cretonne and parchment telephone shields. The parchment telephone shields will be on the telephone from front to back so it cannot tip. These are of a variety of patterns, including ships models.

There are also scrap baskets to match the telephone shields. Door stops, of decorated tempered spring steel wedge with upright leather book effect. Many new and attractive telephone shields will be shown. There are two shades of green and two of blue and one of burnt orange and one of yellow. Beautiful styles in De Re and Majolica Italian pottery will be shown.

Alabaster articles in powder boxes, cigarette cases, lamps and bowls and other articles will also be shown. Among the Italian novelties will be the Robbia boxes, plaques, jam bars, bowls, vases and odd pitchers.

Italian leather in the Florentine style, hand-tooled, in the color brown will also be shown. A line of leather goods, produced in New York city, after the fashion of the Italian leather, made on American wood, which seems to stand the American climate, will be shown.

The line is not very large, but includes, among other articles, an upright cigarette box, ladies' calling card or stamp cases, bridge score and playing card box, desk sets, book ends, boxes of all types, and match boxes in the leather book effect. Many new and attractive shaped perfume bottles will be shown, together with candlesticks, bows, novelty cigarette containers, vases and boudoir sets.

Fulper Pottery. S. J. Anderson will be in charge of the display of Fulper Pottery. A large assortment of lamp bases will be shown. In addition, new designs, flower vases in new sizes and shapes, and attractive low candle holders will be shown.

Persia yellow, introduced at the Chicago Gift Show, will be seen at this show. Tea sets of this company, which before this were in 23 pieces only, are now made in 35 pieces, and called luncheon sets. The addition to the tea sets to form the luncheon sets are three sizes of bowls, two teat tiles, an additional water pitcher and 11-inch luncheon dishes.

There are four colors for these sets, which are colonial blue, silver green and the new Persia yellow. Salesrooms of this company are at 225 Fifth Ave., New York, and main office at Flemington, N. J.

Eastern Specialty Mfg. Co. This exhibit will be in charge of J. B. Danforth. The Eastern company, which has a large line at 135 Columbus Ave., Boston, will exhibit a full line of hand-decorated gift novelties. It will comprise door stops, flower vases, candlesticks and candles, book ends and many other useful and ornamental novelties in wood, metal and glass.

Howard G. Selden. Howard Selden, 225 Fifth Ave., New York, will be in charge.

The glass and Poillon pottery will be of the most interest to jewelers with gift departments. This does not mean that the Craftsman Studio copper articles will not more than aptly fit the jeweler's gift depart-ment. It will be seen that all articles are of the high grade which seems a part of the atmosphere of the jewelry store. This line consists of hand-hammered or pounded copper boxes for all uses, such as cigarette, cigars, traps, desk sets, book ends, vases, which can be made into lamps; fruit or nut bowls, smokers' accessories and some of the trays, book ends and desk sets have a colored insert. The lamps are furnished with or without shades. Bybee pottery line is a genuine hand-made pottery line. There are vases which may be made into lamps of all types. Some vases have handles. The rather wide openings at the top of the vases make them particularly useful for wild and garden flowers.

The feature of this display will appeal to the jeweler whose gift department shows the slogan "Gifts That Last." Among the popular items are the Dresden figure bou- doir lamps in various groups of figures, and particularly the juvenile lamps suitable for children's rooms. These bear nursery and childish figures. There will be adjustable unusual dressing table and side lamps of "Florelle" type. These lamps are adjusted to any reading position desired by cord with tassel or knob attachment. These lamps are very beauti-ful and serviceable. Peasant china from the Czecho-Slovak Shop offers a display of unusual articles which will beautify the gift department of any jewelry store. Art china and toys will also be shown by Mr. Poynter.

Silver and Sheffield Sweetmeat Dishes

LOVELY specimens of these old table pieces are still in existence. W. A. Young, in his "Silver and Sheffield Plate Collector" (New York: Dodd, Mead & Co. 1924) gives enlightenment on this article in the following words:

"This is a generic term of modern introduction to cover a wide range of small trays, shallow bowls and fancy pieces, suitable for the reception of dried fruit, sweetmeats and those little delicacies with which the hostess likes to adorn her hospitable board. The sweetmeat dish is the small brother of the cake basket, but it has rarely a handle of the bale type and only occasionally handles at the ends or on the rim. It has been in use for about three centuries, and is probably even older, and today, as any silver-smith's shop will testify, is as popular as ever it was. Some of the Old Sheffield Plate manufacturers called these little pieces combers, but the articles so termed have usually a glass liner, which one does not find in old silver. Combers were made from pierced metal, and with wire, after the fashion of sugar basin frames and cake baskets."

Elmer H. Parman has announced he will open a jewelry store at Cedar Falls, Ia.
The Pairpoint Corporation

Manufacturers of
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No. 0327. TEA SET. Plain Burnished or Butler Finish
No. C01116. 24 inch Waiter
Inside dimensions for centre of Waiter 18 x 13 inches
Electro Plated on Nickel Silver

No. C07109. LUNCHEON TRAY
12 inch Butler Etched
Electro Plated on Nickel Silver

No. 0327. TEA SET. Plain Burnished or Butler Finish
No. C01116. 24 inch Waiter
Inside dimensions for centre of Waiter 18 x 13 inches
Electro Plated on Nickel Silver

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Suggestions to the Jeweler About Lamps for His Gift Department
By Bernice Bouser

DAME RUMOR claims that in Canada, the gift shop is not nearly as well known as in the States because the jewelers have kept the gift business where it rightly belongs, in their shops. Today there seems to be a general awakening among the jewelry shops to the many advantages they possess in selling one of the most popular gifts of the day, the lamp, which has so aptly been termed, “The jewel of the home.”

Women are much more lamp conscious than men. They know that they can change the entire atmosphere of their homes by their lamps, they know that lamps tell of culture, breeding, and gentility, or the reverse. Lamps have a strange fascination for people who study them. The more they understand them, the more lamps they want to possess and the more they want to give away in order that others may share their lamp pleasure.

The jeweler with the lighted lamp may attract much attention at night to his window, with its artistic jewelry display. We illustrate a new offering, which lighted at night will attract the attention of many and influence sales both of the article itself and other displayed merchandise.

Thousands of items which the jeweler naturally carries are harmoniously displayed with the lamps in use today. Genuine jade necklaces may be shown with the lamp of jade which costs hundreds or thousands of dollars, while the jade bead necklace may be shown with the inexpensive but charming domestic lamp of jade glass with the cool chintz Summer shade.

The silver service may be so shown with typical “Jewelry Lamps” of silver with charming cut glass globes, that both are sold, where the customer entered with the idea of buying only the service.

The gold lamp, mounted on onyx, with shades of entrancing shirred georgette, a popular number today, is exactly the right type of lamp to show with jeweled pieces of gold.

Illustrated herewith is one of the captivating new lamps for Christmas gifts, mounted on a hand made gold base with a dainty shade of lace, matching the lace in the Dresden figure. This lamp comes packed in a box, ready to be tied with ribbon, a perfect Christmas gift for the jewelry store.

There are many pitfalls for the jeweler who would sell lamps, and make money. One big difficulty is the packing. The wise jeweler will buy lamps which come packed in individual boxes, all ready to be delivered. If he buys only 1/12 dozen, he will save his box, but if he buys more, he will open only one, and then sell by sample, sending out a fresh lamp, with the seal not broken. The canny jeweler will take a small lamp, which comes boxed, wrap it with holiday paper, perhaps a deep green, and tie it with a wide white ribbon with green holly, and show the customer how his lamp will be delivered. He can add the cost of the wrapping to the cost of the lamp, and the customer will be very glad to pay for it. The Christmas wrapped lamp box will make an instant appeal as it is hard to find the gift lamp which is well wrapped.

Another difficulty is the delivery. People are not going to walk out with a lamp under their arms, so the jeweler must buy lamps which can be delivered easily, by messenger or parcel post. In figuring the retail price of the lamp he must not forget the expense of delivery even if he has his own delivery car.

One of the worst difficulties is price competition. The jeweler must overcome the temptation to buy the lamps which will be sold to a dozen shops in town because of the price appeal. He must cling to the unusual, he must buy in small quantities, he must be bringing into his shop constantly lamps which are “different,” lamps which have not been shown, then he can get his own price, his customer is better satisfied and at the end of the season he has a net profit which is a credit to his business ability. Today there are sources of supply of authentic lamp data. The jeweler does not have to guess or experiment, he may secure dependable information and work safely and securely.

After he has bought his lamps wisely, he must show them well, remembering the old time slogan, “A lamp well shown is half sold.” And as the eye naturally travels to a light source, by the intelligent use of lighted lamps in his shop and windows, he
"Decidedly a MAN'S Gift"

Student's COLONIAL SMOKER LAMP

Radically New and Very Practical

In the trend of Colonial type decoration, man's needs have been looked after in the creation of the Student's Colonial Smoker Lamp—a gift that is distinctly artistic as well as practical. Its purity of design and finish lend an additional touch of refinement to any home or business man's desk.

The Student's Colonial Smoker Lamp is a patented combination lamp, ash tray and match box holder in antique pewter finish.

It has electric attachment fitted out with a genuine, rare old parchment shade with a replica of a hand etched antique map of the original thirteen colonies.

Packed ½ doz. to a carton. 15 inches high, individually and beautifully boxed.

Retails for $12.00

Patented and Manufactured by

SAMUEL EDELMAN

474 NORTH 6th STREET

PHILADELPHIA, PA.
number of the shop's patrons after purchasing articles at the gift department take the articles to their homes in their own cars. In the second place some of the purchasers take the articles in automobiles to the people to whom they are to be presented. And in the third place when articles are used as favors at parties the owners of the favors use the articles to their homes in their own cars. All of which makes this automobile phase of the proposition of wide interest and all of which will combine to boost the business of the shop if it plays up this sort of publicity for some of its gift department stock.

Selling Artistic Candles in the Gift Department

THE sale of candles can be very successfully pushed by the gift department of the jewelry store by not only staging window displays showing the newest tall candles under the most attractive conditions but also by advertising in which the various uses to which candles can be put by the purchasers is played up. There is really an astonishingly large number of uses for candles. Here are some of these uses: Favors for bridge parties and other parties, birthday presents, wedding presents, ornamentation for homes, night lights for bedrooms, emergency lights for homes in case the electric lights go out, lighted candles on bridge tables for players to use in lighting their cigarettes and so on. It would make a very interesting bit of publicity for the gift department to stage a display, on a special counter or table, showing all the various uses to which candles can be put by the purchasers. With each candle displayed on the table or counter there could be a little placard telling all about that particular use of the candle and also giving the prices of the candles. This display if well advertised would be sure to bring interested people into the store.

Disposing of Slow Moving Gift Stock as Favors for Bridge Parties

THERE is quite a demand nowadays for "different" favors for bridge parties and other parties. Hosts and hostesses want novelties—they want to get away from the customary things in the way of favors. In view of this, then, it will be good business for the gift department of the jewelry store to cater to this demand by securing and offering new things in the way of favors and suggesting to hosts and hostesses that they use the new articles. A good way to discover "different" articles in the gift department's stock for use as favors is to go through the stock and pick out all the various articles which have seldom, if ever, been purchased by the department's customers for use as favors. These articles can then be window displayed and advertised as being good things to give as favors in that they have seldom been used for that purpose. And this sort of publicity is sure to arouse considerable interest in the articles. In fact, by getting this sort of a slant on the articles it is altogether likely that some slow moving goods could be pushed out of the store at an accelerated speed.

An inspection of the department's stock with this idea in mind will, undoubtedly, reveal many different articles which would make stunning bridge party favors and favors for other parties but which have never been used for that purpose. And, of course, advertising of this sort would be such a distinct novelty that it would attract and hold the attention of many people and be accordingly helpful to the store in building business.

Lighting Arrangements in the Gift Department

ONE of the big attractive features of the gift department of the jewelry store which is most instrumental in bringing visitors to the store and in building its business, is its freshness, up-to-dateness and distinct novelty. It is always handling the newest things and the latest things and that at the gift department it is always possible to find something new and interesting. Of course, then, it is very much to the advantage of the gift department to do everything possible to enhance this feeling.

And one of the very best ways for the department to make the public continue to feel that the gift department is the city's leader in style, snap and freshness is by frequently changing the lighting arrangements. This can be done quite easily. Different colored hoods can be used for the lights. Portable lamps, etc., can be placed at different parts of the department and candles can be used with great effectiveness on special occasions and during times when the department is staging special sales. A simple change in lighting arrangements, without any material change in the arrangement of the department's stock of goods will often give an entirely different look to the whole department and thus be splendidly effective in building business through making the public feel that the department is always fresh, up-to-date and immensely inviting in appearance.

The Romance of Glass

UNDER the above title, Virginia Robie, in her book "The Quest of the Quaint," starts up with the following words: "If you overhear some one talking of 'ruby,' 'sapphire,' or 'amethyst' do not imagine for a moment that precious stones are under discussion. It is merely some enthusiastic glass collector gloatling over his latest find. He may have secured a bit of red Bohemian, green Bristol, blue Stiegel, purple Derby, or if very lucky, Millefiori. "Glass of a thousand flowers" our grandmothers called it—a fanciful name for a fanciful thing.

"Yet Millefiori is an interesting phase of American glassware meriting attention from several viewpoints. Millefiori, sometimes called 'candy cane glass,' or 'candy cane pattern,' is a name for the old puzzle of the metal tongue in the round sleighbell. Paperweights formed the chief output, although seals and door knobs were also made."—C. W. C.
Bakelite Pearls—solid but very light

Chokers of lustrous, tinted Bakelite Pearls have a particularly strong appeal for summer trade because of their very light weight.

The variety of beautiful tints makes it possible to display an assortment in which a customer is certain to find the color she prefers. Be sure to see the complete line of Bakelite Pearl Jewelry.

Write for Booklet 21

BAKELITE CORPORATION
247 Park Avenue, New York, N. Y.
Chicago Office: 636 West 22nd Street

Bakelite Pearls in necklaces, ropes, chokers and bracelets are a creation of the Embed Art Corporation, Perth Amboy, New Jersey

THE MATERIAL OF A THOUSAND USES
Kansas City Gift Wares Show

Second Annual Display at the Hotel Baltimore a Big Success—Many Attractive Domestic and Imported Lines Shown—Large Percentage of Jewelers in Attendance

The second annual Kansas City Gift Wares Show opened at the Hotel Baltimore on Monday morning, Aug. 17, one-third larger than last year in the matter of exhibits. The attendance climbed steadily, day by day, and visitors arrived every day of the show, many of them absolutely new customers in the gift line.

It is quite evident that the Kansas City Gift Show has already become an annual institution of no small mean and indications are that it will continue to grow each year—though, if growth comes in similar proportion in future years as in this year, it may be that next year, a new association had best look to the necessity of leasing an entire hotel, rather than the three floors covered by the exhibits this year.

The Kansas City Art and Giftwares Association had laid its plans well for an elaborate exhibition, many of its members having reservations for their own attractive displays, and the details were handled expertly for the benefit of the visiting exhibitors. In all about 95 firms were represented at the show, their exhibits occupying all rooms large enough to accommodate them on each of the three floors of the hotel.

Registration desks were provided on each floor, directly in front of the elevator—a position which insured immediate notice upon the arrival of the guests.

Giftwares have advanced in immense strides in the southwestern territory within the last few years until now it appears that nearly every jeweler has his gift department. Of those who do not have such a department it may be said that all are contemplating the addition at an early date, if we may judge from the number of such jewelers who were in Kansas City—buying, but making calculations for opening their own gift shops later in the autumn.

Although the Kansas City Giftwares Show may be said to be still in its infancy, it has attained commendable proportions. The percentage of jewelers listed in the daily attendance is surprising, in view of the fact that it is a trade only allied to giftware.

 Buyers in this section of the country do not, cannot in fact, buy in as large quantities as those attending Chicago and eastern shows. A number of those attending this show were heard to remark that they will in future wait for the giftware show before purchasing their stocks for the full season.

Another point proving the legitimate benefit of such a show to the wholesaler was the attendance at a very large percentage of those who bought articles in one-twelfth-of-a-dozen lots. But he was greatly surprised to see that a very large percentage of those all buyers came to be, during the ensuing year, regular customers who bought a fair volume for the year—and he estimates that 90 per cent. of those regular customers, though not large buyers, became customers of his firm solely through the agency of the first annual giftwares show.

Apparently one cannot compute the ultimate value of the show from the volume of orders taken in its course, but must follow through the subsequent months, checking the number of orders mailed in by new customers acquired during the annual exhibition.

Exhibits were as varied as they were numerous in this year's show and articles shown ranged chromatically from small inexpensive novelty cases from Japan to ancient, or antique Chinese hand embroidery tapestries in prices to $7,000 per piece.

Upon arrival on the third floor of the Baltimore, the visitor stepped from the elevator directly facing the registration desk, where he admitted his life history—in part only—and received his yellow tag. The room nearest the elevator was that being maintained by the Kansas City Wholesale Jewellers' Association, where Fred Sands, secretary, was in charge, very capably emanating an information department for the benefit of guests and exhibitors. Mr. Sands among other duties, checked all visiting jewelers on the list and offered timely suggestions to them as to certain exhibits which might be of special interest to jewelers—no exhibit was favored and each received its share of praise by Mr. Sands throughout the show.

Henry Saul, of Rehberger & Saul, New York, was there with his line of imported Czecho-Slovakian glass and pottery, glass flowers (which attracted much attention among the visiting trade, art novelties and one or two unusual patterns in Bavarian chinaware.

One of the newest companies, though none the less successful, to exhibit at the show was Gillman & Young, Inc., of St. Louis, Mo. The company was just incorporated on July 1st this year, and this was the first show in which they have entered. However, their lines are good ones and are reported to be in increasing demand throughout the southwest. Horace M. Gillman was in personal attendance. Among the lines shown were Boris Riedel Studios, Chicago, a collection of plates in oil, fire screens and telephone sets, artistically done; Weinman Bros., Chicago, a full line of unusual desk sets; Rene Rosenthal, New York, exquisitely hand-decorated glassware; Czecho-Slovak Art Co., New York, highly decorated china, pottery and peasant-made toys; Dixon Novelty Co., Dixon, Ill., a startling line of artistic kitchen novelties, including bread boards, crumbers,NaNZn knobs, etc.; Phoenix Co., Chicago, light hanging book shelves, periodical cases and general, artistic wood furniture; Robert C. Wassman, Chicago, hand-tooled Italian leather goods in attractive offerings; The Donna Lee, Chicago, line of hand-decorated perfume dispensers and bookends in original and attractive designs, and other companies.

The Moore Leather Craft Co. and the Gilles Iron Works, both of Kansas City, shared an exhibit room. Ely Moore, of the former, was showing a good line of faced leather bill-folds, headed and novelty leather bags, moccasins and other gift goods. The Gilles exhibit was presented by L. H. Gilles and George Montgomery, and consisted of original designs of lamps, candle sticks, book ends, console tables, lanterns, etc., in hand-wrought iron.

C. H. Rawson did a large business for Hiriam A. Jacobs, Minneapolis, in their useful line of hand-decorated novelties and art wares to retail at 50 cents to $1. Mr. Rawson is another who spent much time in pining for his cool home town.

Gladyes Carstaphen was assisted by Miss Eva Boyle in presenting the very high calibre line of imported pateries of the Julius Beckhard Co., Inc., New York. They were also exhibiting a number of sensation products of the Squire Work Shop, Cleveland, the Jesse Art Studio, New York, and Mary Ryan, New York. Miss Carstaphen also had a practical article or two which were covered with oriental tissues, showing how the papers might be used by individual shop owners in making up their own attractive packages, such as small cartons, kerchief cases and other similar packages. Such samples were glued with rubber cement and demonstrated the practicability of that product as a paste which will not discolor the tissues.

G. Granata & Co., New York, was represented by Arthur J. Palmer, Jr., showing a very artistic line of Majolica pottery, wood carvings, tooled leather and brasses, the majority of the collection being of antique motif. Several numbers of the antiqued pottery were very well received by the visiting trade, which is very much as it should have been.

The Chicago Gift Market's exhibits, under the supervision of H. V. Ericson and J. Capes, constituted another of the show places. The company showed the products of the Pohlson Galleries, Pawtucket, R. I.; the Gift House, New York; the Butter-
How FIBERLOID toiletware satisfies women's craze for color

The big vogue among women today is color and yet more color—in their dress, their home, their boudoir. Even in the matter of dresser appointments the popular taste has swung from conventional plain colors to shades more colorful and more in harmony with the room decoration scheme.

The 1925 Fiberloid toiletware line recognizes this trend by offering many new and strikingly beautiful colors. In addition to the staple colors there are lovely shades of Azure, Coraline, Alba, Rose, Golden and Smoke Pearl—all in smart and distinctive new patterns.

Women who would never look twice at the old-style toiletware set fall in love at once with the alluring new Fiberloid creations. Thus Fiberloid toiletware sets are creating new sales opportunities for merchants who stock and display them. There are sets for every purse and every taste.

In 3,666,135 homes this fall, women are learning the beauty of Fiberloid sets through actual photographs like the one above, reproduced in full-page advertisements in Vogue, and in large-size rotogravure space in nineteen of the country's largest newspapers.

A small investment will enable you to stock a representative assortment of sets in the new colors and patterns. We will supply you with a good-looking, attention-getting window display—free. And on average size orders we will mail illustrated letters to a list of your customers, featuring the Fiberloid line. These letters go out over your name, but at our expense. Write us today for prices and full information.

THE FIBERLOID CORPORATION, Indian Orchard, Mass.

New York Display Rooms, 402 Fifth Avenue  

Toronto Display Rooms, 145 Adelaide St. West
September 16, 1925

worth Co., New York; the Pollyanna Co., Chicago; Rudolph Kohner & Co., and the Brownie Shop Studios. Perhaps the most sensational articles were the Butterworth imported wall plaques in wax depicting such subjects as "Charles Dickens in His Study," "Friendly Call" and "Ann Hathaway's Cottage in Shottery." They are known as Ivorex plaques. The Pollyanna hand-decorated glassware in original designs was also attractive.

F. L. Morgan Co., San Francisco, was represented by Mr. Morgan himself, who created a little sensation with a new line of "Hollywood Dolls" made somewhat after the fashion of the formerly popular French dolls, but each of which has a face that is a likeness of a movie star. Other articles of note included a most elaborate assortment of sachets, costume pictures with hand-painted figures, Bavarian chinaware in a platinum finish and a new illuminated Drimmilned tree lamp, which was in active demand. Mr. Morgan has recently marketed a small silver vanity perfume holder which he said is being re-ordered in enormous quantities.

H. M. Shuck, of the Springfield Leather Product Co., Springfield, O., met with much success in exhibiting the very attractive and complete camego line of ladies' tooled hand bags, correspondence cases, laced edge toiletries, telephone index cards and bill folds, as well as many other staple leather goods.

O. I. Purdy obtained a good volume of orders for the articles in the exhibit of the Hassen Trading Co., New York, consisting of leather goods, enameled, foreign glassware and pottery, wood inlays, all sorts of Petit-point, Italian baskets and snow storm glassware.

Helen Johnston Hurst, of the Wonder Water Color Shop, Kansas City, exhibited perhaps the most novel collection of decorated silks and other materials. The decorations were all transferred from patterns of wall papers, both domestic and imported, by a special chemical process which leaves the goods in almost as soft a texture as before the coloring was applied. Colored designs were shown on bed spreads, table covers, piano runners, Spanish shawls, street gowns, evening gowns and stockings, in as many different materials ranging from coarse corduroy to the finest georgette crepe and cloth of gold. Mrs. Hurst also gave instructions in the operation of the process during the show.

The Regal Art Co., Chicago, had a very choice collection of plaques, pictures, frames, book ends, candlesticks, shelves and so on, which were shown to advantage by C. L. Caliger.

Mrs. Harold O. Peck, vice-president of the Mathilde Co., Kansas City, and a director of the Kansas City Art and Giftware Association, showed a complete and artistic line of the "Mathilde" cabinet lace, ribbon and silk, bandeaux, corsages, baby gifts, lingerie accessories, vanity bags and sundries, all of which were highly complimented by virtually every visitor.

THE JEWELERS' CIRCULAR

O. G. Zehrfield, Inc., New York, had a large line of pictures and frames, art post cards, objets d'art, novelty items, being shown by Leonard Ladenbuerger. The many items in the collection of cut-out silhouettes were the largest sellers in the business. The line was presented in a great degree, and several of the paintings were also well received.

The Cliftwood Pottery, Morton, Ill., showed art pottery, lamps, silk and parchment shades, D. E. Van pipe had the exhibit and reported the volume of the first three days of this show in his line was greater than his total orders for the entire week last year. Many pieces: pottery novelties, lamps, flower bowls and vases made up the principal numbers and were sold in very satisfactory quantities at the popular prices for those articles.

Charles P. Kroncke, representing Kwong Yuen & Co., New York, had that company's lamps with hand-carved figures of semi-precious stone, such as pure rock crystals, rose quartz, etc. There were also numerous articles of jewelry in hard-carved jade and ivory.

Mrs. A. W. Montgomery presented the products of three manufacturers and importers. There was a very complete line of hand-tooled brass articles, including candlesticks, door knockers, dinner gongs, etc., from J. Bibh & Son, New York importers of Italian brassware; swing photo frames, wall picture frames and a number of very striking renaissance plaques in dozens of subjects. "Blue Boy," "Whistler's "Mother," "Alice Blue Gown" included, from Gairing, Chicago; greeting cards for all occasions by Mastercraft Cards, Chicago. There were a number of very fine and ultra-attractive designs in cards in woodcut prints, steel engravings, and the like at a very moderate price.

A H. Herzmark, of the Runsynge Co., Inc., Kansas City, demonstrated a novel animated mechanical advertising device which is especially adaptable to use in gift shops.

Jack Costello and Clyde McCulloch went over "big" with the exhibit of M. Seller & Co., Portland, Ore., in which was a wide range of Chinese, Japanese and other Oriental articles. Some of the most popular numbers were Chinese lamps in unusual designs, hand-made cloisonne vases and flower bowls, chinaware from many countries and several pieces of antique Chinese robes and tapestries, all hand-embroidered during the dynasties of three or four hundred years ago and priced up to $7,000.

William Van Cleff presented the products and imports of M. W. Carr & Co., West Summerville, Mass., including high grade pieces in Pompeian bronze, book-ends, small statuary, reproductions in gold plate of French dressing table and boudoir accessories, cigarette holders and a line of Normandy lace trays.

Norman Burkhim was showing for the Pacific Importing Co., Seattle, Wash., a large assortment of Oriental and European objets d'art, pottery, tea sets, Chinese brass, Venetian leather goods in various designs. The line had a wide range of selections and was to be had all grades and prices.

The National Art Supply Co., Minneapolis, Minn., successfully exhibited its line of unusual and individual designs in pleated parchment lamp shades of imported Java and Lipisia papers, hand-painted parchment shades and pleated chiffon shades, all in pleasing patterns and artistically decorated. A. A. Kranhold and Mrs. Kranhold and daughter handles the exhibit.

James Donaldson met with not a little success in showing the artistic line of the National Art Novelty Co., Chicago, in which was included art metal wares of numerous varieties, and a large assortment of special items, including a new Artex articles, framed pictures and Oilette plaques. Many numbers are just the thing for living room or sun-parlor in a well-furnished, home.

The Kansas City division of the Standard Oil Co. of Indiana maintained a very attractive exhibit, in charge of A. R. Ware and F. E. Johnson, consisting of about 25 distinct styles in several sizes of candles. Two hundred of candles in Jacobean twist, dripless cake-candles and long tapers, and the room was attractively decorated with flowers, artificial lawn and an illuminated electrical fountain in the center of the room.

Miss Mills consummated many contracts with visiting gift shop owners for Havens-Blair-Cartlisch, Kansas City, Mo. The company specializes in several series of special gift shop advertising services, a new advertisement for every week in the year, with artistic sketches, pleasing layouts and attractive copy.

D. Rapaport, of Rapaport Bros., Chicago, obtained perhaps as many orders as any exhibitor at the show. He showed small priced marble lamps, small statuary novelties for the home and hand-decorated shades. The small marble figures were of artistic appearance and were priced low enough to be very popular with operators of small city gift shops, many of whom bought comparatively large orders.

Edith Laughlin, Besse M. Trumble and Opal Eckhoff were exhibiting the products of John Blocki, Inc., the Flower-in-the-Bottle Shop and the Pearson Paper Box Co., all of Kansas City, Mo. The first section consisted of Blocki Flower-in-Bottle perfumes, and the Shoppe exhibit contained Esper d'Amour toilet goods, fancy pumps, compacts, disseminators, sachets, hand-painted stationery, place cards and 'kerchief cases; the Pearson company showing a very large variety of paper novelties and stationery, all of paper novelties and for virtually every use in the gift shop.

C. H. Doolittle, representing the Napier Co., Meriden, Conn., did a very satisfactory
THE JEWELERS' CIRCULAR

SIMONDETTI
IMPORTATIONS

The Simondetti line of Importations is peculiarly adapted to the Jewelry trade. The fact that these wares are largely exclusive importations of Simondetti gives the Jeweler the opportunity to attract customers by his display of the unusual sort of things—to create sales by the very uniqueness of his display.

Our New York Show Rooms are a veritable haven of such wares as—


Send for New Catalogue

Simondetti & Company, Inc.

STOCK AND SHOW ROOMS

71 West 23rd Street New York

Pacific Coast: H. J. Payne, Furniture Exchange Bldg., San Francisco

In Italy, Simondetti & Co., S. A. Milano

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HAWKES CRYSTAL

"Gift Pieces That Sell"

HAWKES WATERFORD GLASS

PUT A FEW PIECES IN YOUR WINDOW TO ATTRACT PEOPLE WHO BUY GOOD THINGS

The revival of the fashion for Waterford is creating a big market for Hawkes reproductions. Even owners of genuine antiques admire and buy Hawkes facsimiles of famous old patterns because they have the true characteristics and spirit of the original Irish pieces—the weight, the color, the hand cutting, and the humming, unforgettable ring that long ago gave birth to the description "Singing Waterford.”

Put your store in the vanguard of those who can furnish Hawkes Waterford. Made in stemware, bowls, vases, plates, celery trays, decanters, nappies, etc.

Advertised nationally in “House and Garden” starting with the October issue.

Send for photographs and prices

T. G. Hawkes & Co.

Corning, New York

New York City Showroom: 542 Fifth Avenue

Pacific Coast Office: 140 Geary St., San Francisco

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business throughout the show, especially during the last two afternoons. The exhibit, being all high grade jewelry articles, was one of the most attractive and artistic at the show. There were necklaces, bracelets, earrings which are made in mid-Victorian designs, many of which have been copied from rare pieces in the Metropolitan Museum, nearly all being in antique gold finish and tasteful and exquisite reproductions; a full line of the new Dolly Madison wide bracelets which are copies of those worn a century ago; Napier parures, sets of antique reproductions containing necklace, bracelet, locket, earrings and brooch (after the old-time "breast-pin") to match; several patterns of carved camofo, hung on rich appearing heavy gold chains; Congo bracelets, and many other articles.

Robert A. Hogan conducted an advantageous showing of the toilet articles produced by Florsheim, Kansas City, and represented many other manufacturers of imported novelties. The exhibit included leather goods, ladies' purses and bags, men's wallets, bridge sets, writing sets, address books, leather bags of various styles and book ends, incense burners, stationary sets, etc.

W. C. Whitfield, president of the Kansas City Art and Giftwares Association and head of The Rombong, Inc., was assisted by Hannah Bruner in exhibiting the products of The Rombong, Inc., Kansas City; the Colonial Candle Co. of Cape Cod, Hyannis, Mass.; S. S. Sarna, San Francisco; the End-Craft Co., New York, and Cowan Pottery, Rocky River, O. It was one of the busiest exhibits in the show and was beautifully decorated, in addition to being filled with a myriad collection of the most artistic products. There were hand-decorated hayberry and colored candles in pastel shades, candles and candlesticks of unusual character in gift boxes; narcissus bulbs and bowls, Angora rugs, East Indian brassware and many patterns in Kashmiri lacquer, silver-plated tea sets in delightful patterns and many similar novelties of quaint design, imported from every corner of the world, Rust Craft Co., Fleming Co., Gifts Co., Heath & Mills, Hortzberg & Craftsmen, J. A. Hettler & Co., J. Landower & Co., Art Industries, Inc., Crecko-Slovak Art Shop Co., East India Art Co., Fleming Co., Gifts Co., Heath & Mills, Hertzberg & Craftsmen, J. A. Hettler & Co., and Cowan Pottery, Rocky River, Ohio. Among the exhibits there were leather goods, ladies' purses and bags, men's wallets, bridge sets, writing sets, address books, leather bags of various styles and book ends, incense burners, stationary sets, etc.

Columbia—A New Pattern in Bone China

Our current advertising in national magazines is featuring this new pattern in Wedgwood Bone China. If you are not prepared to meet your customers' requirements, we suggest prompt action.

Josiah Wedgwood & Sons, Inc.

255 FIFTH AVENUE • NEW YORK
WHOLESALE ONLY
Potters Etruria, Stoke-on-Trent, England

These distinctive settings have made astonishing sales records—typical of the entire line—superb in workmanship—commercial in price—nationally advertised.

Permanent Show Rooms

NEW YORK CITY
Howard G. Selden
225 Fifth Ave.

PITTSBURGH
George R. West Sales Co.,
954 Liberty Ave.

CHICAGO
W. C. Owen, Inc.,
17 N. Wabash Ave.

KANSAS CITY
W. C. Whitfield, The Rombough,
1114 Grand Ave.

LOS ANGELES
Henry C. Hubley,
Transportation Bldg.

THE COWAN POTTERY STUDIO

ROCKY RIVER, OHIO
and staple novelties. This line was much admired.

The Harper J. Ransburg Co., Indianapole, was represented by Mr. Ransburg and Carl Burchett. The line shown consisted of decorated glassware and novelties, including ash receivers, bon-bons, book ends, comports, console sets, colognes, candlesticks, candles, candy jars, etc. etc. etc.

J. Gunther, of the J. Gunther China Co., Kansas City, had a beautiful assortment of very fine decorated china and glassware, consisting of all the usual pieces, all very much admired and much in demand. Mr. Gunther is treasurer of the Kansas City Art and Giftwares Association.

Walter C. Reed, Kansas City, exhibited his own line of decorated glassware, crystal, dinnerware, tea and salad sets, etc., and also the genuine Bohemian. Stein and Burchett Pottery Co., Lancaster Glass Co., Economy Glass Co., and the Hocking Glass Co.

E. L. Tiede, representing Dorf & Co., New York, did a wonderful business during the show. The line consisted entirely of umbrellas in every style and material.

Harry Levy, showing the line of M. Wormer, Inc., Chicago, had many visitors who expressed admiration of the highest order for the line, especially the exhibit of the new washable wax flowers which never before appeared so nearly the real thing, having the soft, velvety texture of growing petals, and were shown in many varieties. There were also many imported glass and novelties of a distinctive nature, such as leather picture frames (one of the greatest solers), portfolios, purses, desk pads, notebooks, card cases, book marks, cigarette cases, match boxes and many other imported items.

R. F. Hartman reported a good volume of business for I. Shainin & Co., San Francisco, in its line of directly imported Chinese art wares, brasses, many articles in hard woods and wood carved, and all sorts of Chinese tapestries, skirts, table covers, etc.

A. F. French & Co., Kansas City, shown by A. F. French, who also presented the products of the Muncie Clay Products Co., Muncie, Ind.; George H. Bowman & Co., Cleveland, O.; Nils Cederborg, Inc., Salem, O., and Ernest Wolf, Inc., Chicago; the Summit China Co., Alliance Vitreous China Co., J. B. Tumberlake Co., Harper J. Ransburg, Colonial Pottery Co., Muncie, Ind.; The American-Schaeffer & Budenberg Corp. and the Wichita Falls Pattern Works, A. Mecoy & Co., and the Bartlett Collins Glass Co. Included in the lines shown were wood smoking stands, nut bowls, book racks, dinner and breakfast sets, old English brass wares, kitchenette shower and merchandise and favors, grape juice sets, Haviland china, Rainbow pottery, lamps, wall plaques, stationery, console sets, ferneries, Bohemian glassware and pottery, Venetian glass, domestic, French, Bavarian, Oriental and English china tea pots and wares, lustres, forest and Dutch scenes on fine Bavarian china, vases, rose bowls, cut glass, metal novelties, etc., etc.

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Personality in the Gift Department

PERSONALITY is one of the biggest assets the gift department salesperson has, and the wise jeweler will do everything he can to cash in on the personality of the gift department saleperson.

The old idea that salespeople should be subordinated to the goods and the store and fear that they would work up a clientele of their own, and its goods, to customers with them if they left the store, thus greatly hurting the establishment, isn't borne out in actual experience. It is found that no matter how successful a salesperson is in cultivating a wide acquaintanceship and a big following, the customers will stick to the old store quite strongly even when the sales person leaves. This is because people now realize that it is the reputation of a store, the general atmosphere of the store, its services and its goods that make it a good place in which to shop and that the personality of the store's sales people is just an added accessory that helps to make the store pleasant.

In view of this, then, jewelers will find it to their advantage to employ in their gift departments only sales people who have real personalities and to cultivate these personalities as much as possible. In doing this it is found advantageous to give sales people business cards which carry their names, to put no restrictions on them as to the manner in which they dress provided they are well dressed and to always urge them to make friends among the customers that they will ask for them when coming in the store.

All this will be found very effective in getting more business for the gift department.—F. H. W.
The New Carbone Catalogue

The new Carbone Catalogue is available now. It will be mailed to all our regular customers and to others from whom we have received a request for it. Until the edition is exhausted we will send a copy to all who may be interested.

Many new lines are represented. It is desirable to have our Catalogue not only for this reason, but also for its reproductions in natural colors of many art objects of unusual interest. Among these, we especially invite attention to our Italian Arts and Antiques; Potteries; Venetian Glass; Lamps, and the exquisite shades for them now made in our own studio.

The beautiful Bronzes; Deruta Linens and colored cotton Runners deserve your notice, as do, also, the charming executions in wrought iron. Of these we have Lanterns, Stands, Torchières and Gates.

Our lines are of especial interest to Jewelers with Gift Departments

Our Salesmen’s itineraries are now being made up for their customary Fall exhibitions, and will be furnished on application.

Capri Pottery - Bassano - Castelli Maiolica - Deruta - Minghetti - Gubio Lustre
Grafito Pottery - Nove - Imola - Montelupo Maiolica - Cantagalli
Treviso Pottery - Umbertide Pottery - Sesto - Triana (Spanish)
Quimper (French) - Venetian Glass - Wrought Iron
Deruta Linens and Cotton Runners - Lamps and Lamp Shades - Bronzes

Christmas Specialties
Florentine Tooled Leather - Varese Paper Novelties
Hand Illustrated Parchment Christmas Cards
Mosaic Jewelry - Calendars - Christmas Plaques

Capri Pottery - Bassano - Castelli Maiolica - Deruta - Minghetti - Gubio Lustre
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Quimper (French) - Venetian Glass - Wrought Iron
Deruta Linens and Cotton Runners - Lamps and Lamp Shades - Bronzes

NEW YORK SHOWROOMS
120 Fifth Avenue

Carbone INC.
Importer of Italian Arts and Antiques

An unusual collection of Italian Antique Furniture may be seen in New York; also at our retail store, 342 Boylston St., Boston

The Last Word in Musical Novelties and Gifts

Candy and Powder Jars
Walnut Cigar and Cigarette Boxes
Florentine Leather Boxes of All Kinds
Musical Decanters and Cider Jugs

Flyer or Catalogue sent upon request to retail jewelers

Ask for our special prices for our new imported decorated Thuya Boxes. They are a great hit with the jewelry trade.

The Name Ritz Stands for Quality

We are the originators of the musical gift line in the U. S. A. Our beautiful satin finish on our white silver Britannia Metal Powder and Candy Boxes (our own invention) is protected by Supreme Court decision. (Supreme Court Judge Richard T. Lydon, March 11, 1925), and we warn our clientele against inferior imitations.

Ritz Import & Export Corp.

Manufacturers and Importers
235 West 40th St., New York City

14 Rue Auber, Paris, France

We Carry a Large Assortment of French Steel Beaded Bags in all sizes.
Beautiful Display of Sandwich Glass

Historical Society Exhibits Relics of Famous Industry Started 100 Years Ago

Twenty-five hundred precious heirlooms of real Sandwich glass, most of which have never before been outside the homes of Sandwich glass workers and their descend- ants, have been collected at the Sandwich Historical Society house and was put on public exhibition recently, says a news dispatch to a Boston paper.

Lovers of rare and beautiful antiques are visiting the display of a glass that is becoming more valuable every year because it isn’t made any more and can’t be duplicated—the composed entirely of examples of the output Aug. 15. It was in celebration of the 100th Historical Society.

The exhibition was open daily until Aug. 15. It was in celebration of the 100th anniversary of the beginning of glass making in Sandwich, Mass.

"It was the only exhibition ever given, composed entirely of examples of the output of one factory and in the town where that factory was located. The first pressed glass made in America was made here," Frank W. Chipman, chairman of the exhibition committee, said.

William L. Nye is president of the Historical Society.

An unusual variety of pressed and blown-glass pieces, owned by the society, were in a special exhibition. Mr. Chipman and scores of other Sandwich folks, whose parents and grandparents were Sandwich glass workers, lent their choice specimens of flint glass and colored Sandwich glass that have never been excelled in quality or copied in design because the Sandwich works had secret processes and the workers were at liberty to make original things for themselves. That is why Sandwich glass has become valuable.

In 1824 Deming Jarves, who made glass in Boston, came on a fishing trip, saw the Sandwich creeks and forests and decided he could have fuel easily and be handy for shipping his wares if he bought 3,000 acres of woodland and built a factory on the shore opposite where the railroad station now is.

The Sandwich glass business began in 1825, when the only glass-making process known was that of blowing. Three or four years after the factory started, some workmen, it has never been determined just who, conceived the idea of speeding up their business by pressing glass into molds. They made clay molds first and then metal molds. In order that the clay molds would not crack when the molten glass was poured in, the clay was kneaded by men treading it in their bare feet for 48 hours. In those early days the plant had one furnace and four pots.

Skilled designers patterned new molds continually and often one mold cost several hundred dollars. It was found that pressed glass could be turned out rapidly and large orders could be filled promptly. At the height of the industry 600 men were employed, there were 12 furnaces in operation and eight pots of glass in each.

 Intricate Designs

It was a practice in the factory that when a shift had completed filling an order the men might use the molten mass remaining in the pots to fashion things to amuse themselves and take home. Thus there came into existence oddly intricate designs of Sandwich glass as well as the regulation patterns known by collectors.

Mr. Chipman says the Sandwich plant was selling pressed glass about 10 years before other glassmakers in America started to use the process. As pressed glass trade developed and glass factories started up in places handle to the supply of materials, the Sandwich manufacturers decided to stop. The factory closed, having done $30,000,000 worth of business during the entire period of operation.

The amount of lead and potash, basic elements of good glass, used at the Sandwich factory, gave the glass its clear sheen, brilliance and strength," Mr. Chipman says. He dropped a Sandwich glass chimney from a mantelpiece and the chimney did not break. A modern glass manufacturer has said that the reason such glass is not made nowadays is because the cost would be prohibitive.

When the factory was shut, the molds were broken and sold as junk, and the formulas destroyed. Mr. Chipman saw overlay lamps by the hundreds cast into a heap and smashed. Now people handle Sandwich glass as if it were gold.

Among the unusual articles on exhibition was a red lantern of globular shape, made to carry in the torchlight procession when Lincoln was elected. The "Wide-Awakes" carried it and had the name of Lincoln molded in it.

Bread plates, cup plates, in snake skin patterns, sun prints and lace patterns were in the exhibition. Fragile vases and delicate baskets were to be seen. Bottles in designs of overlaid color and deep clarity looked like huge gems. Goblets with engravings were on exhibition. A Lafayette Boat salt cellar is the only piece ever found that has the initials of the Sandwich Glass Company in the glass. It is in bright blue and is a noteworthy bit.

Prior to the exhibit Sandwich folk were
Art Craft Leather Goods

THE LATEST EXPRESSION IN ITALIAN ART

AT THE RIGHT PRICE

Beautiful in Finish, Durability and Wearing Qualities

Our $25.00 Assortment Means Big Profits and Quick Sales With Nothing To Lose And Everything To Gain As Every Article Is Guaranteed To Meet Your Entire Approval

GARDNER POCKET BOOK MFG. CO.
Makers of Fine Leather Goods
210 OLIVE STREET
ST. LOUIS, MO.

The Japan Paper Company

ANNOUNCES

the arrival of a new and interesting series of Stationery from France, in various colors with plain and figured tissue lined envelopes.

Among these we have one new number suitable for children's use.

Send for samples

Japan Paper Company
109 E. 31st Street, NEW YORK CITY
453 Washington Street, BOSTON, MASS.
709 Witherspoon Bldg., PHILADELPHIA, PA.
Permanent Exhibit
Bush Terminal Sales Bldg., 132 W. 42nd St., New York

The Big Season Is Coming But Hundreds of Dealers Are Now Selling

Cleopatra Cigarette Holders

The Cleo will prove its merit if given a chance. Improved facilities and increased production have enabled us to reduce prices on the Cleo as follows:

Plain without hand decorations $3.60 per dozen net
Grade B—Limited hand decorations 7.20 per dozen net
Grade A—Extra fancy decorations 10.50 per dozen net

The above are packed in individual boxes 12 assorted to display carton.

Grade B—In plush lined boxes $14.40 per dozen
Grade A—in leather covered boxes 21.60 per dozen

To prove how readily the Cleo sells we offer a special trial assortment of 16 Cleos for $12.00 to be retailed for $24.00. Mail this coupon today and you will be better able to judge the quantity that you will require for holiday purposes later. Cleo is a big success because it is the smartest and most practical cigarette holder ever made. Ideal gift or card party prize. Cleo is held securely and comfortably on the index finger like a ring while you drive, read or play at games. Cleo is a long, cooling smoke and prevents soiling of the fingers. Cleo also prevents burns on furniture and coverings.

Only 1 Assortment to Any One Dealer at This Trial Offering Price

CARDINELL SALES COMPANY, Montclair, N. J.
Please send me one trial assortment of 16 Cleo holders for $12.00 to be retailed for $24.00 as illustrated above.

Name
Street
City
State
September 16, 1925

bringing the best of their Sandwich glass in painted baskets or carefully under their arms, to the Historical Society house, where they held them out for the admiration of the committee in charge and saw their heirlooms get into or on top of show cases for exhibition.

Collectors throughout the State, in a measure, contributed also to the exhibition. A few of the exhibitors were Mr. Chipman, who among other things was showing a journeyman’s certificate issued to his grandson, William Talbot in 1836 and signed by Deming Jarves, founder of the factory; Mrs. William L. Nye, president of the society; George Burbank, treasurer; Mrs. Frank Ellis, Mrs. Gardner Barry, Miss Jennie B. Jones, secretary; Mrs. Sanford Morse, Mrs. L. H. W. French, Mrs. Charlotte Chipman, Mrs. George S. Wing, Mrs. B. D. Webber, Mrs. Adelbert E. Boyd, Mrs. Elizabeth York, and Mrs. Edna Clark.

New light on old Sandwich glass designs has just been revealed in a book of drawings for patterns of epagones, lamps and vases made public recently on the occasion of the centenary of the opening by Deming Jarves of the Boston & Sandwich Glass Works at Sandwich, Cape Cod.

For 62 years the factory ran. Then labor troubles developed and on Jan. 1, 1888, the company wound up.

A book of patterns and another little book in the handwriting of Deming Jarves give some of the formulas he used to produce his colors. These are the property of P. J. McCarthy, at one time superintendent of one of the factories.

The notebook of Deming Jarves was written possibly for some trusted workman, possibly for his son, Deming Jarves, who also followed the glass business. In the early 1860s Deming Jarves is said to have built near Boston a factory for his son which was the best laid out plant of the kind known in America, and into which he put all his knowledge of processes and convenient arrangement. In 1860 he built another plant at a little distance from the Boston and Sandwich factory alongside the railroad. Here, under the name of the Cape Cod Glass Co., he carried on the business of glass manufacturing for some years, having left the old company in 1858.

Of most interest in the little book, to the general collector at least, are the directions for firing glass. Deming Jarves says: “Having completed the kiln according to the model and dried it well by having fire under it for several days, according to the size you have it built, and having it warm when you set in your glass, either crown or flint, cover each plate about one-eighth of an inch thick with whiting by means of a sieve about 18 meshes to an inch, which will be quite as fine as the whiting will pass through easy. Place your glass, if crown, flat on the plate, laying it so that the edge is two inches from the outside of the plate and so fill each plate, putting those pieces you wish of the deepest color at the top and bottom part of the kiln, as they are sure to be a little hotter than the middle, never placing anything on the bottom plate.

“Flint goods, put them to stand about three inches from the bottom and in which way each article will stand best to support itself whilst hot. Liquor goods as wines, etc., to be bedded in sifted quicklime and whiting, equal parts, up to the bowl of each, never using the lime, etc., twice, but always having fresh for each firing, as small portions of the stain getting into it will speck the goods (If you wish to leave any part plain as the stem, foot, etc.). After each firing when you draw the goods out of the kiln and whilst the plates, etc., are warm, wash the inside of the kiln and the plates with thin whiting and water. It prevents the glass from being specked or sulphured. If a little sulphur should get on the flint goods, which it seldom does, it may be taken off by the cutters with a wood or brush and putty.”

The successful firing of glass depends to a great extent on the personal equation. A man in the glass business can tell at a glance usually from what factory a piece comes, even in these days of machine-made goods. Collectors soon learn to distinguish by feel and appearance the source of an article. Certain characteristics appertain to the product of certain factories, and they are brought about by individual methods. This is proved by the directions Deming Jarves gives for regulating the heat necessary. He says: “Heat depends entirely on the size, thickness of kiln, quality of coal or fuel, kind of glass and color you want it. The deeper you wish it the hotter it must be, which practice and attention alone can teach. My method, and I have tried a great many and I seldom fail, is partly by the eye through the holes for so doing, and by placing nothing in the middle of the plate opposite the center of the door-plate, and introducing an iron rod down the middle of that plate to the back of the kiln by cutting a corner off a half brick that stops up that sight-hole to allow the iron rod to slide through. The rod is about three-eighths diameter.

“My kiln takes about five or six hours to fire. I always fire so as to have the heat up to its right pitch about two hours after sunset as you can see the degree of heat better at that time and sooner as I perceive by drawing the iron rod out in a dark place that it is just red all along it, I draw the bars and take the fire away immediately, letting the kiln remain till the next evening when it will be cool to take the glass out without danger of its breaking. For flint goods you must draw the fire as soon as you find the least trace of red heat, however...
HAND PAINTED UNDERGLAZED POTTERY

Stunning, Unusual Decorations, No Two Alike

This Pottery assortment consists of 18 pieces from 5 to 12 inches high.

Beautiful Hand Decorated old Heidelberg Pottery in exquisite designs at $33.00 for the entire assortment of 18 pieces. Wonderful merchandise for your Holiday Gift Tables.

OTHER IMPORTED NOVELTIES
Hand Painted China  Glass Flowers
Blue Delft China    Colored Glass
Tea Sets           Crystal Glass Novelties
Cologne Bottles and other Jewelry Shop Items

Be sure to visit our Showroom when in New York

Rehberger & Saul, Inc.
IMPORTERS
24 West 23rd Street    New York City

FOR GIFTS
PICTURES
There is no gift more appropriate than a fine picture. Everyone is glad to have a permanent addition to their collection of fine arts. If you are not featuring fine pictures, your gift department is not complete.

SHIP MODELS
The present popularity of ship models places them at the top of the gift list. Our fine woodcarved models are authentic reproductions and are reasonably priced. You need a ship model.

RUDOLF LESCH
FINE ARTS
225 FIFTH AVE.
NEW YORK

JAPAN ART STUDIO
NECKLACES, PENDANTS and CARVED FIGURES in JADE, CARNEILIAN, AMBER, etc.
Mounted Colored Silk Cords for Pendants. We repair, mount and restring.
624 Lexington Ave. (at 53rd St.), New York

THE BUYERS' DIRECTORY
Price $1.00
The Jewelers' Circular, 11 John St., New York
THE JEWELERS’ CIRCULAR

A Hint About How to Sell Old Gift Merchandise

JEWELERS very often, new to the art of buying Gift Department merchandise, overstock their departments and find themselves wondering just what they can do to dispose of their merchandise and stock new stuff. The idea of cutting prices and holding sales are not in accord with the policies of many jewelers and they are at a loss to do anything but continue to show the merchandise over and over again in interior and window displays.

The secret is this. Take from $50 to $200 and go to an importer or novelty house you know has a new line which you would love to stock if you only had the space and were rid of a lot of merchandise which you have. At that house make a conservative and very varied assortment—don’t buy more than two of any article, and maybe one of a great many. Get those things to your store as fast as you can and immediately put them on display, mixing them with the old stock which you wish to dispose of. Place some old and some of the new stock in window displays which you change twice a week, or at least once a week, and oftener if you can take the time. Change your store display about just a little so that it will not entail a lot of work on your part but will make it look different. The new merchandise will mix with the old, and enhance the attractiveness of the old. The old merchandise will move with the new, why or how depends on each store and the merchandise stocked, but the method has been proven effective in the greater majority of instances.

They say, that is the advertising men do, that when business is bad is the time when people should advertise. So the saying goes with merchandising, when business is slow because of overstocking or too much old merchandise on the shelves, buy a conservative line of new merchandise and draw your customers into the store on that point, and then sell them the old merchandise.

The next point is, when you have fairly well cleaned out that old merchandise, don’t make the mistake of going over the same ground again—overstocking cautiously and conservatively and reorder rather than overstock in the expectations of disposing of attractive merchandise. When the jeweler knows his gift department line as well as he does his jewelry then he will be able to throw over-caution aside as he sometimes does in jewelry, but until he does he should be conservative.

If you buy six of an article don’t display more than one in the window. You can display another in the store if you wish, but hide the rest in the stock room and only bring the articles out one by one to replace them. This eliminates the impression of overstocked shelves. Also, go carefully over your store and pick out all articles that are shown in more than one or two pieces of each number and type. Put them in the stock room or down in the cellar or anywhere wherever you can’t see them and feel that she is only buying one of many.

So, eliminate overstocked appearances, and buy a few well-assorted pieces to dispose of the overstock which you have. And then in the future buy more conservatively.

A GOLDFISH BOWL ON DOLPHIN PEDESTAL

THE JEWELERS’ CIRCULAR

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HAND WROUGHT
PEWTER

Known for Ages the World Over. Absolutely Free from Lead. Over Four Hundred Designs.

This Artcraft of Pewter originates from the famous JUST ANDERSEN whose works are recognized and accepted at the Paris Art Exhibits, etc. About the first to revive this old craftsmanship, he still leads the world in the Art of Pewter.

Keller & Christensen, Inc.
225 Fifth Ave., New York

Meet me at the Gift Show, Adelphia Hotel, Room 705, Philadelphia, August 24 to September 30.

The MOHR ART CO.
Relief Ship Models

MAYFLOWER SANTA MARIA FRIGATE HALF MOON VENETIAN ARGOSY SPANISH GALLEON

6 Assorted - $88.75 Single Model - $15.50

The Best of Design and Workmanship. Illustrated Catalog on Request.

1475 Buckeye Street, TOLEDO, OHIO

What a Difference in Clocks
When Beauty and Accuracy Are Combined!

Who would think so small a clock could keep such accurate time?

Yet the tests have proven this little clock to be a beauty uncommon even among the finest of miniature clocks.

CHARLES H. RYAN
The French Mart
1 West 30th Street New York City

GARDNER’S
Pul-Tab Cigarette Case
Made of the Finest Tooled Leathers

Our 1926 Number Means Ready Sales.

Write for Samples and Prices

Over 100 Pul-Tab Assortment Numbers in Our Line

P. A. GARDNER LEATHER WORKS, Inc.
709 Pine St.
Philadelphia Gift Show a Great Success

Philadelphia, Pa., Sept. 9.—The August exhibition under the auspices of the National Gift and Art Association is now a memory and a very pleasant one to officials of the Association, the exhibitors and the buyers who attended. Starting off under a hot weather handicap, it overcame that and ended under the wire with the record of the most successful, most interesting and best attended of any of the similar affairs held in this city. The attendance, rather slim for the first day or two, grew to large proportions as the show went on, until during the last three days of the week the average of the floors in the Hotel Adelphia were thronged with buyers, and exhibitors were kept busy from early in the forenoon until late at night. More interest was taken in the show by local and state jewelers than any other ever held here.

While everyone who attended was loud in praise of the arrangements, the quality and number of the displays and the artistic effects, the real criterion of the show was seen in the well filled order books and in the number of inquiries that indicated future orders. Exhibitors beamed with good reason. The arrangements were all handled with tact and dispatch. The displays were well arranged. The general display appealed to jewelers as well as to gift shops.

From Boston came the handsome exhibit of Carbome, Inc., which was in room 704, and in charge of Harry Parker, who was kept busy with the handsome toilet sets of comb, brush and mirror, in rose and green gold. Also there were a fine set of combs, pocket manicure sets, which is a decidedly new thing, and dainty cigarette puffs with French doll tops. Beads, necklaces and chokers in bewildering array were shown and scores of other novelties of the Loeb "best seller" type.

In 716 the D. Lisner Co., 303 Fifth Ave., New York, had an alluring showing of French and Italian beaded bags in the newest designs with an extensive line of novelty jewelry, chokers and necklaces.

Samuel Edelman and his well known Flower Arranger, held forth in room 718, where also he had on display the Colonial Smoker Lamp and the Colonial Smoker.

In the same room A. L. Pfersch & Co., wholesale jewelers, 4316 N. 9th St., Philadelphia, had a notable display of the newest slave bracelets in solid silver, set with synthetic stones, which attracted much attention. They also displayed a large and new line of Italian stone goods while among their new features was the conch shell cameo in sterling silver and green gold mountings. Black onyx brooches in silhouettes, and a full line of chokers and necklaces also were displayed, a novelty, much admired being the new rainbow unbreakable necklace with silver chain. Pearl bracelets and jeweled perfume trays also were shown. Mr. Pfersch, Mr. Bullock, Miss Reidt and Mr. Yaack were on hand to explain the displays.

Art Colony Industries, 34 Union Square, New York, had in room 705 a complete line of brass, copper and forged iron goods in candlesticks, smokers' articles, bows, fire screens and andirons, pewter, and coffee sets and many other articles, showing artistic conception and handiwork.

One of the best visited displays on the seventh floor was that of the Gene Loeb Co., in rooms 708-09, where Gene himself, with a corps of assistants, was kept busy making orders for the many novelties shown, which included among the many well known Loeb lines a new thing in the form of a dainty cigarette case for women. This is in moire silk and drew many compliments. Also there were a fine set of compacts, pocket manicure sets, which is a decidedly new thing, and dainty cigarette puffs with French doll tops. Beads, necklaces and chokers in bewildering array were shown and scores of other novelties of the Loeb "best seller" type.

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The Atlantic Refining Co. of this city, with C. W. Fallows and S. W. Rose in charge, had an interesting display of candles beautifully decorated and including the aptly named "Longfellow," a 24 inch one. These and other products of the concern were displayed attractively on an artistically set table. The short candlestick vogue found expression in exhibits of candles suitable for them and which burn 24 hours. The general display appealed to jewelers as well as to gift shops.

From Boston came the handsome exhibit of Carbome, Inc., which was in room 704, which was in charge of Harry Parker, and drew many visitors and good business. One of the novelties that drew attention was the Spanish pottery, while the Italian pottery wares and Venetian glass caused favorable comment.

The display of Lazarus & Rosenfeld, 100 Fifth Ave., New York, in room 716, was looked after by F. B. Carney, who was kept busy showing the line of fine pottery from Italy, Majolica ware both in basket and tea sets, Italian leather wares, ship models and many novelties.

In room 706, the Norwood Co., 225 Fifth Ave., New York, was represented by R. Aberli, Jr., who had a full line of attractive glass wares including smokers' sets, bridge sets, decorated kitchen sets, cutter cups, powder jars in hand painted glass and perfume bottles, and many other articles. Mr. Aberli also looked after the P. Mori & Son line.

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The Art Metal Works, Inc., 347 Fifth Ave., New York, had a notable display in room 703, in charge of Carl A. Weil, who featured novelties in book ends in Japanese bronze, royal finish and also in decored old gold. Stamped steel demitasse sets and figures wrought iron with Spanish gold finish attracted attention, as did the line of boudoir lamps, incense burners, etc.

In room 710, S. J. Goldhill, of S. J. Goldhill & Co., 411 Fifth Ave., New York, and Mrs. Goldhill, were kept busy showing their line of French lamps and a large number of novelties from Paris, including jewel boxes, jewelry boxes, ornamental bowls, novelties in gift, desk sets, enamel cigarette cases with match boxes to match and beads.

Some of the newest things in novelty jewelry were shown in room 705 in which the Fishel, Nessler Co., 184 Fifth Ave., New York, with H. Van Pragg in charge. Some of the attractive lines were imitation crystal and platenoid sets and hat ornaments and shoe buckles, shoulder pins, children's sets in the same materials, bar pins and rings.

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The Exhbitors

ON THE EIGHTH FLOOR

In room 711, the Fine Art Co., 3122 Walnut St., Philadelphia, had an attractive display of smokers' articles in brass ware as well as a handsome line of Chinese vases and French bronze paper weights, etc. Edward J. Nep-
METAL CREATIONS
IN FRENCH BRONZE FINISH


Send for New Illustrated Circular
J. B. HIRSCH COMPANY
IMPORTERS AND MANUFACTURERS
432 E. 17th STREET NEW YORK CITY

A selection of toned and contrasted beauty—tasteful designs—shadowed tints embodying the spirit of centuries long past, revealing quality worthy only of connoisseur consideration.

A variety to harmonize with the most charming interiors and a price range permitted by our own manufacturing and importations.

BRASS
Pre-eminence in any line inevitably leads to comparisons. We urge you to compare the values obtainable direct from the manufacturer here with those offered anywhere—we are confident of the result.

Write for Complete Catalogue
Art Metal Products Co.
Manufacturers of Distinctive Brass and Copper Ware
799 Broadway New York City
ers and a large line of other attractive novelties.* * *

The Art Metal Products Co., 759 Broadway, New York City, had charge of A. L. Lewin, who showed in room 809 a handsome and complete line of candlesticks which attracted much attention because of their artistic quality. These include the geometrical style as well as the Colonial and the handled type made familiar by this house.

* * *

A. L. Tuska Son & Co. had a fine display in room 801, under the guidance of I. M. Meyers, who showed a full line of this firm’s specialties in porcelain vases, Japanese cloisonne bronze vases, Dutch silver trays and lacquered cigarette and candy boxes and a number of novelties.

In room 804, Charles Hall, Inc., with Edward Greenman in charge, made a fine showing of “The Golden Hind,” a beautiful model of Sir Francis Drake’s famous ship, the Plymound, together with many other novelties in desk sets, hand decorated trays, book ends, scrap baskets and other things made notable by this house and distinctly suited to active jewelers who seek to broaden their lines.

* * *

A. H. Poynter had a lavish display in room 805 and personally answered the queries of the many who flocked to his exhibit. He showed a wealth of goods suitable for the jeweler, all of which have already been described in The Jewelers Circular. His exhibit was one of the most interesting at the Show.

In room 815 the A. L. Reed Co., with Mr. Reed and O. M. Neal in charge, held forth with a fine showing of popular priced leather gift wares, including the FlorentineReedcraft bags and the under arm purse, bridge sets, needle racks, bill folders, writing sets, and handsome things in men’s dressing cases with ebony finery.

* * *

The Mountain Community, 159 E. 51st St., New York, held forth in room 802 with a handsome and distinctive line of tooled and hand-illuminated leather novelties, beautiful fabrics, carved woods and embroideries. Joseph A. Jones was in charge, assisted by Miss Dorothea Laurier.

Keller & Christensen, Inc., were in room 816, Paul Christensen looking after the fine exhibits of pewter decorated glass bottles, the artistic beauty of these wares drawing many expressions of admiration, especially from the jewelers.

* * *

In Room 803 was Meyon Meyer, in charge of the fine display of the Nagler Co., 389 Fifth Ave., New York. Both modernistic and mid-Victorian jewelry were shown and attracted favorable attention from the jewelers. There were vanity boxes and powder boxes in mid-Victorian effects, while the modern pieces included bincleets, brooches, bar pins, etc., in sets and done in Roman gold finish, following the present vogue for gift wares. Other features of the display have been fully described in The Jewelers’ Circular.

THE JEWELERS’ CIRCULAR

In room 819 was Charles H. Ryan, 1 W. 30th St., New York, proud of his “Beating Heart” clocks and kept busy showing them to admiring buyers. These are boudoir or wall clocks, the name being given because of the visible pendulum. Jewelers showed especial interest in them and in the other clocks and timepieces displayed as well as in the jewelry that plays so large a part in our display for gifts on the jewelry counter which were shown.

Day-Craft, Inc., 225 Fifth Ave., New York, had a handsome and much admired display of desk sets, book ends, telephone shields, door steps, flower pot holders, baskets and bags, purses, etc., in room 810.

Leo Schlesinger & Co., 200 Fifth Ave., had a compelling display in room 817 that drew much attention. Chief among the articles that called forth admiring comment were the French electric goods in shell designs, those with the gray effect being especially admired. Then there were wrought iron console sets, gold finished enamel vanity boxes and a host of things in leather and metal, all suitable for the jewelry counter.

Julius Beckhardt & Co., 3 W. 29th St., New York, had an attractive display in room 812 in stationery and paper goods, the packages of silk tissue for wrapping packages being one of the novelties which drew attention. The Java art parchment designs came enthusiastic. Another novelty with a special appeal to the retail jeweler. These beautiful goods in hand-tooled leather, fans, purses, smokers’ sets, bridge prices and sets and leathered fans over which buyers became enthusiastic. Another novelty with an appeal was a line of bottle stoppers direct from Austria. They depicted girls’ heads in fancy headdress. There was also a line of leather frames that evoked admiration for their workmanship and beauty.

* * *

In room 919, the Pompeian Bronze Co., in charge, as usual, of Harlan P. Saubert, held forth with an effective display of solid bronze book ends in bas relief, the figures being of Abraham Lincoln and other noted men. These were in addition to the regular lines which this company has shown effectively at previous shows here and at Chicago, including the animal figures in solid bronze.

* * *

In one of the displays that interested jewelers was that of La France Art Co., this city, one of the largest textile industries in the country, which showed several handsome lines of tapestried mirrors in both the console and panel types, buffet mirrors, these being designed to hang over the buffet to present the world for buffets without mirrors attached. Framed tapestried pictures, tapestried and table scarfs also attracted attention of the jewelers and resulted in many orders. Thomas G. Williams, an active worker in the National Gift and Art Association, and Alex Parness were in charge of the exhibit.

One of the interesting lines of the show was in room 906, where the Ritz Importing & Export Corp. displayed a large number of novelties in glass, pottery and metal. These included French steel beaded bags in bizarre colors and elaborately mounted, powder boxes in white silver and Britannia ware, under the Ritz patents, American and imported cigarette and other boxes, decorated and plain, some in handsomely tooled Flor- entine leather. An amusing novelty that proved a seller was a “musical decanter” which played “How Dry I Am” every time it was tilted.

The Vaslapm Co. in room 909 showed the new “Inner glow” decorated lamps, which attracted much attention because of their artistic effect and pewter finish, and candlesticks, the latter drawing many admiring comments for their beauty.

The same room housed the notable exhibit of Simonetti & Co., Inc., 71 W. 23rd St., New York, where Julius Junquera had a fine line of book ends, ships in leather, other leather goods and a large line of imported glassware in majolica, Venetian glass, alabaster and other wares suitable for gifts from the jewelry counter.

The Backer Metal Specialties Corp, 406 Broome St., New York, had a novel and interesting exhibit in room 915 in charge of W. Nafial, who exhibited the 24 karat gold plate as a finish on gift wares in place of the familiar nickel. The richness of these wares caused favorable comment. The metal tables with Italian marble tops and the wide variety of standing stands, ash trays and other smokers’ articles proved a magnet for the buyers.

Interesting articles from Czech-Slovakia, France, Holland, Bavaria, Munich and other European centers were found in room 908, where the exhibit of the Napoleon Lind & Co., 67 Irving Place, New York, was in charge of C. E. Gibson. Jewelers showed interest in this display of German ship models and other European and American novelties.

The Eastern Specialty Mfg. Co. had a large display of hand-decorated gift novelties in rooms 902 and 903. Door stops, candlesticks, book ends and many other novelties in glass and metal were shown. The company headquarters are at 135 Columbus Ave., Boston, Mass.

Fulper Pottery, with offices at 225 Fifth Ave., New York, had a large display of lamp bases, candle holders, flower and other vases and tea sets in the attractive new Persia yellow as well as in Chinese ivory, colonial blue and silver green. There also were the new trombone sets of 35 pieces in Fulper hues and styles.

(Continued on page 172)
HOUSE OF ORIGINATIONS
(Intertrading Corporation)

New Things First
2 ELM STREET, NEW YORK, N. Y.

These exquisite art conceptions are distinctly original, representing a school of art that is famous the world over and at prices within the reach of modest purse.

Write for our Bulletin on New Things First, it costs you nothing.

WE wish to announce to the trade that we are now in the market with our new One-piece, 18K Dinner Ring.

To Jobbers and Manufacturers Only

Gemart Jewelry Mfg. Co., Inc.
121 Canal St.
New York City

Compend of Diseases of the Eye and Refraction

By Gould and Pyle. Including Treatment and Operations and a Section on Local Therapeutics. With Formulae, Useful Tables, a Glossary and 111 illustrations, several of which are in colors. Price Cloth, $2.00.

The Optical Publishing Company
11 John Street
New York

The Increasingly Popular Tea and Toast Set—once an oddity—rapidly becoming a necessity. Here are two new delightful styles—sure to appeal to every woman interested in dainty serving—

Their jewel-like elegance makes them just the things for gifts—and they are priced so as to give you ample room for a nice profit.

Stock Now—for Fall and Holiday Business

Many more splendid items in our catalog—send for it—it’s free.

TAIYO TRADING CO., Inc.
Importers of Japanese Goods Since 1899
101 Fifth Ave., New York
327 W. Madison St., Chicago

No. 21/6510—Tea and Toast set in blue lustre with stork and bulrush design. Cup has deep bottom to fit firmly on saucer. Size of saucer 9" x 5/4". Cup 2 9/4" x 3/4" high. Price $8.40 Doz.

No. 21/6511—Same as above in fan lustre. Price $8.50 Doz.

No. 21/6509—Lustre Tea and Toast Set in shape of Japanese musical instrument called Biwa. Blue with bridge and pagoda decoration in colors. Cup has tan lining. Size of tray 6" x 9/4". Size of cup 1 1/4" x 3/4" high. Price $9.00 Doz.

No. 21/6508—Same as above in tan lustre. Price $8.90 Doz.
Dollar Special Group

An Ideal Assortment for Your Jewelry Gift Tables Having Individuality in Design and Workmanship of the Worth While Kind.

ART INDUSTRIES, Inc.

Exclusive Musical Novelties

LADOR, INC.
58 W. 45th St., New York City

Originality Sells Gifts
Our originality for century past, combined with good value, brings them back the next time they are looking for gifts.

Cigarette and Cigar Boxes
Crystal Decanters
Fancy Plates Bowls

Wonderful selection of gifts made of Dutch Pottery (Gouda)

SILK BROCADE VANITIES
Made of Japanese White Metal for
Cigarette Boxes Jewelry Cases Ash Trays
Ash Tray and Match Holder Sets
Candle Sticks Crumb Trays Salt and Pepper Sets

All Kinds of Small Attractive Giftwares

IF—

You want to make money this winter,—
don’t go to Florida,—
sell lamps in your own shop!
The Bowser Lamp Service shows you what, how and where to buy!
Order this service today!

Bowser Service Corporation
151 Fifth Avenue
New York

Exclusive Musical Novelties

LADOR, INC.
58 W. 45th St., New York City

Originality Sells Gifts
Our originality for century past, combined with good value, brings them back the next time they are looking for gifts.

Cigarette and Cigar Boxes
Crystal Decanters
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Wonderful selection of gifts made of Dutch Pottery (Gouda)

SILK BROCADE VANITIES
Made of Japanese White Metal for
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All Kinds of Small Attractive Giftwares

IF—

You want to make money this winter,—
don’t go to Florida,—
sell lamps in your own shop!
The Bowser Lamp Service shows you what, how and where to buy!
Order this service today!

Bowser Service Corporation
151 Fifth Avenue
New York
Richness and Dignity Are Here Represented

Wall Case No. 123A

This plate glass wall case is suitable for the finest store, may be equipped about as desired but is complete in our standard form.

The case may be built continuous or with mirror sections.

Case and Table No. 105

A show case to match the wall case adds tone to the entire store.

Drawers, raised or slanting bottom and a plate glass shelf may easily be added.

Send for Circular

F. C. JORGESON & CO.

Over 40 Years’ Experience Building High Grade Jewelers’ Fixtures

159-167 ANN ST.
CHICAGO, ILL.
I suspect that the average jeweler would be willing to give most anything to discover why certain customers buy from him once or twice, and then seemingly drop out of sight forever. He may reason to himself that his merchandise compares favorably with that of his competitors insofar as quality and price are concerned, and that his store presents just as inviting an appearance as quality and price are concerned, and that his store presents just as inviting an appearance. Wherein, then, lies the difficulty? According to figures compiled by the statistical department of the University of Oregon, out of 4,407 reasons given why customers quit trading at retail stores in Oregon, 39.1 or about 9 per cent. quit because of the indifference of salespeople.

I believe I am justified in assuming that a like condition exists in most any locality today, because human nature is pretty much the same the world over insofar as the weaknesses of salespeople or the moods of shoppers are concerned.

From the foregoing figures it would seem that approximately one-tenth of the average retailer's worries centers around the choosing and directing of a sales force that will be the mark when customer good will hangs upon courtesy, patience, initiative and a readiness to oblige. Regardless of anything a jeweler attempts to do to win and hold trade, whether it be advertising, circulating by mail, the featuring of special sales, or what not, his business existence depends primarily upon the attitude of his sales help toward customers. A surly, inattentive salesperson can drive away customers about as quickly as anything I know of. On the other hand an obliging, pleasant individual can almost make customers buy whether they want to or not.

My wife, in company with a number of her friends, stopped in a ladies' dress shop a few days ago to inspect some dresses advertised at bargain prices. One of the ladies inquired if she could try on the dress, and was told that it was contrary to the wishes of the proprietor to allow customers to try on gowns offered for sale at special prices, adding that too much time was lost thereby in waiting on trade. It so happened that these ladies were the only customers in the shop at the time, it being a warm afternoon, so that their presence there could not have inconvenienced the lone saleswoman to any extent. In spite of this fact, however, she remained firm in her determination not to allow any of the dresses to be tried on. Naturally, my wife and her friends departed and went in search of dresses elsewhere. Because of this arbitrary ruling on the part of the storekeeper, his store lost the sale of several dresses. Had I been in this woman's place, I would have broken every rule of the establishment before I would allow one customer to leave without buying, if it was possible at all to sell her. This store not only lost the profit on the sale of a few dresses, but it lost something far more priceless, namely, customer goodwill. Not only will these ladies refuse to ever again patronize that store, but they will deter others as well from trading there.

The other evening I had a bite to eat at a local cafeteria, and when I paid my check the cashier threw the change on the glass top of the counter without so much as a nod of recognition or a word of thanks. The average individual, perhaps, would have accepted such discourtesy as a matter of course, but in my case it left a rather disagreeable taste in the mouth, and I at once sized up the woman as being a misfit insofar as good breeding and salesmanship were concerned. True, she had nothing to sell but her own personality, but she has yet to learn the real definition of the word "service." Salespeople of this type are no credit to their employers, since their attitude of indifference repels rather than attracts customers.

I am not a theorist for, I stand behind this statement at times, and I know, therefore, what the average salesman has to contend with. Furthermore, I can vouch for the fact that not all shoppers are saints by any means, and a salesman's patience is oftentimes tried to the breaking point. Isolated instances of indifference on the part of salespeople are excusable at times, because, as I have already intimated, some customers are cussedly arbitrary in their demands. I have no patience, however, with that breed that becomes bored the minute a customer comes forward to be waited on. They apparently have not yet learned to know that after all the customer before the counter is their real boss, and pays them their wages from week to week.

If I were hiring salespeople, I would, all things being equal, give the preference to applicants who showed promise of being industrious, cheerful and courteous. These qualifications on the part of salespeople are vitally necessary in any field of merchandising endeavor, more especially so as regards the retailing of jewelry, since jewelry in the estimation of most people is considered a luxury rather than a necessity. Moreover, much of the jewelry sold over the counter nowadays is purchased for gift giving, and the bulk of the buying is done by the women folk. These in themselves are vital reasons as to the need for civility, courtesy and tact on the part of jewelry sales clerks.

Sometimes I am of the opinion that indifference on the part of sales help is attributable in a measure to the depressing atmosphere prevalent in some jewelry establishments. The proprietor himself may be ill-tempered, arbitrary in his rulings, given to suppressing initiative on the part of ambitious salespeople, and niggardly in the bestowal of praise for meritorious service rendered. No sales clerk can long continue to give of the best that is in him under working conditions of this character, and unless he changes jobs he is more than likely to grow more and more pessimistic and dissatisfied, to the detriment of his employer as well as himself.

"If my memory serves me well, it was Louis K. Liggett who once said that he
No. 2005—Mahogany
Model 10 Movement. Chiming all quarters and striking the hour on symphony rods. Height 13¼", Width, 14", Depth 7¾.
List Price $92.00

No. 402—Mahogany
Burl Redwood Panels,
Westminster, Canterbury and Whittington Chimes on 5 Tubular Bells. Height 76", Width 15", Depth 11¾".
List Price $300.00

No. 3010—Mahogany
List Price $39.00

No. 5010—Mahogany
List Price $21.00
Ding Dong Strike $2.00 List Extra

Herschede Clocks are strictly an All-American product, as we manufacture both Cases and Movements complete in our Factory at Cincinnati

Send for our latest Hall and Mantel Clock Catalogs

THE HERSHEYDE HALL CLOCK COMPANY

NEW YORK SALESROOM
CINCINNATI, OHIO

A. J. HALL & SONS, Inc.
Pacific Coast Representatives, San Francisco, Calif.
Model Watch Repair Record

Written expressly for the Jewelers' Circular by C. F. Moss

NELSON H. SMITH, vice-president of the Smith Patterson Co., of Boston, Mass., is responsible for the installing of an efficient repair record in his watch repair department. Mr. Smith recently remarked that the present system far surpasses the old method in speed and accuracy.

When a customer leaves a watch for repair, the ticket illustrated is made out. This is perforated to make three sections, each section carrying the same number.

The first part of the ticket, the tag, is immediately attached to the watch, after the full name and address of the customer has been written on it. The first two letters of the customer's last name are inscribed on the claim check. This is presented to the owner of the watch.

The remaining section is 5 x 3 inches and fits in a visible file. M (r) or M (w) cus-

W WATCH REPAIR RECORD INSTALLED BY SMITH PATTERSON CO., BOSTON, MASS.

Don't Forget to "Tell How"

A WORD to the jeweler who wishes to make his customers permanent and satisfied: "don't take the customer's knowledge of the mechanism of his purchases for granted.

Of course, there are people who don't like to be told things, who think they "know it all," and resent any implication of ignorance on their part. In handling such customers, great care should be exercised not to overlook. Listed in the order of their importance they are:

1. Wages commensurate with services rendered.
2. Working hours that come within the bounds of reason and justice.
3. Treatment that accords with the teachings of the Golden Rule.
4. Commendation for meritorious work performed.
5. Opportunity for advancement.

Because the perpetuation of a retail jewelry business depends upon the continued patronage of satisfied customers, it behoves the jeweler himself to see that every individual who visits his store is accorded the maximum degree of service, courtesy and attention.

The jeweler himself to see that every individual who visits his store is accorded the maximum degree of service, courtesy and attention. With the open-minded person, glad acceptance on their part. In handling such customers, great care should be exercised not to overlook. Listed in the order of their importance they are:

1. Wages commensurate with services rendered.
2. Working hours that come within the bounds of reason and justice.
3. Treatment that accords with the teachings of the Golden Rule.
4. Commendation for meritorious work performed.
5. Opportunity for advancement.

Take your employees into your confidence, and think of each one individually at times in connection with the five kinds of the way I have enumerated above. To fulfill your obligations to them in accordance with this plan inures the maintenance of a contented force of salesmen, who will build good will for your store because of the good will that exists in the store.

For instance, Mr. Ruff, a jeweler of South Lancing, Mich., has announced that he will be in a new location at 1135 S. Washington Ave., within a short time. Mr. Ruff began business in his present location at 1135 S. Washington Ave., six years ago. He announced that the necessity for larger quarters is the reason for the move.
What makes a living-room live?

Is it a living-room only because it is lived in? Or does your living-room have a life of its own—the welcoming warmth and animation of a hand-clasp?

It is this pulsing, living quality that famous decorators strive to put into rooms. They find they can secure it in two ways. Since an open fire and a Seth Thomas Clock are both animate, either gives the coveted effect of warm virality.

Plainly marked at standard low prices in jewelry stores

(All prices 10% higher in Far West; 30% higher in Canada)

SETH THOMAS CLOCKS

The advertisement reproduced above is typical of the series comprising the 1925 Seth Thomas Advertising Campaign. In order to help you tie-up with this national advertising and give you an adequate idea of its scope and importance, we are listing at the right the magazines for which this particular advertisement is scheduled with their circulation and the dates of insertion.
Coaching the Help for Christmas

SOMETIMES the salespeople don’t care to be coached. There are a few jewelry store clerks left who don’t want to know any more about the business than they already know. Sometimes there strays into the jewelry store trade the type of salesman who insists having anyone try to tell him anything. With such a type we have nothing to do. He cannot become successful in business to any appreciable extent.

Fortunately there are employees of another sort, jewelry store salespeople who want to learn how to make more sales, who are forward looking, who are more concerned with developing efficiency than with exacting the order rendered.

One important kind of information the jeweler ought to impart to his help is that regarding what stock most needs to be moved. There is always certain stock that ought to be sold before Christmas, even at a sacrifice. There is stock that is specifically Christmas gift stock, due to stay in stock a year if not sold by Christmas time. This stock belongs in the “Must go” classification, and along with it may well be placed such items as have shown themselves to be stickers.

It is a sound plan to do as one jeweler does with this stock. He lists it on a card that hangs back in a part of the store not reached by customers. There is nothing explanatory on the card, because of the possibility of customers straying in there, but the proprietor explains the purpose of the list when he first posts it.

This list serves as a constant reminder to the clerks to move the goods posted. They have been asked personally to make the effort to sell such stock. The list keeps them from forgetting the request. Probably the same effect might be accomplished, perhaps better, by making in duplicate a set of figures on paper and putting a copy into the hands of each clerk, along with any information about special prices to be allowed if necessary to move the goods.

ALL the help should be familiarized with the whole special holiday service offered. If it is advertised that you are willing to pack and wrap and ship holiday purchases, it ought to be impressed upon clerks that the thing to do is not to accept the responsibility for rendering such service when necessary, but to offer the service and look for opportunities to render it. It is a little trouble for the salespeople to give such extra service and we don’t always feel like going out of our way to do the apparently unnecessary, but the extra services that may be rendered at Christmas time are influential in building up a friendship and a following for the store for the future. It ought to be pretty important for a clerk to feel anxious to help develop the business of the store.

The clerk who takes the position even though only in his own mind that he is only employed in the store temporarily assuming that he will have no real point to his trying to build up the future business of the store, perhaps at the expense of his present convenience, is a short sighted individual. He fails to realize that he cannot develop his own efficiency for any sort of a future while neglecting the opportunities of the present. Just for his own future advantage to say nothing of the likelihood of immediate return, he ought to try to come as near as possible to carrying out his employer’s wishes in hundred per cent fashion.

A JEWELER with a large store maintains a sort of school for his clerks. That is, he gets the sales help together regularly and teaches them salesmanship and discusses store matters with them. One of the things he is probably doing at about this time of year is to ask the clerks, when assembled, each to write out as much of a list as possible for stock items suited to gift use for certain types of persons. One clerk will be asked to write a list of gifts to be bought for father, one for mother, one for grandmother, and so on down the list. When each clerk has written out the list, they are read and opportunity is given for additions to be suggested by others than the writer of each list.

A discussion worked out in this way brings to light some original suggestions and broadens the selling power of each individual.

THERE are some jewelry store salespeople who are better informed along technical than along other lines. Perhaps they are too well informed technically, or at least they make too much use of their ultra technical knowledge and fail to make their sales appeal popular. Such a tendency to talk to the customer in terms of cannon pinions, hair springs and center staffs and other things of which the buyer of a watch for gift purposes knows nothing and cares less, may easily weary the customer.

What a woman wants to know in buying a good watch for her husband or friend, is whether its style is right for the man, whether it will be a help to him and service, whether it will be such a watch as such a man will admire. Decided that the watch looks right, she wants to be sure that it will keep good time. Note that I put appearance first. I believe a woman thinks of that first and probably most, though rarely would she sacrifice timekeeping quality entirely to looks. The woman judges whether a watch is a good timekeeper or not by your statement about the matter. You cannot conclusively prove it to her by dissertation upon jewels and mainsprings, though she will see the importance of adjustments to position.

So it is good business to coach the force a little on just what things are best to bring to the attention of the woman customer buying a watch for use as a Christmas gift. If it is ever good salesmanship to set out on the showcase before the customer a trayful of watches, it is doubtful whether it can possibly be a good thing to do in selling a woman a gift watch. Each watch ought to be in its separate box or case. A woman rarely feels that a watch that is not worthy of a fancy box can be a worthy gift.

You may sell watches to men on their mechanical make-up and contents, but selling them to women to give to men is another thing.

Further, in selling to women, if you quote a price on a watch and then ask an additional price for the fancy box, you develop just a little resentment in the customer. Name her a price equal to the price of the box and watch as the original unit figure and the effect is much better. You might even on that basis get credit for giving the box free. You know it would not be the same way in selling to a man. If he thought he saved something by not taking the box, he would probably leave it. But a watch for a Christmas gift must, or almost must, have a box.

The engraving of the watchcase, too, is an important factor to mention in such cases as referred to above. The buyer of a gift watch thinks a good deal about such touches as add to the personal touch of the gift.

YOU know that a man will sometimes be satisfied to take a handsome gift, will think no harm of sticking it in his pocket, merely wrapped in tissue paper, and handing it over to the recipient, scarcely saying more than “Here it is.” But you know that no woman will ever pass over a gift in any such haphazard, informal way. Nor does a woman like to receive a gift in that way. The clerks ought to be impressed with the fact that the non-essentials, as they may seem, are highly essential in holiday selling. In fact, the emphasis placed upon them may make them the deciding factor in plenty of instances.

In the same way the chest or the box of the roll-in which silverware may be presented has what may prove a deciding im-
"The Daddy of Them All"
Will Broadcast
Wednesday Evenings from 9 to 10 o'clock
Beginning September 23

LISTEN IN
A delightful entertainment, vocal and
instrumental music, followed by biographi-
cal sketches of the lives of men who have
been identified with world's

"POINTS OF PROGRESS"
Richelieu said, "The pen is mightier than the
sword," and history has proved the truth of his
statement.
If you want window cards and posters calling
attention to this great feature-advertising, send
us a postal today.

Broadcasting simultaneously through
WEAF........ New York WCAP........ Washington
WJAR........ Providence WCAE........ Pittsburgh
WEEL........ Boston WCR........... Buffalo
WOO........ Philadelphia WWJ........... Detroit
(Oct.) WSAL...... Cincinnati

"Why Not Get the MOST Out of Your Waste?"
There is only one way to recover
ALL the values in your old
solutions, scrap, filings, clippings,
polishings, etc., and that is to
do your own refining—The Hoke
Way.
Don't depend on old-fashioned
hearsay methods: get the best
and STOP THOSE LEAKS in
your metal account.
Refining the Hoke way—saving
Hoke Instructions—"simple and
economical. The instructions are
easy to follow, the equipment
needed is not expensive, and
you will recover every nickel's
worth of the values.

Sam W. Hoke, Mfg.,
Jeweler's Technical Advice Co.
22 Albany St., New York City

"Profit More—"
Every month there are
big specials in VALUE
BELLS. Offer these values
to your trade and they'll
sell fast. Buy for less and
you'll profit more. We'll
gladly put your name on
our mailing list.

"Get the MOST Out of Your Waste?"
Why Not
Out of Your
Waste?

JEWELERS TECHNICAL ADVICE CO.

Ask for Free Circular R. C.

"MESH BAGS AND SILVERWARE"
Repaired — Replated
And Completely Restored Like New
By experts whose skill and experience aided by
the newest equipment assures satisfaction.

SWARTZ & CISKE
"Plating That Lasts"
10 S. Wabash Ave. Chicago

"Protection Ring Guard"
Has No Points to Catch or Scratch
EASY TO PUT ON
Made in 14K Yellow, White and
Green Gold
The Lion Safety Pin Clutch Co.
Pat. Feb. 26, 1917 100 W. 31st St., Room 41, New York
Pat. May 25, 1928
that your impression of some person you meet is made unfavorable by careless presentation of that person to you?

It is perhaps relatively unimportant, but it would seem that the salespeople in the store ought to be informed so as to be able to suggest the right things in the way of jewelry for men's wear on all possible occasions. There is less necessity for such technicalities in selling jewelry for women, but when a woman is buying cuff links or shirt studs or scarf pins or almost any other men's jewelry, the salesman ought to know for what sort of dress occasion it is to be worn, and he needs to know the proper thing in men's wear for all occasions. Perhaps your clerks are informed sufficiently along this line. Perhaps they are not. A little coaching will do no harm.

The selling of Christmas gifts is a little different from selling to people jewelry for their own use. In selling for gifts you have to arrange to please two people. You must please the recipient of the gift or it may be brought back. —F. Farr.

A dollar, a dollar.
A nine o'clock scholar,
He never was absent from college;
He studied like Hades,
Avoiding the ladies,
Intent upon garnering knowledge.

Now he's a respectable,
Truly delectable,
Awfully intelligent fellow.
The moral to gather, Is obvious, rather
Revel and yap like Hello-O!
—C. C. N. Y. Mercury.

A MOST interesting little jewelry establishment is that of S. Partner, Dayton, O., illustrated below. The store is 50 ft. long and 18 ft. wide. The woodwork is entirely of Circassian walnut. The wall cases are 8 ft. high and surround the entire store. The display cases were built expressly for the jewelry store of S. Partner, Dayton, O., and are a characteristic of the jeweler's stock. The displays were designed to appeal to the trade. The fixtures are of crystal prism type and throw just effective light for the display of jewelry. The stock displayed in the windows is selected with considerable care, and arranged very tastefully on specially designed stands. Great care is taken to avoid giving the window a crowded appearance.

The watch repairing department is located in the rear of the store. This is done advisedly because customers who have work to be repaired will have an opportunity to inspect the many beautiful pieces of jewelry and attractive watches, etc., etc., as they pass along. A diamond room, also constructed according to the jeweler's ideas, is another feature of the store. This room is of the type which assures the purchaser the utmost convenience and privacy.

By breaking a large plate glass window in the jewelry store of Mike Epstein, on N. Main St., Pittston, Pa., one morning recently, a lone bandit made off with five watches which were on display in the window. Neighbors in the vicinity who heard the falling glass called police headquarters. No clue has thus far been found by the police.
Dixon's Assay Sand Crucibles and Clay Refractories
(J-50 Formula)

Have been found to be superior to all others. They cost a bit more than do some other makes, but have been found to be well worth the slightly higher first cost.

For silver and gold they are safe in every way. For enamel they will not discolor.

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Jersey City Established 1827 New Jersey

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Jeweler

THOMAS J.

Refriners - Manufacturers

DEE & CO.

CHICAGO

SMELTERS

RELIANCE-REFINING COMPANY

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NEW YORK CITY

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SWEEPS

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PLATINUM AND

GOLD FILINGS

We Sell

GOLD—SILVER

PLATINUM—SOLDER

BURNING JOBS AT ALL TIMES

Phone:

JOHN 0233
My object in this discussion shall be, of course, to show how the upbuilding and prosperity of the business of the retail jeweler depends upon the efficiency of, and the service afforded by, his repair department—particularly by his watch-repair department.

An object lesson teaches more convincingly than an argument, so I shall start by presenting a word-picture of the career of a successful retail jeweler, who built up his business distinctly upon the reputation gained for him by superior repair service. I know very intimately the history of his business.

This jeweler started merely a watch-repair shop, as he had no capital to invest in a stock of merchandise. His family expenses were crowding his wage-earning capacity—and he felt compelled to increase his income.

The first fact to keep in mind is that this man is not an ordinary watchmaker; his mechanical efficiency is far above the average. The second and most striking fact is that he possesses very few of the usual personal qualifications for merchant success.

Yet he built up, during the middle portion of his life, a notably successful retail jewelry business. Mercantile credit agencies rate his net assets at $150,000. His store occupies its own exclusive building. His style of living has been very comfortable, and for some years he has followed a rule of giving away a tenth of his income annually to needy causes. What he has and what he has spent, he made in the retail jewelry business; not from the large profits of successful speculation, but from the vast multitude of small transactions typical of the retailer's business.

It is consistent with the purpose of this convention for us to study closely the conditions under which this jeweler built up his business. I believe he is with us here today—a very modest, retiring sort of man. He knew nothing of my intention to use his career to illustrate this discussion; if he should recognize himself in what I am saying, I desire now to thank him and to assure him that I shall do nothing more than to cite facts from his career—certainly without revealing his identity. There are many similar cases, but I have chosen his because I know it especially intimately. The history of this man's business is a rich collection of illustrations showing that the surest and safest way for a jeweler to build a solid reputation and a successful business is through the operation of an exceptionally efficient repair service.

At the root of the matter is good advertising. There are many kinds of advertising: the printed word; good window display; personality and salesmanship in the store; special sales. Each of these has its place and its value. Now, let us subject each to some analysis—how much does it cost, and how far does it go in permanent business-building effect?

The printed word is very costly. As it is written what one says about himself, its readers are apt to discount its statements; its life is short and it calls for continual costly repetition.

Window displays and counter salesman are effective only upon those who come to your store or pass by it—not a great proportion of any community of considerable size. Bargain sales are effective for liquidation, but certainly not so for permanent business-building.

My friend, the modest jeweler did not depend upon a single one of these forms of advertising in building up his business. He repaired his patrons' watches and thereby made his living; his patrons did his advertising for him. Think of it! The majority of his patrons became active, enthusiastic advertisers for him—telling friends about him—how the old watch now keeps wonderful time—"want to bet whose watch is right?"—and so on. A verbal "endless chain" of recommendations was thus built up.

Often quite a number of persons were impressed by the story of my friend's mastery of his craft, as a result of just one watch made to keep better time than usual. Multiply this by the greater number of the watches he repaired—and remember the superior convincing power of what is said about one by others, over what one may say about himself—and you have a picture in mind of the tremendous reputation-making machinery which he set in motion simply by making customers' watches keep noticeably better time than before.

And what did this great advertising cost him? Not a dollar—on the contrary, the work which advertised him also paid for his living and much more besides.

Not only is superior watch repairing an advertising medium of unique power, paying for itself and returning a direct profit besides, but it has another business-building effect even more important. This phase of the matter is rather complicated, and it requires an especially careful presentation in order to have it clearly understood.

First let me state the remarkable fact that superior service in repairing watches is the most economically efficient factor in building up business in selling; in selling not only timepieces, but also jewelry, diamonds, and the other precious merchandise in the jeweler's stock.

Here is a very peculiar fact: for some reason, most persons prefer to buy jewelry from the establishment which has the best reputation for repairing watches. Why is this the case? Why must every self-respecting jeweler get outside of himself, as it were, and view his position in the community, through the eyes of his patrons.

What the people say about anything is the result of a long, long process of education. And what the people have been taught by centuries of custom is to believe that the man generally known as "the jeweler" is he who knows everything about all things most valuable and precious for personal use and adornment.

This popular association of ideas is so deeply ingrained that it persists and defies efforts to change it. So that when a jeweler succeeds in impressing his community that he is the local authority on timepieces, it is generally assumed that he is also the best adviser upon matters of gems and precious metals.

The average person rightly distrusts his own knowledge of the technicalities upon which the values of precious objects depend. He desires the advice of a reliable authority. He therefore patronizes the jeweler who has impressed him as the highest authority on the things popularly linked together at the jeweler's lines. The greatest such impression can be created by excep-
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Every material jobber sells Fulcrum Oil

FULCRUM OIL COMPANY

FRANKLIN, PA., U. S. A.
THE JEWELERS' CIRCULAR

September 16, 1925

The jeweler’s maintenance of a repair-service department is largely what distinguishes him from the merchant who specializes in merchandising forms of competition. This differentiation is his principal defense against the inroads, for instance, of mail-order competition, with its usual outlay of millions of capital. The life of the jeweler’s business depends so greatly upon his repair department, that he should make the improvement of its efficiency his study.

What is the most important factor in the efficiency of the repair department? Undoubtedly it is the technical ability of the individual watchmaker. Now it is in order to investigate, and state definitely, what sort of ability a watchmaker should have in order to make modern watches keep accurate time. Exactly what work should be able to do at his bench?

Prior to the year 1921, everyone’s answer to this question might have been criticised as being only one man’s opinion. But in that year the Horological Institute of America was organized; a great movement which brought together progressive watchmakers and jewelers from all over the United States. These men, after many conferences and agreed finally upon what things a watchmaker should be able to do in order to deserve a certificate of proficiency. Their decision represents the combined judgment of many competent men, and therefore it is not open to serious criticism.

The Horological Institute requires, in the first place, that the candidate must pass its examination for the grade of Certified Watchmaker, the candidate must be able to make certain parts of watches, of a quality of workmanship superior to that found in high grade American and imported watches.

We sometimes hear jewelers say that they cannot see why a watch repairer should have to be able to make balance staffs, jewel settings, screws, or other parts of watches. Most of these doubters will, perhaps, be convinced of their error by the simple fact that the Horological Institute of America has decided that the ability in question is necessary.

But for the benefit of anyone who may need it, I will explain this matter carefully. First, I shall state six facts about watch repairing which every jeweler should know. These statements should be studied carefully; they apply essentially to present day conditions. They are:

1. In watches for which parts can be bought, it is frequently found that previous repairers have made alterations, so that standard parts will not fit, and new parts must be altered to fit, or else made outright.

2. To alter ready-made parts even slightly, to make them fit accurately, requires exactly the same skill as to make them outright. Therefore, the man who cannot make parts, cannot alter ready-made parts successfully.

3. Exact uniformity in the parts sold for repairs seldom exists, and alterations are frequently necessary on parts for current models of watches.

4. There are in use thousands of parts, which are actually the same, largely because the same part is reproduced. If he finds that too much alteration would be required, he must pass on it, and the watch is sent to the customer.

5. Maybe the tinker succeeds in finding a part which enables the watch to run. But some unseen defect of fit destroys the original proportions, the adjustments, and the timekeeping. Then the tinker’s ignorant efforts to remedy a defect by “regulating” the watch, eventually wear out the customer’s patience. He takes his watch to a real watchmaker, who repairs and adjusts it, and makes the customer happy to be able again to boast of the correct time he carries. Once more, which of the two establishments is building up reputation and selling power?

When, as so frequently happens, a part cannot be bought to fit exactly, the proficient watchmaker selects one which is too large in one of its proportions, and reduces it to fit so accurately that the original proportions are reproduced. If he finds that too much alteration would be required, he makes a new part which is accurately the same length of time making alterations.

It should be easy to see why, if a workman lacks the mechanical skill for it, but to make a new balance-staff of as perfect workmanship as on the original piece, he cannot make an alteration on a good ready-made staff without destroying the accuracy of the watch. An alteration requires the very last touch of perfect workmanship.

Nothing could be more ridiculous than for anyone to argue that a watchmaker can be successful without the ability to make parts.

The Horological Institute of America, of course, requires other things besides good mechanical workmanship, in order to pass its examination for the grade of Certified Watchmaker.

(TO BE CONTINUED)

William Neitfeld recently went to Ocean-side, Cal., from Grand Island, Nebr., and has completed arrangements for a lease of a storeroom in the Andrew Thill building on Hill St., between 13th and 14th, where he will open a jewelry store. The store will be equipped with modern fixtures and will carry an up-to-date stock of watches and jewelry.

A local department will also be maintained.
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THE JEWELERS' CIRCULAR

THE JEWELERS' CIRCULAR

interposed between said pivoted setting and said frame.

Designs

68,149. RING. ELIS C. LINDERBERG, Chicago.

Filed July 10, 1925. Serial 14,047. Term of patent 7 years.

68,152. WATCHCASE. MAX MOISELEVSKY, Brooklyn, N. Y.

Filed May 26, 1925. Serial 13,568. Term of patent 7 years.

68,153. COMBINED CLOCK CASE AND CABINET. LE ROY E. MORRIS, Salem, O.

Filed Nov. 30, 1921. Serial 15,600. Term of patent 7 years.

68,159. BRACELET. EMIL A. SCHUEKRE, New York.

Filed June 1, 1925. Serial 13,610. Term of patent 7 years.

68,178. FINGER RING. ALFRED VON STEINER.

D. C. Filed July 1, 1925. Serial 13,672. Term of patent 7 years.

68,179. CLOCK CASE. FREDERICK A. WEIDMAN,

Thomaston, Conn., assignor to Seth Thomas.

Clock Co., Thomaston, Conn. Filed July 25, 1925. Serial 14,207. Term of patent 3½ years.

68,180. CLOCK CASE. FREDERICK A. WEIDMAN,

Thomaston, Conn., assignor to Seth Thomas.

Clock Co., Thomaston, Conn. Filed July 25, 1925. Serial 14,209. Term of patent 3½ years.

68,185. CLOCK CASE. FREDERICK A. WEIDMAN,

Thomaston, Conn., assignor to Seth Thomas.


UNITED STATES TRADE-MARKS

The following trade-marks have been adjudged entitled to registration under the Act of Feb. 20, 1905, and are published in compliance with Section 6 of said Act.

Trade-Marks Published Sept. 8, 1925

Sec. 214,953. (CLASS 27. HORLOGICAL INSTRUMENTS.) JOSEPH FAYE & CO., New York. Filed May 27, 1925.

MOHAWK

Particular description of goods.—Watches and Watchcases.

Claims see since May 7, 1925.

Sec. 216,749. (CLASS 27. HORLOGICAL INSTRUMENTS.) AMERICAN WHOLESALE CORPORATION (Baltimore House), Baltimore, Md. Filed July 25, 1925.

CALL BOY

Particular description of goods.—Clocks and Watches.

Claims see since October, 1914.
THE JEWELERS' CIRCULAR


Philadelphia Gift Show

(Continued from page 155)

St., Philadelphia, had an attractive showing in room 101.

In room 101 was Emil S. Larsen himself with a line of flower holders, ash trays, book ends and the Huntington art line, including the "Eternal Spring" lamp and vase. The jewelers exhibited much interest in the Larson display.

C. Granata & Co., 225 Fifth Ave, New York, had one of the interesting displays of the show in room 1015, including the famous Pompeian tear vases and a full display of Florentine hand-tooled leather goods, a line of lamps with the Castelli bases and many other articles, beautiful in design and execution.

Koeberak Bros., 129 Fifth Ave., New York, had room 1012 where A. Klayf was in charge of a wide display of Italian and Czech-Slovak pottery and glass wares, decorative pottery from Germany and Bohemian glassware in attractive forms.

E. R. Thieler looked after his own exhibit, with the assistance of Mrs. Thieler, in room 1019, and displayed the new peasant pottery in several attractive designs in pussywillow, cat's eye and daisy styles. There also were English pottery bowls and other articles that carried their own appeal.

Little Jones & Co., Inc., 15 W. 24th St., New York, had an interesting display in room 1019, and displayed the new peasant pottery in several attractive designs in pussywillow, cat's eye and daisy styles. There also were English pottery bowls and other articles that carried their own appeal.

In room 1001 Wolff, Brown & Co., Inc., 37 Union Square, New York, had an extensive showing of ladies' hand bags in the newest Viennese styles, in black, silver and enameled montmants, both jewelled and en-crust ed with cut glass, or synthetic stones. Some were in cameo effects. Also there were royal Copenhagen porcelain ware in the form of perfume evaporators, incense burners, etc., jewel trays and boxes and many other hand-some articles.

The "Peppermint Cat," "Pepmonk," and the "Chubby Cat" disported themselves in jewel trays and boxes and many other hand-some articles.

In 1005 was the display of the International Silver Co., Meriden, Conn., with James R. Murphy in charge. A feature was the children's section, where gifts for the little folks had a conspicuous place, while there was a line showing of suitable gifts for their elders.

The U-Neak Dinner Favors Co., 48 Broome St., New York, occupied room 1002 with a large line of crepe paper novelties in that line which interested many jewelers. J. L. White was in charge.

In room 1010 Mrs. Ann C. Wilmerding showed the extensive line of the Gift Bazaar, 225 Fifth Ave., New York, featuring the work of the Betty Studios and other novelties. Also there was a fine showing of the Sprague clocks, boudoir, auto and novelty timepieces, including the cuckoo type. These come in silk or leather. A feature was the line which drew attention was the mother of pearl folding eight-day clocks, some being in hand-tooled leather cases. These have jewel movements and rank as one of the novelties of the season.

The Pickard China Co. had a fine showing in room 1004 of its encrusted dinner ware and gift pieces in encrusted work with gold and many new designs in color. The combination comb pieces were a distinctive fea-ture. T. H. Gavin was in charge.

Room 1003 was devoted to a showing of the work of the Tynegate studios, 31 S. 19th St., Philadelphia, where handsome things in lamp shades drew favorable attention. The products of the Jane Staggers Lutza studios also were on display. These included candles, glass candy and other items in artistic designs and ornamented.

One of the social events of the show was the dinner and dance held Thursday night under the auspices of the National association, and which brought together all the exhibiters in a pleasant affair.

The election of officers and directors was held Thursday, and resulted in the choice of the following for 1925-26: Wm. H. Hasbrouck, Jr., president; Emmett White, vice-president; S. Edelman, secretary-treasurer; directors: R. Aberli, Jr., E. R. Thieler, I. M. Meyers, Miss Mary Ryan, J. C. Butterworth, Leon Sultan, Arthur Goodman, T. E. Simonetti, M. Cohen, Mrs. Walter D. Baker, Miss Ed. Sanford, George S. Winner, Charlie E. Gibson, E. Wanda Baker, Thomas G. Williams, Gene Loeb.

J. P. Archibald, a well known jeweler of Blairsville, Pa., took a prominent part in the Old Home Week celebration at Blairsville from Sept. 27 to Oct. 3, a "celebration of a century of success" of this town to which it has invited its sons, daughters and friends. Mr. Archibald is a member of the general committee of the Centennial and Old Home Week and in particular but especially it was his pride which takes place Oct. 1. Many of his friends in the trade expect to join in the outdoor dinner and dance that will be given as a feature of the event.