Chinese Jade Rings in the Peters Collection at the Metropolitan Museum of Art, New York.
The
George Washington
Pattern proves that good taste is the prime requisite in design. This quality, so well exemplified in the George Washington Pattern, assures the jeweler of continuous and repeated sales.

ALVIN SILVER COMPANY
Sag Harbor, N.Y.

New York
20 Maiden Lane

Chicago
10 S. Wabash Avenue
Improvement in the Diamond Industry of Amsterdam

A Report to Department of Commerce From Consul Frank W. Mahin, Amsterdam, Netherlands, Under Date of March 2, 1922

A SLIGHT improvement is noted in the Amsterdam diamond industry with the opening of the new year, and of these only belief that 1922 will not be a repetition of 1921 but a reversion toward such years as 1919 and the first half of 1920. A symptom of this improvement appears in the large declared value of invoices of diamonds corresponding period of 1921. The number of diamond factories in Amsterdam in 1921 was reached by a rapid descent from a height of unprecedented prosperity. The declared value of the diamond exports to the United States for the three months of 1920, when a decline set in and is now about 25. This reduction in some cases was an absolute closing of business; in others, the result of consolidating several factories to reduce operating expenses, or the number of diamond benches or mills has been reduced from 7,000 to 5,000.

The decline of the Amsterdam diamond business in 1920 and 1921 was due not only to the limited demand caused by the general commercial depression, but also in no small degree to the marketing of diamonds sent hither from Russia and also of diamonds sold by impoverished German and Austrian families. During the war all diamonds sent to the United States passed the inspection of a committee in Amsterdam who certified that they were cut and polished in Holland to comply with the regulations of the Allies regarding country of origin. Since the war no such supervision has been exercised, and diamonds finished in any part of the world could be freely exported from Holland. What proportion of the diamond exports since the war came from central and eastern Europe cannot be positively stated, but it is believed to be large; in addition to diamond firms, which formerly had been large, dwindled in the unprecedented prosperity. The great value in 1919 was due to the extraordinary demand following the Armistice. Large quantities were required and very high prices were paid willingly. This great demand continued during the first three months of 1920, when a decline set in with the result that the declared value of the diamond exports to the United States fell to $31,000,000 in 1920. This decline persisted through 1921, in which year the declared value was only $13,000,000.

The trade with the United States had been practically the sole reliance of the Amsterdam diamond industry since the war. The exports to Germany, Austria, Hungary, Russia, and the Balkan countries, which formerly had been large, dwindled to virtual nothing, while the purchases of the other European countries became very small.

The number of diamond-workers in Amsterdam during the flourishing year 1919 was 11,000. This number decreased to 8,500 at the end of 1921, and of these only 1,650 were employed, though the number of employed is now slightly increasing. The number of diamond factories in Amsterdam was about 60 before the war and is now about 25. This reduction in some cases was an absolute closing of business; in others, the result of consolidating several factories to reduce operating expenses, or the number of diamond benches or mills has been reduced from 7,000 to 5,000.

The decline of the Amsterdam diamond business in 1920 and 1921 was due not only to the limited demand caused by the general commercial depression, but also in no small degree to the marketing of diamonds where information regarding exports is gathered. Each of the several score of brokers and shippers keeps his business a secret.

The same applies to imports of rough diamonds, which also come by mail. It appears, however, that the imports to Amsterdam in 1921 were very small. An expert in the trade (Mr. Henri Polak), president of the Netherlands Diamond Workers' Union, has this interesting information regarding rough diamonds to the following effect:

"The London Syndicate, acting for and on behalf of the South and South African mining concerns, did practically no business during 1921. They offered no goods for sale, sold only to those who expressed the desire to buy, and these were few and far between. After a while they suspended business altogether.

"This was a wise measure, as fresh supplies of rough diamonds could only tend to weaken still more the already helpless market, which is only salvation lay in exhaustion of existing stocks, without new ones being formed. But unhappily the London Syndicate is no longer the monopolist it used to be. Diamonds are, for instance, being found in the Belgian Congo, and in new and inconsiderable quantities either; in fact, quite enough to supply the very limited demand there was. This would not have had any adverse influence if the stones had been offered for sale at the usual London rates. But the leaders of the sales bureau of the Formisier (the company exploiting the Congolese diamond fields) had other plans. Whether the company was in need of funds, or whether there were other reasons, cannot be ascertained; but at any rate they seemed prepared to sell below the London prices, when this became known it created somewhat of a panic, for rough diamonds obtainable at lower prices than the usual ones meant equivalent loss on all existing stocks. All the associations of manufacturers, dealers, brokers, and workmen at Antwerp protested against the intentions of the Formisier. They approached the Belgian minister for the colonies, who had the power to stop the sales, requesting that they (the associations) should be called to decide upon the policy to be followed, but without avail; the goods were put upon the market at lower prices than the British diamonds.

"Several manufacturers had expected this and had got rid of their stocks at a sacrifice of between 25 and 35 per cent, thinking that they would be able to recuperate by buying and cutting the cheaper Congolese goods. This happened largely at Antwerp, and on a much smaller scale at Amsterdam; hence the so-called revival of July-September, 1921, which was far more
We are showing the largest and most varied stock of Green Gold Mounted Knives with the finest imported movements.
A combined result of Larter Workmanship and the Cutler’s Art. Priced within the limits of a moderate purse.

LARTER & SONS
15-17 MAIDEN LANE
NEW YORK CITY
marked at the former city than at the latter. The new depression set in when it became known, after long and careful calculation, that those who had bought the Congolese goods were all wrong. For as soon as the just-cut goods of that kind were marketed, it became evident that a new drop in prices had taken place in accordance with the purchase prices of the rough stones. The deplorable move of the Forminiere took away the last remnant of confidence and created a perfect slump.

"Towards the end of 1921 things took a better turn. A combination was formed in London which contracted with the Forminiere for the purchase of all the bort and common goods (which had suffered most) with the avowed object of raising those wares to the London price level. It was further announced that no Congo goods were to be shown before the end of March, 1922, and it is expected that prices will then be in accordance with those of the syndicate. Furthermore, the De Beers Consolidated Mines, Limited, resolved to discharge nearly the whole of its personnel, close the mines, and stop all operations. By these means stocks of cut goods will gradually be exhausted, prices will rise as goods become scarcer, and so the way will be prepared for the return of normal conditions."

Vice Consul Sherman at Antwerp Tells Good Effect on Diamond Market from Deal With Anglo-American Corporation

WASHINGTON, D. C., May 3.—For more than a year past some anxiety has been experienced by the diamond trade concerning the policy of the Societe Forestiere et Miniere of the Congo, known as "Forminiere," with regard to their diamond exports, according to a report received from Vice Consul Harry T. Sherman at Antwerp by the Department of Commerce today. It is understood that the trade may now rest easily. Although no definite arrangement has been reached as yet with the London syndicate, it is understood that such an agreement soon will be made.

It is reported further that the Anglo-American Corporation will become a regular buyer of stones of one carat and upwards. This is considered an extremely favorable solution for the Belgian market since in a way it excludes competition between the two principal producers of raw diamonds and will keep the prices up. The Dutch newspaper Het Volk publishes an interview with Mr. Polak, a prominent figure in the diamond world:

"This event is of very great importance to the diamond industry," says Mr. Polak. "Up to the present the London syndicate played a very important part in the market. The last sale of Congo diamonds was made at a price well under London prices which, of course, occasioned a certain amount of apprehension. A still further decrease in prices was expected in the next sale of Congo diamonds. In Mr. Polak's opinion, however, once the agreement is made there will be no more falling in prices.

Associated Advertising Clubs of the World Hold Annual Convention at Milwaukee, June 11 to 15

MILWAUKEE, May 3.—The annual convention of the Associated Advertising Clubs of the World, which will be held in this city June 11 to 15, will, in reality, consist of 25 important advertising conventions in one, for, during half the time, it will divide itself into sectional meetings for the close-up study of the individual advertising problem of those who attend.

One of the most important of these group meetings will be that at which newspaper advertising will be discussed, both by advertisers and newspaper men, and the advertising agents of the country are planning to dismiss their special group meeting for one-half day, at least, to attend the meeting on newspaper advertising. There is already assurance that the financial advertising group attending the meetings will be the largest in the history of the association, for more and more banks are becoming regular users of creative advertising.

Sessions for retail advertisers will be addressed by the managers of stores whose sales have materially increased during the last few months when business generally had been harder to get, and they will tell in detail how they have applied advertising to their selling problem, creating new sales and new customers through the power of the printed word.

In these and all the other divisions of the convention, the program committee plans for the 5,000 or 6,000 business men who will attend to go a little deeper into the problems of business than at previous advertising conventions.

Glaucus; Ancient Greek Goldsmith

In my various works, Pausanias, Ameus, and Plutarch, all call attention to the craftsmanship of Glaucus, of Chios, the Greek goldsmith who flourished six centuries before the Christian era. He is claimed to have been the inventor of the art of soldering metals.

His greatest work is described as an iron base supporting a silver crater (shallow cup). In it were inserted small figures of humans, animals, insects and plants. It was given as an offering to the temple of Delphi by Myattas, priest of Apollo, or to the temple at Le Moniteur de la Bijouterie, of Paris, intimates that the Australian black spinel is finding exploitation in jewelry. It says: "A happy disposition in utilizing the Australian black spinel is that which consists of placing a diamond in the center. In that manner the fires of the two gems unite, instead of forming a contrast, augmenting their mutual brilliance."
Removal Notice
Diamond Cutting Works
We have removed our Diamond Cutting Works from Fifty-second Street, New York City, to Sixty-eight Hunterspoint Avenue, Long Island City, where we have more modern and increased facilities. The high quality of workmanship that for the past thirty years has been characteristic of our product will be strictly maintained.

Special Department
Diamond Cutting Works
We desire to call special attention to our repair and recutting department in which we employ the highest skilled labor for the repair, recutting, and matching of regular and fancy shapes—Emerald Cut, Marquise, Triangular, Navettes, etc.
LETTERS TO THE EDITOR

New York, May 4, 1922.

Editor of THE JEWELERS' CIRCULAR:

As advertising counselors and agents for the firm concerned, we beg the aid of your Editor of THE JEWELERS' CIRCULAR:

A manufacturer of so-called "nickel silver" has recently had the effrontery to advertise his product as a base for plate because it is so like silver itself in weight, texture and appearance. He might have added that it will successfully deceive the public into thinking that it is silver. How can our industry maintain its high principles and standards of such abuse of terms as Silvore is permitted to continue? The very name, its spelling and pronunciation is clearly intended to trade upon the high standards of silver. If it were not so, the manufacturer would have chosen some word, the spelling and pronunciation of which would not have permitted any misunderstanding.

Mr. Taggart, obviously, is uninforméd as to what the "Silvore" brand stands for, and it is very apparent that he has no understanding as to why the Seymour Mfg. Co. is advertising it. Furthermore he has spoken thoughtlessly and in so doing has cast an intolerable imputation upon the motives and business aims of a manufacturer whose business ethics have never before been challenged in a long and honorable business career. Before giving public utterance to such criticism we believe he should at least have had some understanding of the facts. Had he made inquiry he would have been fully informed, we know, as to:

(a)—The motives which impelled that company to advertise.

(b)—The consideration which led to the choice of the name "Silvore."

(c)—The policy upon which the present campaign of advertising is founded.

As to what led this company to advertise its product the facts are simple. Founded in 1878, for more than 44 years it has enjoyed a definite prestige in its field of business, because of the quality of its product. That product (nickel silver) as every manufacturer of, or dealer in, silver plated ware doubtless knows, and as Mr. Taggart has explained, was formerly called German silver (during the war Liberty Silver).

Perhaps no commercial term was ever more misunderstood by the American public. Nine persons out of 10 have thought and still think, that German silver was a cheap grade of real silver, which German manufacturing or chemical genius alone was able to achieve. To dispel that ignorance the Seymour Mfg. Co. determined to offset. Its chief reasons for so doing being as follows:

(a)—The fact that nickel-silver, so-called, might be anything from 5 per cent nickel, 30 per cent nickel, 50 per cent nickel and the balance silver. Nickel silver, in other words, can be a perfect mixture, rich in nickel and compounded of the finest Lake Superior copper, and as such be a wonderfully dependable base for silver-plated ware, in that it is like silver in weight, texture and appearance, or it can be of the cheapest of metallurgical compounds, low in nickel content and but a few degrees removed from ordinary brass.

The Seymour company had built its reputation, and for many years had held its customers solely on the quality of its nickel silver, the fact that it did possess so many of the wearing qualities and so much the appearance of silver, and that it was in every sense of the word an economical and dependable product than German silver or nickel silver was commonly regarded as being.

(b)—The fact that much of its business was done with manufacturers who produced silver-plated ware of the highest grade of excellence only, and that such manufacturers had little or no competition against competitors who used the cheaper grades of nickel silver in the greater part of their output.

(c)—The fact that protection for its own business entailed protection for its customers and that exploitation of the facts regarding nickel silver would be not only protection but stimulation of their business.

(d)—The fact that protection for its customers meant protection for the buying public and that the latter needed and would welcome such protection.

(e)—The fact that an identity had to be given its product in order to establish its quality standard, and that the public would be more generally interested in a product that was descriptively named than one that was not.

(f)—The fact that when used as a base for plated ware it would be a guarantee that the ware would retain a silver whiteness of appearance, as opposed to a brassy or leaden hue as time went on.

(g)—And lastly the fact that though it looked like silver it was not silver, but an imitation of silver made from alloyed ores—and one of such excellence furthermore, that its manufacturers were proud to advertise it under a name which clearly stamped it "imitation."

Any intelligent consideration of the above facts should reveal that Mr. Taggart—in asking why, if this company did not wish to deceive the public it chose the word "Silvore"—has imputed to it motives that are little else than dishonest, if not actually so. The facts underlying the decision to advertise this product and to brand it "Silvore" are as above stated, and on their absolute truth the undersigned is willing to stake maintenance of the company's good reputation.

Insular as we have been able to determine, no more thoroughly honest or commendable motive ever underlay the branding or exploitation of any American product by any American manufacturer, and if it is not a plan that will protect the public from deception, rather than expose it, it is time to declare to any unscrupulous manufacturer, or dealers in, plated ware, that we have not only overrated the intelligence of the public, but we are to be condemned for a sad lack of understanding of the power of advertising.

As to the word "Silvore," it may enlighten critics of the undersigned that before it was adopted the best legal counsel obtainable by this firm and the Seymour Mfg. Co. itself exhaustively investigated its probable status in Canada and in the United States; and that in Canada, where, as Mr. Taggart very truly claims, the Gold and Silver Marking Act imposes the severest limitation upon "colorable imitations," its trade-mark has already been registered.

In the course of their investigations they have painstakingly explained not only the reasons for adopting the word itself, but also the policy and guarantee that the makers had put behind its exploitation. And this, I may add, has also been carefully explained to the chairman of the Vigilance Committee.

Against cheap, brassy compounds which, when used as a base for silver-plated ware, have been and still are the cause of much gross deception of the public, if "Silvore" be not the most decisive protection possible—provided the public can be made to understand what the word "Silvore"—then let us be "shown" so without delay.

We ask that we be "shown" in all earnestness, for if we are wrong, our position will be quickly and radically altered. To accept the opinions of those who know nothing of what "Silvore" is, however, or of the policy or guarantee behind the name or of the aims and intentions of its manufacturers would be manifestly absurd. For in the final analysis the connotations of the word "Silvore" are purely a matter of opinion: and with opinion which we stake our honest and fair (to the public above all) we have no hesitation in declaring that when the public does know "Silvore" even the most biased opinion will have to change perforce.

By Edmund Hackett, Secretary.
Regent Pearls

A Complete Line of unequalled values, carefully graded to meet the requirements of all classes of buyers.

ALBERT LORSCH & CO., Inc.
NEW YORK PROVIDENCE
37 MAIDEN LANE 131 WASHINGTON ST.
The following legend is possibly responsible for the superstition that pearls bring tears: Back in the times before there was an Orient, on the Island of Travencoe, lived a king who was honest and fair, with his people and who ruled his kingdom with a steady but firm hand. His son and heir was brought up by the father in a manner in which he, too, could rule as the father did. After reaching the age of maturity the father went in search of a mate in order that his strong race would be perpetuated. On an island not far distant dwelt another king whose daughter was equally as well reared as the son of the king, and in the offices of the high priest the union of the two young people was brought about. To this union was born several wonderful children.

The beautiful daughter of the king had several other suitors, however, among whom was a pirate. Learning of the marriage he became very angry and vowed vengeance. Shortly afterwards on one of the festival days, he came with his band, disguised as merchants, and stole the beautiful princess from her home and set sail for his own country. The prince upon learning this was distraught and started with his chart in immediate pursuit, but when he reached the shores of the sea, they found, to their consternation, that the pirate had tampered with the princess's hair and that she could not withstand his charm.

The prince, in his distress, called upon the gods to stop the breezes so that the boats of the pirate could not proceed farther and to allow the winds to stop. The pirate, not to be outdone, however, called upon his gods for breezes so that his boats might continue. In answer to his prayer, the winds blew a gale from the north and a terrific storm took place. After the calm it rained very furiously and the good prince said the rain was the anguish of the heavens. When the storm had subsided, there was naught upon the sea except the wreck of the pirate's vessels. He instructed his men to search the site of the treasure. They removed it from the shell, cemented the shell or surface is found to be much harder than that of the inner shell. When the shell is completed, naturally as the oyster is not a caloriferous animal, it cannot produce heat to make it hard like the pearl.

The real pearl is of two varieties—the oriental and the fresh water. The oriental pearl is found mostly in the Arabian Sea, Costa Rica, Venezuela and Lower California. The best fresh water pearls are found on this continent. In the forms the shell in which the pearl is found they did hundreds of years ago. They grease their bodies, fill their ears with greased cotton and use a diving stone attached to a long cord to guide them. Around their bodies they carry little sacks to place the shells they find. They stay under the water possibly two minutes and in a few instances longer, as they become accustomed to it. Naturally, the modern way to dive for pearls is to use the diving apparatus.

The pearl is found in a variety of the oysters. This is a parasitic sea fish that attaches itself to the mouth of a fish and when it becomes large enough, drops to the bottom of the ocean or river. If the bed of the river is covered with mud, the fish lives. If, however, the bed is mud, the fish dies. Inasmuch as the fish or oyster thrives on lime, we find that the pearl as well as the shell is composed of 90 per cent lime and 10 per cent water and organic matter.

Now the fish or oyster starts the building of its home. The discharge or nacre, which covers the shell, is the organism that enters the oyster and is covered by the discharge. The fact that the shell is constantly turning, gives us the round pearl. So much for the formation of the real pearl.

The Chinese were the first people to discover the possibilities of the cultured pearl. They inserted small idols in the shell and when they died, the shell was cemented as the pearl formed. The Japanese improved on this theory by cementing a small porcelain dome into the shell and leaving it there for four or four years. They found at the expiration of this time that when the abnormal discharge of the oyster this base became thoroughly covered. They removed it from the shell, cemented a round ball to the underportion and thus we have the Japanese cultured pearl.

They have further improved on this by inverting the shell and leaving the porcelain dome in the shell for about seven years in which time we find that the oyster coats the entire pearl and today we have a Japanese cultured pearl which is a real pearl in every sense of the word, except for its base or core.

As pearls are symbolic of purity and innocence and even though superstition says, the pearls bring tears, we prefer to shed tears than to be out of fashion. It seems almost criminal to deprive the average woman of a strand of pearls. Owning to the limited supply of real pearls and their prohibitive price, science has once again come to our aid and we have artificial pearls. Artificial pearls are divided into three classes: mother of pearl base, wax filled and glass base. The mother of pearl base is manufactured from the pearl shell, while the wax filled and glass base pearls are blown. This work requires the most skilled glass blowers and is done in rooms that must be air tight. Inasmuch as the glass base pearl is a most durable one it is treated mostly with this. The glass is manufactured and comes in strips about the size and length of sticks of sealing wax. These pearls are all made by hand and after being finished, are coated with a fish scale essence or nacre. This essence is derived from the bleak fish, which is scraped over a sieve and the scales are pressed and treated with ammonia. This is chemically treated afterwards to get the various colors which are put on the base. It requires approximately 20,000 fish to make one pound of this essence.

Artificial pearls are strung on very fine silk and when used properly their life is permanent. Real pearls, as well as artificial pearls, will lose lustre with time because anyone whose system contains acids which are detrimental to their development. No article ever offered to the American public has received so much attention as artificial pearls, and no woman feels completely dressed unless she has a strand about her neck. Several famous throat specialists say a strand of pearls worn about the neck will remove a goitre more quickly than a strand of amber beads. Maybe, but does amber?

The "Curtain of Pearls" in the Music Box Revue now playing in New York in capacity houses cost over $25,000 to build and in one number in the Marigold Garden Revue now playing in Chicago, over 200,000 artificial pearls are used to costume 25 girls, the costumes being of solid pearls. The future of the artificial pearl rests entirely with the retail jeweler and if he will take advantage of the free publicity, as well as the advertising, inaugurated by responsible pearl concerns, this will be the most profitable item in his store."
HOPEfully yours—

If the discovery, production and marketing of Hope Sapphires and Hope Rubies was of benefit in any field outside the scientific, it was in the Jewelry industry.

The mere production of Hope stones tremendously broadened the potential market of jewelers and jewelry manufacturers; their marketing actually increased business because it brought within the reach of the masses a much coveted product which thru all history had belonged exclusively to the classes.

If this concern can claim one outstanding service in this connection, it is that, while producing business for Hope stones, our efforts were always bent in that direction which would reflect the most good and most business to the jewelry industry as a whole.

We have truthfully endeavored to be, and we shall endeavor to remain, Faithfully, Helpfully and HOPEfully yours—for the good of jewelry.

J. Heller & Son, Inc.
PARIS PROVIDENCE GENEVA
358 FIFTH AVE., NEW YORK

PRODUCERS OF DELTAH PEARLS
GET BIENNIAL REPORT

Former Members of Jewelers' League Receive Statistics as to Insurance Losses from Golden Seal Assurance Society

Members of Jewelers-Manhattan Camp of the Golden Seal Assurance Society held a meeting of Supreme Secretary Bouton, at Roxbury, N. Y., the biennial report that is made to the former members of the old Jewelers' League who now constitute the membership of this camp. The report, which is of December 31, 1921, gives the amount of the old Assurance League mortuary fund, the losses paid in the previous two years, the names and insurance paid, the members who have died, etc.

The report reads:

BIENNIAL REPORT OF THE GOLDEN SEAL ASSURANCE SOCIETY TO ITS MEMBERS WHO WERE FORMERLY MEMBERS OF THE ASSURANCE LEAGUE OF AMERICA

December 31, 1921.

Dear Sir and Brother:

This statement of finances is submitted to you as a formal written statement of his views.

The following Assurance League Death Claims were adjusted, but did not ease until December 31, 1919:

Charles E. Mott, Brooklyn, N. Y., Henry E. Mott, brother, Benef., balance unclaimed, $2,700.00.

The following Assurance League Death Claims were adjusted, but did not ease until December 31, 1921:

Charles E. Mott, Brooklyn, N. Y., Henry E. Mott, brother, Benef., balance unclaimed, $2,700.00.

The following Assurance League Death Claims were adjusted, but did not ease until December 31, 1921:

Charles E. Mott, Brooklyn, N. Y., Henry E. Mott, brother, Benef., balance unclaimed, $2,700.00.

May I again call the attention of those of our members who have not taken advantage of the offer to the benefits of paying premiums once each year instead of monthly? A 5 per cent. discount is allowed when premiums are paid at one time in advance. In case of the death of a member before the expiration of the year and advance payments are received, the amount of the insurance is added to the amount of the insurance. Paying once instead of 12 times per year saves work for both yourself and the secretary, and also reduces the expense connected with making remittances every month. Many members of Jewelers-Manhattan Camp No. 12 are now paying annually and the expense of conducting the business would, I believe, be materially reduced if all who are qualified to do so, would acquire the habit of making annual payments in advance.

Fraternally Submitted,

ARTHUR F. BOUTON,
Secretary.

The officers of Jewelers-Manhattan Camp No. 12 are:


The supreme officers of the society are:

Bill Montague, president; Mell B. Fergusson, vice-president; Arthur F. Bouton, secretary-treasurer, and Dr. W. H. Parker, medical director.

Edge Bill to Regulate Trade Associations

Washington, D. C., May 4.— Favorable action by the Senate on the bill, which was reported adversely and scathingly criticized by Senator Nelson, the present chairman of the committee, in a formal written statement of his views, (Report No. 948, 60th Congress, Second Session).

The Edge bill provides that every trade association shall file with the Federal Trade Commission a statement of its general character, proposed activities, etc. All statistics gathered for their members by trade associations also would be filed with the commission. It is provided also that any trade association may request from the commission a special ruling with respect to the legality of its plan of organization and any agreements or contracts between the association and its members which constitute the working basis of the association.

If the commission concludes that the purposes and objects of the association are not violative of the anti-trust laws, the commission shall approve the plan of organization and operation and the agreement, and issue a certificate.

This certificate would be a "prima facie evidence of the legality of the existence of such association and of the purposes and objects thereof."

H. R. Pick, who formerly conducted a jewelry store at Walnut Ridge, Ark., and who has been in Eldorado for the past year, is contemplating opening a jewelry store in Hoxie.

THE JEWELERS’ CIRCULAR
EDUARD VAN DAM

Van Dam Cutting Means: Diamonds You Can Sell
The Experience of Generations
Benefit From Large Modern Production

No. 2 of Series:
The Skilled Cleaver of Rough

Ask Us for Diamond Service

Cutting Works, ANTWERP
Cutting Works, AMSTERDAM

437 FIFTH AVE. Telephone Murray Hill 5879 NEW YORK

Note: Save this series. You will find it of value. Series commenced in issue of April 12th
Business Morality a Factor in Producing Prosperity

By Roger W. Babson, President Babson Statistical Organization

Written for the Associated Advertising Clubs of the World

EVER since the first recorded cycle—the seven fat and the seven lean years of ancient Egypt—business has run its never ending course, made up of succeeding periods of Prosperity, Decline, Depression and Improvement.

Division of business lines during these thousands of years have been constantly harassed by fluctuations from hard times to good times and then hard times again. Those who have learned to shift with conditions have succeeded—those caught by the adverse currents have gone under.

Here in the Spring of 1922 we find business at low tide after one of the most precipitous declines in history. We remember the feverish activity of 1919 even as we always remember the last period of prosperity. We would fare better if we could remember depression as well but somehow we tend to forget all we have learned and believe somehow that each period of prosperity will be permanent.

The Babson chart universally known shows the regularity of these cycles and illustrates clearly the law of action and reaction which causes them to follow one another with clocklike regularity. It is not difficult from such a basis to forecast coming conditions—in fact, it can be done with a high degree of accuracy in every individual phase of our business, commodity and financial worlds.

These charts, these statistics, these forecasts are but incidental, however, since they measure and reflect only, ignoring the causes.

A strange statement you say for a statistician to make. Yet that is the one conclusion that my 20 years' study of fundamental conditions has brought me to. If we are to iron out the jumps and bumps that beset American business, carrying us from riotous prosperity to disastrous depression, we must get below the surface and deal with causes.

Depressions are not caused by money stringency, as is popularly supposed. Depressions are caused by people trying to build our business world. The cancellation or reenforces or undermines the public confidence in advertising, in business in general, in their fellow men.

If it were as easy to tell the truth as it is to want to tell it the problem would be simplified. Unfortunately one's prejudices and one's enthusiasm tend to overpaint the picture. Resolve in the copy you write this year to tell the cold truth and to tell the whole story. Sincerity outweighs enthusiasm and a pound of frank honesty carries more weight than a ton of claims.

America needs again vigorous men—men like those who overcame hardships and discouragement to build the country we enjoy—men who have vision and courage—men who see their work as an opportunity for service rather than for self.

You advertising men can do more to help, and more to hinder, than any other one group in the business world. For your own sakes, for the sake of business, for the sake of America—set your mark high—set your mark high—set your mark high.

Honesty is second only to religion as the greatest civilizing agent it is also second only to religion. If it were as easy to tell the truth as it is to want to tell it the problem would be simplified. Unfortunately one's prejudices and one's enthusiasm tend to overpaint the picture. Resolve in the copy you write this year to tell the cold truth and to tell the whole story. Sincerity outweighs enthusiasm and a pound of frank honesty carries more weight than a ton of claims.

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You advertising men can do more to help, and more to hinder, than any other one group in the business world. For your own sakes, for the sake of business, for the sake of America—set your mark high—set your mark high—set your mark high.

Honesty is second only to religion as the greatest civilizing agent it is also second only to religion. If it were as easy to tell the truth as it is to want to tell it the problem would be simplified. Unfortunately one's prejudices and one's enthusiasm tend to overpaint the picture. Resolve in the copy you write this year to tell the cold truth and to tell the whole story. Sincerity outweighs enthusiasm and a pound of frank honesty carries more weight than a ton of claims.

America needs again vigorous men—men like those who overcame hardships and discouragement to build the country we enjoy—men who have vision and courage—men who see their work as an opportunity for service rather than for self.

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IF IN MARKET FOR MELEES GET IN TOUCH WITH JAMES J. LOEB & BROTHER IMPORTERS and CUTTERS of MELEE
68 NASSAU ST., NEW YORK
Antwerp, 1 Rue van Lerius Amsterdam, 2 Tulp Straat
Member, the London Syndicate, informs us that there is a tendency towards improvement, and although the market for polished stones has not been very brisk, there is nevertheless a demand for industrial diamonds, which will eventually result in the increase of the price of bort.

PARIS, April 18.—Conditions in this market at the present time are fairly satisfactory, taking into consideration all the various elements that enter into the control of market conditions here. Recently a number of foreign visitors have been in this city, on their way to the Riviera, where the season is now in full swing. There are some novelties being offered in this market in the jewelry line, which are attracting attention, particularly from the ladies. Of late there has been a fair demand for sautoir watches. Many of these have enamelled cases and bands of tiny size, set with small brilliants or diamond roses. The general opinion prevails here that if the condition continues it will undoubtedly have an advantage for the trade in this market. There has also been introduced a fancy watch for men. The business among wholesale firms is reported to be slow, as exports to the eastern and other colonial markets has been greatly hampered by the present world condition. Nevertheless a very optimistic view is held for the future, as it is generally considered that by now the world has passed through the most critical period of trade depression.

BOSTON BUYS BRACELETS

Jewelers of the "Huh" Featuring Arm Bands of All Kinds Which, With Earrings, are Enjoying an Increasing Demand

BOSTON, Mass., May 4.—Jewelers in this city are featuring bracelets of all kinds for which there has been a brisk demand during the last few weeks. At a public affair recently a woman was seen wearing seven bracelets on one arm. They had various stones, with diamonds, onyx and sapphire prevailing. The same woman wore a handsome pearl necklace and carried an elaborate jeweled cigarette case. A jeweler who saw her estimated that the jewelry she wore was worth $150,000.

Though seven, or even four, bracelets, seem an extreme style, bracelets have become more popular than ever. At a leading Tremont St. store recently there were numerous sales of bracelets, women purchasing them with the idea of having different styles of bracelets to suit different gowns. The same thing is true of necklaces, which have become fashionable this year more than hitherto. The most popular stones, according to jewelers, are amethysts, onyx, ivory and amber. The necklaces are bought to match a gown or to set it off by contrast.

Another style that has gained favor since the war is the wearing of earrings, a fact to which any promenader of Tremont St. can attest. Particularly large sales of these have been made of late. The jewelers have noted that with the growth in popularity of earrings, the old idea that there was something ultra smart about them has disappeared, until at present every well dressed woman considers earrings a necessary part of her wardrobe.

A novelty which has been introduced by a local retail firm is ostrich skin leather for pocketbooks, card cases, cigarette cases and handbags and purses.

GEM SMUGGLERS ADMIT GUILT

Two Men Plead Guilty and Are Fined $1,000 and Sent to Prison for Fifteen Days

SYRACUSE, N. Y., May 6—William Abramson, giving his address as Newark, N. J., and Arthur Aranow, of Brooklyn, pleaded guilty in Federal Court here to indictments charging them with smuggling into the United States diamonds valued at $3,200. Each was sentenced to pay a fine of $1,000 and serve 15 days in jail. The fines were paid.

Counsel for the men admitted that they had deliberately planned to smuggle the gems into the United States to avoid payment of duty of about $600. Two of the stones were set and the third unset.

Statistics of the Jewelry, Silver and Kindred Industries of Newark, N. J.

A most interesting table giving the detailed figures in connection with the industries of Newark, N. J., appeared in the Newark Evening News May 26. This showed the number of firms, value of the products, the capital invested, the number of employees, and the salaries and wages paid in about 25 of the leading industries of New Jersey's metropolis and also showed that the jewelry trade stands first in the number of firms, third in the value of the capital invested, second in the salaries and wages paid, and second in the number of people employed.

The following are the figures given for the jewelry, silversmithing, cutlery and leather goods industries:

<table>
<thead>
<tr>
<th>Products</th>
<th>Number of Firms</th>
<th>Value of Products</th>
<th>Capital Invested</th>
<th>Number of Employees</th>
<th>Salaries and Wages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jewelry</td>
<td>165</td>
<td>$22,484,352</td>
<td>$21,145,949</td>
<td>4,141</td>
<td>$6,684,733</td>
</tr>
<tr>
<td>Silversmithing</td>
<td>13</td>
<td>3,831,827</td>
<td>2,112,836</td>
<td>1,006</td>
<td>1,352,880</td>
</tr>
<tr>
<td>Cutlery</td>
<td>18</td>
<td>2,620,301</td>
<td>1,522</td>
<td>1,006</td>
<td>1,352,880</td>
</tr>
<tr>
<td>Leather goods</td>
<td>68</td>
<td>49,597,093</td>
<td>30,246,764</td>
<td>3,899</td>
<td>6,557,893</td>
</tr>
</tbody>
</table>
Oriental Pearls
18 Karat Mountings

In shape, color, lustre and depth of orient, the counterpart of the real gems.

Guaranteed Permanent

For the June Bride
The gift she will always cherish

Their beauty will be undimmed when she celebrates her Silver Wedding.

Leys Christie & Co.
Prepaid Memo on Request
65 Nassau St. New York.
Directors of National Jewelers' Publicity Association closed a two days meeting here last night. Demonstrating their earnest interest in the work which has been accomplished during the year which is regarded as a very quiet year in the trade, all of the members were present, thus vassasing and it was stated that every one feels that good work had been done.

All subscribers have paid promptly, many new pledges were secured and many renewed. The renewal of results which are apparent to subscribers is regarded as a very quiet year in the trade. This meeting. Every one feels that the success of the publicity campaign, its effectiveness is greatly strengthened by the addition of Sydney Y. Ball, of Norris, Alister-Ball Co., Chicago, and Ted Huggins, of A. I. Hall & Son, San Francisco. Mr. Ball and Mr. Ball attended the meetings which were held at the University Club and demonstrated his enthusiasm and it is felt Mr. Huggins will be just as active. Members of the committee present were the following: Representing the wholesale trade: Morris Eisenstadt, of the Eisenstadt Mfg. Co., St. Louis, Mo.; Harry Arnold, M. L. Robbins, vice-chairman, Harvey E. Clap, secretary, and George J. Hess, treasurer.

All the old officers were re-elected and the committee is greatly strengthened by the addition of Sydney Y. Ball, of Norris, Alister-Ball Co., Chicago, and Ted Huggins, of A. I. Hall & Son, San Francisco. Mr. Ball attended the meetings which were held at the University Club and demonstrated his enthusiasm and it is felt Mr. Huggins will be just as active. Members of the committee present were the following: Representing the wholesale trade: Morris Eisenstadt, of the Eisenstadt Mfg. Co., St. Louis, Mo.; Harry Arnold, M. L. Robbins, vice-chairman, Harvey E. Clap, secretary, and George J. Hess, treasurer.


Washington, May 5—An involuntary petition in bankruptcy has been filed against Samuel Minocsky and Jacob J. Levinson, trading as the M. & L. Jewelry Co., 1702 Pennsylvania Ave., N.W., by Cross & Beguin, Hochberger & Glasschief and Saul Smigrod, Inc., all of New York. The petitioners claim that the partnership is insolvent and owes debts in excess of $11,000. They further claim that the two partners are insolvent and they admitted in filing their inability to pay their debts and their willingness to be adjudged bankrupts on that ground. It is claimed by the petitioners that the stock and fixtures of the jewelry company inventory is less than $6,000. The court issued a ruling on the two partners to show cause on or before May 22, why they should not be adjudged bankrupt. Albert E. Steinem was appointed temporary receiver under a bond of $7,000.

Morris Eisenstadt, chairman; M. L. Robbins, vice-chairman; Harvey E. Clap, secretary, and George J. Hess, treasurer.
Established 1866

L&M. Kahnd & Co.
Importers and Cutters of
DIAMONDS
170 Broadway, cor. Maiden Lane, New York
CUTTING WORKS: 29 GOLD STREET
AMSTERDAM: 6 TULP STRAAT LONDON: 23 HOLBORN VIADUCT ANTWERP: 48 RUE SIMONS

OPPENHEIMER BROS. & VEITH
DIAMONDS—PEARLS
PEARL NECKLACES
527 FIFTH AVENUE : : : NEW YORK

GOODFRIEND BROS.
PEARLS
Gem Emeralds and Sapphires
542 Fifth Avenue
NEW YORK CITY

41 bis Rue de Chateaudun
Paris, France
DEATH OF W. M. DAVIDSON
Heart Trouble Carries Off Vice-President of National Railway Time Service Co. at Chicago

CHICAGO, May 4.—Members of the local jewelry trade of this city were shocked Monday when announcement was made of the death of William Murray Davidson, vice-president of the National Railway Time Service Co., with offices in the Garland building.

Up to three years ago Mr. Davidson enjoyed the best of health but since that time had been troubled more or less with a muscular heart affection, and about five weeks ago was compelled to give up active business. He had been confined to his home in the Hyde Park Hotel since that time until his death which occurred early Monday morning.

The funeral was held in the St. Paul Episcopal Church, of which he was a member, Wednesday afternoon and was attended by a large number of his friends and associates in the jewelry trade. Burial was in Mount Hope Cemetery immediately thereafter.

Mr. Davidson was born in Toronto, Can., May 15, 1869, and removed to Chicago with his parents at the age of 13. His first business connection was in the hardware trade, being associated with two or three different concerns of this city. In 1897 he became connected with the house of J. W. Forsinger & Co., which was later connected with the house of J. W. Forsinger & Co., with offices in the Garland building.

In 1897 he became president of the National Railway Time Service Co. The following December Mr. Davidson and Mr. Ackert took over the entire business and since that time Mr. Davidson has been vice-president of the corporation.

In August, 1902, Mr. Davidson was married to Miss Carolyn Thompson, of this city, and is also survived by one brother and two sisters.

Mr. Davidson was very well known and liked in the trade of this city. He was an active and popular member of both the Chicago Athletic and the South Shore Country Clubs, and was one of the first members of the trade elected to associate membership in the Golden Roosters.

THE JEWELERS' CIRCULAR

THE LATE W. M. DAVIDSON

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STEEL CURTAIN FAILS

Window Thieves Circumvent Protection Device in Chicago Jewelry Store and Escape with 20 Diamond Rings

CHICAGO, May 6.—None of the four motion picture companies which made pictures last August when the patent steel curtain installed in the window of Barnett Bros., at 240 S. Michigan Ave., was successfully tested as a security against window bandits, were present this morning at 3:30 o'clock when the shutter was again tested.

On about this hour an auto in which was seated a stylishly dressed woman wearing a large black hat and cream colored wrap, and four men stopped in front of Barnett Bros. store. Two of the men got out of the machine, sustained the window obtained 20 fine diamond and platinum rings, returned to the car and whirled west in Jackson Blvd., at a speed estimated by witnesses of 40 miles an hour. The value of the rings taken could not be given until an inventory was taken.

This steel curtain which was described in the JEWELERS' CIRCULAR last August works automatically and the slightest vibration causes it to fall and lock. At that time a brick was thrown through the glass and the curtain fell so quickly that no one had time to reach in the window before it dropped.

This morning a long scantling was shoved through the glass at the proper height and so quickly that one of the bandits was able to hold up the steel curtain until the jewelry had been removed from the window.

When the rifle squad under Lieut. Peters arrived they found the curtain resting quietly on the scallanting and the few witnesses to tell how it all had happened. A scrub woman working on the second floor of the building had heard the crash of glass and looked out the window. The man holding up the curtain pointed a revolver and told her to duck back or he would take a shot at her. She immediately notified the police by phone.

The jewelry store of Trask & Plain, located for 50 years on the corner of Fox St. and Broadway, Aurora, Ill., has been discontinued. Former employees of the concern, Louis Frazenhoff, Walter Tuckerley and N. J. Leon, have formed a new company to be known as Trask & Plain, Inc., and will open an establishment at 5 N. River St. in the DuSable block. Incorporation papers for the new company have been received. Mike Plain will retain his interest in the business but plans to retire from active service, having announced his intention to spend part of his time at Hendersonville, N. C., where he has purchased a homestead of 75 acres.

TWO CHICAGO ROBBERIES

Burglars Chop Way Into Store of Moses Safir, and Bandits Hold Up Store of Louis Kirschbaum

CHICAGO, May 6.—South Halstead St., made the front page of the papers again this week on two occasions.

The first was in the case of the Safir Jewelry Co., Moses Safir, proprietor, at 126 S. Halstead St., was robbed of 400 watches valued at about $5,000. When Mr. Safir arrived at the store in the morning he discovered a hole in the ceiling and store considerably mussed up. The flat above his store is vacant and robbers had gained entrance to that and chopped through to his store. Mr. Safir had three large safes in his place but the watches taken were of the cheaper grades left in the stock drawers for want of room in the safes.

The second case was more thrilling, and the victim, Louis Kirschbaum, of 630 S. Halstead St., estimates his loss in jewelry and cash between $6,000 and $7,000.

The customary three men using the usual methods bound and robbed him. The night before the robbery one of these same men entered his store and spent considerable time looking at the stock and finally left a small deposit on a ring he selected. The next morning about 9 o'clock a man entered and asked to be shown some diamond scarf pins. Just as the jeweler displayed these the second man entered and ordered him to hold up his hands. The bandits herded him into the back room, bound him and took $40 from his pocket. While he was being tied up a third man entered and was identified by Kirschbaum as his patron of the night before.

The three men then gathered up the jewelry in the open safe, and Kirschbaum a pleasant 'Good-bye,' ran to the corner, jumped into an automobile and drove rapidly away. An architect in charge of a building across the street became suspicious and went into the shop where he found Kirschbaum and released him.

Mr. Kirschbaum has been in business only a short time and this is his first experience with bandits. His loss is covered by insurance.

Post Office Department Warns Merchants to Watch Out for Stolen Money Orders

PITTSBURGH, Pa., May 6.—The Postal Department at Washington has sent out notices warning merchants to be on the lookout for the following stolen money orders, with the numbers as indicated and places from which they were taken:
EICHBERG & CO.

Established 1860

Importers and Cutters of
DIAMONDS

CUTTING WORKS
155-157 Summit Street
NEWARK, N. J.

OFFICE
65 Nassau Street
NEW YORK

Wm. S. Hedges & Co.

IMPORTERS OF
DIAMONDS

No. 170 Broadway
(Formerly Maiden Lane)
NEW YORK

FRANK JEANNE, President
C. L. BLEECKER, Vice-President
DANIEL PRICE, Secretary
WM. C. GRUNER, Treasurer

ESTABLISHED 1878
INCORPORATED 1911

SAUNDERS, MEURER & CO.

ESTABLISHED 1860

Diamond Cutters
IMPORTERS OF
Pearls, Emeralds, Rubies, Sapphires
522 FIFTH AVE., NEW YORK
PEARL NECKLACES

GEM BRILLIANTS
FANCY SHAPED DIAMONDS
The Jeweler's Circular

New Styles in Wedding Rings—Unique Novelities in London Shops—Discovery of Mummy Caves Adds Strength to Theory About Vaal River Diamonds

**LONDON**, April 25.—Purity of metal no longer is the chief consideration when selecting a wedding ring and the wedding jewel here now finds that the more novel his range of goods in the ring line the wider his circle of sales. Fashion is a remorseless disciplinarian and the retail jeweler finds that it is an unprofitable game to stock the old-fashioned rings that used to be in demand by people becoming engaged or married. Not so very long ago, the jewelers say, you could not hope to sell any style of wedding ring but the heavy and cumbersome design. The groom insisted on having weighing anything, and 22-Karat gold for his money. The bride backed him up in this. Any other sort of wedding ring would have seemed sacrilegious. The narrower the ring is now desired. The lighter in weight the better. Stodginess has given place to slenderness, 22-Karat gold to platinum. The narrow court ring today basks in the sunshine of popularity, and jewelers are stock-ing court rings that are thin, wide and rounded outside and are extremely light and artistic in design. The only time the jewelers bring a guinea-gold heavy ring out of the dark corners is when the country cousins come to town. For country cousins getting married do not always fall for the latest in jewelry fashions. And the country cousins really are a blessing to the wedding ring line, for it enables him gradually to work off the hoary stocks of unfounded and forgotten and unwanted rings of heavy and unchanging pattern. Wedding rings get smaller in width each season here and women married before the war and having the old-style wide and heavy wedding ring of gold are having them made over into the newer shape. In connection with the changing styles in wedding and engagement rings an Evening News reporter canvassed west-London jewelers, recently and the consensus of opinion was that the narrow, thin wedding ring is now "napoo." A Mayfair jeweler stated that he had been in the retail jewelry trade 40 years and that the whole gamut of unwritten regulations governing the traditional wedding ring had been changed in recent years. For 40 years ago, he said, you would have inducted a prospective bride had you offered her a court ring of the type now used by 11 out of every 12 couples getting married. Smart engagement rings today, he said, are bands of diamonds set in platinum. The modern keeper is a ring of delicate engraving.

Some of the west-London shops are offering unique displays of pearl, ivory and jade presented through the medium of eastern designs. There are Budhas from India in which delicately carved ivory work offset with precious stones are a feature. Chinese jewel trees with leaves of jade and bloom of ivory and pearl make ideal display mediums. In personal jewelry lines the delicate and artistic designs hold first place in popularity. The newest thing in cigarette cases consists of a tiny jeweled case suspended from an enamel and diamond ring to be worn on the finger. The case itself is cylindrical in shape, of black enamel and is encrusted with jewels.

The trade learns from Switzerland that the jeweler Sondeheimer, who was charged with usury in connection with the loans advanced the late King Karl on security provided by the Austrian crown jewels, has been acquitted. An inquiry was instituted against the Berne firm of which Sondeheimer was manager, the contention being that the jeweler arranged with French dealers to exploit ex-realty of Europe and charge excessive interest for the advances. The firm's books were ordered seized by court. It is now stated all the negotiations concerning the actual pledging of the jewelry were conducted by agents.

The discovery of mummy caves 60 feet below ground 100 miles west of Johannesburg is strengthening the theory that the Vaal river diamonds had for their source an underground stream. Large sums have been spent in trying to discover the source of these gems but so far without result. It is now understood that, as a result of the new interest revived in the mummy "mines," the South African government is going to conduct a scientific investigation of this cave territory. In 1912, it seems, the son of a farmer owning the ground in which these caves have been found, stumbled on some caves with a schoolboy friend and traversed for miles underground with the aid of a packet of candles. They said there was the sound of rushing water beneath their feet. If this really is an underground river it is hoped that the mystery of the Vaal river diamond source is going to be cleared up.

**BROOKLYN JEWELER ROBBED**

Four Bandits Who Are Alleged to Have Held Up Emil Rothfeld and Escaped With Jewelry Worth $3,000 to Be Tried Today

Four men charged with holding up and robbing Emil Rothfeld, a jeweler at 358 Knickerbocker Ave, Brooklyn, N. Y., on Saturday, April 29, will be placed on trial to-day (Wednesday). The men, it is charged, held up the jeweler and after forcing him behind a safe stole jewelry worth $3,000. According to the police the men have confessed to committing the theft.

Mr. Rothfeld was alone in his store at about 11 o'clock in the morning of April 29 when four men entered the place and demanded that he throw up his hands. After obeying the command the jeweler was forced behind a safe in the rear of the store and while two of the men stood guard the other two grabbed what jewelry they could. They then ran from the place and jumped into an automobile, which was standing a short distance from the store, and escaped.

The robbery was at once reported to the police and within a few days detectives Woolfe, Kaufman and Haminger arrested four of the alleged bandits. It was learned later that a fifth man drove the car in which the bandits escaped.

The four arrested are described as Anthony Caputo, Thomas Caccia, Rosario Gambini and Frank Vespole. It is claimed they have all confessed but nevertheless they have entered pleas of not guilty. None of the jewelry has been recovered.

**JACKEL FOUND GUILTY**

Man Who Was Once Convicted of Murder in the First Degree Now Must Pay Penalty on Second Degree Conviction

**PHILADELPHIA**, May 4.—George Jackel, 31 years old, Sears St, near Front St., who with Harry Lessner held up the jewelry store of Samuel Bugay, 7th St. near Ritten last June, was convicted of murder in the second degree this afternoon before Judge Finletter.

It will be recalled that Jackel had previously been convicted of murder in the first degree before Judge Finletter; he was granted a new trial. Following the robbery at the jewelry store Lessner shot and killed Isadore Rabinowit, a pedestrian. Jackel, who was with Lessner at the time, was charged with murder along with Lessner. Lessner has been convicted and has been condemned to be executed during the week of June 26.

Jackel has been under an intense nervous strain since the trial started last Tuesday and when the jury filed into the court room, after two hours and a half of deliberation, his face twitched and he clutched the table in front of him as he was asked to stand up to hear the verdict. The foreman of the jury spoke slowly as he pronounced the word "guilty" and paused slightly. Jackel thought he again had been convicted in the first degree. He collapsed and sank into his chair, buried his face in his hands and sobbed violently. Then his attorney told him "buck up; it's second degree." Jackel then raised his head and muttered "Thank God! thank God!" and broke out weeping again.

Jackel's mother was in the court room and began weeping for joy on hearing that her son had escaped the electric chair.

Following the announcement of the verdict, Assistant District Attorney Kelly asked Judge Finletter to impose sentence. The court declined; and in deferring sentence said he wanted to consider the case.

Jewelers' Gold Bars Withdrawn and Exchanged at New York

The U. S. Assay Office reports:

<table>
<thead>
<tr>
<th>Weekly Period: May 6 to May 12, 1922</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold bars for gold coins...</td>
<td>$849,094.69</td>
</tr>
<tr>
<td>Gold bars for deposit...</td>
<td>66,307.14</td>
</tr>
<tr>
<td>Total</td>
<td>$849,094.69</td>
</tr>
</tbody>
</table>

Of this the gold bars exchanged for gold coin are reported as follows:

<table>
<thead>
<tr>
<th>Exchange Period: May 1 to May 7, 1922</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 1</td>
<td>$224,011.11</td>
</tr>
<tr>
<td>May 2</td>
<td>220,950.91</td>
</tr>
<tr>
<td>May 3</td>
<td>220,950.91</td>
</tr>
<tr>
<td>May 4</td>
<td>220,950.91</td>
</tr>
<tr>
<td>May 5</td>
<td>105,039.84</td>
</tr>
<tr>
<td>May 6</td>
<td>31,194.33</td>
</tr>
<tr>
<td>Total</td>
<td>$782,787.55</td>
</tr>
</tbody>
</table>
Isgomar Goldsmith & Co.,
180 Broadway, New York.

IN STOCK
Square cut Diamonds in straight sizes
and matched for Bracelets, Rings and
Pins. Just one feature of our diamond
service.

AMSTERDAM
6 TULP STRAAT
ANTWERP
4th RUE SIMONS

Artificial Pearl Necklaces
a superior reproduction
direct from France

GATTLE & HUNTER
576 Fifth Ave., at 47th St., New York
Telephone Bryant 7085
Importers of Pearls, Diamonds and Other Precious Stones

PEARL TASSEL EFFECTS
IN
Seed Pearl Bracelets and Pearl Sautoirs

ORIENTAL PEARL NECKLACES
From $25.00 Up

SEED PEARL NECKLACES
The most complete line of above on the market

CROSSMAN COMPANY
3 Maiden Lane New York
In view of the various reports as to the action of the Grand Encampment of Knights Templar in regard to the contract covering the manufacture of the official button of the order and the different versions of what took place at the Triennial Conclave held in New Orleans April 24-27, The Jewelers' Circular wrote to the new Grand Master, Leonidas P. Newby, at Knights-town, Ind., asking for an authoritative statement of the action of the Grand Encampment as to the manufacture and sale of the Knights Templar Button, and Mr. Newby, under date of May 5, has replied as follows:

GRAND ENCAMPMENT OF KNIGHTS TEMPLAR OF THE UNITED STATES OF AMERICA

Leonidas Perry Newby, Grand Master

Knights-town, Ind., May 5, 1922.

Editor Jewelers' Circular:

In answer to your questions of May 3, 1922, will say that I find that on the 3rd day of November, 1919, Charles G. Douglas sold, assigned and transferred to the Grand Encampment, Knights Templar of the United States, his application No. 320270 for letters patent on certain emblem to be used on Knights Templar jewelry, etc.

That on the 16th day of November, 1920, letters patent No. 56587 was granted to the said Charles G. Douglas upon his application above mentioned in which he was authorized to use an ornamental design for a medal, badge, button, pin, ring, flag, banner, pennant, or other articles of a similar nature.

That on the 16th day of September, 1919, the Grand Encampment, Knights Templar, having adopted said emblem and in consideration of the fact that the said Douglas assigned said patent and other rights to said Order of Knights Templar, it was agreed by the then Grand Master, Joseph K. Orr, that the Douglas Manufacturing Company, its successors or assigns, have the sole and exclusive right to manufacture, make and sell any and all kinds of jewelry, etc., of the same design as above mentioned for a period of three years.

I have not yet received a transcript of the action of the Grand Encampment at New Orleans on May 27 but I was present when action was had and my recollection is that it was ordered by the Grand Encampment that this contract with the Douglas Manufacturing Co. be continued for a period of three years from the expiration of the present contract.

Respectfully yours,

(Signed) Leonidas P. Newby,

Grand Master.

During the recent convention of the National Wholesale Jewelers' Association at Atlantic City, a telegram was received from New Orleans stating the manufacture of the official button of the Knights Templar had been thrown open to all manufacturers, but a report received later stated that the contract with the Douglas Mfg. Co. of Philadelphia for the exclusive control of this button had been renewed.

It was stated in explanation of the conflicting reports that the telegram to the National Wholesale Jewelers' Association had been sent after the report of the committee had been rendered but this report had been revised later by the action of the delegates at the conclave.

Still later it was reported that the action of the delegates was not adopted by the Grand Commander and that final decision was left with the incoming Grand Master who was to appoint a committee with power to act. Mr. Newby, whose letter appears above, is the incoming Grand Master referred to.

S. Kind & Son, Philadelphia, Pa., Entertain Employees at Dinner, in Celebration of Fiftieth Anniversary of the Concern

Philadelphia, Pa., May 6—In connection with the 50th anniversary of the founding of the firm of S. Kind & Sons, diamond merchants, jewelers and silversmiths at 110 Chestnut St., a dinner is to be given employees on next Wednesday evening.

An elaborate menu has been prepared which contains a photograph of Samuel Kind, founder of the concern. He started the business on May 10, 1872, and continued actively as its head until his death July 11, 1915. Speakers at the dinner will be Harry K. Mitchell, who will speak on the topic of his remarks; Oscar Kind, who will address the employees on next Wednesday evening.

The program of the banquet menu also contains half-tone photographs of Frank Kind, Oscar Kind, Philip Kind and the following honored guests: Harry K. Mitchell, the dean of the service who has been continuously associated with the firm since 1877; Harriet E. Gauss, Joseph W. Halberstadt, Louis Kind,免税 Oppenheimer and Walter C. Ross. The menu also lists the names of the participants in the banquet.

TWO ARRESTS MADE

Men Taken Into Custody on Charge of Having Robbed Max Berenstein, Baltimore, Md., Jeweler, Deny Their Guilt

Baltimore, Md., May 6—Two arrests were made this week in the robbery attack on Max Berenstein, jeweler, 2317 Whittier Ave., who was held up near his home on April 25 and robbed of jewelry, including hundreds of loose diamonds, estimated in value at $140,000. The accused gave their names as Bernard Livingston, 26 years old, formerly of New Orleans, and Frank J. Allers, 25 years old, 1007 St. Paul St. Berenstein identified both men as arraigned before Magistrate J. H. Stanford, Central Police Station Tuesday and were held without bail for a further hearing May 12.

Livingston and Allers are each charged with "robbing Berenstein of jewelry valued at $140,000." The arrests were made by Detective Lieutenants C. F. Harringer and John Herchenhahn on information developed by Lieutenant of Detectives H. P. Schanberger. Both men maintain their innocence.

Against the declaration of innocence by the accused Berenstein positively identified Allers as one of the two men who attacked him in broad daylight and rained blows on his head with a club. Berenstein told the detectives that he saw Livingston a short distance from the scene of the attack. Livingston was known to Berenstein, as Livingston also is engaged in selling diamonds and jewelry. Livingston took his arrest coolly and he entered an emphatic denial when informed that Berenstein had accused him of being implicated in the robbery.

Berenstein told the police that Livingston was in his company on Monday, the day before the robbery, and that he (Berenstein) told Livingston that he was going to make a "trade" trip to Washington the next day. On the Monday in question Berenstein is alleged to have intrusted a diamond weighing nearly two carats to Livingston for sale. The sale did not materialize and the stone was returned to Berenstein. Livingston admitted that he received the stone from Berenstein but he denied that he was implicated in any untoward design against the jeweler.

A few seconds after the attack Berenstein, according to his statement observed Living- ston in the immediate neighborhood. Living- ston told Detective Captain Mc Govern that he "went to New York on the morning of April 25 and that he in no manner participated in the theft of the gems from Berenstein." Allers, one of the alleged ring-leaders of the attack was trapped as he attempted to escape from his garage in a high-powered automobile. He denoted the accusation made against him and refused to make a statement to the detectives although pressed to do so.
576 Fifth Ave., New York

Specialists in Genuine Oriental Pearl Necklaces and Individual Pearls
Finest Selection Rare Gems

Frederick W. Rauch
522 Fifth Ave. New York

Pearl Necklaces
created by an expert in the perfect blending of color and graduation of size

Pearl Ropes Loose Pearls for Additions
Fancy Cut Diamonds and Precious Stones
THREE BROTHERS INDUCTED

Federal Grand Jury Finds Cause for Holding Alex Arnow, Bankrupt, on Charge of Concealing Assets and His Brothers for Aiding Him

A Federal Grand Jury, sitting in the United States District Court, handed down three indictments last Thursday, one charging Alex Arnow, dealer in diamonds and jewelry, 6 Maiden Lane, with concealing assets in bankruptcy and the other two charging his brothers, Morris and Harry C. Arnow, with aiding and abetting in the alleged concealment. The three indicted men will be arraigned shortly before the criminal branch of the United States District Court.

In the indictment against Alex Arnow, he is charged with violating Sec. 29(b) of the Federal Bankruptcy Act which makes it a felony to conceal assets from a trustee in bankruptcy. This specific part of the indictment alleges that Arnow concealed and still has in his possession personal property valued at $100,000, which is held by the trustee in bankruptcy, about $45,000 worth of assets. Both Morris and Harry C. Arnow are charged with violating Sec. 332 of the Federal Bankruptcy Act, in which it is alleged they aided and abetted their brother in the alleged concealment of assets. Punishment for these crimes in the event that the men are convicted, is two years for each in the Federal Penitentiary.

Last January an involuntary petition in bankruptcy was filed against Alex Arnow. A few days later Percival E. Wills was appointed receiver.

The indictment of the three Arnow brothers is a direct result of a careful examination which has been going on for many months, through the efforts of the Fighting Fund of the National Jewelers Board of Trade, and also for the receiver and for many of the creditors, and by William Jasie, associated with Mr. Wills in handling the case. These examinations were conducted before referee in bankruptcy, Seaman Miller.

At these examinations among interesting features was one in which Alex Arnow claimed to have lost large sums of money legally on several sporting events such as the World's Series between the two New York baseball teams last Fall and numerous boxing bouts. It also was learned at these examinations that the books of the bankrupt contained numerous erasures and obliterations and also that the bankrupt kept two bank accounts in names other than his own.

It is understood that toward the close of the examination Alex Arnow refused to answer practically every question put to him by the examining counsel on the ground that his answers would tend to implicate or degrade him. Further it is claimed that on the same grounds he refused to sign his testimony.

Standing Committees of the A. N. R. J. A. Appointed by President Hufnagel

President Hufnagel of the American National Retail Jewelers' Association has appointed the following standing committees of that organization for 1922 which include the following:

AUDITING AND FINANCE: Henry F. Stecher, Chairman, Milwaukee, Wis.; George T. Beach, Valparaiso, Ind.; George Gernier, Council Bluffs, Ia.; G. J. Daum, Port Clinton, O.; F. Pieper, Covington, Ky.


BRIEFGOONDISAPPEARS

Los Angeles Diamond Man With Gems Worth $20,000 Reported Missing at Denver by His Bride of Two Weeks

Denver, Colo., May 8—The Denver police have a mystery on their hands that involves the disappearance of a jeweler and also the disappearance of $20,000 in gems and $4,000 in currency which he had in his possession.

The missing man is described as Isadore Kliman, a Los Angeles diamond dealer, who is believed to have met with foul play; that is, at least that is the theory advanced by his bride and his friends in the reports given to the Denver police.

Mr. Kliman and his bride were married two weeks ago and have been on a honeymoon trip. They arrived in Denver on Friday and registered at a hotel from which the missing man departed Saturday morning.

From the time he left the hotel no trace of him has been found and he seems to have completely dropped out of sight. Mr. Kliman had taken the diamond with him, as he intended to do business in the course of his trip and this and the $4,000 cash were in his clothes when he went away.

No reason can be assigned for his disappearance and that is why his friends fear that he was held up by robbers who were following him to get his gems.

No further details of the robbery were received up to the time THE JEWELERS' CIRCULAR went to press. No lists of the Los Angeles jewelers in possession of THE JEWELERS' CIRCULAR appear in the Los Angeles newspapers in New York contain the name of Isadore Kliman, but it is possible this may have been mis-spelled in the transmission of the telegraphic dispatch.

A meeting of several of the optometrists of Hartford, Conn., and surrounding towns was held at the City Club last Friday evening for the purpose of organizing a county association. The gathering opened with a dinner which was followed by a business meeting, at which William S. Todd, with Brown, Thompson & Co., Hartford, presided. Mr. Todd is chairman of the department of education of the American Optometric Association and he presented some very interesting facts in connection with the proposed local association. The following officers were elected, President James H. Carus, optician, 847 Main St., vice president, Edward J. Brown, optician and jeweler, 214 Asylum St.; secretary and treasurer, Raymond J. Corey, optician, 174 Asylum St. It was also voted to have the president of the new organization appoint committees to prepare a program for meetings next Fall and Winter. The name of the new association will be announced later and it is hoped that many new members will be added soon.
SAPPHIRES
EMERALDS

STAR SAPPHIRES
CALIBRE
ALL SIZES
EMERALD CUT and SQUARE CUT
Upward to 5 carats for single stone rings.
FANCY SHAPES
Cut to order from the Rough.

HENRY GREEN
527 Fifth Avenue  New York

FREUDENHEIM BROS & LEVY
2 MAIDEN LANE  170 BROADWAY
NEW YORK CITY
DIAMOND IMPORTERS

WHILE THEY LAST!!!

3/0 SIZE 15 JEWEL 20 YEAR SPECIAL WALTHAM BRACELET WATCHES
WITH DISAPPEARING EYE COMPLETE WITH DISPLAY BOX

See Pages 45-47

$13.00 EACH NET

A. H. POND CO., INC., SYRACUSE, N. Y.
PRACTICALLY EVERYTHING SOLD OR USED IN A JEWELRY STORE
THE JEWELERS' CIRCULAR

held that position at the time of his death. Mr. Oppenheimer was a member of the Jewelers Fraternal Association and was a past master of the Adytum Lodge of Masons in Brooklyn.

Deceased is survived by a widow and mother. The body was taken to Baltimore, Md., where funeral services were held at the Emersonian Apartments last Sunday.

Silver Cup Presented to Lady Astor by the Women’s Clubs of Danville, Va., Her Birthplace

DANVILLE, Va., May 5.—The Hodnett & Speer Co., jewelers and opticians of this city, furnished the beautiful silver cup presented Viscountess Nancy Astor, at the reception tendered to her this afternoon at the Memorial Mansion by the women’s clubs of this city. Danville is Lady Astor’s birth

place and her reception here was of the most cordial character.

The clubs associated in giving the affair were the Shakespeare Study Club, the Wednesday Afternoon Club, the Garden Club, the Business and Professional Women’s Club, the Music Study Club, the United Daughters of the Confederacy and the Daughters of the American Revolution.

In addition to the cup, Lady Astor received an illuminated ordinance notifying her of the naming of a street in her honor. The loving cup, which is 16½ inches high, has a capacity of nine pints and was engraved in the shop of the Hodnett & Speer Co. with the inscription:

To Audrey Virginia Filomena Matron Vetusae
(The beloved Virginia gives a daughter to her own old mother, To Vindexs. NANCY LANGHORNE ASTOR.} May 5th, 1922. Danville, Virginia. Her Birthplace.

Blood is thicker than water.

On the reverse is the following verse:

“There is a spirit of a place
That calls to us through time and space
A sky also a soil beneath
Appealing from our native heath.”

GETS PRISON TERM

Four Years in Maryland Penitentiary Ahead of Frank Perfomer, Who Attacked Baltimore Jeweler

BALTIMORE, Md., May 6—Four years in the Maryland Penitentiary was the sentence meted out by Chief Judge Gorter, in the Criminal Court, to Frank Perfomer, a native of Quebec, Canada, Tuesday when he was convicted of robbery and assault on Aaron Blankfeld, jeweler, 1746 Eastern Ave.

As previously told in THE JEWELERS' CIRCULAR, Perfomer visited Blankfeld’s store six weeks ago just a few minutes before closing hour. The visitor asked to see a clock. Not suspecting an attack the jeweler, who was alone in the store, turned his back to take a clock from a shelf when he was dealt a blow with an iron pipe. The blow glanced and the jeweler turned to seize his assailant, crying loudly at the time. Other blows were struck by the attacker, but the jeweler put up such a fight that Perfomer fled from the store leaving his weapon behind.

Perfomer was chased for a block by two policemen and finally taken from the roof of a garage. The weapon used by the jeweler was exhibited in court. The case was prosecuted by Herbert R. O'Connor, assistant State’s Attorney. The jurist held that a man meeting such an attack need expect little mercy.

Maker of Eversharp Pencils Wins Suit Against Vendor Who Used Misleading Advertising

The Wahl Co., of Chicago, maker of Eversharp pencils, won a notable victory against false and fraudulent advertising in Special Sessions Criminal Court, New York, on Monday, May 8, when Max Cohen, an itinerant dealer, pleaded guilty to a charge of using the Eversharp name to fool the buying public.

Cohen, who had rented a vacant store room at 1627 Broadway, filled the window with dollar bills and cheap tin pencils. A large sign suspended in the window announced "$1.50 Pencil Eversharp" in big letters, the type being similar to the type used by the Wahl Co. Beneath this in very small letters was the word "Leads." Beneath this in turn was a large "Now 19c." Two other signs of somewhat similar style, it is claimed, conveyed the false impression that Cohen was selling Eversharp pencils at 19 cents. Customers found that instead he was selling Eversharp leads at 19 cents, which is four cents higher than the retail price. The cheap tin pencils were also sold for 19 cents. He was arrested and arraigned before a magistrate who held him for criminal court.

The plaintiff expressed itself as satisfied that it had stopped the practice and the court reserved sentence upon Cohen. This is the second successful fight which the Wahl Co. has waged in New York to prevent a trademarked name against fraudulent use. Another dealer set up several temporary places of business in Brooklyn and was fined $25 by Justice Benedict for contempt of court when he refused to obey an injunction restraining him from using the name Eversharp.

New York Jeweler Held to Answer Charge of Selling Buckle Marked “Sterling,” Which Assayed Below the Standard

The campaign against alleged violators of the New York State Stamping Law by the Good and Welfare Committee of the National Jewelers Board of Trade and other organizations in the industry working with the Bureau of Weights and Measures is still continuing actively. The latest development in this campaign was the summons served on Charles A. Keene, jeweler at 180 Broadway, New York, and a saleswoman to answer a charge of selling a belt buckle marked “sterling,” which it is claimed does not assay up to the mark required by law.

On Tuesday, May 2, after THE JEWELERS' CIRCULAR had gone to press, Mr. Keene and the saleswoman who, it is claimed, sold the buckle to Inspector Thomas F. Morgan of the Bureau of Weights and Measures, were brought before Magistrate Corrigan in the First District Magistrate’s Court at which time both defendants pleaded not guilty. A hearing of the case was held immediately after, at which time Inspector Morgan testified that on April 20 he purchased two silver belt buckles marked “sterling” for 38 cents each. Mr. Biglin, who accompanied Mr. Morgan to the Keene store at the time he made the purchase substantiated the former witness’s testimony. B. G. Shields, United States Assayer, was also called as a witness and stated that the buckle which he assayed showed .656 pure silver.

It was brought out at the hearing that a belt buckle sold as “sterling” must contain silver. It under the law of New York State, .925 pure silver.

Henry S. Goodspeed, attorney for Mr. Keene, argued at the hearing that the mark “sterling” which appeared on the belt buckle only applied to that part so marked and did not apply to the cam and other parts. Magistrate Corrigan, however, held both defendants for the Court of Special Sessions under $25 bail each.

Death of Ernest H. Oppenheimer

Ernest H. Oppenheimer, for a number of years New York representative of the Morse-Andrews Co., manufacturing jeweler, Attleboro, Mass., died last Friday at Mt. Sinai Hospital. Mr. Oppenheimer under- went an operation at the hospital on Mon- day, May 1, and on Wednesday appeared to be on the road to recovery. He suddenly suffered a relapse and finally passed away at 2 o’clock on Friday afternoon. Mr. Oppenheimer was born in Baltimore, Md., and at the time of his death was in his 42nd year. He was the son of the late David Oppenheimer, formerly a well known wholesale jeweler in Baltimore, Md. Some years ago, Mr. Oppenheimer was a member of the firm of Oppenheimer-Brussel & Co., importers of fancy goods. The business was located in the Flathion building. That concern later went out of business and for a short time Mr. Oppenheimer was affiliated with the Vincent Mfg. Co., manufacturing jeweler’s precedence, R. I.

About seven years ago he became representa- tive of the Morse-Andrews Co. and

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ALL THIS—for YOUR convenience

Superb NEW and enlarged offices. Most accessible office of its kind, from any part of New York or to out of town clients.

Greatly amplified stocks, to meet every requirement.

Expert attendants whose technical knowledge is at your disposal.

The Nordlinger Service Has Always Been Best; Today it is 100% Better Than Ever.

H. NORDLINGER'S SONS, Inc. 70 WEST 40TH
Imports and Dealers in Precious and Imitation Stones

DIAMONDS
and ENTIRE JEWELRY STOCKS
BOUGHT FOR CASH
No Quantity too Large—No Quality too Fine

JACOB SCHOEN
"The Cash Diamond House"

STONES FOR EARRINGS
in
Black Onyx, New Zealand Jade, Crystal, Chrysoprase Onyx,
Blue Onyx, Lapis, Aventurine, Amazonite and Others.

ESPOSITER, VARNI CO., INC.
Lapidaries and Importers of Precious Stones

A. & S. ESPOSITER
33-35 West 46th Street
NEW YORK

EXPERT LAPIDARIES
HIGHEST PRICES PAID FOR FINE
ROUGH GEM MATERIAL
May 10, 1922.

THE JEWELERS' CIRCULAR

Illinois Jewelers Hold Annual Convention

Members of State Retail Jewelers' Association Meet at Chicago—Business Problems Discussed, Resolutions Adopted and Officers Chosen for the Ensuing Year

Chicago, May 3.—A slow beginning but a fast ending tells the story of the 15th annual convention of the Illinois Retail Jewelers' Association which closed here last night with a dinner dance in the crystal room of the Sherman Hotel.

The attendance was not large when President Smith called the meeting together Monday morning, but this was made up by the earnest enthusiasm of those present. Some of them claimed later that their watches were set to the new time, which went into effect that day, but their habits were not well adjusted.

Throughout the convention there was an enthusiasm and interest that has marked the coming year tell for organization work in this State. About 50 new members were added in Chicago alone during the session, which has become so common that school children can read. In fact some of the matter is so open to criticism and if the manufacturer or the wholesaler really has the interest of the trade at heart and wants the business of the legitimate jeweler, he will not insist from such matters when he knows it is condemned by the very people he hopes to sell by the method. It is not necessary to declare a boycott or make any threats. Consider our resolution, adopt it and instruct our representative to the National to see that same such resolution is passed at the National. Ask the trade papers to give it publicity, and I believe that in a short time the manufacturers and wholesalers will cease to send these plain net prices under any except first class mail, and then it is the fault of the jeweler if the public becomes acquainted with the net prices. Right here I want to say that the retailer is largely responsible for much of the intransigence that reaches the public. They leave matters lying around where it should not be left. We must all work together on this because it is useless to ask the wholesaler to protect us when we make little or no effort to do so.

There may be many serious matters before conventions of retail jewelers this year, but I do not believe there is one more important than this, and I hope you will consider the matter carefully and act decisively in the matter. By giving the matter publicity I am sure other States will join us in this.

Another matter I would like to see adjusted in some way is the matter of prices in catalogues. But I believe that no action should be taken on a matter like this which involves so much without a thorough investigation and conference between all parties concerned. I am sure that houses that publish catalogues lose thousands of dollars in sales each year because the jeweler will not show the catalogue to the customer. The "Catalogue Discount" has become so common that school children know that you cut it in half. As I am not prepared to offer a feasible remedy I am not going to knock the present system. However, I do believe that a change could be worked out by a committee representing the retailer and the wholesale people who are most interested. In fact I believe by conference is the way to adjust anything. The solution of this might help the man who thinks he must send net prices on his catalogues. However, we should demand that it stop at once. The jeweler can protect himself in the case of a catalogue, but he is helpless in the case of a post card or open circular.

President H. H. Smith, Pontiac, made a few remarks concerning the two previous addresses and then appointed the following...
Concnering

Aquamarines

It is impossible to cut an Aquamarine thin and retain its BRILLIENCY.

Lacking BRILLIENCY an Aquamarine has absolutely no merit.

Hence, an Aquamarine cut too thin is practically unsalable, and therefore expensive at any price.

American Gem & Pearl Company

6 West 48th Street, NEW YORK

FROM MINES TO MARKET

ELK TEETH

Genuine (now scarce and high), Deer Teeth (small), Imitation Elk Teeth. Each labeled correctly, on Memo.

Novel, unique Rings, Brooches, etc. 14 K. solid gold, grapevine design, beautifully made and very taking. Made in the great “Gold Belt” of the Black Hills, So. Dakota. Sell well everywhere.

Synthetic Rubies and Sapphires, Aquamarines, Garnets, Tourmalines, Topazes, Amethysts, etc., all faceted, all the leading Cabochon, cut semi-precious Stones. Wholesale—Memo to Jewelers and Manufacturers—Price List free.

L. W. Stilwell

Importer, Deadwood, So. Dakota

SEED PEARL Jewelry

Our specialty is repairing, restringing and altering of all kinds of Seed Pearl Jewelry.

FRANK C. OSMERS

2 West 47th St. New York, N. Y.
THE JEWELERS' CIRCULAR

It is unfortunate that in times of peace we must still shoulder a war time tax burden when practically all other so called luxury lines have been exempted. Your association has fought for its rights in the last ditch. However, we must again do everything possible to have Congress see the great business error they made in the 1921 revenue law. This is one of the important questions that should be earnestly discussed at this convention. The jeweler who is sitting tight waiting for the famous Farmer Bloc, composed of the farmers of the southern and midwest States, is established. This has created a condition that is having a telling effect upon business throughout the country.

The war finance commission was revived and turned into the line of election relief almost exclusively. This bill was advocated ardently by your national association, and received over 50 per cent of the votes of these United States showed in 60 to 90 days a fall 50 to 100 per cent below pre-war levels. An effort has been made to establish the effect upon business every business throughout the country.

Up to this time little has been done to relieve the situation. Through the influence of the farming community and approved by the National and State associations so that when merchandise was easier sold it was the most profitable time in the business. Yet the farmer needs help and needs it badly; in fact worse than ever before. The farmers and the manufacturer and merchant do not wake up to the emergency they will find themselves with the prime element in all business, "customers". Busted farmers are not customers; they are dependents; they have been in the business for many years and are helpless. Yet the farmer needs help and needs it badly.

The year 1921 favored us beyond our expectations, but if we expect to do as large a volume in 1922 as we did in 1921 we will realize it will take the hardest kind of work.

The jeweler who is sitting tight waiting for business to come to him, continually complaining about hard times and depressions, is certain to run the fruits of his reward. The present is bound to drop out of his sales. Remember the jeweler who goes out actively and fights hard for business in 1922 will be rewarded.

Chicago is known as the ideal convention city, but many outside influences here which may have a tendency to keep some of us from giving our time to this convention. The jeweler who is sitting tight waiting for the National and State associations so that when machinery is established it will be the most profitable time in the past. You are the jewelers' windows.

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facts concerning the ornamental iron busi-
ness in this city which he knew through the
president of the iron League. No
matters how the city has faired as it has
been in distress since its organization several
years ago and the reason is that they pro-
vide for a good profit on every deal.

One advantage that he described was to
supply a long time necessity to the associa-
tion and with a few remarks presented to
the president for the association a silver
mounted gavel on which was engraved:

THE JEWELERS CIRCULAR
May 10, 1922.

The auditing committee, B. J. Hagmann and L. A. Smith reported that they found the
books in excellent shape, correct in every
detail and the secretary and the treasurer for the careful and painstaking
way he had handled the business.

Several invitations for the convention in
1923 were received from cities of the State
and the recommendation that this convention
be held in Galesburg was unanimously
adopted, and the date will be the first
week in May. The convention also went on
record as favoring Danville for the meeting
in 1924.

Wm. P. Ulrich, Evanston, chairman of
the resolutions committee then submitted
their report which was unanimously adopted.

The Resolutions
Whereas, The growing practice of advertis-
ing by the manufacturers and jobbers in
selling post cards, circulars and pamphlets in the open mail which contains
not prices or quote gross prices
with a slip attached showing the discount to the
trade and
Whereas, By such methods the public easily come
in possession of articles, a competitor, to the detriment of the interest of the retail jeweler and
the trade generally and
Whereas, We feel that the manufacturer and
wholesalers wish to co-operate with the retailer in
our matter of retail interests.

Resolved, That the Illinois Retail Jewelers' Asso-
ciation, in convention assembled, do hereby ex-
press our earnest disapproval of such methods, and
be it further
Resolved, That general publicity be given our
stand on this matter through the trade papers and
by other methods, and that every manufacturer and
wholesalers, and be it further
Resolved, That our representatives to the na-
tional convention be instructed to bring the
attention of that body and advocate the appoint-
ment of a committee to combat with the wholesale
trade to the end that the evil may be eradicated.

Whereas, There are several institutions in the
trade the success of which means much to the
trade at large, and
Whereas, The jewelers of Illinois want to be on
record as endorsing the work being done and com-
mending the men who are giving time and money
for this work of americans.

Resolved, That we heartily endorse and pledge
our support to the Horological Research
Bureau, the Elgin Watchmakers' Research Com-
mittee, and be it further
Resolved, That we heartily endorse the move-
ment for a code of ethics for jewelers and in
struct our delegates to the national convention
to make their best efforts in such a code formu-
lated and adopted.

Whereas, The Supreme Ruler has taken from
our midst our good fellow jeweler, Paul Leiberg,
be it
Resolved, That our secretary be instructed to
write his family a letter expressing our sorrow
over the loss of a good friend and fellow jeweler,
and extend our deepest sympathy to the bereaved
relatives.

Whereas, Sixty-five per cent. of the jewelers' sales consist of necessities, even though many
of them are made of precious stones and metals, many
of them more necessary than a large number of
unnecessary commodities.

Whereas, The tax imposed on our wares is so
discriminative and therefore undermcd that we
keenly feel the injustice of it, be it
Resolved, That the Illinois Retail Jewelers' Asso-
ciation, do urge our legislators to work to the
end of abolishing the present five per cent. tax
which is so burdensome and that the pubic
would not be taxed. This, general sales tax,
has been shown to prove adequate revenue
and has been proven satisfactory in other countries.

Whereas, The retiring officers of the association
have discharged their duties so efficiently for the past
year, be it
Resolved, That the thanks of the association be
THE JEWELERS' CIRCULAR

May 10, 1922.

extended to them for the excellent way that they have handled the affairs of the association.

Whereas, The Sherman Hotel Co. have been more than generous to the Illinois Retail Jewelers’ Association, be it

Resolved, That a vote of thanks be extended to them for their kindness.

Whereas, The press has been exceedingly liberal in giving our convention publicity, be it

Resolved, That we thank them for their good work and further show our appreciation by reading their publications and mentioning the Journals’ name in the advertisements, believing as we do that the trade journals are the best way for manufacturers and distributors to advertise.

Resolved, That the law regarding the sale of un-called for repairs be amended to be similar to the Wisconsin State Law.

W. P. Ulbrich, Chairman.
Wm. Lambrecht, Jr.

The following delegates were selected to attend the national convention: B. J. Hagaman, Chicago; H. C. Stern, Chicago; L. A. Smith, Farmington. The alternates are: Fred Webber, Danville; R. L. Jenkins, Amboy; Wm. F. Ulrich, Evanston.

The officers elected are: President, H. C. Stern, Chicago; First vice-president, G. E. Combs, Villa Grove; secretary-treasurer, Albert G. Lavy, Chicago; Executive Committee: H. H. Smith, Pontiac; B. J. Hagaman, Chicago; Fred Webber, Danville.

After the conclusion of business H. R. Platter, director of the Elgin Watchmakers School addressed the meeting at length and told of the work that is being done there. He went into considerable detail regarding the method of instruction to show how completely their work is done and what is required of a pupil before he can be sent out to do work. He told of the success of the school and predicted a great future for the school. He spoke of the necessity of more watchmakers and urged the members to join the Horological Institute and do everything possible to raise the standard of the profession.

Walter Mellor, National Field Secretary, was then called upon and he took for his talk a subject “Competitors Who Co-Operate” and said that only by co-operation of jewelers in a community will the confidence of the public be maintained. Mellor said that any member participated in smoking cigarettes. The body was taken care of by the organization and was later sent to the jewelers' home at 213 Washington St., Hoboken, N. J. dropped dead. Mr. Berkowitz had just made a few remarks on a charitable cause which he had contributed toward and was walking to the rear of the meeting room when he suddenly fell. The members rushed to his aid and summoned an ambulance and before either arrived Mr. Berkowitz had passed away from heart trouble. The funeral services were held on Friday afternoon at his residence after which the body was laid at rest in Washington Cemetery, Brooklyn.

Mr. Berkowitz was born in Russia and was 51 years old. He started in business originally about 1898 at 522 Sixth Ave., this city, but later moved his establishment to 122 Carmine St. He later purchased the business of A. Sorenson at Hoboken, N. J., where his store was located at the time of his death.

Decreased is survived by a widow, three sons and one daughter.

Taylor's Jewelry Store, Tupelo, Miss., is holding an auction sale. The auctioneers are Harry Holtzman & Co. The auction is being held to reduce store stock and will continue on May 5 and will continue for 10 days.

MRS. H. C. STERN, PRESIDENT OF LADIES’ AUXILIARY

crowd looked as if they would prefer music to speeches and turned the meeting over to the orchestra.

Ladies’ Auxiliary

As in former years the members of the Ladies Auxiliary of the Illinois Retail Jewelers’ Association did their part faithfully and loyally to make a success of the convention in both a business and social way.

On Tuesday at noon, members slipped away and enjoyed a luncheon at the Russian Tea Room on Michigan Ave., where about two hours was spent in social enjoyment. All of those who attended this lunch deny that any member participated in smoking cigarettes.

On Tuesday afternoon the regular business session of the Auxiliary was held and the following officers were elected: President, Mrs. H. C. Stern, Chicago; vice-president, Mrs. F. K. Malmstrom, Chicago; secretary-treasurer, Miss Dorothy Martin, Edwardsville.

Immediately after the new president had been installed the retiring president, Mrs. B. J. Hagaman, was presented with a lovely bouquet of flowers as an expression of appreciation of her service and as a testimonial of the affection of the members of the association for her.

DEATH OF A. G. LEE

Widely Known Member of Watch Trade Dies at His Home at West Englewood, N. J.

As THE JEWELERS’ CIRCULAR goes to press, there comes the report of the death of Adelbert G. Lee, one of the best known and most popular members of the watch trade of the east and for the last three years connected with the Wadsworth Watch Case Co.'s New York office, 15 Maiden Lane. Mr. Lee, who had been confined to his home for the past eight months with heart trouble and other complications, passed away just before 12 P. M., Monday.

Deceased who was 55 years old, had spent his entire business career in the jewelry trade, having been with the jewelry department of Wanaamakers, then with the Bailey, Banks & Biddle Co., and for many years with the Keystone Watch Case Co. and particularly with the Howard Watch Co. before his association with the Wadsworth concern.

Funeral services will be held tomorrow (Thursday) evening at 8 p. m., at his home at 7 Ogden Ave., West Englewood and will be in charge of the Elks. The interment will be at Hackensack on Friday.

A full sketch of Mr. Lee's career will appear in the next issue of THE JEWELERS’ CIRCULAR.

DEATH OF H. BERKOWITZ

Hoboken, N. J. Jeweler Drops Dead While Attending a Meeting in New York

While attending a meeting of the New York Jewelers Benevolent Association held last Wednesday evening at Maemchen Hall, 207 E. 56th St., Herman Berkowitz, a member of the organization and a jeweler with a store at 213 Washington St., Hoboken, N. J., dropped dead. Mr. Berkowitz had just made a few remarks on a charitable cause which he had contributed toward and was walking to the rear of the meeting room when he suddenly fell. The members rushed to his aid and summoned an ambulance and before either arrived Mr. Berkowitz had passed away from heart trouble.

The body was taken care of by the organization and was later sent to the jeweler's home at 213 Washington St., Hoboken. The funeral services were held by the association on Friday afternoon at the late residence of the deceased after which the body was laid at rest in Washington Cemetery, Brooklyn.

Mr. Berkowitz was born in Russia and was 51 years old. He started in business originally about 1898 at 522 Sixth Ave., this city, but later moved his establishment to 122 Carmine St. He later purchased the business of A. Sorenson at Hoboken, N. J., where his store was located at the time of his death.

Decreased is survived by a widow, three sons and one daughter.

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Sabbath School Studies Unique Window Display

For the first time within our memory the display presented in the shop window of a local merchant has become the subject of a special study by a class of Sabbath School pupils.

The display in question is that now appearing in the window of Landscheft's Jewelry Store on Carroll street, wherein the decorator has arranged at apparently considerable expense an exact reproduction of a scene famous in biblical history.

The scene as a whole, done in soft but beautiful coloring, represents the walls and the north-east tower-gate entrance to the City of Cairo. In the center of the wall appears the public fountain and nearby the hooded figure of a woman bearing a filled water jar. Another hooded figure appears at the left, while seated in the foreground appears the ever present Cairo street beggar. A most life-like camel and driver resting in the shade of the wall complete the picture.

It was to this display that Miss Miles of the First Congregational Church, yesterday afternoon escorted her enthusiastic group of Sunday School pupils. Mr. Landscheft explained the whole scene to the children in a very interesting manner.

Read What A Newspaper Published About This Year's W.W.W. Window Display!

To the left appears an extract from a newspaper in an Eastern city where a jeweler had placed our display in his window.

What this display has done for that jeweler it will do for you.

No words can do it justice. You must see it to appreciate it. It is different than anything you have ever seen. It is worth hundreds of dollars as a window attraction, and costs the W.W.W. Jeweler nothing.

It is magnificent—it is educational—it is high class in every way. It interests the old and the young. It in no way advertises W.W.W. GUARANTEED RINGS, but merely you and your store. This display is only one of several good reasons why you should see this year's W.W.W. Line.

Remember—we offer not merely good Rings but mighty good advertising.

Remember—that W.W.W. GUARANTEED RINGS cost no more than ordinary ones.

White, Wile & Warner
"Makers of W.W.W. Guaranteed Nationally Advertised Rings"
Buffalo, N. Y.
THE JEWELERS' CIRCULAR

Charles W. Flagg has been elected a trustee of the Oak Hill Cemetery Corp., at Woonsocket.

B. A. Ballou & Co., Inc., have changed their residence from 13 Maiden Lane to 366 Fifth Ave.

Mr. and Mrs. Ralph G. Ostby left last week to open their country home at Warwick Neck for the summer.

William H. Hannaford, of Tuttle & Stark, is making an extended business trip through the middle west.

D. H. Childs, of the Payton & Kelley Co., of this city, is calling upon the firm’s trade through the middle west.

Joseph P. Burlingame, of J. P. Burlingame Co., has been re-elected a director of the Merchants Bank of this city.

Curtiss McWilliams, of Newport, has recently opened a retail jewelry store in California which he writes is very successful.

A. C. Cushman, with Potter & Buffinton Co., who is Councilman from Ward 6, is chairman of the Providence Fourth of July committee for this year.

H. Nordlinger’s Sons, Inc., have removed their offices in New York from the Silversmiths’ building, 15 Maiden Lane, to 70 W. 40th St.

William, L. Nelson was elected chairman of the Board of Governors of the Rhode Island branch of the United States Volunteer Life Saving Corps at the annual meeting held last Wednesday.

Edmund H. Parsons et al has given a mortgage for $13,000 to the People’s Savings Bank and one for $5,000 to Gustavus Taylor, on tract of land with buildings on easterly side of Lorraine Ave.

Everett I. Rogers, of Park Bros. & Rogers, Inc., has been reappointed by Governor Emery J. San Souci as a member of the reorganized Penal and Charitable Commission for the term ending Jan. 31, 1926.

Charles D. Waite, of the Waite, Evans Co., and Edward M. Wheeler, manager of the Providence office of the National Jewelers Board of Trade, have been drawn as Federal grand jurors and Aaron R. Sawyer, of East Providence, as a member of the Board of Governors of the Volunteer Life Saving Corps at the annual meeting held last Wednesday.

Asa L. Sawyer, of East Providence, has been granted a patent on a holder for collars, which he has assigned to the Hallam-Rice Co., of Providence, a partnership consisting of Walter E. Hallam and Henry W. Rice of Pawtucket.

The fire department was called to the Outlet Co.’s store on Weybosset St., late Friday afternoon when a lot of old films ignited in the photographic department. Considerable excitement was caused but the firemen made short work of the flames.

At the meeting of the Common Council of Providence held last Monday evening a resolution was adopted retaining the tax rate for 1922 at $2.30 per $100 worth of real estate and tangible personal property, and $3.00 per $100 worth of intangible personal property.

William G. Lawton was in attendance at the annual meeting of the International Union of Gospel Missions at Charleston, S. C., last week. He was elected a trustee of the Union, to serve three years, and served as a member of the committee on resolutions.

The partnership herefore existing between Henry A. Goecelin and Ernest Furth has been dissolved by mutual consent, Mr. Furth withdrawing to engage in another line of business, while Mr. Goecelin will continue under the same firm style, 19 Roland Ave., Arlington, R. I.

The business of the Yale Jewelry Mfg. Co., which was dissolved as a corpora
tion by a decree of the Superior Court, last week, upon the petition of Edgar C. Lakey, is to be continued as heretofore, although the firm style is to be dropped, it having been merged with B. A. Ballou & Co., Inc.

Antonio George, 18 years of age, 123 Acorn St., was charged in the Sixth District Court last Friday with breaking and entering the retail jewelry store of Sisto De Petrillo, 30 Acorn St., during the night of March 1 and stealing parts of watches valued at $3. He pleaded not guilty and Judge Gorham held him in $2,000 bail for trial May 19.

In an opinion handed down Friday in the United States District Court for Rhode Island, Judge Arthur L. Brown, dismisses a bill that had been brought by Charles J. Callaghan, a foreman jeweler, against the Capron Co., manufacturing jewelers, 70 Ship St., this city, in which the plaintiff sought to secure an injunction for alleged infringements of patent rights in the manufacture of a collar holder device for soft turn-down collars.

The court held that there was no question but what the plaintiff, Callaghan, devoted much of the Capron company’s time and used some of its materials and tools in the perfecting of his invention and that therefore the company was entitled to use the patent. Callaghan was foreman of the Capron Co.’s plant at the time his invention was patented, according to the opinion.

Having no use for Antigonish ghosts the Fifth station police prosaically assigned cross-eyed Flanagan, a mysterious trouble which they were called upon to investigate Friday night at the manufacturing jewelry plant of the Cutler Jewelry Co., 15 Gordon Ave. A voice over the telephone, declining to reveal the speaker’s identity informed the police at 11:15 o’clock that there were lights on the inside of the building which ought not to be lighted, and an automobile outside of the building which apparently had no business there. A posse of police on hurrying over to the factory in the police patrol found a representative of the Rhode Island Electric Protective Co., ensconced for the night on the premises. Dr. William F. Flanagan, executioner of the estate, was one of the members. The police were told that trouble had developed there Friday. Telephones refused to work and other things were not as they should be. The protective company decided to have the place guarded over-night.

Providence experienced the commencement of the annual Spring invasion by jewelry buyers the past week but the results have been far from satisfactory. The number of buyers was less than half that have visited Providence in former years and many of those that did pay the city a visit stayed only one day and went to New York. The general tendency is to “feel the market out” with an apparent intention of finding out the exact condition of affairs. A very few concerns that are making the “flapper fads” now in vogue booked a few orders but nothing very substantial has resulted. Among the buyers reported in Providence and vicinity during the past week were the following: J. N. Oppenheimer, of the Oppenheimer Jewelry Co., Baltimore, Md.; Louis Wolfson, of Charles Wolfson Co., New York City; L. W. Leach, of Marshall Field & Co., Chicago; Mr. Weinfeld, of Schweizer & Co., Philadelphia; S. Mendelson, of Sam Mendelson & Co., New York City; Adolph Ritter, of Ritter, Greenberg & Co., Philadelphia; I. Hutzler, of Hutzler Jewelry Co., Baltimore, Md.; Louis Wolfson, of Charles Wolfson Co., New York City; L. W. Leach, of Marshall Field & Co., Chicago; A. S. Kunstadter, of Kunstadter Bros., Chicago, and I. Lachman, of Isadore Lachman & Sons Co., Seattle, Wash.

Columbus, O.

M. M. Jay is in Clarksburg, W. Va., visiting his jewelry store in that city.

E. J. Goodman, of Goodman Bros., visited Cincinnati, the latter part of last week.

S. A. Schmidt, Belle Vernon, Pa., jeweler, was in Columbus this week attending the Shrine ceremony.


M. Krikel has moved to his own building at 202 N. High St., from his former location at 202 N. High St.

E. W. Owen, and E. T. Hainey, of Joseph Sculler, left last week, for their territories in Indiana and Michigan, respectively.

Carl A. Hessenauer, S. High St., jeweler, has announced his engagement to Miss Mildred Trautman. The date of the wedding has been set for June 1.

J. J. Gibney and H. G. Lyman, of the C. & E. Marshall Co., are in from their territories in Pennsylvania and North Carolina, respectively.

J. C. Goodman, of Goodman Bros., has returned from a business trip to New York, Washington, and other eastern cities, taken in the interest of his concern.

The establishments of M. M. Jay, and Samuel Weinfeld were closed Friday, the day of the funeral of Mrs. Nathan Friedenberg, who was a sister to Mr. Weinfeld, and a sister-in-law to Mr. Jay. Her death resulted from illness sustained when her dress caught on fire from a kitchen stove.

F. S. Keeley, previously engaged in the jewelry business in Okmulgee, Okla., is opening a new jewelry store at the corner of Pine St. and Broadway, Long Beach, Cal. G. N. Stark, formerly in business in Cedar Rapids, Ia., has accepted a position with Mr. Keeley.
GREEN and WHITE GOLD
RING MOUNTINGS

attractive merchandise at
sales-making prices

Here are 10 new mountings at a price far below that which such workmanship usually commands. They are well made, hand engraved, and especially well designed. “G” indicates 14K Green Gold with 18K White Gold top; “W” indicates all 18K White Gold. Thus, No. 286-G is 14K Green Gold with 18K White Gold top, and sells at $3.60. No. 286-W is the same in all 18K White Gold and is priced at $4.60. All prices are net.

If you are not lined up with Hart, it will pay you to get acquainted. “First with the Latest” is our motto, and we live up to it by offering regularly to our customers the newest items at the lowest prices. We are wide-awake and up-to-the-minute; and our merchandise will appeal to the progressive jeweler everywhere.

JEWELRY  WACHES  DIAMONDS  SILVERWARE

HART JEWELRY CO.
GODDARD BUILDING  27 EAST MONROE ST.
CHICAGO
Charles Becker, formerly with the
Thomas Long Co., has opened in business
with C. E. Daubois in the Little building.
The latter, who is a member of the firm
of Luther F. Whitney of Clinton. He had been a jeweler
in that town for many years. He recently
sold his business to Mr. Stewart.
E. H. Hardy of the D. C. Percival Co.,
has returned from the trip to Panama,
Cuba and other places in the south under
the auspices of the Knights Templars.
Myer V. Isenberg, doing business as the
Franklin Stationery Co., 50 Brunswick St.,
has filed a petition in bankruptcy. The
liabilities are $3,146.23 and the assets nil.
A charter of incorporation has been
granted to F. E. Harwood, Inc., the cor-
porators being Raymond D. Smith of Wal-
tham, Arthur W. Leavitt of Brighton and
Margaret E. Buchanan of Newton.
The plate glass window early in the morn-
ing of May 1. The appearance of Jack
Barter, a night watchman, prevented the
theft from himself helping to more of the
jewelry on display. In the window was
found half a red brick which had been
used in breaking the glass. Barter was
making his rounds about 6 o'clock when
he heard a crash of glass. Running in the
direction of the sound, he reached the scene
just in time to see the man fleeing up Trem-
mont St.
J. Arthur Hull of New York was de-
faulted May 1, in the Municipal Court
where he was to face a charge under the
itinerant vendor law. Hull was arrested
by special officer Inspector McNabb, and
it is alleged that Hull had no license when
he opened a jewelry store on Arlington St.,
where he was doing business during the
Easter season. Under the laws of this
State he was required to have a licence
from the Director of Standards and from
City Hall. An attorney appearing for Hull
said that his client was in Cleveland on
business and asked for a continuance. Judge
William Sullivan said that Hull would have to
appear in person.
The Wahl Co. of Delaware, manufac-
turers of the Eversharp pencil, has brought
a bill in equity in the United States District
Court against the DeWitt LaFrance Co. of
Cambridge, manufacturers of the "Super-
ite" pencil, charging the latter company with
engaging in unfair competition. The Wahl
Co. asks for an injunction and damages.
The bill of complaint alleges that the letter-
"rite" pencil, charging the latter company with
engaging in unfair competition. The Wahl
Co. of Delaware, manufacturers of the "Super-
ite" pencil, charging the latter company with
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Frank Gilbert, salesman for R. Blackin-
and Co., spent some time on his fel-
low jewelers last Sunday when he mo-
tored to Santuit, Mass., and was united
in marriage to Miss Pauline A. Harlow
of Cotuit.

Charles Stanley will cover the New
York, Philadelphia and Baltimore terri-
tory the coming year with the lines of
Swift & Fisher and Riley & French of this
town.

William Moies, secretary of the Webster
Co., was stricken with a shock last week
where he is always celebrated. He was taken
to his home in Central Falls and Saturday
it was reported that he was improving.

The J. F. Sturdy's Sons Co. has pur-
chased new uniforms for the baseball
club.

Mr. Finberg was elected president of the
Attleboro Chamber of Commerce last
Friday evening by the board of di-
rectors to succeed William H. Saart. Mr.
Finberg is well known in Attleboro as a
man who is able to put across big
things. He has served three years as a
director. Harold E. Sweet was named
the first vice-president.

The Zamium Co., comprised of interests
in Boonton, Morris County, has purchased
from 7 Mulberry St., Newark, has filed an
amendment to its charter in the office of
the Secretary of State by which the capitali-
ation of the concern was made $500,000 com-
posed of 50,000 shares at $10. The new
capital stock is sub-divided into 15,000
shares of preferred stock to the value of
$100,000 and 15,000 shares of preferred stock to the value of
$150,000 issued and outstanding.

The Shreve, Crump & Low Co., Inc.,
Andrew J. Lloyd & Co., and other jewelers and optometrists along Tremont St. have
united in the protest against making Trem-
mont St. a one-way thoroughfare. This is
one of the principal business streets in this
city and it is felt that the proposal to limit
traffic would seriously interfere with trade.
Twenty-four business concerns representing
nearly every business in the local office, of
value of $20,000,000, appeared at the hearing before the
street commissioners. The petitioners stated
that they are logically the most interested
parties and that they have no reason to
find fault with the way traffic is being man-
aged. It is believed that the loss which
would be occasioned by such a traffic reg-
ulation would divert a great quantity of
business to other sections of the city.

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$150,000 issued and outstanding.

Alexander Harris is the secretary.

The Art Metal Works, which operates from 7 Mulberry St., Newark, has filed an
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"DOXA" LEATHER FOLDING CLOCKS


Complete assortment of "DOXA" movements with a large variety of leather folding cases, in many shapes and all shades of color, available for immediate delivery.

Sole Agents for "DOXA" Movements

SUSSFELD, LORSCH & SCHIMMEL 153 West 23rd St.
NEW YORK

WATCH CASES

18K—White Solid Gold and Gold Filled
14K—Green and Yellow Solid Gold and Gold Filled

FANCY ODD SHAPES
and
REGULAR MODELS

Ladies' Sautoir and Bracelet Cases
Plain Polish—Platinum Finish
Straight Line—Fancy Hand Engraved

ASK YOUR JOBBER
Write for illustrations.

Elgin Giant Watch Case Co.
Factory and Main Office at ELGIN, ILLINOIS
New York: 15 Maiden Lane
San Francisco: 704 Market St.
Chicago: 29 E. Madison St.
PHILADELPHIA

Henry Struntz, widely known jeweler of Lancaster, Pa., celebrated his 70th birthday last week.

Colonel S. O. Bigney, Atleboro, Mass.; widely known manufacturer, visited Philadelphia last week.

Leo Henle, of Sussfield, Lorsch & Schimmel, New York, was in town last week calling on the trade.

B. H. McFarlan, East Downingtown, Pa., has disposed of his stock of jewelry, but will continue the repair business.

A. W. Woof, Collingswood, N. J., who was stricken recently with a nervous breakdown is recuperating at Ocean City, N. J.

M. Merelleis, representing the Manning, Bowman & Co., Meriden, Conn.; was in Philadelphia last week calling on the trade.

Robert V.kowno, of Morris Sicks & Sons, 900 Chestnut St., was sworn in as the Justice of Peace of Cape May County at Cape May Court House on Saturday, April 1.

The sympathy of the trade goes out to H. B. McFarland, East Downingtown, Pa., in payment for the purchase of a ring for his wife, Mrs. McFarland, who was 25 years old. She died April 28. Funeral services were held from her late home, 5114 Kensington Ave., opened on the evening of May 1 with a nearly a thousand decorated automobiles and thirty floats were in the parade. Among the jewelers who had floats in line were John D. Enright, 320 Kensington Ave.; R. T. Ferguson, 2258 N. Front St. Their floats were among the best in line and received the applause of the crowds who gathered along the streets to see them.

The sympathy of the trade goes out to John Malcolm, representing W. H. Haywood, Atleboro, Mass.; and Mrs. Malcolm stopped off in Philadelphia after attending the session of the wholesale jewelers convention in Atlantic City.


The sympathy of the trade goes out to Ralph Graham, manager of the Kensington Ave. store of J. Lyons, on the death of his wife, Mrs. Graham, who was 25 years old. She died April 28. Funeral services were held from her late home, 5114 Saul St., Frankford, May 3, by the Rev. John Parks, pastor of the Fifth Reformed Presbyterian Church. Interment was made in North Cedar Hill Cemetery.

A pretty church wedding was solemnized on April 27 when Miss Edna Wotherspoon, 3020 Kensington Ave.; R. T. Ferguson, 2258 N. Front St.; and J. Lyons, 2225 N. Front St. Their floats were among the best in line and received the applause of the crowds who gathered along the streets to see them.

The sympathy of the trade goes out to Charles Amssacker, who was formerly in the employ of S. Kind & Sons, 1110 Chestnut St., has taken charge of the repair department for S. Bernstein & Sons, 4338 Germantown Ave.


A. J. Stark & Co., has recently completed work in the installation of minor improvements for its front display windows. A judgment of $650 against Joe Goalstone, local jeweler, in favor of Bardwell, Hecox, McComb and Strong, Denver lawyers, who sued the jeweler for alleged attorney's fees, was handed down before Judge Warren A. Haggott in the district court here last Wednesday.

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Deal With the Stone House

That

Carries "Everything in the Stone Line"
Gives you prompt and efficient service.
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Gladly accommodates you with single stones usual or unusual.
Does Lapidary work in all its branches. BE CONVINCED.

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71-73 Nassau St.
NEW YORK

GROWING

To meet the demand of our increasing business, we have ENLARGED our present quarters until we now occupy the entire front of the first floor of the Cockey Building, 71-73 Nassau St., where we have been located ever since the erection of the building (1906).

This gives us much larger floor space, which, with additional salesmen, will greatly facilitate the handling of our city trade as well as the execution of our mail order business.

An inspection of our new offices will convince you that this move is greatly to the interest of our old as well as our new customers.

25 YEAR
White Gold Filled
Seven Jewelled Lever

$5.90 Net 60 Days
or 5% off for cash

LEON HIRSCH, Inc.
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AN OPTICAL PRIMER

By C. H. Pixley and collaborators

A primer invaluable to all beginners in their early studies and contains a vast amount of material of value to every practicing refractionist.

Three hundred pages; cloth; illustrated.

Price, $1.50

THE OPTICAL PUBLISHING CO.
11 John Street :: :: :: New York
The party meeting everywhere with an enthusiastic welcome. There were 125 business men in the party who traveled by special train to good advantage. Harry W. Neely, president of the trade extension committee and Sam F. Sipe is vice-chairman in charge of the arrangements of the tour itself.

The Pittsburgh police last week arrested a man who gave the name of James Dermott, but whose real name is John Dermott Irwin at 728 Hill Ave., Pittsburgh, on a charge of having obtained $4,000 on illegal paper. He was held on request of a detective agency. He is said to have passed a number of worthless checks in various cities and also to have pawned considerable jewelry, it is alleged, at Lancaster, Pa., and in Baltimore. It is also alleged that when his personal effects were searched paraphernalia for forging and checks ready to be cashed were found. It is alleged by the police that he also violated a parole after having been sentenced on a charge of stealing an automobile. He is alleged to have pawned jewelry in Baltimore under the name of "Williams" and had shipped a trunk to Meadville addressed to a woman at that place. He is being held for further investigation. Other cities also are being communicated with reference to the man's movements.

The Pittsburgh police last week caused damage estimated at $10,000 in one of the show windows in Smithfield St., where the display attracted unusual attention. Some very expensive pieces are to be found in the stock.

The police have collected evidence to the perpetrators of the robbery of the store of C. S. Wilev two weeks ago but police are still working on the theory that he was committed by boys who probably live in the neighborhood and not by professional thieves.

According to all reports, the 21st trade extension trip of the members of the Chamber of Commerce has been a big success, the arrangements of the tour itself.

The day was spent at West End in sports and social session has been called after dinner. Mr. Caro is a watchmaker and repairer. W. A. Dunbar, formerly watchmaker for the White Bros. Co., has embarked in business for himself at 1457 Josephine St., as watchmaker and repairer. The G. D. Club, formed of the employees of the Mutual Storage Co., has embarked in business at West End recently. The day was spent at West End in sports of various kinds, with a fine dinner to wind up the festivities of the occasion.

The following representatives of jewel-
THE JEWELERS' CIRCULAR

The actual arrival of Spring about the first of May has been bright and cheering to many, though the depressing effects. Merchants and public were waiting for the stimulation of a few days of Spring—and the results have justified the expectations of slow business for improvement is reported in many lines. W. H. Keers, president of Hayden W. Wheeler & Co., New York, who has been spending a week in the offices of the Hofer Jewelry Co., of which he is also president, remarked that distinct improvement has been noted in this territory. He brought definite word of pronouncedly better conditions in the east. H. H. Kiger, of the C. A. Kiger Co., in speaking of general conditions, remarked that his firm's sales are showing a decided improvement not only in the grain and live stock districts in the east, but in the ore districts southern Missouri. Prices for mineral are increasing steadily. A seed fruit crop from the Ozark region is helping things in that district. The fair weather is drying off the lands in many sections, so that farmers get to town, and people can drive around to do their belated shopping.

E. A. Kiger left May 6 for a two weeks' business trip to New York City.

J. B. Brannon, Orrick, Mo., spent the past week in Kansas City looking after his wife who underwent a serious surgical operation, but is now doing nicely.

Miss Ann Brunington, assistant cashier of the C. A. Kiger Co., for several years, has resigned her position and left for a permanent residence in San Antonio, Texas.

L. B. Kimball of Eldorado, Kan., recently spent a few days with relatives in Lawrence, Kansas, taking advantage of his proximity to visit the Kansas City market.

E. W. Reynolds, well known jeweler of Los Angeles, Cal., recently spent a day in Kansas City, looking after his home, which he has left for a serious surgical operation, but is now doing nicely.

THE JEWELERS' CIRCULAR

The Majestic Jewelry Shoppe, formerly conducted by the late H. H. Kiger, has closed its doors, following the disposal by auction of its stock.

Harry McCormack of T. C. Tanke, Inc., returned Saturday from Pinehurst, N. C., where he and Mrs. McCormack were very well received. He went into business for himself in 1880. He never left Broadway since he moved to the police. The detectives said Mahaney made a statement in which he confessed to this and other robberies of recent date.

Joseph Schmid, one of the pioneer retail jewelers of Buffalo, is retiring from business after serving the public for the past 42 years. He has turned over his business at 607 Broadway to his son, John Schmid, who has been associated with his father in the store since he left school. Though not always in his present location, Joseph Schmid has never left Broadway since he went into business for himself in 1889. He first had a store east of where he is now located, afterwards moving west of Jefferson St. Thirty years ago he bought the building which the store now occupies. The store handles a complete line of jewelry, silverware and novelties and makes a specialty of watch-repairing. Joseph Schmid, Jr., another son is employed by the Queen City Material Co., in the building.

San Diego, Calif.

J. Jessop & Sons made up 40 medals for the Navy Y. M. C. A. field meet held here recently, the medals being in three metals, gold, silver and bronze, and carrying appropriate designs, the date and titles of the events for which each was awarded. The American Jewelry Co., 820 Broadway, was the victim of a show window burglary during the night of May 2, when a brick was used in smashing the glass. About $150 worth of goods was taken, including rings and watches. Evidently the thief was alarmed by the noise made by the smashing glass, for he grabbed but a small portion of the articles which were within his reach.

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Incident to the centenary of the birth of President Ulysses Simpson Grant on April 27 a special display was made in the show window of the store of J. Jessop & Sons, consisting of a large number of medals issued in honor of Grant during his presidential campaigns and following his death, also a series of steel plate engravings showing him in uniform and civilian dress. The commission of an army officer, signed by Grant as president, was another interesting feature of the display.
The National Jewelry Co., 504 E. Houston St., and the J. R. Sprague Co., have both discontinued their businesses.

Miss M. L. Brooks, of Welder, Texas, and J. A. Manning, of Floresville, Texas, were San Antonio visitors last week.

The International Silver Co., brought recently to San Antonio a very unusual exhibit which many people had the pleasure of seeing. The display was at the Gunter Hotel.

A. P. Jacobs, who had for some time been connected with the J. R. Sprague Co., is now at 410 S. Flores St., in business for himself. The new business so far seems to be going along well.

C. F. Pilgrim, Eagle Pass; Joseph Roth, New Braunfels; Hugo Franke, Stockdale; Dan Rittmann, Boerne, and Edwin Albrecht, of Albrecht Jewelry Co., Yoakum, were guests of San Antonio the past week.

President W. E. Needles, of Needles Institute, Kansas City, was in San Antonio the latter part of April and lectured to a large number of optometrists. Most of the jewelry companies of the city were represented at this lecture.

F. C. Stamm, of the Stamm Jewelry Co., Corpus Christie, Texas, is one of the few jewelers who is devoting a very large part of his time to Boy Scout work. During Fiesta week he came to San Antonio for the purpose of bringing his Boy Scout Band and it is interesting to note that this band won the blue ribbon of their section in the famous "Battle of Flowers" parade.

San Antonio is a scene of much celebration during her annual Fiesta week. Preparations are begun months in advance and thousands of dollars are spent on the gowns of the duchesses as well as on the magnificent floats, etc. Mrs. P. J. McNeil, wife of the owner of the P. J. McNeil Jewelry Co., played a large part in the social affairs as well as in having charge of the selecting of the gowns. People all over Texas arrange to be in San Antonio at this time of the year and the dressings of the windows of local jewelry companies were artifically arranged.

New Enterprises.

C. Bang has engaged in the jewelry business at Luck, Wis.

F. A. Sutherland has opened a jewelry store at 1203 S. Pacific Ave., San Pedro, Cal.

Leo Hoffman has opened a jewelry store at 6300 Hollywood Boulevard, Hollywood, Calif.

Charles Horrall has engaged in the jewelry business at 907 Wabash Ave., Terre Haute, Ind.

Kohls & Leschke is the name of a new concern that has engaged in the jewelry business at 810 W. Washington St., Manitowoc, Wis.

E. A. Franck who recently sold his jewelry business and stock at Pawnee City, Nebr., to N. H. Andrus, has decided to re-embark in the jewelry business and will locate at My- more, Nebr., where he has rented a building.
Valuable Optical Books

The prices quoted are net. No books sent on approval.

Prices subject to change without notice.

The Modern Phorometer
By DeZeng. Complete treatise on the practical application of the Phorometer & Rotary Cross Cylinder. Illustrated by color plates, charts and diagrams. Price, $2.50.

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Oculist's Vade Mecum
Comprising all the important methods of testing the eyes devised by leading ophthalmic surgeons, besides many valuable tables on the properties of lenses and methods of procedure in the examination of the eye. Price, $1.00.

Optics for Students of Ophthalmology
By Suter. Price, $1.00.

Prisms: Their Use and Equivalents
A book containing a more extended knowledge on this branch of refraction than is contained in works on ophthalmology. Price, $2.00.

Refraction and Motility of the Eye
With special chapters on Color Blindness, Field of Vision, The Relation of Functional Eye Diseases to General Medicine. By Ellice M. Alger, Adjunct Professor of Diseases of the Eye in the New York Post-Graduate Medical School and Hospital, etc. 122 illustrations. Extra Cloth. 376 pages. Price, $2.50 net.

Refraction of the Eye

Refraction of the Eye
By Morton. Its diagnosis and the correction of its errors. Price, $1.50.

Diseases of the Eye and Their Treatment
By Swanzy. Seventh edition, revised and enlarged; 164 illustrations, 1 plain plate and a zephyr test card. Price, $6.50.

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By Hirschfeld. With six finely colored plates suitable for framing and office display. The text fully describes the plates. Price, $1.00.

Medical Pocket Pronouncing Dictionary
By Gould. 30,000 Medical Words Pronounced and Defined. Price, Full Limp Leather, Gilt Edges, $2.00; Thumb Index, $2.50.

An Optical Primer
By C. H. Pixley and collaborators. Three hundred pages; cloth, illustrated. A primer invaluable to all beginners in their early studies and contains a vast amount of material of value to every practicing refractionist. Price, $1.50.

Manual of Diseases of the Eye

Diseases of the Eye
With separate chapters on Anatomy, Physiology, Bacteriology, The Relation of the Eye to the Nose, etc. By Henry Caldwell Parker, Clinical Professor of Ophthalmology in the Indiana University School of Medicine, Indianapolis, Ind. 116 text illustrations and 6 full-page chromo-lithographic plates with 19 figures. Flexible cloth. Rounded corners. 303 pages. Price, $1.75.

Lessons on the Eye
By M. B. Ketchum, M.D. Covering the Essentials of the Structure and Function of the Eye, the Orbit and Its Appendage. Also the Diseases of the Eye that the Optometrist Should Recognize, as well as a good many other special features. Price, $3.00.

Compend of Diseases of the Eye and Refraction
By Gould and Pyle. Including Treatment and Operations, and a Section on Local Therapeutics. With Formulæ, Useful Tables, a Glossary and 111 illustrations, several of which are in colors. Price, Cloth, $2.95.

Diseases of the Eye

Notes on the Eye
By Henderson. 140 illustrations. A students' manual of diseases of the eye, describing in simple language all those ocular diseases which the opticians should be able to recognize when met. Price, $1.75.

The Optical Publishing Company
11 John Street :: :: :: :: New York
Supreme Court Forbids Use of Deceptive Labels

Herbert Wolff, of Greenbaum, Wolff & Ernest, New York Attorneys, Discusses Opinion Which Is of Much Interest to the Trade

The decision of the United States Supreme Court in the Winsted Hosiery Co. case, handed down a few days ago, is one of the important rulings made in the case itself, but more so by reason of the fact that the Federal Trade Commission is upheld in its previous ruling.

The case in the first instance was heard by the Federal Trade Commission, which body made an order forbidding the hosiery company to label goods, which happened to be made of cotton, as having been made of "merino," "wool" and "worsted," unless the underwear was actually made of those materials. In other words, the Federal Trade Commission held that the merchandise as labeled was deceptive, and more so enjoined the hosiery company from employing or using such labels.

The Winsted Hosiery Co., feeling aggrieved by this ruling, appealed to the Circuit Court of Appeals, which court set the order of the Federal Trade Commission aside. A further appeal was taken to the United States Supreme Court, and reversed the Federal Trade Commission ruling.

To the members of the jewelry trade this decision is a most important one. It is to be hoped that a great deal of jewelry is stamped falsely and in a misleading fashion. Some jewelers who have been guilty of this practice have urged that the method of stamping employed by them has been so long in common use that the buying public was not thereby deceived and consequently knew the true character of the merchandise that was offered for sale. Substantially this same argument was made by the attorneys for the hosiery company in the Winsted case. This argument however did not impress the United States Supreme Court.

"The fact that misrepresentation and misdescription have become so common in the knit underwear trade that most dealers no longer accept labels at their face value does not prevent their being an unfair method of competition."

It thus will be seen that it is no defense to a charge of false stamping or misbranding to claim that the false stamp or the false brand has been in common use.

This case, however, is of more importance because of the fact that the United States Supreme Court upholds in all respects the powers of the Federal Trade Commission in dealing with questions arising out of trade. The procedure of the Federal Trade Commission is so much simpler and so much less expensive and so much less cumbersome than court procedure that it surely must commend itself to the business world. Furthermore an adjudication by the Federal Trade Commission can be made in much less time than a court trial. The powers of the commission are broad in scope and potent in efficacy. An order of the commission has the same force and effect as a court decree.

The point may be raised that a commission ought not to be vested with such broad and elastic power. But it is submitted that the danger from the abuse of the power vested in the Federal Trade Commission is indeed negligible. The commission rotates its chairmanship every year and the appointees to that body have been to date of the highest class and character and men who inspire confidence and command respect. Undoubtedly future appointees will be of the same caliber.

It is to be hoped that the work of the Federal Trade Commission will continue along the same progressive, and yet sane, lines that have been followed to date. If this be the case, whereas the business parasite cannot expect to receive any balm from the rulings of this tribunal, the legitimate merchant will have nothing to fear and commerce will become cleaner and healthier than ever before in the past.

The Pieros, Italian Goldsmiths

It is interesting to note the number of successive Pieros among the Italian goldsmiths. A word or so on each will aid us to differentiate between them.

There was a Florentine goldsmith—enameler named Piero in the 14th century; he made one of the panels for the altar of St. James, in the Cathedral of Pistoia. A goldsmith of Pistoia of the 14th century was associated with Leonardo; together they created for the altar of St. James two figures of the Evangelists, two figures of the prophets, and statuettes of St. Ambrose and St. Jerome. A Florentine goldsmith of the 15th century was one of the creators of the altar of St. John, in 1457, by the Administration of the Work of St. James. They were enriched with enamels and were finished in 1462. A goldsmith of Pisano of the 15th century is named among the artists who worked on the altar of St. James, for which he executed several silver ornaments, one of them a statuette of St. Mark, also two figures of prophets.

There were three brothers Piero in the 15th century mentioned as goldsmiths by Benvenuto Cellini in the preface of his Treatise. These three brothers excelled in the art of chasing and their bas-reliefs. A Piero, son of Nino, is also mentioned as an Italian goldsmith, but he was almost confined to filigree work, in which he was especially proficient. Piero of Venice, embroiderer of the 15th century, was one of the artists chosen for the execution of new embroidered ornaments destined for the Church of St. John, in 1466. He was selected by the merchants’ corporation of Florence.

Design in Jewelry

"The importance of precious stones and enamels can hardly be over-estimated. Let us try to think of what these things may be artistically. We will first take a glance at the materials we have to use—their colors and textures. We deal with metals of various colors. White—iron, silver, steel, etc. Yellow—gold, brass, etc. Black—nelio, Red—copper. Various browns and greys obtained by oxidation. Textures may be artistically. We will first take a row of colored stones round a large diamond, and again a row of diamonds around a large emerald or sapphire, we shall see how in the latter case there is a much greater feeling of unity than in the former. The colored stones in the first distract the attention from the diamond, which, though it may hold its own by right of place, yet has to fight for precedence against their color. The emerald or sapphire, on the other hand, takes precedence both by color and size, position, as it should do."

"The whole work should be kept in tone, and in view of the principal jewel, the latter taking precedence both in color and in brilliance, while the whole of its surroundings are kept without discordant notes."—Herbert Maryon.
COLLECTING SILVER

A Library is not formed in a day.
Nor is the home, with rare exceptions, furnished and decorated all at once. The pictures, rugs, and objects of art are gathered one by one.

Similarly, a collection of Sterling Silver may be formed little by little, until there is a piece for every purpose.

Recommend only the purchase of good substantial pieces, worthy to be handed down as heirlooms. Urge their purchase, bit by bit, if necessary.

Such a collection will be an investment in art and in precious metal.

The GORHAM INTERESTS
NEW YORK: 5th Ave. and 36th St.
BOSTON: 480 Washington St.
CHICAGO: 10 S. Wabash Ave.
ATLANTA: Metropolitan Bldg.
PHILADELPHIA: Widener Bldg.
THE JEWELERS' CIRCULAR

Where United Action Is Necessary to Help the Industry

In the many suggestions that have been made to help stimulate business during the present time there have been several which contemplated the establishment of certain periods of time to boost certain articles of merchandise. While these suggestions have been made for "national silver week," "national cut glass week," "national ring week," etc., which seemed to have met with distinct favor among certain circles of our trade. In fact, so favorably was the proposition received that certain dealers or groups have attempted to act upon it at once, but unfortunately it seemed to have been done so without cooperation of the various associations or groups interested in the subject in other parts of the country.

Within the past week we have received inquiries from newspapers and others as to the exact date of the "national silver week" and the "national cut glass week," some of these coming from people who are anxious to join in the movement and others from those companies who wish to cooperate in some way with the jewelers in the featuring of these products. Unfortunately, we have been unable to give these people any help or suggestions owing to the fact that we know of no official designation of any particular time for "silver week" or "cut glass week," nor do we get any information from the associations or the leading merchants or manufacturers in these lines, as they seem to have not been consulted about the movement nor have been asked to participate; and, in fact, they have only heard of it in the most indefinite way.

It is most unfortunate for the industry that really good business boosting propositions like this are being spoiled by the precipitate action of a few people who, in order to use the old colloquialism, "go off half-cocked" without waiting for any concerted action by the jewelers or any other general plan to be put in operation by their organizations or the manufacturers who are most interested and can best cooperate in making the movement a real business getter. A "national silver week" or a "cut glass week" will produce business only when the public is impressed with the idea that this is the right time to buy such products. This impression can only be gained through the belief that the people of the country and dealers are agreed that this is the one time to push sales and that there is a special reason why the date should not be allowed to go by without everybody joining in the big movement. When the public gets the idea that it is simply a proposition of a few jewelers in a single section, or that it has no national character and has no trade authority or general acceptance of the proposition behind it, such business boosting does more harm than good.

Just as the birth stone idea is being endangered by those who are precipitately announcing jade as an April birth stone because it is ordered by the jewelry organizations, the jewelers or the public, or any real authority advanced for its adoption, so the idea of "silver week" or "cut glass week" is being hurt and the whole force of the movement jeopardized by those who arbitrarily decide on a date and try to go ahead on their own hook to get a temporary or local advantage by creating an idea in the minds of the public that is later borne out by facts.

For our trade to accomplish any real results in business-getting propaganda we must work through general committees of our organization, at least to the extent that there will be some element of agreement on essential details. Otherwise the public will look upon the whole proposition as a cheap scheme to get business inspired by local dealers and the natural reaction of the buyer will be to classify the jeweler so participating in the category of the "business faker who will say anything to get a sale." The jewelry trade cannot afford to be in this position and even those who may get temporary benefit as a result of such action will find that in the long run they have antagonized more customers than they have made and also find after figuring up the year's or even the jeweler's business, that they have curtained rather than increased the amount of their sales.

A Strange Sale of Diamond for many years has called attention to the strange mode of daily papers and magazines in handling stories relating to the gem and jewelry trade and in publishing anything of a sensational nature presented by a contributor, without proper verification to see whether it is founded on facts. One of the most flagrant examples of this policy was the recent publication, in certain magazines that are supposed to take up scientific subjects from a popular standpoint, of stories telling of the production of "reconstructed" diamonds in Germany by any agency from which the material was purchased. The paper went as far as to publish an alleged illustration of the machine used in this process, despite the fact that its editor, who without verification of the story, could supply no information beyond that supplied by the agency from which the material was purchased. The fact that such stories may have a bad effect upon the trade of the jeweler by creating a wrong impression as to the production of this new form of imitation diamonds seems to count little with the people in charge of such publications. What they seek is but the sensation created by the publication of an unusual story, the question of its truth apparently being of little importance, providing the matter is something the public will like to read.

An investigation made by The JEWELERS' CIRCULAR has failed to disclose the slightest basis in fact (or even in scientific theory) for the tall of production of the so-called "amalgamated" or "reconstructed" diamonds. Crystallized carbon, as far as we can learn, has never been fused either with diamond dust or anything else in both. It would look as if the whole matter were drawn from the imagination of a clever writer who, hearing of the way that old reconstruction rubies were created, had gotten the idea that the process might like-
A few exquisite Black Onyx Diamond Rings selected from our varied Diamond mounted stock. Tops are 18K white gold and stones are full cut exceptionally brilliant.

If you are looking for an attractive article to stimulate your Spring business, let us hear from you. Prices on the above are exceptionally alluring.

CROSS & BEGUELIN
Est. 1863
ENTIRE THIRD FLOOR
21-23 Maiden Lane :: New York
The American Art Enamblers have moved to new quarters at 143 W. 36th St. F. William Barthman, jeweler, 174 Broadway, is sailing for Europe on Tuesday, May 16, aboard the steamship Reliance.

Levy & Schettini, diamond cutters and dealers in diamonds and jewelry, have just started in business at 133 Canal St.

Barmathe & Dubrowin, Inc., manufacturing jewelers, have moved from 744 Lexington Ave. to larger quarters at 7 W. 45th St.

The Arrow Supply & Importing Co., dealers in tools and supplies, has moved to more commodious quarters at 122 William St.

Maurice Paley, manufacturer of platinum flexible bracelets, formerly at 51 Maiden Lane, is now located in larger quarters at 64 Fulton St.

J. B. Carash, manufacturer of platinum mountings, formerly located at 41 Maiden Lane, is now settled in new quarters in room 507 at 71 Nassau St.

It is announced last week that Jacques J. Hess has become affiliated with the Wile Importing Co., Inc., importers and manufacturers, 320 Fifth Ave.

Martin Klass, manufacturing jeweler and maker of platinum and gold mountings, 49 Maiden Lane, has moved from room 301 to room 608 in the same building.

Louis Sternberg & Bro., importers of watches, 47 W. 42nd St., have enlarged their present quarters by adding two additional rooms to their establishment.

Harry J. Levy and A. R. Cooper, of M. Schussler & Co., San Francisco, Cal., are in this city on a buying trip. While in this city they are making their headquarters with L. M. Kalm & Co., cutters of diamonds, 170 Broadway.

The New York Jewelers' Golf Association will hold its seventh golf tournament on Monday, May 22, at Westchester Hills, White Plains, N. Y. The tournament will be open to members and the winners will be awarded handsome prizes.

Harry K. Horwitz, formerly with the Consolidated Watch Co., has engaged in business in jewelry and American watches and imported metal spinning lathes and other accessories for silversmiths with headquarters at 220 W. 42nd St., room 1116.

According to the announcement made last week, Almer Werksman has withdrawn as a partner from the Heart Jewelry Co., manufacturing jewelers, 15 John St. Mr. Werksman had been a member of the firm for the past 15 years. The remaining partners are Nathan Lanzet and Harry Rivchum, who will continue the business under the same name and at the same address.

In addition to manufacturing jewelry, the concern will also, in the future, make watchcases. L. B. Howard will travel for the concern as far as the Pacific Coast.

Notifications have been sent out to members of the Maiden Lane Historical Society telling of the final arrangements which have been made for the complimentary luncheon given to members, May 27, at 12:30 in the rooms of the Chamber of Commerce, 65 Liberty St. This will give the members of the society the opportunity and privilege of visiting one of the oldest and most important institutions of New York city and State. Those who are going to attend the luncheon are requested to send word at once to Joseph P. Little, the secretary, 17 Maiden Lane. William T. Gough is chairman of the luncheon committee.

William Sclar of the Sclar Jewelry Co., 40 John St., has entirely recovered from an accident which befell him recently, when he entered his office while suffering with a bad cold and did not detect the odor of gas, due to the fact a tube had been disconnected from a welding torch in his factory. Sclar opened the factory window as was his general custom and then proceeded to open his mail at a desk just outside the factory entrance. When his brother-in-law, Meyer Strick, entered about half an hour later, he found Mr. Sclar in a prostrated condition. He notified the policeman on the beat who arranged to have Mr. Sclar removed to Bellevue Hospital where he was revived, and is again at his usual duties.

The trade was notified last week that on and after May 22, Harry Paul Lanz, a new member of the firm of Reeve & Schumann, Inc., 512 Fifth Ave., will assume the management of the concern's store in the Pennsylvania Hotel at 35th St. and Seventh Ave.

P. Lester Prybil, formerly vice-president of the P. Prybil Machine Co., Inc., 521 W. 41st St. has resigned from that concern which continues without other change. Mr. Prybil also will continue in the manufacturing metal spinning lathes and other accessories for silversmiths with headquarters at 220 W. 42nd St., room 1116.

The New York Jewelers' Golf Association have just announced that the tournament will hold its seventh golf tournament on Monday, May 22, at Westchester Hills, White Plains, N. Y. The tournament will be open to members and the winners will be awarded handsome prizes.

The establishment of Abbott L. Schiff, 15 John St., was dissolved by mutual agreement. The business, property and all assets belonging to the firm have been transferred to M. B. Bryant & Co., Inc., a corporation recently organized under the laws of the State of New York. The new concern was formed by the estates of the former co-partners and has assumed the indebtedness of the firm and in the future will continue at the same address. The incorporators of the firm are E. C. Haight, H. H. Bosch, Maxwell Wagner and James O. Tryon. The officers consist of, president, William P. Martin, executor of the estate of William A. Bryant; vice-president, Frederick W. Bryant, son of William A. Bryant and for a number of years connected with the concern; second vice-president and general manager, Henry H. Bosco, for more than 12 years connected with the house; secretary, Clarence B. Swensen; and treasurer, John A. Potter, executor of the estate of James A. Smith.

Herman Jacobs, dealer in jewelry, 49 E. 137th St., filed a voluntary petition in bankruptcy in the United States District Court, this city, on Monday, May 1. The schedules accompanying the petition list the liabilities at $13,406 which amount is composed entirely of unsecured claims. The assets are placed at $3,870 and consist of household goods, etc., $150, debts due on open accounts, $13,420, property in reversion, remainder and trust, $150, and property claimed to be exempt, $150. Among the largest unsecured creditors are the following: Aisenstein & Wronock, $1,100; Folmer Prip, $1,100; Harvey Glazer, $1,000; Bernard Scherer, $2,000; Joseph Schwartz, $700; Estate of A. Satz, $400; Rochlin Bros., $300; Alexander Wallach, $400; Albert Epperstein, $200; Kupferman & Kava, $300; Jack Shonkoff, $300; Nelken & Katzman, $340; J. Ortman, $400; Borovsky, $300; Harry Jacobs, $1,000; Mrs. A. Taylor, $847; Jacob Schutter, $300; A Borovicus, $200; and Pell & Co., $270.

While five clerks were busily engaged at the rear of the jewelry store of Harry Levy & Co., 124 Fulton St., this city, about noon on Tuesday, May 2, a stranger walked into the place, held up a sixth clerk who was standing behind a counter and demanded two rings worth $60. The usual noon-day crowd was passing the place when a man entered the place and asked William Hine, a clerk, to show him two rings which were on display in the window. As the clerk placed the rings on the counter the stranger grabbed them and pulling a gun from his pocket shoved the muzzle of the gun over the edge of the counter and in a low tone of voice demanded the clerk to

(Continued on page 103)
SOLIDARITY: "The Case That Courts Comparison"

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Every Modern Banking Service—Business and Personal Safe Deposit Vaults
May 10, 1922.

THE JEWELERS' CIRCULAR

Gold Knife Manufacturers Hold Conference in New York with Vice-Chairman of Federal Trade Commission

As THE JEWELERS' CIRCULAR was going to press yesterday (Tuesday) morning, gold knife manufacturers were holding a conference with Victor Murdock, vice-chairman of the Federal Trade Commission at the old Post Office building, New York. This conference was arranged by the Good and Welfare Committee of the National Jewelers Board of Trade and it was through the efforts of this committee that Mr. Murdock was sent from Washington, D.C. to meet with the knife manufacturers.

The purpose of the conference is to refer samples of gold knives and questions involved in their manufacture to Mr. Murdock. A method of stamping such knives was also to be discussed with the Federal Trade Commission's representative. A full report of the conference will appear is next week's issue of THE JEWELERS' CIRCULAR.

Schedules in Bankruptcy of Charles Grupper Show Liabilities of $16,848 and Assets of $6,068

UTICA, N.Y., May 3—Charles Grupper, an involuntary bankrupt jeweler of 24 State St., Schenectady, and of 545 S. Pearl St., Albany, has liabilities of $16,848, principally unsecured, and assets of $6,068 largely located in Schenectady, according to the schedules filed in United States District Court here through attorneys Mann & Mann.

There are 100 creditors, the principal ones being as follows: Albert Halpirn Co., $355; I. Kritzer, $130; Michael Levy, $151; National Watch Co., $301; Kaplan & Alexander, $123; Ben Felshental Co., $141; C. H. Wallen, $112; Bulova Gensel Co., $199; Jack H. Left, $100; Abel Bros., $341; Irving Kritzer, $455; R. & L. Nadler, $272; Mark Jewelry Co., $168; Lauhheim Bros., $232; Druckerman Co., $239; J. Braum, $287; Pincas J. Grupper, $6,145; Clark-Wittebeck Co., $153; William J. Lullis, $426; Union-Star, $153; Van Allen & Co., $288; Straus & Straus, $152; A. Broder, $295, and Meyer & Gen. $105; King & Eisel, 286.

Items from Here and There.

The L. A. Orr Co., 114 First Ave., S.W., Rochester, N.Y., is holding an auction sale.

Walter Camp, president of the New Haven Clock Co. in connection with National Health Week, May 1-8, sent a message to the jewelers encouraging them to carry the movement of the country through the Credit Monthly, the organ of the National Association of Credit Men, in which he calls attention to the benefit of 10 minutes a day spent in physical exercise, if the work is systematically carried out, so that the greatest degree of good is returned from small expenditure of time. That is one of the reasons why the daily dozeen has been so widely adopted.

Announcement by its attorney, E. B. Reilly, was made Saturday to the effect that the Noonan-Kelly Co., the oldest retail jewelry firm in Waterbury, Conn., and for the past 15 years located at 1 and 3 Exchange Pl., will go out of business and the corporation will be dissolved. At a meeting of the board of directors recently George Crystal, of New York, was elected president and general manager, following the settlement of the estate of the late Maurice Noonan, the company was incorporated with the capital of $100,000 and Arthur Crystal, son of the president of the company, was elected assistant manager of the local store. Mr. Crystal holds shares of the new company amounting to $25,000. An auction sale of all merchandise, including the furniture and fixtures in the store opened last Saturday afternoon and will be continued afternoons and evenings until all is sold. The auctioneer in charge of the sale is Warren H. Brokaw, 14 Maiden Lane, New York, who is assisted in his work by C. Casper.

An article in the May issue of the Credit Monthly, the bulletin of the National Association of Credit Men, by John Whyte, Ph.D., director of research of the National Association of Credit Men, is encouraging. He says that business is distinctly on the upward trend, according to reports received by the National Association of Credit Men from 88 representative concerns in 10 different lines of business in the middle and southern States. Of these concerns 78 per cent. report sales in dollars for March, 1922, better than for February of this year and 53 per cent. report their sales in dollars better for March of 1922 as compared with March 1921. The collections for March, 1922, compared with February, 1922, also show an improvement, 59 per cent., reporting improved collection. As compared with 1921 collections have fallen off slightly, only 46 per cent. reporting better conditions in March, 1922, as compared with the same month of the preceding year. In reply to the question, "Has the revival of business activity reached your line," 67 per cent. answered "yes" as against 33 per cent. who answered "no." The articles gives a complete summary of the number of different industries.

Business Troubles

W. A. Frenzel, Casper, Wy., has filed a petition in bankruptcy.

K. A. Braman, Tecumseh, Mich., is reported to be in bankruptcy.

Harry F. Saltzman, El Paso, Ill., has been adjudicated a bankrupt.

M. Aarons, Savannah, Ga., is offering creditors 25 cents on the dollar.

W. B. George, Frankfort, Ky., is offering creditors 30 cents on the dollar.

E. F. Seaman, Monongahela, Pa., has compromised with creditors for 60 cents on the dollar.

An involuntary petition in bankruptcy has been filed against John H. Keade, Centralia, Mo.

An involuntary petition in bankruptcy has been filed against Ora R. Wade. The assets are reported to be about $500 and the liabilities about $2,500.

M. Hendrickson Mfg. Co., Dubuque, Iowa, has assigned for the benefit of creditors. The assets are estimated at $30,000 and the liabilities about the same.

Market Prices for Silver Bars

The following are the quotations for silver bars in London and New York as reported for the past week:

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<th>Date</th>
<th>Official</th>
<th>Assay Bars</th>
<th>Price</th>
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<tr>
<td>May 1</td>
<td>35</td>
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<td>May 2</td>
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Mr. and Mrs. George A. Allsopp, of 78 Johnson Ave., will go to their Summer home at Deal the latter part of the month for the Summer season.

Jensen, a New York manufacturing jeweler, has moved his office and factory to more commodious quarters at 245-7 N. J. Rail¬road Ave., near Chestnut St.

The trade was notified several days ago that L. M. Van Moppes Co., has moved its offices and diamond cutting factory to their own building at 120 Clinton Ave., this city. Louis V. Aronson, president of the Art Metal Works, has given his check for $500 toward Newark's $50,000 quota of the Salvation Army's fourth annual home service campaign. This was the second largest check given during the campaign here.

Curtis R. Burnett of the American Oil & Supply Co., has been elected chairman of the committee appointed by Mayor Breidenbach to plan for Newark's Fourth of July celebration, which will be along safe and sane lines. The committee has $2,000 at its disposal for the celebration.

The first anniversary of Composite Lodge, F. & A. M., will be held to-night at the Washington. David Statman, a jeweler, is Worshipful Master. Louis Krause is chairman of the Committee of Arrangements and Banquet. Although the lodge is only a year old it has been very successful and is already planning to erect a temple, which will be located in the Vailsburg Section.

Henry Koenig, steward of the Carteret Club of Jersey City has brought suit to recover $20,000 damages from John J. Krause, a jeweler who lives in East Orange. Koenig alleges that his auto was run into on the Boulevard, Jersey City, on Dec. 5, last, by Mr. Krause's car and his right leg was broken. He also claims that he was injured about the head, face and body.

Mr. Kromke, one of four representatives of Salaam Temple, Order of the Mystic Shrine, to leave on May 31 for San Francisco to attend the Imperial Council Conclave. The delegates to the Conclave will take a sea trip to Hawaii following the business sessions. Mr. Kromke is chairman of the reception committee at the recent convention of the Tall Cedars held here.

When the Whitehead & Hoag Co., whose plant is located in Sussex Ave., refused to withdraw a cut of five per cent in wages; members of six unions struck. The plant continued operation, about 350 employees remaining at work. The unions allege that 50 employees are out on strike. The men affected accepted a 5 per cent reduction April 1. A similar cut effective May 1 resulted in the strike. A joint committee has been named by the representatives of Concerned and the Newark Council of Social Agencies for the purpose of organizing the Community Chest plan for raising money to finance the welfare organizations of the city. Members of the committee named by the Chamber of Commerce were August V. Hamburg. Among the representatives of the Council was Benjamin S. Whitehead.

Incorporation papers have been filed for Kremenz & Co., Inc., manufacturing jewelers at 49 Chestnut St., one of the largest and oldest in the industry in Newark. The registered agent is Carl H. Lester and the company's office is the legally registered office. The authorized capital stock is $2,000,000. The incorporators were Carl H. Lester and Richard and Walter M. Kremenz. The Kremenz concern not only has a large domestic trade, but a large export business as well.

L. Leong and Brother, Inc., of 345 Hal¬sey St., Newark, with Louis Leong as agent, has been chartered in the office of the Secretary of State to operate the business of smelting and refining gold, silver, platinum and other precious metals, and to buy and sell precious metals. The concern has a capitalization of 1,000 shares of common stock at a price of $100 per share, while the incorporators and the number of shares held by each are G. Lawrence Feld¬man, Newark, 10; Albert A. Schmidt, East Orange, 1; Louis Leong, Newark, 890, Sr.; and W. C. Van Dyke, Newark, 10.

Thieves attempted to break into the jewelry factory of the John Chatelletier concern, at 121-123 Lafayette St., but apparently were frightened away by the burglar alarm before they got into the office. It was about 8:30 in the evening that the concern's burglar alarm sounded in the office of the American District Telegraph Co.'s office. The First Precinct Police Station was at once notified, and Plainclothes men Messrs. Eschenfelder and Patruline Cawley and Hagen¬miller were sent to the factory. When they reached there they found that the front door had been forced and that the thieves had gotten as far as the office door when they were frightened away. A 12-inch "jimmy" dropped by them was found by the officers. Detectives Moran and Erman searched the neighborhood but could find no trace of the burglars.

Louis J. Jensen, a jeweler, 112 14th St., Brooklyn, was arrested on Arlington St., here, in the night, when seen by the police acting in a suspicious manner. Fourteen pawn tickets for diamond rings, watches, earrings, and other articles of jewelry, were found on his person. At police headquarters it was later found that Jensen has a prison record and has served terms under the names of "Louis Howgward, "Howard" and "Hansen." According to the police records on April 17, 1914, Jensen was sent to the Walla Walla prison in the State of Washington for from one to 15 years for burglary. On Dec. 24, 1917, he was fined $200 and sentenced to 30 days in jail in New York for selling liquor违法, and on Feb. 15, 1919, he was sent to jail for from four to seven years from Hoboken on a white slave charge. When first arrested here he said the pawn tickets he had were for jewelry belonging to himself which he had pawned. Later he stated that he had bought the tickets. Local detectives sent an investigation in Brooklyn to determine if any of the pawned jewelry was stolen.

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May 10, 1922.

EDITORIALS

(Continued from page 100)

handling of jewelry than in any other line because the reputation of the seller must, and always will be, the backbone of the product as a guarantee of its quality, quantity or mechanical perfection, and this reputation is therefore so bound up in the product sold that the business of the manufacturer or dealer must stand or fall with it.

While it is true that the question of price cuts a large figure in merchandising at the present time, and the dealer must necessarily purchase on the most advantageous terms, nevertheless it is to the interest of our dis¬tributors to see to it that no matter what the price they pay, quality and workmanship have not been sacrificed in order to pro¬duce an opportunity to offer "bargains." No matter how cheap the ultimate purchaser may obtain an article, he expects the quality and quantity to be as represented, and particularly does he expect merchandise in every way up to reputation when purchas¬ing from a jeweler. The retailer who sells "jeweler-merchandise" for the sake of realiz¬ing a temporary advantage over his com¬petitors is both short-sighted and reprehen¬sible for he is signing the death warrant of his reputation and his future success and is striking a blow at the reputation and prosperity of his fellow-jewelers.

Canada Notes.

F. E. Harris, Vermilion, Sask., has sold his business to E. Corley.

David A. Robertson, jeweler, of St. Mary's, Ont., recently sustained a fire loss.

The Western Jewelry & Fancy Goods Co., of Canada, Sask., has changed its name to Bregers Jewelry & Fancy Goods Co.

On May 1 daylight saving went into effect in numerous Canadian cities including Ottawa, Montreal, Quebec and Halifax. There has been no general federal or provin¬cial legislation on the matter and in con¬sequence there is likely to be some confusion owing to the difference of the time in neighboring localities. A resolution was brought up in the Canadian Parliament on May 2 by Frederick Kay, M. P., for Mis¬sisquoi, Que., declaring "that in the opinion of this House it is desirable that legislation be introduced during the present session to prohibit the adoption of daylight saving time in any part of Canada."—It was not taken seriously and was voted down.

After 51 years' experience in the wholesale and retail jewelry trade of Canada, Edmund Scheuer, head of the firm of Ed¬mund Scheuer, Ltd., of Toronto, has re¬tired from business. The firm is now under the management of Isadore Scheuer and Isadore S. Scheuer, who have been connected with it for many years and are well and favorably known to the trade. Mr. Scheuer carries with him a long record of service and devotion to his trade and a wide circle of friends whose respect he has won by his many excellent qualities as a business man and a public spirited citizen. He will devote himself in the future largely to philanthropic work.
Chicago Notes

J. Guntzburger, New York, spent several days here last week calling on the trade.

Walter Kahn, of L. & M. Kahn & Co., New York, was a visitor in Chicago last week calling on the trade.

B. O. Hess, of the Frank Kremenz Co., left last week on a two weeks’ business trip through the northwest.

Theo. Leebisher spent several days in Milwaukee last week calling on the trade and visiting with old acquaintances.

Henry Rufeson, Newark, N. J., is spending a week here visiting at the Chicago office and calling on the trade.

Fred N. Whitney, of the Hadley Co., returned last week from his visit to Cincinnati, and reports business fair there.

Louis Manheimer, accompanied by his family is spending several weeks at French Lick, resting and visiting with friends.

Jas. T. Simmons, of Simmons Bros. Co., is making a business trip through his eastern territory to be gone for about two weeks.

Jacob Bunn, president of the Illinois Watch Co., and A. J. Armbruster, of the same concern spent several days in Chicago last week on business.

Ed. Adams, of the Edison Adams Co., San Francisco, Cal., spent several days in Chicago last week visiting friends on route to the eastern markets.

M. I. Ast, retail jeweler at 4618 South Ashland Ave., left last week for New York, to sail for Europe. He expects to visit at his old home in Poland for about three months.

Milton C. Hess, of the National Railway Time Service Co., is again back on the job after being confined to his home for the past three weeks with a severe attack of tonsilitis.

C. H. Sherman, manager of the Joliet office of the National Jewelers’ Publicity Association, returned last week from a visit to the gem markets.

K. H. Berman, of Simmons Bros. Co., left last week for New York to sail for Europe on May 16 on the steamship Olympic and will spend about six weeks visiting the gem markets.

Mrs. G. Gendeau, of SS. Bussburger, of 2639 Lincoln Ave., left last week for New York to sail on the steamship Orbida for Europe. Mrs. Strassburger expects to be gone until about the middle of October and will visit with friends and relatives in Germany, France and England.

Congratulations were extended to A. J. Kircher, of Edward Kircher, last week when he announced his marriage to Miss Alma Duerigan, of Austin, Ill. Right after the ceremony the happy couple left for a four weeks’ honeymoon trip to Canada where they will visit with friends.

Henry G. Thresher, of Waite-Thresher Co., arrived in Chicago last week from Atlantic City where he attended the wholesalers’ convention. Mr. Thresher came to Chicago to attend the meeting of the National Jewelers’ Publicity Association, and also to visit with A. B. Poulson, manager of their Chicago office.

W. G. Snow, advertising manager of the International Silver Co., George H. Edwards, of the Holmes & Edwards Co., and W. B. Griffin, of the same concern, spent the past week here visiting at the Chicago office and attending the meeting of the Association of National Advertisers who met at the Drake Hotel.

Frank S. Crossin returned to Chicago last week from New York where he has been spending several months, and states that he is now representing the Standard Emblem Co., of Providence, through the middlewest with headquarters in Chicago. Mr. Crossin expects to open an office in the Heyworth building. He formerly was connected with the T. I. Smith Co., and Swift & Fisher.

S. Berman, of S. & I. Berman, diamond merchants, is spending a couple of weeks in Chicago calling on the local trade. Mr. Berman has just recently returned from a visit to the diamond markets of Europe, and reports that the prices on diamonds are climbing steadily and by Fall diamonds will be considerably higher in price. He also stated that it is getting very difficult to get fine goods, and that the houses that handle this grade of merchandise are getting very independent.

The Chicago Assay Co. is the name of a new concern which has recently opened temporary offices in suite 506 Columbus building, for the purpose of appraising estates, selling stocks, and acting as receiver or trustee. Joe Ritter, well known in the trade is one of the organizers and has been elected president and treasurer of the company. Ed. Smekjal, attorney, will be vice-president and F. J. O’Keefe, attorney, secretary. The board of directors and stockholders of this company consist of some of the leading attorneys and bankers of this city.

A sneak thief entered the office of the Peterson Studios, 1513 Masonic Temple, one day last week and escaped with a pair of Russian candlesticks and a gold amethyst ring, all of which were on a table near the door. Mr. Petterson states he had waited on a customer and right after the customer had left a solicitor entered. After the latter left, Mr. Petterson went back to the shop which is partitioned off from the office and within a few minutes a neighbor entered and told Mr. Petterson he had found the door wide open, and thought it strange as the door was always kept closed. Evidently when the solicitor left, he left the door open far enough for the thief to enter so that the buzzer which is attached to the door would not give the alarm. The loss is estimated at less than $100.

Jake Levin, of L. Heller & Son, is now making his home in Chicago and expects (Continued on page 106)
THE JEWELERS' CIRCULAR

Co., working his way from the factory up to one of their chief road men. Mr. Schroeder also claims that he was born and raised in the shadow of the Elgin Watch Co. factory.

Several manufacturers and manufacturers' agents of this city have organized the Gift Art Wares and Novelties Association of Chicago, with headquarters at 60 W. Washington St. The officers of this association are W. C. Calihan, president; Wayne Collins, vice-president; C. L. Geesey, secretary; Malvin Flesham, treasurer. A luncheon held at the Palmer House on Tuesday was largely attended and plans discussed for promoting the interests of their members. One of the definite plans at this time is to hold an exhibit at the Palmer House Aug. 12. Two entire floors of this hotel have been secured for this purpose and further details of this exhibit will be announced later.

Pacific Coast Notes

L. R. Smith, Long Beach, has rented a portion of the Waymire store and is prepared to do all kinds of jewelry work.

A. M. Samuels is holding an auction sale at his place of business, 1326 Broadway, Oakland, Calif., preparatory to moving to his new location.

Dietrich & Jacobsen, Fullerton, Cal., have dissolved partnership, Geo. L. Dietrich continuing as optician only and Taylor Jacobsen remaining in the jewelry business.

A. H. Dodge, Seattle, Wash., has purchased the jewelry store of which Skillman Van Cott, Mt. Vernon, Wash., has been the proprietor. The new owner has had 30 years' experience in this line of business.

The Hosenpud Jewelry Co., operating several stores in other cities, announces the opening of an exclusive jewelry store at 6724 Hollywood Boulevard. They will do watch repairing and gem setting, in addition to carrying general lines of jewelry.

The San Francisco Commercial News comments on the fact that, at Antung, China (South Manchuria), no clocks or watches of America make can be found, though the Japanese manufacturers carry advertisements of such goods. Japanese watches and clocks are being sold in Antung, in increasing numbers. These statements are based on the reports of Vice-Consul Lasser, at Antung, China, to the Department of Commerce.

H. Victor Wright, secretary of the jewelers' National Research Bureau was expected to arrive on the afternoon of the first day of the State jewelers' convention at Eugene, Ore., May 8-9. Mr. Wright is engaged in collecting data on such questions as the cost of selling jewelry and the proper percentage of profit. The program for the convention will contain 56 pages and will be sent to every member of every jewelers' association, throughout the country.

William O. White has closed a contract for a long term lease on the building at 205 Jackson St., which is next door to Colson St. to the United Cigar Stores Co., at Augusta, Ga. Mr. White opened a jewelry store there. Mr. White has been identified with the jewelry business for some time.

May 10, 1922.

The monthly meeting of the Wholesale Jewelers' and Manufacturers' Association was held Tuesday, May 9.

George Mosey, Greens Fork, Ind., and George H. Deck, Blanchester, O., were given a cordial welcome by the Richmond Co., during visits to the city recently.

John Gerwin, of Cohn, Hahn & Newstedt, entertained one of his out-of-town customers, Harry Wustendorf, Charles town, West Va., during the past week.

Edward Hirsch, of Greenwold, Hirsch & Grift, has purchased a lot in the Burton Woods subdivision, and is having plans prepared for the erection of a stucco semi-bungalow to cost $10,000.

Julian Schwab, president of the Wholesale Jewelers' and Manufacturers' Association, returned Monday, May 1, from the national wholesalers' convention in Atlantic City, where he represented Cincinnati wholesalers.

Joseph T. Weisfeld, of A. G. Schwab & Sons, is reporting better business from southern territory than he expected when he left here on his second trip of the year. Business conditions in the south are improving daily, he writes.

Charles Weber, Bryan, O., who has been in the jewelry business there with another man for some years, has opened a store for himself. He was in Cincinnati Wednesday, May 3, as a guest of the D. Jacobs' Sons Co., buying his open bill of goods.

Clarence Loeb, of L. Loeb & Sons, volunteered his services as one of the solicitors on the Community Chest drive and is proving successful in securing contributions toward the operation of Cincinnati's charitable organizations. He is a member of Team H.

The Gruen Watch Co. announced a contribution to the Community Chest Thursday, May 4, of $1,000. The Loring Andrews Co. made a contribution of $500 the day before and the Homan Mfg. Co. gave a like amount. J. T. Homan and L. H. Hexter each gave $500 toward the fund for charity.

Herman J. Huber, diamond importer, is arranging to sail from New York on the Reliance on May 16 for Europe. He will take his family with him on a trip through Germany, Holland, Switzerland and France. It will be a combined business and pleasure trip. They will not return until September. During his absence Louis Brinkman will conduct the business.

Nate Hahn, of Cohn, Hahn & Newstedt, has been spending a week traveling back and forth between Cincinnati and Hillsboro, O., assisting William Boetscher get started in business for himself. Mr. Boetscher formerly was with the E. & J. Swigart Co. here but recently bought out the store owned by the late Frank Emmerling, whose interest has been held by Mr. Emmerling's sister since his death a year ago.

Carl A. Rohins has purchased the business of T. C. Guye at Warrenton, Mo.
MILWAUKEE

Gamber Tegtmeier, son of Archie Tegtmeier, prominent Milwaukee jeweler, won the election as editor-in-chief of the 1924 Badger, University of Wisconsin yearbook.

THE JEWELERS' CIRCULAR

MILWAUKEE

May 10, 1922.

Carl Holderle, formerly in the jewelry business in Stanberry, Mo., has opened a jewelry store at 312 Chippewa St. Leo Cahn, connected with M. Bauman & Co., New York, spent several days in this city recently. He was en route to California.

THE Maritz Watch & Mfg. Co. has closed out the manufacturing and repairing of jewelry and the house is now exclusively a watch house. The jewelry factory was established in 1894.

A careful inventory of jewelry is to be required of Milwaukee taxpayers this year as a result of Tax Commissioner Arnold's law passed by the 1921 legislature. Warning of the attempt of individuals to escape the new ruling intentionally or inadvertently was given in the assessment bill mailed at more than $750 will be taxed as personal property, the first time since 1911 that jewelry will be taxed in Milwaukee.

In an address at the downtown and other Milwaukee merchant members of the Milwaukee Athletic Club, N. L. MacLean, general chairman of the Milwaukee Ad council, said:

"Advertising is essential to the success of any business. It creates a buying habit on the part of the public and makes certain articles a factor in the home. Consistent advertising will bring success. By consistent advertising your goods will become a household word."

Walter Gutsch, 26 years of age, employed in the engraving department of Bunde & Uppmeyer Co., Milwaukee, Wis., returned to his home after a week's absence unable to give a coherent account of his actions during the past seven days. Leaving for work Saturday morning he complained of not feeling well but did not report at the jewelry store and could not be located until his return home one week later.

Featured by a concert of the Manitowoc Marine band, the formal opening of the Kohls & Leschke Jewelry Shop, Manitowoc, Wis., was a pronounced success. Cigars and carnations were given as souvenirs. J. J. Kohls formerly conducted a jewelry store in Manitowoc but entered into partnership with R. Leschke, enlarged his stock, purchased new equipment and opened a store that is modern in every respect. Mr. Kohls will conduct the repair department of the new store.

Many Milwaukee jewelers are making preparations to leave for the inland lakes of Wisconsin colonies with the approach of Summer. Prominent men in local jewelry circles leave annually for a visit to their Summer camps and spend the Summer season, yachting, golfing and fishing. William Uppmeyer and Louis Bunde, of the Bunde-Uppmeyer Co., will go to their Summer cottages at Pine Lake; Henry Stecher, of the J. J. Kohls & Co., will journey to Cedar Lake; and Henry Rank, of Rank & Motteram Co., to Pewaukee Lake.

Mrs. A. S. Neff, is offering 33 1/3 per cent to creditors on the estate of A. S. Neff, Canton, Ohio.
Morgen president of the Morgen Jewelry Co.

Jos. T. Brennan, who recently, as announced in THE JEWELERS' CIRCULAR several times, made an addition to his connection with the Burr W. Freer Co., has joined his sister in Southern California where she is spending the winter for the future.

Jos. T. Kielty, of Mayer & Weinschenk, and Lee Myers of R. & L. Myers Co. were incoming passengers by the Maui on her last trip from Honolulu. The voyage was a very rough one. Business in the islands always reacts to sugar prices so, sugar being down, things are, at present, somewhat quiet. The labor problem is not particularly acute, as plantation workers are being taken from the Philippines and Porto Rico. Next year, the planters expect to make good money again.

Albert Hansen, a leading jeweler of Seattle, Wash., who has been visiting relatives in southern California for the past two weeks, is in the city, having motored up from Los Angeles. Other visiting jewelers in the city, during the past week include: Ernest Mueller, Eureka; Tom White of A. White Inc., Vallejo; L. W. Cheney, Bakersfield; Wm. Dupen, Sacramento; C. P. Jacobs, Vallejo; L. C. Kober, Healdsburg; Harry Jacoby, Groveland; and David Glickman, Santa Rosa, Cal.

Ben Nordman, jobbers and manufacturers' representative of 704 Market St., sustained a robbery loss of some articles of jewelry on April 24. The loss is not fully covered by insurance. It is understood that, Mr. Nordman left some stock and samples in his car, at the door of the building where his offices are located. Thieves stole the car and its contents. The auto was recovered the following day, by the police. Taking the jewellery, the thieves had abandoned the car in another part of the city.

Oakland, Cal.

It is rumored that Oakland's smallest jewelry store will open soon in a space about six feet square at the entrance to the Henschel building on 14th St.

The H. Morton Co., has a display of jade carvings in the window that is quite unusual. Most of the earrings are of black jade but several are of the apple green shade that is so prized.

Victor Burris says that they are now representing Alloey & Bliss Co., a line formerly carried by Henry M. Abrahams of this city. Mr. Wrayton is very well known to the Coast trade, as he has been representing Durand & Co., in this territory, for a number of years.

Herman Winter, representing A. Wittnauer & Co., New York, is staying at the St. Francis, accompanied by Mrs. Herman Winter. Windsor N. Cobb of R. Blackington & Co., is also at the St. Francis. O. F. Towl, representing the Towlfe Mfg. Co., is registered at the Palace Hotel.

The H. C. Ahlers Co., a retail firm of this city, has joined the staff of the Burr W. Freer Co. to travel in the Pacific northwest. Mr. Davey is popular and is very well-known to the trade, having been in the jewelry business here for so many years past.

S. H. Friend and Mrs. Friend expected to return from Europe, on May 5. Mr. and Mrs. Max Morgen, who have been traveling with them, are remaining in order to spend a month at Carlsbad. Mr. Friend is of 704 Market St. and Mr. Barney's has a new set of nickel-plated bars around the lower part of the display window. The bars may be removed and are held in position by padlocks. The bars will serve as a deterrent to any one with ideas about smashing the window and getting some of the valuable diamond display that is there now.

H. S. Schussler, vice-president of the State, has been traveling with them, are remaining in order to spend a month at Carlsbad. The bars will serve as a deterrent to any one with ideas about smashing the window and getting some of the valuable diamond display that is there now.

Charles Francis Root for the past four years a watchmaker in the employ of D. L. Switzer, Staunton, Va., died May 1 at his rooms in the Whitmore Apartments, where he had been residing during the past year. Mr. Root was a native of Springfield, Mass. Previous to his connection with the Switzer store he had been with J. H. Crafton, when the latter was in the jewelry business at Staunton. Mr. Root was twice married and is survived by his wife and a young son. He also leaves a daughter, Mrs. O. G. Olsen, Brooklyn, and two grown sons.
He had no trouble, however, and although the road was in many places very difficult on account of the sand, he made the round trip of 513 miles in about 12 days.

The following are among the out-of-town jewelers who have been in Los Angeles recently: L. C. Tucker, Sierra Madre; C. T. Reed, Torrance; George D. Parr, Torrance; L. R. Gillett, Watts; Mr. Bishop of Smith & Bishop, Santa Ana; J. E. Hillenbrand, San Fernando; W. E. Heater, Huntington Beach; S. L. Layle, El Monte; T. J. Wyatt, La Habra; M. Fornes, Venice; L. E. Hendrickson, Huntington Beach; George B. Witman, Pomona; Walter Lawrence, Burbank; C. E. Miller, Van Nys; A. J. Dutton, Anaheim; Mr. Walker of the Walker Jewelry Co., Glendale.

C. H. Thomsen, of the J. T. Bruner Co., who has been in charge of the Los Angeles branch of that concern for some months past, is now in San Francisco en route to Omaha, the headquarters of the company. From there he will go to New York on a buying trip. Mr. Bruner himself is expected here June 1 to remain for the summer months, bringing his family with him. Mr. H. N. Nielsen, the Los Angeles member of the company, is now in charge of the local office. J. P. Branyen, formerly with the J. M. Bennett Co., Minneapolis wholesalers, has been engaged and is already in charge as house manager here. Mr. Thomsen is not expected back for a number of months.

O. S. Balzer, manager of the jewelry department of S. Nordlinger & Sons, who has been in Europe on a buying trip for a number of weeks, is expected to arrive in New York, May 10, and to reach Los Angeles the latter part of May. Reports from him indicate that he made many satisfactory purchases abroad. Several shipments of the merchandise which he bought have already arrived. These include large quantities of Whitby jet, and beaded bags, both French and German. Mr. H. acting manager, has been having a very successful sale of pearl necklaces, having sold about 700 of these articles. He especially featured nationally-advertised goods in this sale. He reports business generally very good in all departments.

Walter Murray, manufacturing jeweler, 532 Metropolitan building, was the victim of a sneak thief a few days ago. While busy in his repair department, a Mexican entered and opened his show window. Hearing a noise, Mr. Murray discovered the man as he was making his escape. He chased him through the hall and caught him just as he had entered the elevator, and held him for the police. The man had taken a ring from the window, but when searched by the police it was not found on his person. It was afterward discovered, however, in the elevator, and returned to Mr. Murray the next morning by the finder. The Mexican is being held by the police. He was identified as a man who had been seen hanging around Mr. Murray's place for a number of days.

Luke Vittetoe, Sigourney, La., has sold his jewelry business to N. D. Klein.
The growing demand for

Colored Glass

has grown beyond our expectations. We are even solicited for broken pieces so that they may be cut and fashioned into necklaces, beads, etc.

Not far from us are located the ruins of the Boston and Sandwich Glass Works. The ground where once stood this famous factory, is now being dug over by treasure hunters looking for trinkets and bits of colored glass that may be treasured or worked over into beads or novelties. The many pieces of colored glass found makes it exceedingly interesting for those of a treasure trove nature, always being lured on in hopes of finding a piece of value. The colors of pieces found are Blue, Amethyst, Canary, Alabaster, Turquois, and by a strange coincidence the base of the receipts used by Pairpoint for producing our colors are the very ones that were used in this old factory 80 years ago. The Metal Mixer of the Boston and Sandwich Works, who was one of the best in the country, passed his receipts to others in his family who have made a life's business of glassworking in our employ.
Helping the Jewelers Get More Trade

THE Gift Department of The Jewelers' Circular was established to meet the demand which we found in certain quarters among retail jewelers for information as to what might be called legitimate "side lines." Many jewelers felt that with the changing business conditions, aid them with hints as to marketing it. The jeweler should feel free to use this department to the best advantage to him and make his wants known. We would also be pleased to have suggestions from our subscribers as to their individual experience in successfully marketing wares of this kind. No endeavor will be spared to continue the service started and make it

Buying gifts who had so generally flowed to their stores during the prosperous days of the war and after the war were beginning to desert them because they were searching for articles of small value and greater bulk than the jeweler usually carried. The jeweler had watched the development of the so-called "gift shops" with a great deal of interest and though he felt that many of the attractive lines these shops carried could be legitimately carried by him, he did not have the information as to goods of this character that were on the market or where such goods could be purchased. This resulted in so many inquiries to this paper and to various organizations in the trade, that the present department was deemed necessary.

Nevertheless, the department was more or less of an experiment as the demand for the information came from what might be termed a comparatively small proportion of the trade, but its reception by jewelers all letters received has been surprising as well as gratifying and bespeaks an interest in the subjects treated far beyond that we believed to have existed a year ago. The letters received from jewelers ask for all kinds of information; some write asking how to start gift sections in their store, others what kind of goods to purchase for this purpose, still others, where to purchase them and still others asking for hints for specially displaying goods of this character. That the jewelers avail themselves of the information given from week to week and appreciate the efforts made to tell them of appropriate gift lines, is strongly manifest by the host of inquiries about the articles illustrated and described.

Subscribers should have no hesitation in asking information on the subjects touched on in this department and we are always glad to render any service possible to help jewelers get the merchandise they need or

A Very Profitable Line

GREETING Cards are a jeweler's stock. They show large profits and now is the season to place orders. Many of the jeweler's customers want special messages and names engraved thereon. This, if it is arranged for in good time, will find work during the dull Summer months. Traveling men are on the road now with their samples and we are frank to say that there has never been a better selection offered the trade before. Artists are vying one with the other in artistic effort.

One advantage in this business is that a jeweler does not have to pay for his goods before he has sold them unless he wishes to secure a good cash discount. Otherwise he may have a credit that enables him first to sell and get paid for his goods.
THE illustration, at your left, suggests one of the many happy combinations in which two (or more) strands of Betty Beads may be worn.—And, additional profit for you results.

Genuine Betty Beads are made up in necklaces and girdles. A variety of exquisite—and lasting—colors assures an harmonious match for all costumes. Their dainty, alluring charm and popular price make a widespread appeal.

The necklaces are 54 inches in length—sturdy and dependable—for Betty Beads are not strung, each bead being individually connected with its neighbors with sufficient security to sustain a pull of from 30 to 70 pounds!

Write for sample order of one-half gross. We will make suitable selections and supply you with selling helps—free.

Necklaces retail at $1.00 each
Girdles retail at $5.00 each

Betty Products Co.
HARTFORD 37 Edwards St. CONNECTICUT
New York Office—Condit & Rattey, 9-13 Maiden Lane

RUTH ROLAND
Wearing her Betty Beads (11x14 Sepia Photo for window display purposes free).
A Unique Display of Cut Crystal Glass for the Jeweler's Show Window

The illustration of a suggested window display appearing on this page was published in THE JEWELERS' CIRCULAR in 1914 and it seems fitting that now that the wedding season is upon us to show it again, as it will be new to many, and even those who saw it before may be induced to attempt the display if they did not do so then. With the aid of a window dresser a very pleasing effect may be obtained, and it will suggest the enjoyment to be had on the water, now that every one is thinking of the country and cooling streams for the week-ends.

There are many pieces of crystal cut glass made in the form of boats, many crystal electric lamps on the market, anyone of which would serve as a light house, and bowls with scallops, which could be used to simulate forts. The variety of glass spoons could be used as oars for the boats, while the making of sails is an easy matter. Empty cotton spools wrapped round with tin foil would serve as holders for masts and white paper could be used for the sails.

Green crinkled paper would serve for grass on the river bank, and at any toy store cut-out houses or villas can be secured in great variety. Paper or celluloid chickens, cows and other farm animals are easy to get at these stores, so that a very charming scene can be made up with the exercise of a little imagination and ingenuity.

If this idea is put into effect by any subscribers it would be considered a courtesy if he would send photographs of the display to THE JEWELERS' CIRCULAR. To stimulate the sale of cut crystal a jeweler must be just as progressive as possible. He must show just as much interest in it as he does in his other lines. If he does this he will notice the increase in his sales. The profit shown on cut crystal is quite considerable and as every woman needs a certain quantity of it, if her house is to be properly equipped, why should not the jeweler instead of the department store get the business? The department store buyer is constantly making offerings in an appealing manner through the daily newspapers for people to come and see the cut glass department. A jeweler should make a stronger appeal and court the inspection of the wonderful display of "Cut Crystal," the real hand-cut, on pure crystal glass blanks, the kind a purchaser will be proud to give as a wedding gift and the kind that will make the prospective bride happy.

Jewelers must realize the importance of proper advertising. By that is not meant signing a contract for a given space. This of course is the first essential, but what is really needed is snappy, bright and intelligent copy. A solicitor who secures a jeweler's advertising order will be glad to give the jeweler the benefit of his experience and usually such men have good ideas which might not occur to the advertiser. But the best thing to do is to employ an advertising agent who will prepare illustrations and copy complete.

But no matter how the jeweler cares for his advertising he should advertise and so popularize his crystal department if he is to do the maximum amount of business and get the people coming his way instead of going to the department stores.

The jeweler will find that customers would rather buy from him than from department stores for jewelers have a reputation of dealing in quality goods rather than cheap goods. Yet a jeweler can sell as cheap as a department store and still offer good goods and make an excellent profit.

Gift and Art Show to Be Held in Philadelphia, May 15-22

A Gift and Art Show is to be held in the Hotel Adelphia, Philadelphia, Pa., May 15-22, and indications point to a most successful gathering. All kinds of gift goods will be on display giving jewelers an opportunity to make a survey of the lines available for stock in the gift section of their stores.

Jewelers should always be on the lookout for opportunities to obtain suggestions which will help them in making the gift sections of their stores a real success and shows of this kind are always helpful.

Out-of-town jewelers who are visiting New York and wish to get pointers on buying new goods for their Gift Departments will be welcome visitors to the office of THE JEWELERS' CIRCULAR. Information of value will be furnished cheerfully and advice and aid will be extended at any time.
Empire Cut Glass Has Always Been Known for Its Quality

This is the kind of glass that will be in demand.

We have new designs and shapes, and prices are right.

Trial order will convince you of its merits.

New York Showrooms
35-37 W. 23rd St.

THE EMPIRE CUT GLASS CO.
FLEMINGTON, N. J.

Attractive and Profitable Items for Gift Shops

The cut illustrates only one of the many items of this line. Made in Aurora, Crystal, Blue and Canary colors. Candlesticks, Lilly Bowls, Fern Dishes, Bon Bons, Fruit Bowls, Vases, Plates, Salad Bowls, Cheese and Cracker Sets, Cologne Bottles, Cake Plates, Berry Bowls, high and low foot comports, and many other items. Also complete lines of attractive high-grade cut, etched and gold encrusted patterns.

Write for Illustrations

UNITED STATES GLASS CO.

Branch Offices
in all the large cities

General Offices and Salesrooms
Cor 9th and Bingham Sts.,
PITTSBURGH, PA.

Branch Offices
in all the large cities
Hints for the Dealer Conducting a Gift Department

Umbrellas have long been articles that jewelers sell. They lend themselves to the jewelry business because of the variety of handles of novel shapes and of precious and semi-precious metals. In some cases the handles are set with precious or semi-precious stones, and in the case of presentation umbrellas there is always a certain amount of engraving. Of recent years, since travel has become so general both by train and automobile, nearly every one wishes to purchase necessities and accessories which will not take up too much room and can be transported with the greatest convenience. Umbrella makers have sensed this need, with the result that many folding umbrellas have been successfully launched on the market. Not only are they made to fold but in one instance an inventor has presented an idea which permits a traveler to carry sunshades and umbrellas to match every costume in the space in which one ordinary umbrella can be transported. This has snap-on eyelets and within a minute a cover may be re-illustration, folds over about the middle of the ribs and when bent back, with the handle, too, which is jointed, takes up considerably less than half its full length when in use. In fact, its folded length is but 15 inches. The illustration shows how this is accomplished and when so folded, this, too, is packed away in a soft leather envelope and is easily transported in a bag or suit-case that has not less than 15 inches inside space. Again is shown an umbrella whose handle is put to a very practical use. It will be noticed that the cap unscrews and shows a cavity containing cigarettes. There seems to be no reason why this idea cannot be applied to men’s umbrellas as well as women’s, and it also occurs to us that umbrellas are made to keep out the wet and by the inverse ratio might be used to keep the “wet” in. These are all illustrated in Group No. 100.

The prospective June bride is preparing for her wedding and her friends are also active in arranging parties and showers for her. It has been suggested that “showers” be advocated along certain lines, so that a dozen friends coming together could present a whole set of glassware of one pattern. In this way the prospective housekeeper can start out well supplied with this very necessary equipment which goes to make up all well supplied homes. Many patterns have been shown, from time to time. Two others are shown in Group No. 101. Any jeweler can secure, from different manufacturers, illustrations of up-to-date designs so that should their customers prefer something different from the articles in stock it is an easy matter to procure other designs, thereby obviating the necessity of customers appearing to copy one another.

Candy jars or containers, as shown in Group No. 102, are made in many different styles of crystal and colored glass. Three of the same shape are illustrated. They are half-pound, one-pound, and two-pound containers and are made in purple, blue and topaz colored glass. The fourth one, which is a more rounded container, will hold a pound of candy and is made of topaz colored glass. The covers are white metal and the bases are plated, all in bright finish. These make quite an attractive decora-

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the illustration are exquisitely decorated china of domestic production. The broad decoration from the shoulder of the pieces down is of handsome gold encrustation with platinum bands. China and crystal ware naturally are allies and the showing in this group of both china and glass is made with the idea of impressing upon the jeweler that these

Group No. 102.—Colored Glass Candy Containers, in purple, blue and topaz, with white metal and plated bases and covers

Group No. 103.—Imported and Domestic Art China. Three pieces on the left are in artistic bold decoration and those on the right are exquisite gold encrustations with platinum bands.
Two New Vases in Hawkes Crystal Glass

Fast sellers that will boost your profits

Your crystal stocks are not complete without these two new Hawkes designs. You are losing sales to every discriminating home-lover if you cannot show them.

They will stimulate your gift business. When a customer asks for an artistic, practical gift at low cost, these Hawkes creations are the answer. As on all Hawkes items, the dealer’s profit on these vases is large, very large. And the satisfaction and good-will of your customers mean something, too.

Order a limited number at once and put them on display. They’ll sell on sight—and we’ll ship your reorders the same day we receive them.

T. G. Hawkes & Company
Corning, N. Y.

Pacific Coast Office: 140 Geary St., San Francisco, Cal.
THE JEWELERS' CIRCULAR

May 10, 1922.

blanks the equal of any turned out in Eu-
rope.
A woman's boudoir is a sanctum sanctorum in which its owner takes particular pride and can never have it too beautifully decorated or herself too well surrounded by articles of utility and luxury. The lower row in Group No. 105 shows beautiful items of necessity for a well ordered toilet table. There are receptacles for everything needed by a person of refinement. They in-
clude a glove box, handkerchief case, cologne bottle, receptacle for facial cream, pomade or powder and other articles. Cut crystal vases for flowers are always in order and a variety of these are displayed in the background of the illustration. Different motifs are shown in the designs as well as various shapes and still there are thousands of different shapes and designs from which a person may choose. A stock of this type of merchandise will surely create sales.

There are so many varieties of crystal vases and other useful, yet withal ornamental pieces, that it is with difficulty that an adequate showing can be made in these columns. Those shown in Group No. 106 are so beautifully conceived and the design executed in such an artistic manner that jewelers should know of them. As has been so repeatedly stated here, silver and crystal are natural allies and this has been recognized in presenting these items for jewelers' approval. The bases of the vases and the rim of the one on the left-hand side are of sterling silver, as are the rim and handle of the fruit basket. The perpendicular lines, the wide flute and the copper wheel engraving are all true to the present mode.

Herman Blum, Middletown, N. Y., formerly president and manager of the Leatherwear Co., has just been operated on at the Mayo Bros. Clinic and Hospital Rochester, Minn. He is reported to be on the way to recovery.

Rock Crystal in Art

While not a precious stone, rock crystal has been considered for many centuries as a gem stone. The ancients used it in making articles of large dimensions. The Louvre Museum possesses among its ancient Egyptian antiquities a rock crystal vase covered with engraved hieroglyphics. The Greeks and Romans held crystal in great honor and worked it to perfection. The ancients considered crystal congealed water and the supposition persisted into the Middle Ages. It was employed in cabochon form in jewelry; rings, chaplets, &c., were ornamented with it. Monstrances and reliquaries were embellished with plates of crystal. In the civilian decorative arts this practice was quite common. We see it figuring in the vessels of the table service by reason of a curious superstition of the period.

In the Middle Ages they had always a fear of being poisoned; and rock crystal was supposed to expose the presence of poison. They said that in the presence of poison the crystal became cloudy. Hence a number of objects on the table during that period were partly composed of rock crystal. Of such is the "poison cup" preserved at Cambridge, having rock crystal in its cover. It is dated 1570.

The engraving of crystal was one of the triumphs of the Renaissance. An example is the Farnese casket in the Naples Museum. It has been attributed to Cellini. The casket is silver-gilt and of architectural form; it stands on feet, and has figures of Mars, Minerva, Venus and Bacchus at the corners, supported by squatting sphinxes. The casket body is divided into panels by graceful caryatids—the middle one bears the Farnese arms. In each of the panels is an oval plaque of rock crystal engraved and signed by Bernardi de Castel Bolognese. These are marvels of execution.

Watches of the XVth century were often of rock crystal mounted in bronze or copper. Later snuff-boxes were made of rock crystal. Large objects of this material are rare.
Always Salable
Always Staple
Two of our best sellers illustrated— $2.25
Each
Exceptional Value
Silver Plated on Nickel Silver Base. Polished or Butler.
Same with adjustable handles ........ each
Discount—2%—30 Days
Net 60 Days
SEND FOR SAMPLES
Buy direct from the manufacturer
E&B Ass
MANUFACTURERS
610-618 BROADWAY
Showrooms, 339 Fifth Ave.
Corner 33d St.
Chicago Office:
21 No. State St.

Fry Quality Crystal Glassware

One of the many beautiful pieces shown in our new “Combination Cut and Etched Catalogue No. 10.”

Manufactured in a plant that is more completely equipped than any of its kind in the world, backed in management by more than fifty years of experience in glass making. We make the famous “Fry Ovenglass” for baking; also Art Glassware, specially designed both in shape and pattern for the Jewelry trade. Discriminating home-lovers buy “Fry Quality Crystal Glassware.”

Progressive Jewelers carry “Fry” products.

Catalogues Nos. 10, 5, and 1 cheerfully mailed on request.

Let Those Who Sell You Goods Help You Sell

JEWELERS who are conducting Gift Departments in their stores and those who are interested in opening such departments should take advantage of every opportunity to learn all they can about how to make such a department a success. Many suggestions have already been offered in these columns. There is one thing, however, in connection with conducting a gift department that has not been given due prominence in the Gift Section of The Jewelers' Circular, and that is the fact that practically all of the firms from which jewelers buy their gift counter stock stand ready to help them sell that stock.

The up-to-date manufacturer and wholesale distributor does not forget all about his customer as soon as the bill of goods is sold. Instead he is prepared to furnish sales aids which will speed up the movement of the merchandise from the jeweler's counter to the consumer. In doing this he serves the jeweler and at the same time helps himself because if his goods meet with a ready consumer market the jeweler will soon be ready to order more stock.

It cannot be expected that a manufacturer or wholesale distributor will be able to furnish an unlimited amount of printed matter such as show-cards, catalogs, etc., but where the account is worthy of it this kind of service can usually be expected.

In many cases for the effort of writing to the manufacturer or wholesaler the jeweler can get catalogs and other aids which he can have stamped with his name. These will serve to bring business to his store.

Often this service is so well arranged that the jeweler can obtain from the literature furnished much information of value to him regarding the articles which are offered. A careful study of this information makes it easier for him to talk to his prospective customers and often means that he will make a sale that might otherwise be lost.

Nine times out of ten if a jeweler asks for advice and assistance from the manufacturer he will not be disappointed. He will find that the manufacturer is ready to aid him in every possible way.

Group No. 106 shows an article of beauty and utility, which will make a useful addition to a boudoir. It will be noticed from the illustration that this article is made in three sections. The lower receptacle can be used as a jewel box, the upper one for powder, cosmetics, etc. The column has a brass band with hook attachments for the suspension of watches, chains, etc. The entire article is 12 inches in height. The lower receptacle is five inches square, is made of a fine grade of marble glass and should have a ready sale in the gift department of a jewelry store.

Cut Crystal Glass for the Jeweler's Gift Department

In many cases for the effort of writing to the manufacturer or wholesaler the jeweler can get catalogs and other aids which he can have stamped with his name. These will serve to bring business to his store.

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Group No. 107 shows an article of beauty and utility, which will make a useful addition to a boudoir. It will be noticed from the illustration that this article is made in three sections. The lower receptacle can be used as a jewel box, the upper one for powder, cosmetics, etc. The column has a brass band with hook attachments for the suspension of watches, chains, etc. The entire article is 12 inches in height. The lower receptacle is five inches square, is made of a fine grade of marble glass and should have a ready sale in the gift department of a jewelry store.

Cut Crystal Glass for the Jeweler's Gift Department

Jewelers in pushing fine "Cut glass" ware should dwell upon the fact that the best of such product is produced only upon blanks of "Crystal" glass, so that a clear mark of distinction is made between "Just Cut Glass" and "Cut Crystal Glass."

Cut lime glass is quite prevalent in the market, and it has its place, but although it is cut "glass" it is not cut on the lead, potash blanks of crystal purity. Therefore when jewelers advertise fine quality of cut glass they should not forget to mention "Crystal;" it will convey to the mind the purity of the glass and "Cut Crystal." A "Crystal Cut Glass" will fall in line with the intelligent campaign of publicity for this beautiful commodity that the manufacturers of it are inaugurating.

Many articles of lime glass are cut and sold and if the public know what they are buying all is well, but if sold by unscrupulous merchants who, more by sin of omission than commission commit a fraud on the public when consummating such sales.

"Crystal" should be the slogan, cut on blanks of "Crystal" purity, should figure on all offerings of high class cut glass. It is unfortunate that "glass" includes such a great variety of qualities and that some trade name or registered name cannot be applied to the different kinds in order to separate them.

The blank upon which the fine cutting or engraving is applied has to be made of glass in which the greatest possible care has to be exerted in its making. During the melting process even the circumambient air is not allowed to come in contact with it, for the particles of dust therein would effect the ultimate pure crystal of the glass when molten.

The sand, one of the most important component parts, has to undergo special treatment to eliminate every particle of iron, for a piece of iron as small as an ordinary pea would discolor a whole "batch," as the molten mass is termed. The introduction of potash to clarify the batch is an absolute necessity, and it was through the lack of this during the war that so much inferior glass was introduced.

Now that this latter commodity may be obtained in all necessary quantities there is no need of any impure glass finding its way to the cutters' shops and no further need for jewelers to offer any but the purest crystal cut glass.

So jewelers should remember in daily paper advertising, in pamphlets, and in conversation to use the word "Crystal"—"Crystal" cut glass—engraved on Crystal glass. This will differentiate between window glass, bottle glass, or the like or flint glass, and lead, potash glass.
Special Sample Assortment $15.00
12 pieces retailing from $2.00 to $5.00 each.
Sizes from 7 in. to 16 inches.
Complete catalogue with first order.

Real Art Marble Works
Florentine Pressed Marble Statuary
309 Bleecker St., New York, N.Y.

Gold Encrusted Glass
Ideal Items for the Gift Shop and Jeweler
Every piece is carefully selected, and decorated in pure coin gold.

Send for Catalogue

George W. Murphy
Factory and Offices: Hawley, Pa.

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Borghese Productions
are a natural response to the growing and insistent demand for suitable objects artistically worthy of being incorporated into the decorative schemes of the best homes. The designs are rich though conservative, and the colors and finishes are appropriate.

Book-Ends
Candlesticks
Boxes
Desk Sets
Lamps
Panels
Fruit Bowls

CHARLES HALL, Inc.
18 West 23rd St., New York City

"Send it on wings from the Butterfly Box"

Amathonte Blue Bird Pendant

Brilliant
Realistic
Ingenious
Fascinating

Patent Applied for
One dozen consisting of nine medium and three large size pendants, attractively arranged on a black velvet easel display stand complete and ready for display at $21.75. Retail value $43.50.

THE BUTTERFLY BOX, Inc.
36 Bromfield Street, Boston
Hiring and Training of Employees

Extract from lecture delivered by Major William T. Morgan, Lecture Bureau, International Correspondence Schools, Scranton, Pa., before California Gold and Silversmiths' Association, Los Angeles, Cal., April 8, 1922

In every department of industry much time and forethought is given to the selection and improvement of machinery, and to the sources of supply of raw materials. It is just as necessary to give equal time and study to the selection and development of the men of an organization; in fact, much more so, because the men are the most important part of a plant.

If men are wisely hired and properly trained, much of the dissatisfaction which now obtains among the employees of America will be overcome. The chief care should be in hiring the man who is best fitted to fill the place. The purchase of human labor should be considered as carefully as the purchase of equipment and supplies, and where this is done, nothing but the very best results will follow.

Beyond a doubt, the greatest waste connected with industry is that caused by badly selected, untrained and inefficient workmen. Until the employer of labor gives as much time and attention to the study of the selection and training of his employes as he does to many matters of lesser importance, American industry will never reach that high state of efficiency which is demanded by the day.

The Employer Must Know the Job

Before an employer begins seriously the hiring of employees, he must himself know definitely, precisely and accurately the job that is to be done. Every man who has work to be done should sit down and write out exactly the duties required in each position.

He should have in his own mind clearly defined the relation of this particular job to the other work being carried on in his plant or shop. Because of a hazy notion in the mind of an employer as to what he wants done, many times mistakes are made in the selection of the right type of man to do the work.

No man should he know definitely what he wants done, but he also should know the type of employee to do this particular work. He should know what the job requires of a man in the way of physical strength and endurance, he should know the minimum educational requirements demanded, and he should know exactly the training and experience required to most efficiently discharge the duties which he has in mind. It will be wise for the employer to sit down and write out in exact statements the training and the experience which he knows are necessary to most efficiently do the work which he has to do done.

Only after the employer himself knows definitely the above things about the job will he be in a position to select the employe. It is essential that the right employe be selected with the proper qualifications and experience, but this cannot be done unless the person employing the man has a definite knowledge of what he wants done, how he wants it done, and the type of man required to do it.

Methods of Securing Employes

There are three or four methods commonly used in the securing of employes. First, hiring men from similar organizations who have already had more or less training and experience in the same line. One difficulty with this method is that many times the man must unlearn many things which he learned in the other plant which are not according to your idea, and often a 100 per cent man in one plant will be a 50 per cent man in a similar plant under different circumstances and management.

Second, employes may be secured from those persons who are at present out of work and have had little or no experience in your line, but who have ability that may be developed for your particular work. One of the difficulties about this method is that it is not always possible to undo some bad habits which the man may have already gotten into in other places where he has worked. However, thousands of the finest and best workmen are secured from the class of the unemployed.

Third, schools and colleges may be called upon to furnish young men with special adaptation to the particular type of work which is to be done. This, no doubt, is the very best method, because the young man has less to unlearn and fewer bad habits to overcome than in the two previous cases.

Sell Your Organization to Applicant

In order that the applicant may have a thorough knowledge of the business, or of the work to be done, before he becomes a part of the working force, he should be
Crouch & Fitzgerald

DRAStic Reductions

in
Jewelers Sample Trunks and Cases

Wardrobe Trunk

In stock in rawhide bound finish. Two locks. Space will carry either one or two of the two stack cases. Four drawers for linen, shoes, etc. Clothing space for 5 suits, umbrella, etc. Wardrobe Trunk to carry telescope cases or boxes, to order.

Formerly $187.50—Now $135.00
Not including Cases

The Two Stack Case
Russet Leather 6 in. deep inside
Formerly $52.50—Now $30.00

Regulation Three Case Trunks
Formerly $116 to $138
Now.... 85 to 95
Regulation black leather Telescope Cases
Formerly $35.00 to $52.50
Now.... 24.50 to 33.00

Description folder mailed on application

The same reliable quality we have made for years.

Crouch & Fitzgerald

177 Broadway at Maiden Lane New York
THE JEWELERS' CIRCULAR

May 10, 1922.

Storekeeping Department.

shown every department of the work in which you have a part. The physical arrangements of the buildings and offices should be explained to him as fully as may be necessary for him to be able to secure a knowledge of the entire plant, which would enable him to determine whether or not he could be happy and contented on the job.

Every applicant should be shown the layout of the plant, the offices, and the strategic points in the plant, and the management should be explained to him as fully as may be necessary for him to determine whether or not he would be completely in sympathy with the aims, ideals and plans of the company. If in the first interview you cannot sell him on his aims and intentions it would be better for both that he not connect himself with you.

One thing is absolutely sure, viz.: we cannot hope to secure men interested in our work unless they have an intelligent understanding of the ideas, ideals and plans of the organization, and can see how their particular work will enter into the upholding of these aims and ideals. Only in this way can any manager ever build up a corps of loyal helpers, enthusiastically at work, which is the greatest asset any business can have.

If in the first interview you cannot sell your organization to the applicant, after you have decided that he has the qualifications your work requires, and arouse within him an intense interest and enthusiasm for your work, never let him get on the pay roll. Unless a man can be made enthusiastic about the work he is to do, unless he can be thoroughly "sold" on the company, it is safe to predict that he should become a member of the force, he will not prove satisfactory.

The Training of the Employe

After the man is hired he must be adjusted to the job. He can do best and where he will be happiest. Scientific management makes promotion of new employes, reduce costs of output, but it cannot regulate the mental attitude of the worker toward the job, or the factory owner. Whatever valuable moral qualities a person may possess will develop more rapidly if that person is engaged in work for which he is by nature best qualified. Laziness and discontent shown by many workers are not inherent qualities, but many times are due entirely to the fact that the worker is not fitted for the peculiar work he is trying to do, and it has been proven time without number that when properly adjusted to a work which he likes, discontent and laziness have entirely disappeared.

In order that the new employe may be as quickly as possible adjusted to the surroundings, it is the duty of the foreman to introduce him to the stock department, the salesmen, the superintendent, the foreman and, if possible to every officer connected with the particular branch in which he is to work. It is also wise to introduce him to all the men in the same department in which he is to be employed, thereby showing him that you consider him a real human being and not merely a cog in the wheel of your organization.

I have heard a scrub-woman who had been introduced to the president of the million-dollar corporation for which she worked, with lighted face and with deep enthusiasm and loyalty say, as she held her right hand up, "This old hand has shaken hands with the president of this organization."

A loyalty like that can only be secured when the employe is treated as a human being and made to feel that he is a part of the organization, and such loyalty is the most valuable asset any organization possesses.

It is not intended by this to say that undue familiarity should obtain, but it is intended to say that anything that can be done to build up the morale, esprit de corps, and loyalty of an organization should not be left undone. Autocracy in industrial life is undesirable and reprehensible as it is in political life. Where employers and employes know one another, mutual respect results, and enthusiasm and loyalty on behalf of the employe is secured. When friction, trouble and even disaster threaten, this loyalty will stand any strain.

Make Working for You a Satisfying Life Career

A permanent working force should by all means be built up by securing employes who remain with a plant through a lifetime. This can be done by making the work one that can be done by any man, by giving him every opportunity by transfer, by extra pay, or by whatever may appear to be necessary, to become an expert at his job, and that nothing less than expert work will be tolerated. This ideal should be kept ever before the workers, and if other things are equal, there are very few men who have been properly selected who will not respond to this ideal.

No week should go by that the employer does not suggest methods whereby his employe may more perfectly prepare himself for the work which he is doing, and the promotion just ahead. Some method of instruction should be continually in force, and the men who profit most from it should be promoted most rapidly, and if it is found that any employe will not avail himself of the opportunities for education and training in his line, he should be notified that his services are needed no longer. One of the largest manufacturing plants in America has this sign conspicuously posted throughout the entire plant: "Know or Go." In another plant, which is famous for its efficient workers, I found this motto: "Grow or Go." I found upon inquiry in both plants that the employes were entering heartily into this ideal, and that they realized that their promotion and increases in salary were absolutely contingent upon the amount of knowledge and expert ability possessed by them.

Employe a Human Being

In the building up of an efficient organization, the management must continually keep in mind that the employe is a human being, subject to all of the troubles, disappointments, debts, discouragements and failings of ordinary human beings. When a man is showing a lessening of effort in his work, or doing inefficient work, this man should be talked with and encouraged to lay bare his private troubles, and it will often be found that money matters, family affairs, or some other difficulty is affecting his efficiency. Many of these things will be found to be easily overcome by the management, provided the management continues to think of the men in the terms of human beings, resulting in a good worker being made into a more efficient, contented man. Supply, if possible, steady work to the men in order that they may feel that their daily wants will be provided for by a continuous income.

Discharge the Last Thing to Be Done

Modern management calls for the discharge of an inefficient workman as the very last alternative. Give unsatisfactory men every opportunity by transfer, by extra training, or whatever may appear to be necessary, to make out of themselves contented, efficient workers. Many times good men have been fired on the smallest provocation, whereas if they had been dealt with in a different way, and more perfectly adjusted to their job, and instructed regarding it, or if their surroundings had been studied by the management, a good man might have been saved for the work. Let the last thing possible to be done be to discharge a man, and it should never be done until after everything has been done in the name of the state of efficiency which is demanded. Before a man is discharged the trouble and expense of hiring and training a new man for his place should be as little as possible. A little study and care often results in making an unsatisfactory workman into a happy, contented, efficient employe.

Make the most of the approaching June Wedding Season by intelligent advertising.
JEWELERS' Show Case and Window Display Trays that reflect the full value of the merchandise they contain. Every article made from the best material obtainable. Learn about our wonderful complete line. Write for price list and FREE Catalog No. 26.

Western Tray & Case Co.
Established 1864
429 Plum Street, Cincinnati, Ohio
Jewelers' Show Case and Window Display Trays Wholesale Jewelers' Trunks, Telescopes, Trays and Cases

Our Number 260 Tea Set
Highly Polished, Hand Engraved

The J. Rogers Silver Co.
Manufacturers of Popular Priced and Medium Grade of Silver-plated Hollowware
Selling to the Jobbing Trade Only
Factory and Salesroom
13-15 Laight Street, New York, N. Y.

SIMSON BROS.
125 Canal Street
New York
Pierced Shanks
Suitable for Onyx or Colored Stones
Made in various lengths and shapes
Immediate Delivery

FREE
THIS
Full Size Newspaper Cut
Ask for No. J116
Write for free newspaper cut service
Buffalo Jewelry Mfg. Co.
"The Mail Order House"
Brisbane Building Buffalo, N. Y.
Simplified Showcard Writing

Described and Illustrated in 10 Lessons

Written Expressly for The Jewelers' Circular by A. E. Edgar

Editor's Note—These lessons were begun in the issue of February 1 and will be continued every other week until the series is completed. The series consists of 10 lessons.

Lesson VII.

The alphabet illustrated in Lesson Plate VII is in reality a freak formation of the Gothic alphabet taught in the former lessons. Any one of these letters in the form shown would spoil the effect of any card if it was introduced into words composed of that alphabet. But when all the letters of the alphabet follow the same freak formation they are accepted as an artistic treatment of a type of letters.

In some respects the jeweler will find this alphabet easier to form than the regulation Gothic alphabet, because it is so freakish that a deviation from the set form will appear to be only another feature of the formation, and an additional sign of artistic treatment.

It will not take the jeweler long to learn how to make this alphabet quickly. It may take longer for him to learn when not to use it. It is quite permissible that a whole card shall be made with this style of alphabet, provided the amount of lettering is small, but it will be found that when used as headlines, and in portions of the text it will be far more attractive.

The card illustrated in Fig. 1 is an example of the greatest amount of text in proportion to the rest of the card, that it is advisable to use. The card illustrated in Fig. 2 indicates its excellence for use as a headline.

The same general basic strokes learned in the former lessons will be found in the formation of these letters. It is a good plan to refer back to these lessons and to practice the strokes again with the new alphabet to be shown with each succeeding lesson.

Attention might be called to the panel in Fig. 2. This represents a panel attached to the original card and may be represented with a pen, as in the present card, or it may be an actual panel attached to the card with the edges or corners slightly curled. In either case, a color harmonizing with the color of the card and lettering may be used for this purpose instead of a panel of the same color as the card.

In the cards illustrated in Figs. 1, 2 and 3 another kind of ornament is introduced. This is a conventional ornament. It is much used by card writers today, the scroll being almost entirely displaced by it. At one time the scroll was very much used. Ornamental cards were desired. Scrolls seemed to afford the proper medium at that time. Styles change, hence the trend towards more conventional designs. The vogue of the poster is partly to be thanked for this change, which to the writer's mind is greatly to be preferred to the old-fashioned scrolls.

The plate illustrating a number of styles selected for illustration, Fig. 4, shows a wide range of the subjects and the ease with which some of the designs may be made. It is of course, useless to take time to point out any particular one of these designs. They are all useful in some part of the show card unless some other style of ornamentation is also used, when they must be omitted. The cards, illustrated in Figs. 1, 2 and 3 each have a different conventional ornament. In Figs. 2 and 3 the ornaments are used to balance the rest of the cards.

Wedding Gifts

Silverware--a gift of complete satisfaction--

Useful, durable & ornamental--

The same lay-out without the ornamentation would be unattractive, because one-sided. The jeweler can easily learn a few stock designs and use them occasionally, but it is also a good plan to clip suitable ornaments and keep for reference. An envelope can be used for storing them. Occasionally they may be gone over and new designs selected for use.

The ornaments used in Fig. 1 take the place of the border on a card. It squeezes the text in between the two.

In Fig. 5 a more elaborate class of ornament is shown in process of completion. There are five simple designs shown in the
RAISED-BEAD CLUSTERS and BACKS

Cluster and Back 751
Catalogue Sent on Request
Side View 752

Newark Jewelry Finding Co., 358 Halsey St., Newark, N. J.

All These Rings Are Hand Pierced

Made in 18K Belais' and Platinum
We Do Not Sell to Retailers—Buy from Your Jobber.
JOHNSON BROS.
100 W. 21st St.,
NEW YORK

ELECTRIC FURNACES
For ENAMELERS, TOOLMAKERS, DIE SINKERS, ROLLED PLATERS, KNIFE MANUFACTURERS and for all other trades requiring an even high temperature.
Cheaper than gas furnaces and does better, quicker work.
Write for further information.

Z. BERBERIAN
174 CHESTNUT ST., PROVIDENCE, R. I.

Watch Repairing
American and Swiss Watch Material
Jewelers' Tools and Supplies
V. T. F. and Other Watch Crystals
Send us your mail orders

Interstate Watch Co.
41-43 Maiden Lane New York City

Geneva Pearls—The Better Kind
Lovely lustrous pearls, both the iridescent and opalescent. Positively the greatest value in guaranteed indestructible pearls.
Perfectly Matched Pearl Necklaces Make Satisfied Customers for All Dealers.
Sample order sent on request.

GENEVA PEARL COMPANY
IMPORTERS
87 Nassau St. New York, N. Y.
May 10, 1922.

Storekeeping Department.

three upright columns to the left. The first column represents the guide lines, for drawings are made with guide lines as well as letters. The first three designs are in the form of a square. Note the division of the square. The first design is equally placed in the four divisions of the square. The second column shows the outline of the conventional flower and the third shows the filled in outlines with the guide lines erased right. Below this are three other pairs, which usually are used in reverse. The addition of the stems to the conventionalized flowers in the last two examples makes a complete floral ornament. The last shown design is also formed in a rectangle as shown.

Any design can be divided into spaces that will fall into these squares and triangles, and especially is this true of conventional designs that will be repeated a number of times in a series.

Note the two flowers at the top to the right. Below this are three other pairs, which usually are used in reverse. The addition of the stems to the conventionalized flowers in the last two examples makes a complete floral ornament. The last shown design is also formed in a rectangle as shown.

It may be urged that these conventional designs be not used until they become so commonplace as to be unattractive. On the other hand, a judicious introduction of ornamentation is to be desired. It takes away the monotony of the plain card. It serves as before stated to balance a lay-out.

The show card writer often finds it desirable to use a certain illustration on a show card that he cannot clip and paste on, for one reason or another. Perhaps it is too small or too large. Or, he may desire to use only a part of the original picture. How then is he to get that illustration on his show card?

The pantograph is a simple instrument made use of by draftsmen for the purpose of enlarging or reducing pictures and drawings. It is an inexpensive instrument, in fact, often being given to children as a toy. One can be secured costing around a dollar which will serve the jeweler for all time to come. It is a very useful little instrument for reproducing show card designs of any kind.

In Fig. 6 the instrument is illustrated in use. It consists of four strips of wood with holes bored at regular intervals. These are fastened together by screw-eyes at the points marked with the arrows. These screw-eyes are removable and by setting the strips at various points and fastening together with the screw-eyes various reductions and enlargements can be made with the instrument. One corner is screwed to the table, another point has a pencil for making the drawing. By placing a drawing under the middle point as shown and moving a needle or pointer over the various lines of the drawing the pencil reproduces them in enlarged or reduced size according to the way the instrument is set.

If the jeweler has any ability as an artist

(Continued on page 136)
How many customers have you lost because you sold wrist watches with cases that fitted the movements like loose tin cans?

Be sure your jobber or importer delivers your watches with

American Standard Watch Cases

In 14 Kt. and 18 Kt. White Gold

Close properly—
Protect the movement—
Keep out dust and dirt.

P.S.—And they cost no more!

American Standard Watch Case Company
Providence, R. I.
Sales Office: 14 John Street, New York City
Regulations Pertaining to Certification of Watchmakers by the H. I. A.

1. The Horological Institute of America was organized under the auspices of the National Research Council, Washington, D. C., to promote the science of timekeeping. As the certification of a watchmaker will prove to be of advantage to himself and to his employer, the institute examines and certifies watchmakers as to their proficiency.

2. Examination.—The examination consists of two parts, a practical job of repair work, and a written examination. Both parts of the examination are held in the city in which the candidate lives, though occasionally it may be necessary to hold the examination at a nearby point. Details concerning the two parts of the examination are given below, beginning with paragraph 5.

3. Requirements.—Three grades of certificates are granted, each representing successive steps in advancement, with requirements and titles as follows:

   Certified Junior Watchmaker.—Cleaning watches and fitting ready-made materials, such as staffs (including truing and poisoning the balance), jewels, and mainsprings.

   Certified Watchmaker.—Same as the above, with the addition of making staffs (including truing and poisoning the balance), setting all types of jewels, repairing making clicks and springs, finishing rough wheels and pinions and fitting them to watches, bushings, making a cock or bridge, replacing pallet stones and roller jewel, adjusting lever escapement, hairspringing, and moderate requirements in timing under practical service conditions.

   Certified Horologist.—Same as the above, with the addition of wheel cutting, repairing complicated watches, and high requirements in adjusting a watch to five positions and to temperature.

4. Lowest Grade First.—The certificates for the various grades must be obtained in progressive order, beginning with the lowest, or “Certified Junior Watchmaker.” An applicant or candidate will not be examined for any grade of certificate until he has obtained the certificate for the grade below. The men who adopted this provision are men of high attainments in the watchmaking profession. They recognized that there are in the trade a very large number of men whose qualifications are above the requirements of the lowest grade, but it was thought best for the individuals and for the trade to start everybody upon the same basis and have the certificates for the various grades obtained in succession. Some arguments supporting this opinion are:

   The examination for the lowest grade certificate will give training and experience in being examined. By this means a candidate for one of the higher grades will learn how the Horological Institute of America conducts its examinations, particularly the written ones; the scope of the question; and the branches of the subject in which he is least informed. This will induce him to study on his “weak spots.” The requirements of the second and higher grades are probably so high that a number of watchmakers now in the trade cannot pass the examinations for either of these higher grades until they have improved themselves on their “weak spots” revealed by a former examination. Each watchmaker who wishes to obtain a certificate equal to the limit of his ability and knowledge should therefore relish the privilege of having an examination below his limit as his first examination. He will thus, also, aid the institute in its broad plans.

   If an applicant were to be permitted to be examined for any grade certificate he chose, the general tendency would be for an applicant to overestimate his ability and request an examination in which he likely would fail. This would be especially true if this examination were his first attempt. Failure to pass an examination would result in chagrin, dissatisfaction, and loss of interest rather than study and renewed effort. This result would work against the best interests of both the individual watchmaker and the trade. Starting with the lowest grade will keep up enthusiasm and avoid unnecessary failures and their attendant evils.

   To obtain the highest grade certificate of which he is capable should be the goal of each watchmaker, and he should pursue the path which will be most apt to lead him to that goal. To attempt to jump the brook when failure seems probable, and at the same time refuse to use two solid stepping-stones already provided, seems inadvisable. Watchmakers should not be sensitive about using the stepping-stones. To get across the brook safely is the proper goal. The Horological Institute of America has provided the stepping-stones in the form of certificate grades. The trade is interested only in whether or not a watchmaker finally becomes certified to the limit of his ability, and is not interested in whether he crosses the brook in one step or many.

   The Institute believes that the present method of taking the grades in order is the best.

5. Repair Work Examination.—In the practical examination, either a 12-size or a 16-size watch (supplied by the applicant) having fifteen or more jewels shall be used for each grade. The watch must be cased in a regular case of any metal or in a factory skeleton shipping case with a crown stem for winding. It should also bear a tag giving the name and address of the applicant. The watch, the application for examination (written upon a special blank form, HIA 106, supplied herewith or obtainable from the following address), and a fee of $5 payable to the order of the Horological Institute of America to cover the expenses of the examination, shall be sent to A. F. Beal, Secretary, Certification Committee, Horological Institute of America, Care Bureau of Standards, Washington, D. C.

6. Injury of Watch.—Upon receipt of the watch it will be registered and given such intentional injury as the Certification Committee may desire to have eliminated by repair. It will then be returned to the applicant for repairing the damage done and for putting the watch into the best running condition of which he is capable.

7. Voucher and Affidavit.—The repair work shall be done in the presence of an approved watchmaker to be known as the certificate of the applicant’s “voucher.” The watch should also be left in the voucher’s possession when not being repaired. The responsibility of obtaining a satisfactory voucher who will serve in the examination is placed upon the applicant. The voucher should be requested to serve as such, and agree to do so, before the application is sent to the institute. He must be acceptable to the Institute, but he does not need to be connected with the Institute in any way, i.e., he need not be an Active Member nor have a certificate of proficiency issued by the Institute. The mutilated watch will not be returned for repair until the voucher has been approved. A watchmaker’s employer is not debarred from
Established 1858

Refiners
Gold
Silver
Platinum
Smelting of Sweeps our Specialty
Fillings, scrap, plated scrap and bench sweep
Fine gold, silver, platinum in any degree of hardness
Gold, silver and platinum anodes

L. LElong & Bro.
Halsey, Marshall and Nevada Sts.
Newark, N. J.

JAPANESE INITIALS
"COMPLETE ALPHABET"

Made in 14 Karat Gold (Yellow, White and Green)
Also in Silver and Platinum

HERPERS BROS.
18 Crawford St.
Newark, N. J.

GIFTS THAT LAST

Your Customers Demand Security
For Their Jewelry

Give It to Them by Using
AMERICAN PLATINUM

Safety Catches, Joints and Pin Tongues made in Platinum, also 14K. and 18K. White Gold, 14K.
Green Gold, 10K., 14K. and 18K. Yellow Gold.

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SHIP TO EITHER PLANT
serving as a voucher. Applicants for examination should not serve as voucher for each other. Whenever possible, applicants should select as their vouchers men holding positions of responsibility. After being repaired, the watch shall be returned to the Secretary of the Certification Committee for grading. Then there shall also be sent sworn statements, or affidavits, by both the applicant and his voucher, that the applicant did without aid all of the repair work done on the watch since it was received from the Institute. A blank form for these affidavits will be sent to the applicant at the time the injured watch is returned for repair.

8. Written Examination.—Provision for the written examination of an applicant will be made after the receipt of his application. The written examination will not be graded on spelling, grammar, form of sentences, or similar points; the only basis for grading which will be used will be the applicant's knowledge of watch repairing and construction, the amount of knowledge expected always depending upon the grade of examination. When arrangements have been completed for the written examination, the applicant will be notified as to the time and place of the examination, and any additional necessary information.

9. Sample Questions.—The following sample questions are offered for the Information of the Applicant, to give him an idea of the knowledge expected and the kind of questions to be used in the written examination for the Certified Junior Watchmaker grade. Answers to these sample questions are not to be prepared; the actual examination questions to be answered will be sent to the applicant later through the "monitor" who will supervise the written examination.

(1) Explain what each of the following named parts or groups of parts does in the watch: (a) Mainspring and barrel; (b) Train of wheels and pinions; (c) Escapement; (d) Balance (including hairspring); (e) Dial train,

(2) Why does a watch need cleaning? How often should it be done? And, small, watches be cleaned?

(3) Should mainspring be taken out every time watch is cleaned?

(4) What method do you use to put mainspring in barrel?

(5) What is a "set" mainspring? Should it be replaced by a new one and why?

(6) Why are jewels used in watches?

(7) What two kinds of watch glasses are principally used on open face watches?

(8) How full do you fill the oil cup of a train pivot hole?

(9) Describe fully your method of cleaning a watch and of oiling it, stating which parts you oil, which parts you do not oil, and why.

(Then follows a list of books suggested for study by the Institute.)

Albert Kamp, Ossining, N. Y., has purchased the property at 145 Main St., which he has occupied as a jewelry store for the past 19 years. The sale was made from the Washburne estate which owned the building. The site is in the heart of the business section of Ossining, which is developing.

May 10, 1922.

THE JEWELERS' CIRCULAR

Clock Made of Straw

HERE is an interesting clock, made entirely of straw. It was built by Otto Wegener, of Strassburg. Mr. Wegener has spent 15 years on the clock. It is six feet high and two and a half feet wide. Al-

Organization of the Pacific Horological Society

SAN FRANCISCO, CAL., May 3.—A society, known as the Pacific Horological Society, has just been organized in this city. Constitution and by-laws have not yet been adopted, but the following officers have been elected: President, A. P. Stratton, of Shreve, Treat & Ecret; vice-president, W. C. Gilles, of Constant Auger; secretary, Harry Bruce, of Shreve's, and treasurer, M. A. Soverman, of Constant Auger.

Louis Levin, of the Phelan building, was one of the prime movers in starting the organization. Sketching its aims for the Jewelers' Circular, Mr. Levin said:

"Our aims are to work along the lines of the Horological Institute of America. Now that watchmakers are to be certified, as to their ability, we all want to reach as high a standard as possible. In order that we, as watchmakers, may achieve this, we have decided that the only way is to get together and exchange ideas.

"We have learned, from our own experience, that there is very little literature regarding horological research. The public library of this city contains six books on horology, whereas studies such as optometry, dentistry, law, etc., are represented by hundreds and hundreds of volumes. It seems that the men who have made discoveries in horology have never put their ideas on paper, as discoverers in other fields have done. Now I am interested in 'gearing,' but I cannot find any books on the subject that are up-to-date. Some books that are forty or fifty years old treat of gearing, but naturally they contain old formulas.

"We have decided, therefore, that, if we cannot find ideas recorded on paper, we can at least get together and discuss our ideas. In this way we can aid one another to reach as high a position as possible in the three grades that are to be open to watchmakers in the examinations planned by the Horological Institute of America.

"We plan to have a clubroom with a seating capacity of at least two hundred in order that lectures on horology may be given to members. This room will be equipped with an up-to-date set of watchmakers' tools, for purposes of demonstration. Anyone interested in watchmaking will be eligible to membership, whether he be the proprietor of an establishment or a worker at the bench."

Mr. Levin went on to regret that so few watchmakers consider it necessary to acquire a knowledge of mathematics, which he considers necessary to a correct understanding of the craft. Some schools do not even teach their students the metric system. Mr. Levin himself is a professor in the Hiles School of Watchmaking and has recently contributed technical articles to the trade press.

G. Ecret, of Shreve, Treat & Ecret, retiring president of the Gold and Silversmiths' Association of California, was to bring up the subject of the new organization at the convention held in Los Angeles early in April.

Fig. 1

through necessarily of delicate construction, the clock keeps fairly good time. Fig. 1 shows a front view of the time-piece. Fig. 2, the mechanism of straw.

Fig. 2

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It is Better to use an Oil Stone than to Cuss a Dull Tool

Every tool you use gets out of order—some time.
There are thousands of Hoke Torches and Hoke Outfits in use. Many of them have been used for three, four, five, even ten years, with never a repair.
It will pay every user of a Hoke Outfit to have it overhauled by the maker, every year, at least; the cost of making them as good as new usually is slight.
The cost of exchanging the old models for the new is reasonable.
The new model Hoke Torches and the new model Hoke Regulators have many points of goodness not dreamed possible when the old models were made. Our new circulars tell you why.
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THE BUYERS’ DIRECTORY
Price $1.00
The Jewelers’ Circular, 11 John St., New York
THE JEWELERS' CIRCULAR

1,413,806. SAFETY WATCH POCKET. L. Sterczel, Brooklyn, N. Y. Filed June 13, 1921. Serial 477,236. 3 Claims.

A safety watch pocket, comprising a pair of covered frames hinged together at one side with an opening formed between them at the opposite side when in the closed position, whereby the frames can enclose a watch with the stem projecting at the opening, a retaining piece on one or both of the frames adjacent the opening extending downwardly across the central plane of the watch position arranged to prevent withdrawal of the watch in the closed position of the frames.

1,413,941. WATCH. Evaroar Seignol, sur-Seine, France. Filed Jan. 18, 1921. Serial 438,148. 3 Claims.

A watch mechanism supporting framework, comprising a casing formed with different internal diameters producing annular shoulders, discs or plates supported on said shoulders, and screws or pins to retain said plates in position on said shoulders.


A jewel case comprising a flat base having a centrally located jewel-holding rack, a pull tab secured to the underside of the base, and a box-like top having an inset shoulder extending around the interior walls thereof, said base extending within the top and having its upper side engaging the shoulder when the top serves as a cover and its underside engaging the shoulder when the top serves as a support for the base for the purposes of display.

1,414,042. POCKET COMB. Ernest J. Qvartstrom, Attleboro, Mass. Filed Nov. 7, 1921. Serial 511,537. 3 Claims.

A device of the class described comprising a case having a longitudinally disposed slot through its upper edge, a shoe U-shape in cross section fitted to slide endways in said case and having an opening registering with said slot, an operating member in said shoe having a flange on its inner end and extending outwardly through said opening in said shoe and slot in said case, the outer edges of said member being notched, a washer on said member bearing on the outer face of said case, a thin metal cap set over said member and secured thereto by being set into said notches, said shoe having inclined guide slots in both of its side walls and a comb operatively mounted between the side walls of said shoe having guide pins extending laterally from both side faces thereof and engaging the opposite slots in both side walls of said shoe whereby a movement of said operating member moves said shoe endways to either raise or lower the comb in its case.

1,414,216. HOLDER FOR COLLARS. Asa L. Sawyer, East Providence, R. I., assignor to Hallam-Rice Co., Providence, R. I. Filed May 20, 1918. Serial 235,448. 3 Claims.

A collar holder of the class described embracing in its construction a longitudinal hair or pin one end of which is turned at an angle to the main axis thereof, a collar-engaging button secured thereto, the other end of said pin being formed with a fabric piercing point and being formed to have a detachable engagement with a second button, said second button being provided on its rear face with a rearwardly extending holding member formed with a transverse pin-receiving bore constructed to form an interlocking engagement with the pointed end of said pin, substantially as described.


RING OR SIMILAR ARTICLE. Joshua W. Mayer, New York. Filed Feb. 6, 1922. Serial 532. Term of patent 7 years.


During a recent contest for the naming of a new folding umbrella Siegel-Rothschild awarded George E. Thompson, Geneseo, N. Y., $150, which was the consumer's prize, who submitted the name "Tukaway." The dealer's prize of $350 was awarded to W. E. Bordeau Co., Elgin, Ill., the prize name being "My Chumbrella."
Connecticut Notes.

Beginning last week Monday all the silver factories in Meriden were operated on a daylight saving schedule.

Announcement was made last week that the factory of the Williams Bros. Mfg. Co., silverware, Glastonbury, will be operated on the new daylight saving time.

Herman F. Cunha, Hartford, has been granted a patent for an indicator and dial for watches and like articles. He has assigned his rights to the American Radiant Co., New York.

The Ladies' Social Club of the Sessions Clock Co., Forestville, presented "Jerusha Downes Family Album" at Firemen's Hall last Monday evening before a large audience.

George C. Griffith, Rochester, N. Y., spent the past week with his parents, Mr. and Mrs. John E. Griffith of Ashley St., Hartford. Mr. Griffith is a retail jeweler and silversmith, 87 Pratt St.

The pinhole team consisting of the foremen of the Seth Thomas Clock Co. factory, Thomaston, defeated the New Haven Co. factory team last week by 1600 points. The return match will be played on Monday, May 15.

Among the appointments of staff officers of the battalion at the Putnam Phalanx, Hartford, last week was that of Lieutenant Karl F. Brown, an optician, 85 Pratt St., to be assistant commissary.

Victor L. Bettes, for 50 years an employee of the William L. Gilbert Clock Co., Winsted, died at his home in that town last week of heart trouble, aged 86 years. He had resided in Winsted for nearly three score years.

John McCann, night watchman at the factory of the American Silver Co., Bristol, fell down a flight of stairs at the plant last week, sustaining a dislocated hip and severe body bruises. He is now confined to bed at home.

All of Hartford's retail jewelry stores and the offices of several manufacturing jewelers, since Monday of last week, have worked on daylight saving time, although the jewelers in most instances have clocks recording the standard time, as before.

An auction of jewelry, watches, silverware and diamonds selected from their own stock was held at the retail jewelry store of Kuperman Bros., 150 So. Main St., Waterbury, last Friday and Saturday. One afternoon and one evening sale was conducted.

Albert M. Kohn, president of Henry Kohn & Sons, Inc., retail jewelers, 890 Main St., Hartford, and of Kohn & Co., manufacturing jewelers, Newark, N. J., has been appointed supervisor in this section for the Horological Institute of America, having Hartford County under his jurisdiction.

By the order of the Superior Court at a session held recently in New Milford, the entire property of the Thomaston Knife Co., consisting of real estate, machinery, and accounts receivable, will be sold at public auction by the receiver, Charles W. Platts, on Saturday, May 15, at 11 o'clock. The capital stock of the company is $75,000. Mr. Platts is superintendent and a stockholder of the corporation.

The body of Sergeant Howard T. Milton of Company F, 1624th Regiment, employed by the J. M. Ney Co., gold and silver refiners, Elm and West Sts., Hartford, at the time he enlisted, was returned to Hartford last week when the funeral and burial services were held. Sergeant Milton was killed on the Toul Front in France, May 28, 1918. The Co. F Veteran Association had charge of the funeral arrangements which was largely attended by his former associates in peace and war.

At the annual meeting of the Sessions Clock Co. Mutual Aid Association recently held at the factory of the company the following officers were elected for the ensuing year: President, Levi T. Kilgore; vice-president, Lewis Jacobs; secretary, Charles Pond; treasurer, Charles Bacon; auditors, A. F. Brightman, John Porch, Achille Croze and Carl Johansen. Benefits paid out during the past year totalled $248.60 and the association has a balance on hand of $128.58. On account of the business depression the dues of the organization were suspended during the latter part of the year.

Papers have been filed in the office of the Secretary of State in Hartford indicating the incorporation of the Frederick Johansen Co., New Haven. Mr. G. Crabb Co., of that city, was formerly a member of the firm of Insull & Crabb, retail jewelers and silversmiths, 859 Chapel St., New Haven. The new company has organized with a capital of $25,000. Mr. Crabb is a member of the Connecticut Retail Jewelers' Association, and was elected a member of the executive committee of that organization at its recent annual meeting. The officers of the New Haven company are president and treasurer, Mr. Crabb; secretary, W. Perry Curtiss; directors, Mears, Crabb, Curtiss and Frank B. Frishie.

Irving H. Chase, president of the Waterbury Clock Co., Waterbury, last week that the factory of the New England Watch Co., on Dover St., Waterbury, which was recently purchased by the Waterbury Clock Co., from the bankrupt firm of Robert H. Ingersoll & Bro., Inc., will not be opened for resumption of operations until a more definite trade market is in evidence. Alderman Charles Schmidt, who is superintendent of departments at the plant, has applied to the city of Waterbury for a new water main to the factory and this gave rise to the rumor that work was to be started in the factory. President Chase stated that he could not say when operations will begin, as there is considerable finished stock from the old Ingersoll company on hand which must be gone over before the new products are to be manufactured.

J. C. Tario, for the past 14 years connected with C. H. Wright & Son, jewelers at Eureka, Cal., has purchased the establishment formerly operated by Herman Quosig at 311 E. St., and will engage in the jewelry and watch repairing business, with the assistance of the triangular or square method of reproduction enlargements or reductions may be made. In Lesson VI a method of changing the size of a design were explained. This same procedure can, of course be used for enlarging in the same proportions. It is called the triangular method of enlargement. In Fig. 7 we reproduce two figures one of which is an enlargement of the other. The enlargement is made by the square method.

The original design is divided into a certain number of squares. The size of the enlargement is determined, also its place on the card. A rectangle corresponding in shape to the original, but of the enlarged size is drawn in this rectangle is divided into exactly as many squares as have been drawn on the original design. Each square is then treated as a separate design and the copy is made in each square preserving one of the same proportions as the eye and hand of the artist will permit. When all these separate pictures are finished the original design is completed in an enlarged size.

Complicated designs should not be attempted in illustrating show cards. Except in rare instances their reproduction would not pay the card writer, and card writing should be considered from its results, just as any other advertising. Unless a card is profitable to the business, no matter how artistic it is the jeweler has lost time in producing it.

Very often it is necessary to repeat a design in right and left. It will be noticed that this has been done in Fig. 1. Presuming this to be a design complicated enough to require a drawing for the purpose of transferring it to the card, it is not necessary to make two drawings. One is sufficient. After the one is transferred to the card, if a soft pencil has been used to go over the original drawing, it can be placed at the other side, face down, and by rubbing with the end of a toothbrush or some other smooth article the lines will be faintly transferred to the card.

The writer often makes a tracing of the original picture on thin paper for use on the card. One design is then transferred by means of transfer paper. The design is then turned over and the other similarly traced by following the lines which show through the paper.

Wreaths and similar designs can be reproduced in this manner, only one-half of the design having to be actually drawn in the pattern.

The police of New Orleans, New York. Chicago and Texas are still on the lookout for Abe Frackman, a jeweler, who recently opened a shop in Exchange Pl, in this city, and shortly after disappeared. An affidavit has been filed in the Criminal Court here by S. C. Bingaman, charging Frackman with embezzlement, his bond being fixed at $2,000. Mr. Bingaman, from all accounts, is not the only one of the return of Frackman, pawnbrokers, jewelers and landlords being among those anxious to get a glimpse of him.