Gold Enamel Cup, Spoon, Vase, Flask and Cake Dish, 18th Century, from a Famous Tea Service by Dinglinger
The New "Victory" Pattern

—note the ribbed back of the Victory spoon

This exceedingly beautiful Victory pattern of Alvin Silver, the long life plate, is made with the additional feature of a ribbed back.

The rib runs along the entire length of the spoon handle, giving it great additional strength to meet the stresses and strains of constant use. It prevents the handle from bending out of shape and adds to the life of the spoon.

Read this further proof of Alvin quality:

H. G. Torrey, for 37 years chief assayer of the United States Government Assay Office, made a test of fourteen leading makes of silver teaspoons. This test showed that Alvin Long-Life Plate averaged more pure silver than any other make of plate.

Offer your customers Alvin Long-Life Plate, the silver whose charm is as long lived as its durability.

ALVIN SILVER CO.
SAG HARBOR, N. Y.

ALVIN SILVER
The Long-Life Plate
A Word About Jewelry Styles and Costume Fashions

Seen in London

By Lady Beatrice.

WHAT a difference there is between the English spoken in London and the same language used in New York! Here, for instance, in fashion parlance, by a "costume" is meant a matching coat and skirt, called a "suit" in the States. There is also a great divergence in the appearances of these costumes. For from what I hear of New Yorkers newly arrived, and from what I gather through gossip and fashion plates I judge the 1920 Spring suit of New York to be much more ornamental and possibly a little more expensive an affair. In London the contrary holds true and strictly tailored, mannishly braided, the costume of the Londoner is severe to austerity. Long of skirt as well as of coat, the latest tailored costume has a con- tour that slants from a narrow shoulder to a great width at the lower edge of the medium length coat and then narrows again down to the hem of the skirt which reaches to the instep. The collars on these coats are mannish, the sleeves are tight and cuffless and the skirts, although hanging plain and flat in the front, are nevertheless, quite wide.

The only trimming on these suits is a flat silk braid at all the edges. Collar, sleeve bands, pockets, the entire coat edge and the top of the hem is marked with this black braid, and the only relief in outline is given by points front and back on the coat, or rather, perhaps, I should say, a shortening of the coat on either side just below the hips.

The materials for these suits are the finest cloths, a broadcloth being the favorite in plain colors, and a silk finished worsted in self-toned stripes and harmonizing plaid. Browns are by far the favorite colors running from a deep bronze to a lighter tone called rust and combinations of browns and tans are used in checks and stripes to give an all-over color of a medium tone.

It is the accessories for wear with these strictly tailored street costumes which will particularly interest the jeweler and those who are curious to know what jewelry Londoners are wearing. These accompaniments include a high collared waist or, when the three-piece costume is used, the top of matching silk has a high lace collar with a jabot of hand-made lace to match. With these, of course, brooches are worn and later on I will tell you something of their patterns and gem setting, but now we must complete the picture with the other accessories.

There are small hats to be worn with these costumes in colors to give a decided contrast to the color of the cloth. One typical little hat has an upturned brim and a soft crown of crushed velvet. The brim is a braided straw in cerise and the crown a deep blue, and this is used with a dull grey suit. Another, a tawny shape, is a combination of purple, bright violet, gold and ruby red and at the left side stands a huge bow of corded ribbon to simulate a wing.

Gloves are long and generally of the kid variety and sometimes the thinner kid gloves are used for the medium lengths. A mousquetaire glove, that is, a suede in a medium length, soft and pliable makes an excellent background for a gem studded bracelet, or, as they are wearing them now, a group or cluster of narrow bangles of either platinum or gold. Of the shoes and hose, the less said the better. They are elaborately trimmed with bows and straps and overhanging thongs in lieu of tongues, but no amount of trimming can improve the ugly cut and awkward shape of the English shoe.

Beside the utility pieces there are four jewels which invariably accompany the street costume in London, and here they are called "costume jewels." These are the necklet, a diamond, set before as a jewel to wear on the collar, a pair of earrings worn perpetually by the well-dressed woman of London, the bracelet, singly or in numbers, and a watch worn in either one of style, as a bracelet or a fob. The sautoir or necklace watch, as it is called here, being considered only appropriate for dress wear.

In design the brooches are of the cluster variety disk, square, or oval in form and raised high at the center with a cluster of large gems. Diamonds, the colored gems, with opals, topazes, or amethysts, make the center gems, while pearl and small diamonds are used to encrust the openwork platinum borders.

Both stud and pendant earrings are used, but I think the pendant type is in the majority. Either is exceedingly becoming to the long narrow English face. For these jewels pearls are by far the favorite gem. They are mounted in hanging lines of graduated sizes, the larger at the lower end of the string, and they are topped by a diamond mounted stud, or, for another pattern, the pearls are formed into clusters and they hang from vine leaves carved from gold like tiny bunches of white grapes. These pendant earrings are exceptionally long and, to American eyes, they would look exceedingly elaborate and large, but seeing them so regularly one gets accustomed to them here and the smaller patterns look meager by comparison.

The bracelets and bangles are made of either silver, gold or platinum, irrespective of the mount material of the other jewels. The silver bangles are exceedingly narrow and as many as 10 or 12 are worn together, hanging loosely on the wrist over the glove. Gold is used for some finely carved bangles where an openwork pattern is bordered by rows of gold and diamonds on either side. The effect of these is distinctly Oriental. Indeed, the patterns often copy the Arabian piercing on copper and brass, When platinum makes the mount, the bangle is again very narrow or a design of the flexible variety is used with platinum for the gem mountings. For these sapphire, red rubies and emeralds make the favorite settings for daytime wear, smooth cut and counter sunk in the tiny platinum boxes.

A new costume watch in London is called a corsage watch, and it is made up on the usual fob order, but retains the brooch from the old style chatelaine. A broad grosgrain ribbon is used for the base of this jewel either in black or in an exact match for the darker tone in the costume cloth. At the top of this ribbon is a brooch generally triangular in form which is used to pin the jewel in place on the skirt band or waist belt. In place of the regulation slide on the usual fob ribbon, there is a bar from which hangs an elaborately diamond studded watch, and often below this swings a pendant tassel of gems. One of these watches I noticed lately was used with a dove grey costume. The ribbon was black and the gem studding entirely of diamonds. The watch itself was a long narrow oblong shape topped with a finial of a clover leaf contour, and this little detail was repeated for the top of the many stranded diamond tassel.

Capes and cloaks are worn over street frocks of lace trimmed cloth or silk. Petunia, a new shade between red and purple, is used for one taffeta tailleur of the pinata variety. This little frock has pleatings on either side and a flat panel back and front edged with handsome heavy braid. The collar is furnished with a round neck and with the dress a little chain of gold beads is worn.

Lace is much in evidence on all types and styles of dresses and as trimmings for hats and parasols and lace veils are in constant use.

There is a little note of gay color given to the Londoner's costume by the small bunch of fresh flowers so often seen. I used to wonder why the London flower girls were part of every London scene in picture or story, but I soon found out that the Londoner is fond of flowers and uses them rain or shine on every kind of costume.

Speaking of rain, there are London um-
Summer Days are Outing Days

This means a large demand for Sleeve Links for such occasions.

We have anticipated the demand by producing the greatest line of Sleeve Links in our many years history. Something suitable for any style of shirt or any size of pocket-book.

LARTER & SONS
23 MAIDEN LANE - NEW YORK

REGISTERED TRADE MARK

brellas to be mentioned, for they are rather different from those used in New York, at least the handles are more generously carved and gold is profusely used upon them. They are so much a part of one's daily costume that it is taken for granted to be well dressed one must have an umbrella to match, or at least to blend, with every walking costume. Travel things, too, are given particular attention in England, and the making of them is done so easily, so naturally it seems, and beside the necessary sport paraphernalia and travel things, it is considered quite possible to stay over a week-end which ranges in time from anywhere from two days to a space covering the Friday of one week and the Tuesday of the next with but two gowns, a simple daytime frock and a splendid pair for the evening.

These frocks are shown in the shops as a specialty, and if you ask for a "week-end frock" you will be shown a great variety of dainty little dresses in bright colored satins which you can choose one of all black or all white if you prefer.

Here is one in blue and green flounced for the skirt in three tiers and colored in white organandy. There is a high waist line banded in a ribbon of heavy embroidery in strands of blue and green and gold again and this floss embroiders the tops of the sleeves like epaulets and finishes the cuffs with deep points in green and blue. Black silk cloth makes a nice material for these simple frocks where a basque-like top is used over a sheer skirt, and a sash of gold cloth repeats the color given to the dress in inlaid gold which is appliqued beneath the skirt cloth for a ten-inch band at the skirt edge and for cuffs on the sleeves and again on the very high collar.

For the evening gown, one of the fluffy butts, or "tulle" is sure to be chosen here, with a magnificent cloak rich in embroidery and fur with a plush or velvet capelike collar over a shimmering gold brocade net covered foundation. Jewels sufficient for wear with both these gowns will be contained in a little jewel box made especially for the convenience of the traveler. It is leather-bound and locked with a patent fastener, and it holds trays and spaces which may be altered and arranged to hold just the jewels which may be chosen for the trip.

A representative selection made by a London debutante for her week-end sojourn would include, besides rings and bracelets galore, several pairs of earrings, two watches at least, hair ornaments for both evening and daytime wear, a handsome necklace of pearls (which would be very beirtmon and perhaps would be matched with a brooch), and then there would be a pair or more of brooches for the daytime with gum-studded hairpins, utility pins, and the brooches for evening and vanity cases for travel.

There are so many things-to be seen and so many jewels attract my attention that I could write on for several more pages, but I will let you or the jewelry expert to telling you some of the London jewelry windows, for I know they will interest you.

LADY BEATRICE.

PROVIDENCE, R. I., April 24.—William S. Stone, sales and advertising manager of the Gorham Co., delivered an address before the Town Criers' Association in this city April 8 at the Crown Hotel on "Style and Copy in Advertising." But here it is done so easily, so naturally it seems, and beside the necessary sport paraphernalia and travel things, it is considered quite possible to stay over a week-end which ranges in time from anywhere from two days to a space covering the Friday of one week and the Tuesday of the next with but two gowns, a simple daytime frock and a splendid pair for the evening.

There are so many things to be seen and so many jewels attract my attention that I could write on for several more pages, but I will let you or the jewelry expert to telling you some of the London jewelry windows, for I know they will interest you.
Stern Bros. & Co.

Operating America's Largest Diamond Cutting Works

OFFICES
68 Nassau Street, New York
31 N. State Street, Chicago
10 Tulp Straat, Amsterdam

CUTTING WORKS
Most Modern and Complete
136-146 W. 52nd St., New York
Long Island City, New York
Black Opal Mining at Lightning Ridge

The fever for gold. I know miners who which was bounded on one side by perhaps fields is the scarcity of water. Opal is all-of the elusive gem will pay them for the opal dirt down from the roof, so and polished for the finders, but not one the richest claim known and on the other that valuable opals will not be fractured. people imagine; in fact, it is a regular gam-

The method of digging is to sink a shaft about 5½ feet long by two feet wide, giving just enough room for a man to swing a pick. The opal is found at from 20 to 70 feet below the surface. The miner knows when he has reached the opal level by striking what is known as the steel band. This is very like a layer of hard concrete, and the opal (if any) is usually found directly underneath, very often adhering to this band. If there does not happen to be a band, the miner recognizes the opal dirt, which is different in appearance to the ordinary earth, or he may find a piece of "potch" opal, from which he will know he is down on the opal level.

The miner then cleans out enough earth around the bottom of the shaft to enable him to work freely in commencing the horizontal drive. This drive is put in under the steel band, leaving it on the roof, with perhaps six inches of opal dirt below it. The rest of the earth is hauled to the surface in hide buckets.

When, say, six feet of drive is completed, the miner, with a tiny pick in one hand and a candle in the other, gently breaks and pries the opal dirt down from the roof, so that valuable opals will not be fractured.

Opal is not so easy to pick up as some people imagine; in fact, it is a regular gamble. I had a claim at Lightning Ridge, which was bounded on one side by perhaps the richest claim known and on the other side by a claim out of which three stones alone were worth $1,500 and which I cut and polished for the finders, but not one piece did I find, although I dug every inch of the ground between these two claims.

The lure of the black opal is as bad as the fever for gold. I know miners who have been on the Ridge for years and have hardly dug a color; but they still plod on, sinking shaft after shaft, knowing that the next one contains a fortune. One little pocket of this dull composite gem will pay them for years of work and trouble.

The greatest drawback to the life on the fields is the scarcity of water. Opal is al-

April 28, 1920.

THE JEWELERS' CIRCULAR

Black Opal Mining at Lightning Ridge

A BOUT 50 miles from Walgett, the terminus of the North-Western (New South Wales) Railway Line, and almost on the border, rises a comparatively small, gravelly ridge, called Lightning Ridge, the home of the beautiful black opal. Lightning Ridge, which boasts of a hotel, a store or two, a butcher's shop, a blacksmith shop, a black and a dancing-hall, is surrounded by splendid sheep country, which teems with emus and kangaroos.

We are told that a boundary rider from a neighboring station first discovered the opal, and very soon tens of thousands of tons of mother earth were removed in the search for the precious gem. Most of the work has been done at what is known as The Three Mile, which is that distance on the Walgett side of Lightning Ridge. The whole countryside is honeycombed and the hillsides covered with opal dumps.

Election.

SUNDAY, MAY 9. Details still to be arranged. MONDAY, MAY 10. 9.15 A. M.—Assemble promptly in Gold Room of the Jefferson Hotel. Meeting opened by President, Z. S. Skinner. Mr. Pedersen and E. R. O'Connell, engravers, were appointed to prepare a circular letter calling the attention of patrons to the marked advance in the cost of material and of labor.

Mr. Pedersen and E. R. O'Connell, engravers, were appointed a committee to attend to the printing of the list of prices suggested as proper and just to be charged for engraving. This was approved by the meeting and copies of the list were ordered printed for distribution among the jewelry trade.

After some discussion of the bill before Congress prohibiting the melting of gold coins for commercial use a resolution was passed directing that a protest on the part of the association be sent in a night letter to the heads of the allied trades on the executive committee.

Theodore Pedersen, on behalf of the engravers, presented a lengthy list of prices suggested as proper and just to be charged for engraving. This was approved by the meeting and copies of the list were ordered printed for distribution among the jewelry trade.

Mr. Pedersen and E. R. O'Connell, engravers, were appointed a committee to attend to the printing of the list of prices suggested as proper and just to be charged for engraving. This was approved by the meeting and copies of the list were ordered printed for distribution among the jewelry trade.

Wells & Beggs held a formal opening of their jewelry store at 123 N. Washington St., Albany, Ga. a short time ago. Souvenirs were given to all who called. The concern is being operated by Mr. Wells and H. J. W. Beggs, formerly in Savannah, where they were engaged in the jewelry business for a number of years. Mr. Beggs will have charge of the Albany store, and Mr. Wells will continue to operate the Savannah store.
IMPORTERS
AND
CUTTERS
OF
DIAMONDS

ALBERT LORSCH
& CO.

INC.

Main Office
Lorsch Building, 37 Maiden Lane
NEW YORK

Branch Office
131 Washington Street
PROVIDENCE, R. I.
Members of Bronx Retail Jewelers' Association Entertained by Varied Program

Tuesday evening, April 20, after the Jewelers' Circular had gone to press, the Bronx Retail Jewelers' Association held a smoker at Ebeling's Casino, 156th St. and St. Ann's Ave. The members of the organization and their friends, numbering approximately 200 people, gathered in groups of three and four and discussed topics of mutual interest until the program of the evening was opened. Cigars, cigarettes, pipes and tobacco were distributed.

THE JEWELERS' CIRCULAR

to respond to a number of encores. Charles Stewart, champion amateur dancer of the Bronx, was next introduced. He proved himself to be an admirable exponent of the "buck and wing." His imitations of Frisco, Pat Rooney and other well-known dancers of the day were very creditable.

The final number of the program was Cleo, the Oriental dancer, who gave a most perfect exhibition of the dances of her native Burmah. Her fantastic contortions kept the jewelers puzzled, for they agreed that her movements were neither Swiss nor Walsham. This completed the program of entertainment.

Mr. Landau, in his capacity as official announcer, was the grand factotum of the evening. President Hugo Falkenstein and Secretary Murray Max were also kept busy helping to make the affair a success.

Trade Conditions in Cleveland, O., District Reported to Be Excellent

CLEVELAND, O., April 23.—Jewelry interests in the Cleveland district are among the few business people who have not been affected seriously by the strike of operators in railroad yards throughout the country. For the last 18 months the jewelry trade of northern Ohio has depended almost exclusively upon the parcel post for both incoming and outgoing merchandise, and in this method of shipment has proved quite satisfactory there has been no reason for changing it, at least until freight, express and other methods of shipping become more normal.

Bad weather conditions throughout April, which brought a return of winter weather, has not affected the jewelry trade as it has other lines of industry. Demand, according to W. G. Gilger, of the Wagner-Gilger Cohn Co., is in excess of demand for the same time in previous years, and this covers practically every line of merchandise on the list. Clocks, silverware and watches are the items wanted most in this section, he points out, and they are correspondingly scarce.

Distributing houses in this section are beginning to receive pearls, which have been exceptionally low for the last 18 months. The jewelry trade of northern Ohio has been exceptionally busy this spring, and if the present demand continues, it is expected that it will be equal to that of previous years.

Whatever the conditions in the trade in other sections of the country, the best indication here is that collections during the last 18 months of the year have been much better than they have been in years. This is the barometer by which the large distributors here are measuring the trend in the trade. In a few instances some call from retailers is being received, but this is taken as merely another indication of the prosperous condition of the trade as a whole, and the move to purchase property as a step toward still greater stability.

Pen Co. Answers Complaint of Federal Trade Commission

WASHINGTON, D. C., April 22.—The Turner & Harrison Pen Mfg. Co., Philadelphia, has made answer to the complaint of the Federal Trade Commission charging the company with unfair competition in the manufacture and sale of gold plated pen points.

The company admitted that it had made pens stamped "14 kt. Gold Plate." It also admitted that it had sold such pens and that the labels and printing cuts had always been distinctly printed with the words "Gold Plated." The company denied that it had ever sold such pens inserted into penholders, their method of marketing such goods having always been in boxes of one gross covered by labels. It further denied that it had ever had any understanding whereby "gold" or "plated" was understood to mean "ordinary steel pens—by the gross box or retail in stores at so much per pen so that the purchaser could insert such pens into his fountain pen holder instead of being forced to pay the price of a new gold pen when the original pen became worn out. They were intended for the class of consumers who could not afford to pay the price of a solid gold pen or buy a new fountain pen. They sell at about 3 to 5 per cent, of the selling price of a gold pen."

The dismissal of the complaint was asked by the company.

Death of Major Albert C. Rosencrans

EVANSVILLE, Ind., April 22.—Major Albert C. Rosencrans, 78 years old, one of the early jewelers and watchmakers of Evansville, died at his home here on Tuesday of paralysis, after an illness of a year. He was born in Germany, being the son of C. F. Rosencranz, who plied his trade for several years after he came to the United States.

Major Rosencranz came here when a young man and served gallantly in the Union army during the Civil War, coming to the rank of major. After the war was over, he returned to Evansville and engaged in the jewelry and watchmaking business. After being in the business for several years his health failed him, and he went west and located in Missouri, where he remained for a few years, and then returned to Evansville. During the last few years of his life he was engaged in the business of plow manufacturing.

He is survived by his widow by his second marriage, one son and two daughters.

Max Boas, formerly of 1374 Main St., Bridgeport, Conn., is opening a jewelry and optical store at 1188 State St. He will be assisted by his son.
To be successful is to be never satisfied; you must not stop, hesitate, look around, but keep going.

When you buy your smalls and melees from us —you need not

"Stop—Hesitate—Look Around"

You will be successful in your purchases—and also satisfied.

JAMES J. LOEB & BROTHER
IMPORTERS and CUTTERS of MELEE

68 NASSAU ST., N. Y.

Antwerp, 1 Rue van Lerius
Amsterdam, 2 Tulp Straat

London, E. C. 50 Holborn Viaduct
Paris, 11 Rue de Chateaudun
THE JEWELERS' CIRCULAR

IN BERLIN DURING REVOLT

Two New York Gem Dealers Tell Their Experiences in German Capital While Military Party Was in Control

Stephen Varni, of the Esposer, Varni Co., importers of precious stones, 45 John St., New York, who returned recently from abroad, where he had a number of interesting and striking experiences in Berlin during the latest German revolution. For one week, Mr. Varni was virtually a prisoner in the German capital, but by sheer determination and a little luck he was able to get aboard the first train to leave after the revolt started, unhurt and none the worse for his experience.

In speaking to a JEWELERS' CIRCULAR reporter, Mr. Varni said, "I was abroad for a period of seven weeks for the purpose of obtaining gems for my business. After a short stay in Paris I went to Frankfort, Germany, and from there on to Berlin, arriving there March 15."

"Just as our train arrived in the German capital the Ebert government in Berlin was overthrown by the military party and from that time until later not a train or automobiles of conveyance came in or went out of the city. The people of Berlin, most of whom were perfectly satisfied with the Ebert régime, and opposed to the Militarists, are now engaged in a general strike in every industry in the city. No trains ran, all means of travel stopped, engineers refused to work, thereby causing some difficulty in obtaining water, no food came in or went out of the city, and even the waiters in the hotels refused to serve the people. In fact a horrible condition existed and the people realized unless the military party was overthrown quickly they would starve to death."

"All during this time the Militarists had been busy 'planting' machine guns on the important thoroughfares and in the window of some of the big buildings, even strangling barbed wire along the highways and at the cross streets and Unter den Linden closely resembled a battlefield."

"When the military party took possession the government moved to Weisbaden, where they set up temporary headquarters. Aeroplanes were immediately sent out by Ebert and each day these machines would appear over Berlin dropping pamphlets telling the people to 'hold out' and to continue to use their one strong weapon—the general strike. Many of the people openly disregarded the Militarists, and on one occasion such defiance came near ending disastrously."

"With a number of other people, I was standing in the lobby of our hotel when suddenly a gang of the military party burst into the place, smashing windows and furniture, evidently in search for someone. We were all ordered up-stairs and I for one, made haste to reach my room on the fourth floor. When I got there I looked out the window overlooking the main thoroughfare and much to my surprise not a person could be seen, except the soldiers, who stood by their machine guns, and a few men who guarded the railroad depot.

"Obtaining something to eat was our most difficult problem. It was a common occurrence to walk anywhere from four to eight miles to get food. Of course, we all had ration tickets which the Militarists had distributed, but these were of little use."

"Mr. Varni asserted that he was never arrested when walking along the streets, and was allowed to go wherever he pleased. After spending a week in Berlin, he was finally able to get a fourth-class passage on the first train to leave the city and was happy even to be able to ride with the peasants. He rode for two days and as many nights and finally landed in the occupied section in the vicinity of Weisbaden."

"He states that the German people as a whole were very prosperous and were feeling toward the Americans but instead are looking toward the United States to supply them with the necessities. If they can get those, Mr. Varni was told, the German people believe they can work out their own salvation."

"This was Mr. Varni's third trip to Germany in the past 10 months. An incident of Mr. Varni's trip to Germany is that he was the last American stone buyer to leave that country before the war started and the first one to enter Germany after hostilities ceased."

Another member of the trade caught in the turmoil in Berlin when the revolt broke out was Jake Wolf, of the Wolf Co., importers of La Vega pearls, 14 John St., New York. Mr. Wolf returned to this country Tuesday, April 20, after a 10 weeks business trip abroad. He encountered practically the same difficulties as did Mr. Varni, but finally got out of Berlin after being detained there four days."

"According to Mr. Wolf, the German factories are working feeling little or nothing. This condition, it is claimed, is due to the fact that the exchange rate is so much against German currency it is impossible to buy raw materials at a figure that enables them to compete with other nations."

"In speaking to a representative of the JEWELERS' CIRCULAR Mr. Wolf also said, "Many Germans have not had a glass of milk or a cup of coffee for the past five years and are naturally suffering from the effects of being deprived of the necessities of life as well as fatty substance, so much needed by every human being. Owing to the high price and the scarcity of leather, many people are wearing wooden shoes. Leather shoes that before the war sold for 7 Marks are now selling for 500 Marks and more.""

Col. Shephard Now at Taylorville, Ill.

A letter from Col. John L. Shephard, last week, states that after six weeks at Biloxi, Miss., he has gone to Taylorville, III., in which town he started his married life 50 years ago. He did not improve at Biloxi as he expected, and hopes that in the golden year of his wedding Taylorville may bring him back the golden gift of health. Col. Shephard is still weak and he deeply regrets that his condition forces him to cut out a number of early conventions of jewelers where he had counted on meeting his many friends. He hopes to be able to get around to some of them by Summer time.

O. V. Miller, jeweler, at Auburn, Neb., has sold out to Joy Miller.

CYRUS BEDICHIMER DEAD

Member of Philadelphia Jewelry Manufacturing Concern Passes Away at His
Home in That City

PHILADELPHIA, Pa., April 22.—Cyrus Bedichimer, of I. Bedichimer & Co., manufacturing jewelers, Kensington and 12th Sts., died today at 5 a.m., at his residence in this city. He had charge of the factory of the concern for many years.

Cyrus Bedichimer was born in Philadelphia and was 50 years of age. He learned to work as an apprentice for his father, the late Isaac Bedichimer, when but a boy and had been engaged in the manufacturing jewelry business for 35 years. He was a member of various Masonic bodies, the Order of the Red Men, and other beneficial and fraternal bodies. He was also a member of the Mercantile Club of Philadelphia and was connected, in an earlier day, with various bicycle and athletic organizations.

Funeral services will be held on Sunday at 2 p.m. and will be conducted by Rabbi Jonas and Krauskopf. Services at the cemetery will be conducted by Shekinah Masonic Lodge, No. 246, F. & A. M., of which the deceased was a member. A widow survives.

George E. Lentz, Trading as the Vogue Specialty Co., New York, Files Voluntary Petition in Bankruptcy

A voluntary petition in bankruptcy was filed April 20 in the United States District Court, New York, by George E. Lentz, trading as the Vogue Specialty Co., dealer in jewelry specialties, at 356 Fifth Ave. The assets, according to the petition, total $3,074.59 and consist of cash on hand, $7.50; stock in trade, $1,938.34; machinery, tools, etc., $550; debts due on open accounts, $423.93; deposits of money in banks and elsewhere, $48.25; property claimed to be exempt $150. The liabilities are placed at $9,000, and are divided as follows: secured claims, $707, and unsecured claims, $7,993.

Among the unsecured creditors listed, holding claims for over $100 are: Blacher Bros., $1,000; Dr. F. M. Sherman & Co., $250; American Bead Co., $561; Albert Halprin Co., $434; Overseas Novelty Co., $851; Jean H. Lentz, $475, and the Ajax Finance Co., $4,375. The last named creditor holds seven notes against the alleged bankrupt dating from Feb. 29, 1920, to March 24 last.

Last Wednesday Judge Mayer of the United States District Court appointed B. W. B. Brown as receiver under a bond of $1,000. The receiver has authority to continue the business until a trustee is appointed, according to the court order.

Early one morning recently thieves tossed a brick into the front window of the Cohen Jewelry Store on Market St., Steubenville O., and escaped with about $800 worth of jewelry. The burglary was one of the most daring in the history of the city, as it was committed while many persons were on the street. No trace of the robbers has been found. It was the third time that the store has been visited by robbers in the last 18 months.
NOTICE OF REMOVAL

SAUNDERS, MEURER & CO.
IMPORTERS
Diamonds, Pearls and Precious Stones

ANNOUNCE THE REMOVAL OF THEIR OFFICES TO
522 FIFTH AVENUE
(CORNER 44TH STREET)
FIFTH AVENUE GUARANTY BUILDING

TELEPHONE VANDERBILT 566
Emeralds in the Jewelry for Birthday Gifts in May

EMERALDS are generally considered available only in diamond mounted platinum jewels, but they are truly appropriate for the simplest pieces as well, and besides being set together with diamonds and pearls, they are also artistically combined with other gems. For the May birthday there are all types of jewels emerald mounted and of every degree of elaborateness. 

* * *

Simplicity itself is found in this little lace brooch of green tinted gold set as one of a combination emerald. The mounting is built up of intertwining scrolls framing the emerald with an openwork pattern which is outlined in a strong, firm border of gold. 

* * *

Filigree wire in a combination of gold and platinum is used for the mounting of a scarf pin which is carried out in a Grecian pattern. Here a faceted emerald is set high in the center and three sections of the entwined gold and platinum wire give the pin a triangular contour. 

* * *

For so unimportant a thing as a clasp on a mesh bag or vanity case, it seems a waste to use a perfect full-colored emerald, but it cannot be denied it does improve a bag or case mount to have the clasp set directly in front. The faceted links of this chain, make the central gem for the pendant and a huge drop below. For the May birthday gift one of these three convolutions — Tar RAMBLER — are shown in public ered directl; retailer to cal stir up interest in jewelry general.

* * *

Emeralds in its spacing of pierced work. The is of the bracelet variety and mounted on the second watch with the interlocking sections joined neckchain and watch. The whole smooth polished, oval in form and set at its center with a faceted emerald. The mounting is built up of inturning scrolls framing the emerald with an openwork pattern which is outlined in a strong, firm border of gold. 

* * *

Filigree wire in a combination of gold and platinum is used for the mounting of a scarf pin which is carried out in a Grecian pattern. Here a faceted emerald is set high in the center and three sections of the entwined gold and platinum wire give the pin a triangular contour. 

* * *

For so unimportant a thing as a clasp on a mesh bag or vanity case, it seems a waste to use a perfect full-colored emerald, but it cannot be denied it does improve a bag or case mount to have the clasp set directly in front. The faceted links of this chain, make the central gem for the pendant and a huge drop below. For the May birthday gift one of these three convolutions — Tar RAMBLER — are shown in public ered directl; retailer to cal stir up interest in jewelry general.

* * *

Emeralds in its spacing of pierced work. The is of the bracelet variety and mounted on the second watch with the interlocking sections joined neckchain and watch. The whole smooth polished, oval in form and set at its center with a faceted emerald. The mounting is built up of inturning scrolls framing the emerald with an openwork pattern which is outlined in a strong, firm border of gold. 

* * *

Filigree wire in a combination of gold and platinum is used for the mounting of a scarf pin which is carried out in a Grecian pattern. Here a faceted emerald is set high in the center and three sections of the entwined gold and platinum wire give the pin a triangular contour. 

* * *

For so unimportant a thing as a clasp on a mesh bag or vanity case, it seems a waste to use a perfect full-colored emerald, but it cannot be denied it does improve a bag or case mount to have the clasp set directly in front. The faceted links of this chain, make the central gem for the pendant and a huge drop below. For the May birthday gift one of these three convolutions — Tar RAMBLER — are shown in public ered directl; retailer to cal stir up interest in jewelry general.

* * *

Emeralds in its spacing of pierced work. The is of the bracelet variety and mounted on the second watch with the interlocking sections joined neckchain and watch. The whole smooth polished, oval in form and set at its center with a faceted emerald. The mounting is built up of inturning scrolls framing the emerald with an openwork pattern which is outlined in a strong, firm border of gold. 

* * *

Filigree wire in a combination of gold and platinum is used for the mounting of a scarf pin which is carried out in a Grecian pattern. Here a faceted emerald is set high in the center and three sections of the entwined gold and platinum wire give the pin a triangular contour. 

* * *

For so unimportant a thing as a clasp on a mesh bag or vanity case, it seems a waste to use a perfect full-colored emerald, but it cannot be denied it does improve a bag or case mount to have the clasp set directly in front. The faceted links of this chain, make the central gem for the pendant and a huge drop below. For the May birthday gift one of these three convolutions — Tar RAMBLER — are shown in public ered directl; retailer to cal stir up interest in jewelry general.

* * *

Emeralds in its spacing of pierced work. The is of the bracelet variety and mounted on the second watch with the interlocking sections joined neckchain and watch. The whole smooth polished, oval in form and set at its center with a faceted emerald. The mounting is built up of inturning scrolls framing the emerald with an openwork pattern which is outlined in a strong, firm border of gold. 

* * *

Filigree wire in a combination of gold and platinum is used for the mounting of a scarf pin which is carried out in a Grecian pattern. Here a faceted emerald is set high in the center and three sections of the entwined gold and platinum wire give the pin a triangular contour. 

* * *

For so unimportant a thing as a clasp on a mesh bag or vanity case, it seems a waste to use a perfect full-colored emerald, but it cannot be denied it does improve a bag or case mount to have the clasp set directly in front. The faceted links of this chain, make the central gem for the pendant and a huge drop below. For the May birthday gift one of these three convolutions — Tar RAMBLER — are shown in public ered directl; retailer to cal stir up interest in jewelry general.

* * *

Emeralds in its spacing of pierced work. The is of the bracelet variety and mounted on the second watch with the interlocking sections joined neckchain and watch. The whole smooth polished, oval in form and set at its center with a faceted emerald. The mounting is built up of inturning scrolls framing the emerald with an openwork pattern which is outlined in a strong, firm border of gold. 

* * *

Filigree wire in a combination of gold and platinum is used for the mounting of a scarf pin which is carried out in a Grecian pattern. Here a faceted emerald is set high in the center and three sections of the entwined gold and platinum wire give the pin a triangular contour. 

* * *

For so unimportant a thing as a clasp on a mesh bag or vanity case, it seems a waste to use a perfect full-colored emerald, but it cannot be denied it does improve a bag or case mount to have the clasp set directly in front. The faceted links of this chain, make the central gem for the pendant and a huge drop below. For the May birthday gift one of these three convolutions — Tar RAMBLER — are shown in public ered directl; retailer to cal stir up interest in jewelry general.
DIAMONDS

LOOSE and MOUNTED

At the present time we have a complete, carefully selected stock of DIAMONDS at attractive prices and solicit orders from reliable retail jewelers for diamonds and

"Practically Everything Sold or Used in a Jewelry Store"

at wholesale only.

A. H. POND Co. INC. SYRACUSE N. Y.
Baltimore Police Arrest Man and Woman Who were Accused of Stealing and Then Pawning Jewelry

BALTIMORE, Md., April 24.—Accused of having stolen jewelry valued at $1,450 from the A. H. Petting Jewelry Co., 213 N. Liberty St., a well-dressed man who gave the name of Henry McClellan, New York, was brought before Detective Lieutenants C. A. Kahler and J. H. Kratz, has been known in a dozen cities under the names of Hill, Hunt, Bryan, Miller and Ryan, was arrested here today. At the same time the detectives placed under arrest a woman who gave her name as Miss Eliza Mary Cook, 32 years old, who claims this city as her home.

McClellan is 50 years old, medium build, inclined to stoutness, wore good clothing, and a cloth hat, has a round face, blue eyes, grayish hair and wore spectacles. Detectives Kahler and Kratz questioned McClellan for several hours but they obtained very little information from the man. Not so with the woman, however. She admitted, according to detectives, that she has known McClellan for five years; that she has traveled to many cities with him and that she has pawned hundreds of pieces of jewelry.

When locked up at Central Police Station, the Petting charge lodged against him, McClellan gave his occupation as a manufacturer. His scheme, the detectives allege, was to obtain the jewelry through theft and then have the woman pawn it. Less than a week ago he returned here from a visit to Chicago, St. Louis, Oklahoma City, Houston and Galveston, Tex. While he was away and during the past month, it is charged, he shipped a number of packets of jewelry to the woman, sending a card with each article indicating its worth and telling his companion what she could obtain for the jewelry. On his trips to various cities he instructed the woman, after deducting a sum of cash for herself, to deposit the remainder in a bank on which McClellan accumulated jewelry they would travel about the country and that she pawned jewelry for him in many cities. A few minutes after Miss Cook left a pawnshop this morning about McClellan and both were seized by the detectives and whisked to police headquarters in an automobile. One of the articles stolen from the Petting store was recovered at a pawnshop here and, the detectives say, it was pawned by Miss Cook after she received it from McClellan. Every effort will be made by the local authorities and the Pinkertons to identify McClellan and to ascertain if possible the extent of his operations.

First Spring Jewelry Buyers in Providence Ahead of Usual Dates

PROVIDENCE, R. I., April 24.—The usual Spring invasion of Providence by jewelry buyers which usually begins the last week in April and continues until the middle of May, set in the past week about a week or ten days ahead of the usual period. More than a score of arrivals were reported and the hotel lobbies took on the usual activity that always proclaims the presence of the jewelry buyers. It is reported that while numerous good sized orders have been placed there is an evident spirit of caution against stocking up too heavily. While no one seems willing to admit the prospect of any financial, commercial, or industrial slump in the Fall, everyone seems to have a safeguard out against any such occurrence.


British Gold and Silver Imports and Exports

WASHINGTON, D. C., April 21.—A cablegram from Consul General Robert P. Skinner at London, announces that British gold imports for the week ended April 14 were: From West Africa £60,950, South Africa £2,011,070, and New Zealand £7,578. Gold exports were: To United States £1,948,821, Argentina £472,488, India £500,353, Straits Settlements £92,375, Ceylon and other countries £5,950.

Silver imports were: From the Netherlands £8,900, France £80,856, other countries £1,050. Silver exports were: To Norway £11,797, Denmark £1,004, Italy £8,650, West Africa £93,228, China £140,000, United States £64,300, India £118,000.

HOLD QUARTERLY MEETING

Growth of Rhode Island School of Design Reflected in Reports of Committees

When Trustees Meet

PROVIDENCE, R. I., April 24.—The steady growth and expansion of the Rhode Island School of Design, as shown in the reports of the executive and standing committees presented at the quarterly meeting of the trustees held last Wednesday afternoon, is of especial interest at this time to the manufacturing jewelers of this city and the Attleboros.

Under the chairmanship of Harald W. Ostby, president of the Ostby & Barton Co., a committee of the New England Manufacturing Jewelers' and Silversmiths' Association, is conducting a campaign to raise at least $15,000 for the purpose of purchasing up-to-date tools, machinery and equipment for the new building that is being erected by the School on Norwood St., for the housing of the rapidly growing jewelry and silversmithing departments.


The school has a total enrollment of 1,718, which is a substantial gain over the unusually large registration at the start of the year. The corresponding enrollment at this time last year was 1,261 students. The evening classes, with 538 pupils, lead in point of numbers.

A feature of the quarter is the development of the rehabilitation classes for disabled soldiers and sailors who have been added to the teaching staff, including Mrs. Frank Gleason, Harvey L. Wilson and Philip J. Horton in this department. The Federal Board of Vocational Education is endeavoring to send as many soldiers as possible to the school and the executive committee has decided to carry on these special classes in rehabilitation work for the Summer, probably during a five weeks period.

In memory of Edward Holbrook several books have been given the school, three of which are bound by Riviere & Son in crushed Levant, elaborately tooled in gold; among these being "French Art From Watteau to Prudhon" in three volumes, edited by J. J. Foster. Mrs. John F. P. Lawton donated a number of books, catalogues and reproductions.

A number of contributions were made to the museum during the quarter. From the Ostby & Barton Co., in memory of England; Mrs. Ostby, enamel earrings, Roman, second century, A. D., and a bronze necklace and pottery pendants.
Platinum Brooches that DO Sell

A House, to be habitable, must not only be architecturally "right," of correct and harmonious proportions, but must of a necessity be made liveable.

The finest garment, however skillfully created, is valueless if not of a mode that is fashionable.

Jewelry might well be exquisite examples of craftsmanship, yet lack the essential requisites that make it salable.

Wheeler platinum Brooches DO Sell. Truly beautiful, they possess a rare blending of workmanship and utility, combined with that all-essential appeal that makes for successful selling.

We are pleased to announce to the trade the opening of our new Factory at 72-78 Spring St., New York, where our manufacturing facilities will be better than ever.

Hayden W. Wheeler & Co., Inc.
2 Maiden Lane New York
DEATH OF J. GROSSLIGHT

Detroit Jeweler and Loan Merchant Passes Away at His Home in That City.

DETROIT, Mich., April 24.—Joseph Grosslight, 63 years old, for the past 25 years engaged in the jewelry and loan business on 50 Monroe St., died late Friday night at his residence, 142 Ferry Ave. E.

Beginning as a newsboy on the streets of Detroit, he amassed a fortune of more than $3,000. Coming from his job as a boy driver on the tow paths of the Erie Canal, he landed in Detroit without a penny, but it is declared that he set his foot on his home, and never looked back. His wife and six children survive him.

THE JEWELERS' CIRCULAR

DEATH OF J. GROSSLIGHT

Detroit Jeweler and Loan Merchant Passes Away at His Home in That City.

DETROIT, Mich., April 24.—Joseph Grosslight, 63 years old, for the past 25 years engaged in the jewelry and loan business on 50 Monroe St., died late Friday night at his residence, 142 Ferry Ave. E.

Beginning as a newsboy on the streets of Detroit, he amassed a fortune of more than $3,000. Coming from his job as a boy driver on the tow paths of the Erie Canal, he landed in Detroit without a penny, but it is declared that he set his foot on his home, and never looked back. His wife and six children survive him.

Four Nurses Run Down by Automobile

Driven by Boston Jewelry Manufacturer

BOSTON, Mass., April 26.—Four nurses belonging to the Cambridge Tuberculosis hospital were run down by an automobile driven by Harry L. Glaser, of Glaser Bros., manufacturing jeweler of this city, Saturday night at 9 o'clock on Harvard bridge, which connects Cambridge with Boston. All four were injured, two of them seriously. They were removed, after emergency treatment at the Charlesgate hospital, to the Cambridge city hospital, where, according to latest reports, they are all resting and recovering under medical treatment. None of the cases is likely to prove fatal.

Mr. Glaser was arrested by the Cambridge police, charged with reckless driving, but was released on bail of $500 for a hearing in the Suffolk and District Court. Mitchell Hamelburg, of 12 Cas- tergate road, Dorchester, was a passenger in the car with Glaser, but was not arrested.

The injured nurses are:
Miss Sarah R., 22 years old, of 126 Devens St., Boston, was hit in the face and badly shaken up. She escaped with the least injury.
Miss Katherine Ford, two fractured ribs, injuries to her face, a deep cut in the head, and a fractured left knee. She was dragged by the hair.
Miss Tilla Stone, concussion of the brain and contusions on the forehead.
Miss Pearl McPherson, fractured jaw, injured left eye, and one ankle, bruised all over body and possible injuries to the spine.
Miss Ford's hair was caught in the driving shaft under the automobile and she was dragged some 50 or 75 feet, it is said, before Mr. Glaser was aware. He told the police later that she was held fast to his machine. It was necessary to cut her hair before she could be released from the car's driving shaft.

Mr. Glaser, the police report, was going toward Boston and the accident occurred about 15 feet from the drawbridge toward the Cambridge end of the bridge. When the women were struck they were apparently standing on the inward tracks waiting for a trolley car to pass toward Boston.

James W. Connell, of 7½ Brewer St., Cambridge, who was operating a trolley car across the bridge into Cambridge, told the police that Mr. Glaser made a sharp turn, swerved toward his trolley, and then swung off to the other side of the bridge.

Mr. Glaser told the police that he was confused by the glaring lights of approaching automobiles and that he did not see the nurses on the bridge. As soon as he struck the women, Glaser told the officers, he made every effort to stop his machine at once.

PREMIUMS GO UP

Burglary Insurance Increased in Detroit Because of Crime Wave

DETROIT, Mich., April 24.—Crime conditions in Detroit have reached such a serious stage that burglary insurance rates on jewelry stocks are scheduled to take a big jump.

In fact, some of the agencies of the big companies have already announced strict new rules governing the writing of new burglary policies here. In some instances some lines of burglary insurance have been ordered not written.

H. V. Uppington, resident manager of the Casualty and Fidelity Company of New York, with offices at 726 Hammond building, says that his company has ordered its agents to accept no more insurance under Groups 4 and 5.

Mr. Uppington also says that the jewelry trade will be informed that no jeweler in Detroit can hereafter secure burglary insurance unless his establishment is protected by a burglar alarm system, or an all night watchman service. This order results from the fact that the famous $6,000 robbery of the late Ralph F. Dewey's store on Adams Ave., was made possible because the store was not protected by a burglar alarm system. Mayor Couzens, then police commissioner, made caustic comments on this oversight at the time of the robbery.

Detroit has been remarkably free from jewelry robberies for the past year, but other branches of business have suffered enormous losses from one of the worst crime waves that has ever struck the city. That is what makes Detroit a high ratio city for insurance against burglary, and it is declared more than probable that the tray was exhibited to several customers that day and today. Not until this afternoon, however, did the eyes of a clerk alight upon the cheap substitute, disclosing the trick.

Before it became known that the "pennyweight" thief had operated in the Galt store the police learned that two such men were operating in Philadelphia and Baltimore. Believing they would come here Inspector Grant, chief of detectives, sent out warning one of the crooks managed to get away with a fine ring from Galt's.

Col. Harry Cutler Receives Gold Medal of Honor from the French Government

PROVIDENCE, R. I., April 24.—Col. Harry Cutler, of the Cutler Jewelry Co., of this city, who is National Chairman of the Jewish War and Welfare Board, received the past week a medal of honor from the French Government. The medal is of solid gold suspended from a tri-color ribbon of red, white and blue, and the accompanying certificate is signed by "R. Poincaire" and "M. Pichon." The decoration and diploma were received through the military attaché of the French Embassy at Washington. The diploma is very elaborate and handsomely engrossed in French. The letter announcing the honor is as follows: "I beg to inform you that I am forwarding you under separate cover a diploma and a 'Medaille d'Honneur en Vermeil,' which has been bestowed upon you by the Government of the French Republic in recognition of the services you rendered while on duty during the war."

The diploma of award is dated Oct. 3, 1919.

The Libby Glass Mfg. Co., Toledo, has sent out announcements of the death of Ernest D. Wetton, which occurred on Fri-day, April 9.
Established 1866

L&M. Kahn & Co.
Importers and Cutters of
DIAMONDS
170 Broadway, cor. Maiden Lane, New York
AMSTERDAM: 2 TULP STRAAT CUTTING WORKS: 29 GOLD STREET

Oppenheimer Bros. & Veith
Cutters of Diamonds
Importers of Pearls
Paris London Amsterdam
170 Broadway Cor. Maiden Lane New York

Pearls
and
Pearl Necklaces

GOODFRIEND BROTHERS
9-11-13 Maiden Lane, NEW YORK 41 bis Rue de Châteaudun, Paris, France
Maryland and Delaware Jewelers Meet at Salisbury, Md.
Members of Association Greatly Increased and Enthusiastic Convention Held—New Officers Elected and Plans Adopted

SAIILBURG, Md., April 22.—Most gratifying were the results shown at the Maryland and Delaware jewelers' convention in the way of additional members brought in to work for the betterment of jewelry conditions in these States. On Tuesday morning jewelers from both States began to arrive, most of them in automobiles. They met in the Chamber of Commerce auditorium for their first meeting since 1917. Due to the stress of war conditions and the small membership of the organization, there had been no meeting called since the last was held in Ocean City, Md., in the

Summer of 1917. At that time the association numbered eight members. The officers were determined to have a meeting this year, and to make it a successful one. They felt that they must enlist as members all retail jewelers in the States of Maryland and Delaware.

A "flying squadron" consisting of G. M. Fisher, Salisbury, Md., Leon Tschantre, and George Kleintz, in Mr. Fisher's car, took a two-day tour through these States and signed up, with one exception, every retail jeweler they were able to see. The only jeweler they did not sign as a member was one who was shortly going out of business.

Therefore, when the meeting opened they had on hand 24 members. This including the members who were unable to be present, brought their total membership to 30, which is the largest number ever in the association. This meeting was practically a reorganization, and many interesting and instructive subjects were brought up for discussion.

Morning Session
The morning session was called to order by President E. C. Sturmer, Easton, Md., and after Secretary Tschantre had read the

minutes of the last meeting, they were approved as read.

The enrolling of new members and the reinstatement of old members in the new organization then took place. The secretary reported 22 members in the association in good standing.

A motion was made and carried that the association tender to the members of the association and guests present a luncheon. The meeting then adjourned to the Central Hotel for luncheon, where President Sturmer presided as toastmaster.

In the morning session a committee was appointed, composed of Mr. Fournier, Mr. Jackson and Mr. Kreeger to bring in a report on repair prices.

Afternoon Session
The afternoon session was called to order at 2:30 o'clock, and was addressed by President Sturmer, who spoke in part as follows:

ADDRESS OF PRESIDENT STURMER
Gentlemen and Brother Jewelers:

The most enthusiastic association workers desire to eliminate that expensive and terribly abused practice of free engraving. I trust you gentlemen will get together with vim and lastingly eliminate free engraving from our mode in business.

We have in our midst today jewelers who spent only last Christmas, probably $200 during the season rush on engraving, and gentlemen, when you think of it, surely you see it an exorbitant overhead. The public was never more willing to pay for engraving than now:

When we find mail order jewelry houses in the east very specifically stating what the charge is for this or that style letter, and note the amount asked for same on jewelry, silver and white ivory goods, surely we can hitch our train to that class of competitors and thank them for setting the pace. I trust you gentlemen will have that matter very definitely settled before you close this meeting, and assure you it will be a surprise if you can be done when you return to business.

The next topic I wish to dwell upon is one which is even more important. It is a good paying scale of watch, clock and jewelry repairing charges. The latest copy of the A. N. R. J. A. A. is even more important. It is a good paying scale. You are probably all aware of the present agitaton going over the country among leading business men that we appeal to Congress to promptly repeal the now proven burdensome and unfair merchandise taxation.

May we pass a resolution such as some other State associations recently have done and appeal to our Congressmen to get us relief and a more simple and well defined form of taxation.

I have also recently been receiving considerable mail from the Jewelers' Security Alliance of New York City. This is of more interest to us in the peninsula than formerly, with the tremendous wave of window smashing, robbery and burglary taking place daily throughout the country, jewelers being invariably the victims.

Therefore, some of us, at least, would do well to associate ourselves with this splendid organization. Our secretary will be very glad, I know, to give any of you information regarding the advantages to be obtained in taking your fire insurance with the National Jewelers' Mutual Fire Insurance Co.

Just a word about business prospects for this year, as I see them. From appearances, I believe we are in for a better year than last with a fair crop among the farmers at good prices and the public keyed to an ease in spending in our section of the country. It behooves us to be on the alert with a good selection of merchandise which in some lines is scarcer today than at any time since the war commenced.

Discussion took place immediately after this in regard to guarantee on repair work, and it was decided that the guarantee be for six months instead of one year. This was unanimously carried.

The report of the repair committee was then called for and, using as its basis the list of repair prices set by the American National Retail Jewelers' Association, the committee presented its plan and all members discussed the scale.

A satisfactory adjustment was made, and the repair committee report accepted. The secretary was instructed to have these

prices prepared in booklet form and sent to all members.

The matter of engraving was discussed at length, and it was decided that a charge be made for all engraving and a motion was made to this effect and carried unanimously.

At this point William B. Griffin, a guest, was called on to read M. D. Rothschild's letter from the Jewelers War Revenue Tax Committee to the members present, and explained the purpose of this body and the work that it has been doing.

George Klein, Wilmington, Del., another guest, addressed the members on the subject of repairing and repair prices. This was very interesting.


At this point the members were enter-
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
-corner Maiden Lane-
NEW YORK

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

ESTABLISHED 1878
INCORPORATED 1911

J. MEHRLUST
Manufacturer of diamond jewelry of the highest class.
Gems and diamonds and precious stones of every description.

Main Office and Factory
6 West 48th Street
TELEPHONE (338) BRYANT

Downtown Office
12 & 14 John Street
TELEPHONE (338) CORTLAND

New York City.
Thief Escapes in Automobile After Stealing
Three Large Pearls from Massachusetts Jeweler

WELLESLEY, Mass., April 21.—Jewelers throughout the country are warned to watch out for a clever thief who is apparently traveling around in an automobile and who recently committed at least one robbery in this vicinity. They are also asked to watch out for three fresh-water pearls which the man picked up near here. One of these is a white button pearl of 10½ grains, smooth with good lustre and slightly greenish cast. The second is a white ball pearl of 10 grains, slightly flattened on one side. It has a fine lustre and a golden cast. The third is a purple blue button pearl, 9½ grains, of fine lustre, and pinkish bronze tint on the flat side. A slight interior crack shows when held to the sunshine.

The thief who stole them is described as a man about five feet nine inches high, and slim of build, weighing about 140 pounds, with black hair and mustache, and apparently about 33 years old. The man is a good talker, but speaks in a somewhat nasal tone of voice. He pretends to be slightly deaf and has a cold. He has the slight appearance of a foreigner.

The thief traveled through here in a touring car and visited a local jeweler, while the car remained outside, the motor running. He wished to buy pearls, and several were shown him, while the proprietor was figuring up the amount of the pearls he had picked out, the man cleverly extracted a paper from a nearby case, hurriedly ran out of the store and into the auto, which was in motion when he reached it. He and his companion then drove away.

Jewelers are warned to be careful should the man visit them, and also if they know of his whereabouts or the whereabouts of the missing pearls, to notify THE JEWELERS' CIRCULAR immediately.

Safe Crackers Rob Philadelphia Store and Get Gems and Jewelry Worth Between $2,000 and $3,000

PHILADELPHIA, April 24.—Several thousand dollars' worth of precious stones and jewelry was obtained by safe crackers, who, about midnight Thursday, broke into the Diamond Shop at 45 N. 10th St. and forced the safe.

The robbery was discovered about 1:30 a.m. Friday, when a policeman on his rounds found a prior open in the rear of the shop on Cuthbert St. On investigating he found the rear window had been jimmed open.

The robbers, after gathering their loot from the safe, were in such haste to depart that they left a complete set of burglar tools behind. When the police arrived they found the inside of the store topsy-turvy, desk drawers littered the floor, show case glass broken, and a mannequin upside down and the door of the safe nearly ripped off.

Frank Himelfarb, who, with Benjamin Himelfarb, conducts the establishment as dealers in old gold and precious stones, principally diamonds and rubies, estimated the value of the articles stolen as between $2,000 and $3,000. A quantity of jewelry left for repairs was also taken.

The burglars used the safe and sound method of jimmying off the door in preference to trusting the nitro-glycerin blast which might have attracted attention.

JEWELERS UNDER ARREST

Pittsburgh Police Charge Retailer and Watchmaker with Dealing with Crooks

Who Robbed Many Dwellings

PITTSBURGH, Pa., April 22.—A jeweler and a watchmaker are under arrest here.

The accused maintains he is absolutely innocent of any intended wrong doing and that at the proper time will be able to absolve himself from any blame. The accused was formerly in the manufacturing jewelry business.

Col. Charles H. Osgood, Lewiston, Me., has announced an Easter offering to the C. M. G. Hospital of $20,000, to be known as the "Henrietta A. Osgood Fund," in memory of his wife. The gift, the largest donation ever received by the hospital, came entirely unsolicited and as a surprise to all except perhaps a few friends.
GATTLE & HUNTER
9-11-13 Maiden Lane, New York

Importers of
Pearls, Diamonds and Other Precious Stones

Pearl Necklaces

Marchand Bros. & Co.
88 University Place
New York

Telephone Stuyvesant 7641-2

Paris, 17 Rue Marguerite
London, 22 Holborn Viaduct
Amsterdam, 32 Sarphatistraat

Oriental Pearl Necks
From $50.00 to $3500.00

CROSSMAN COMPANY
Three Maiden Lane
New York
Clever Thieves Believed to Have Operated at Baltimore Jewelry Store of S. Janowitz & Son

Baltimore, Md., April 24—"Pennsylvania" thieves visited the store of Simon Janowitz & Son, 310 N. Charles St., April 20, and stole a platinum hoop ring set with thirty diamonds, valued at $250. The ring was a new-style wedding ring with diamonds set all around and between the hoops. No suspicion was attached to the two persons—a man and a woman—when they left the store, and it was not until the next day that Mr. Janowitz was apprised of the trick by one of his salesmen.

Police headquarters were notified and detectives were assigned to the case. An investigation disclosed the fact that on the day the ring was stolen the "Pennsylvania" and his accomplice entered the store and asked to be shown a ring from a tray which was on exhibition in one of the windows. The tray, containing several diamond rings, was taken from the window and placed on the counter before the prospective buyers.

The man and the woman were of refined appearance, and the woman talked in a low, modulated voice. There was nothing about their actions to indicate suspicion, and several of the rings were examined by the woman. One ring—the platinum hoop, set with diamonds—the man admired very much, and she passed it to her companion for examination. Apparently he returned the ring to her, and she slipped it in the pocket of the case.

The couple left the store without making a purchase. When the rings were examined the next day, a good imitation of the platinum ring was found in the tray, and the visitors of the previous day were suspected. The man is described as 25 years old, medium build, fair complexion, and the woman is described as 23 years old, slight build, neat dresser.

ANOTHER SUSPECT CAUGHT

Baltimore Police Make Third Arrest in Armiger Robbery Case

Baltimore, Md., April 24.—Three of the five bandits who stole diamonds valued at $30,000 from the window of The James R. Armiger Co., 310 N. Charles St., March 9, have been arrested and are in jail. The latest arrest is that of John M. Kirshner, 22 years old, arrested in Philadelphia April 22, on information furnished Detective Captain Souder, of the Quaker City, by the four Baltimore detectives assigned to the case. Kirshner was indicted by the Baltimore grand jury on several counts, including burglary, assault with intent to kill and carrying concealed weapons.

Kirshner's identity was established through the work of Detective Lieutenant J. F. Dougherty, T. W. Quirk and Herman Pohler, who have been at work on the Armiger case since the day the theft happened. The detectives have been following the orders to the effect that every man implicated in the attack on the Armiger store must be caught, no matter where the trail leads.

Thus far three of the indicted men have fallen in the net spread for them. William Fergus is now serving a 10-year sentence in Eastern Penitentiary, Pa.; Anthony Cugino, a native of Philadelphia, is locked in jail there, bail being denied in any sum, and Kirshner will be brought here as speedily as possible. Governor Ritchie, of Maryland, has signed requisition papers for Kirshner, and Detective Lieutenant Quirk will be sent to the Quaker City to bring the indicted man here.

The identity of the other two men is known to the police, and they have been indicted by the grand jury. The detectives, it is said, are in possession of an abundance of information concerning the Armiger case which they have not divulged.

Meridian, Miss., Jewelers Ask Aid for Sufferers After Cyclone Sweeps That Town

That jewelers were among the sufferers of the disaster of the recent tornado which swept through Meridian and some surrounding states, became apparent last week when, following telegraphic appeal for help, received by C. J. Alford & Co., 191 Broadway, New York, from two jewelers of Meridian. The telegram was dated April 23, and read:

"Meridian and adjacent territory struck by severe cyclone. Property damage over $100,000, with much loss of life and injury. People without homes, destitute and urgently in need of help. We are appealing to you for assistance. Signed, "W. Lerner & C. W. Schammer, "Relief Committee."

Mr. Lerner is a member of the jewelry firm of Strauss & Lerner of Meridian and Hattiesburg, and Mr. Schammer is a member of the Meyer & Schamber Jewelry Co. of Meridian.

Market Prices for Silver Bars

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

<table>
<thead>
<tr>
<th>Date</th>
<th>London</th>
<th>U. S. Gov't</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 20.</td>
<td>69½</td>
<td>120½</td>
</tr>
<tr>
<td>April 21.</td>
<td>69½</td>
<td>120½</td>
</tr>
<tr>
<td>April 22.</td>
<td>69½</td>
<td>119½</td>
</tr>
<tr>
<td>April 23.</td>
<td>69½</td>
<td>120½</td>
</tr>
<tr>
<td>April 24.</td>
<td>69½</td>
<td>120½</td>
</tr>
<tr>
<td>April 25.</td>
<td>69½</td>
<td>120½</td>
</tr>
</tbody>
</table>

Progress in the many lines in which women are connected with advertising during the year will be judged and rewarded at the annual convention of the Associated Advertising Clubs of the World, June 6 to 10. The trophy of the Women's Advertising Club of Los Angeles will go to the group of women advertisers who has accomplished the most notable results in government co-operation in promoting advertising. The competition for the Watson Co. five years ago and soon became one of their most valued employees.

He was a member of the Bristol Lodge of Masons, the Attleboro Post of the American Legion and the Methodist Church.

The funeral was held Thursday afternoon and was in charge of the Masons. Interment was at the Mount Hope Cemetery.

Window Smasher Robs Jewelry Store at Norristown, Pa.

Philadelphia, April 24.—A clever window-smasher, who utilized the arrival of a railroad train at a station 100 feet away to deafen the noise of falling glass, smashed in the show window of the Lanz Jewelry Co. at Norristown, Pa., near here, at 4 o'clock in the morning and got away with $300 worth of jewelry.

William Sibel, watchman at the railroad crossing, saw the robbery, but could not cross the tracks to interfere because of the arrival of the paper train. He watched the way the robber ran and notified the police, who started a belated and unsuccessful pursuit.

The business of Wm. T. Jennings, Sterling, Ill., has been succeeded by Jennings-Gehrings Jewels Co.
A. ROSEMAN
IMPORTER OF
DIAMONDS
9 AND 11 MAIDEN LANE
NEW YORK

Oriental Pearl Necklaces
Loose Pearls for Additions

Fancy Cut DIAMONDS and PRECIOUS STONES

Frederick W. Rauch
170 Broadway, New York

LAPIDARIES
AND
IMPORTERS
OF
PRECIOUS AND
SEMI-PRECIOUS
STONES

ESPOSITER, VARNI CO.
INCORPORATED
45-49 John St.
New York
THE JEWELERS’ CIRCULAR

amounted to 2,647,228 carats, of a value of £12,084,629. The total production of the Union for the previous eight years was as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Carats</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1911</td>
<td>4,891,998</td>
<td>8,746,724</td>
</tr>
<tr>
<td>1912</td>
<td>5,071,882</td>
<td>10,061,489</td>
</tr>
<tr>
<td>1913</td>
<td>5,163,546</td>
<td>11,389,817</td>
</tr>
<tr>
<td>1914</td>
<td>2,801,016</td>
<td>5,487,194</td>
</tr>
<tr>
<td>1915</td>
<td>103,385</td>
<td>390,810</td>
</tr>
<tr>
<td>1916</td>
<td>2,346,330</td>
<td>5,728,391</td>
</tr>
<tr>
<td>1917</td>
<td>2,902,416</td>
<td>7,713,810</td>
</tr>
<tr>
<td>1918</td>
<td>2,537,360</td>
<td>7,114,807</td>
</tr>
</tbody>
</table>

During 1919 the Witwatersrand only yielded diamonds to the value of £565. These were obtained on the Far East Rand, from Modderfontein B and Van Ryn Deep Mines. The largest amount came from the Kimberley district, which produced 1,396,733 carats, valued at £6,199,666*. The highest grade of diamonds in the Union was obtained from the Herbert district of the Cape, which yielded 9,942 carats, of a value of £17,143, or no less than £17 4s 5d per carat. Those produced in the Boshof district of the Orange Free State were valued at £17 2s 5d per carat.

DEATH OF ERICH KIENZLE

Word reached this country last week of the death of Erich Kienzle, for many years American representative of the Kienzle Clock Co. of Schwenningen, Germany. The death of Mr. Kienzle occurred on February 17, and followed an attack of the grippe.

Erich Kienzle was born in Schwenningen, Germany, about 30 years ago. He came to this country in 1912 as a representative of the well-known German clock firm of Schlenker & Kienzle, of which his father, Jacob Kienzle, was a member.

Shortly after arriving in the country, he interested Theodor Schissgall and together they established the firm of Schissgall & Kienzle. This business was incorporated in February, 1912, but in May of the same year the concern went into liquidation. The liquidation of the business was taken over by the Kienzle Clock Co., which firm was started by Erich Kienzle shortly after the liquidation.

In June, 1914, Mr. Kienzle returned to Germany and the business was continued at 129 Fifth Ave. until 1918, when it was liquidated by the Alien Property Custodian.

ASK TAX REPEAL

Senate and House Receive Petition of Connecticut Retail Jewelers’ Association

Urging Abolition of Four Per Cent Excise Tax on Jewelry

WASHINGTON, D. C., April 26.—Senator McLean and Representative Lonergan, of Connecticut, have presented the petition of the Connecticut Retailers’ Association for the repeal of the excise tax on jewelry. The petition, which was in the form of resolutions adopted at the recent convention of the association, set forth that the tax on the retail sale of jewelry is burdensome and unjust and requires an immense amount of work to keep an accounting of.

It was therefore resolved that the association “favors the abolition of the excise tax on jewelry and that to place a value tax on all transactions, on the gross sales of goods, wares and merchandise, including mines, oil wells, real estate and raw materials, and other sales or losses, this tax to be the percentage as required, as monthly, semi-annual or annual turnover, and shall be levied on gross sales for the period established by law, and not on each itemized sale as it is made; this tax to be in lieu of every other Federal tax on business.”

In the Senate the petition was referred to the Finance Committee and in the House to the Ways and Means Committee.

L. N. Pearlman, operating a jewelry and optical store on West Broadway, has opened a branch store at 228 W. Jefferson St. William C. Kendrick, of Andreas Kendrick’s Sons, Inc., recently returned from a two months’ vacation spent in Florida. Mr. Kendrick is looking well and feeling like a two-year-old.

Victor Bogaert, prominent Lexington, Ky., jeweler, sailed on April 8 from New York on the Lapland for Antwerp, Belgium, with a large consignment of clothing and necessaries for Belgian relief work, contributed by citizens of Kentucky.

Felix DeLang, 80 years of age, former jeweler and for some years past operating a small watch repair business at his home, 432 S. 32nd St., recently died of illness. Mr. DeLang is survived by his widow, a son, Oscar DeLang, Indianapolis; a brother, Alfred, Cincinnati; and a sister, Mrs. E. L. McNeeley, Evansville.

A negro was captured by officers in Louisville on Friday night, April 23, with 12 watches in his possession, which he had just taken from the David Roth store on Preston St. An unusual method of smashing a window without noise, was used. Molasses was smeared on the window, and paper pasted to the glass, which held it from falling in when kicked.

James K. Lemon & Son have filed suit in the Circuit Court against Levi & LeJaune Co., pawnbrokers, for recovery of a $550 diamond ring, secured on Jan. 7, 1920, through Jacob Felheimer, who is said to be serving a term in the Michigan penitentiary. Felheimer, a day after securing the ring by fraud from Lemon & Son, pawned it to Levi & LeJaune for $135. It is alleged that the latter concern did not report the purchase to the police department, and also that the pawned article was sold before the expiration of 90 days. The fraud was discovered five days after Felheimer made the purchase.
Henry E. Oppenheimer & Co.
1 Maiden Lane, New York

Pearls
and
Pearl Necklaces

Jewelers!
The Orienta Pearl advertising is reaching millions of women thru Vogue, Vanity Fair, Harper's Bazar, North American Review, National Geographic, American Magazine, Hearsts', Shadowland, McClure's, Literary Digest and others.
These women are familiar with the name "Orienta," and with the fact that the nearest approach to the genuine, in shape, color and lustre are

Orienta Pearls

Capitalize this advertising by liberally stocking Orientas for the June Bride and June Graduate business. You can tie up even closer by advertising Orientas in your local papers (electrotype furnished on request). Send for descriptive advertising circular.

Look for the "thistle trade mark." It's a guarantee of goodness.

Sey's Christie & Co.
65 Nassau Street New York City
but no arrests were made.

The thieves obtained two watches and three rings worth $187. The police were notified being hampered by the lack of celluloid for the exchange of revolver shots, when he went to a cafe at the suburb of Bondy to dispose of the stolen jewels. The man was wounded in the fight, but the pearls were not forthcoming. Two of the pearls, valued at $500,000, were found later at a villa in Bondy, and four other men were arrested there. The dealer is himself in prison. It is alleged that he invented the story of the theft in order to defraud the real owner.

The Englishman who had already taken his seat in the train for Holland when he was arrested by the police from Berlin on a charge of attempting to smuggle diamonds across the German frontier was the same person who, in Berlin, recently purchased a collection of precious stones worth several million guilders. Berlin police were present at the jewelry sale, and they found that the buyer already had a ticket for his seat in the train for Holland when he crossed the German frontier was the same for the disappearance of the gems, was arrested by the police after an exchange of gunfire between the Angola police and theJoyce brothers, who are connected with the jewelry trade there, have entered the school as students in engraving and watchmaking, respectively. Claude Reynolds, Livingston Manor, N. Y., has entered the engraving department. The students of the school gave a largely attended dance a few evenings ago at the Iris Club.

James L. Teahout, a watchmaker, with 19 years' experience, has opened a repair shop in the National Bank of West Virginia building in Wheeling. H. E. Russow, Richmond, Va., will likely open a repair shop in Bluefield, W. Va. He has been in the West Virginia city looking over the field with that end in view. Mr. Russow is a manufacturing jeweler and engraver.

There are no signs of the boom diminishing in good class cutlery in England. It is impossible at Sheffield to supply anything like the quantities of table cutlery called for. The production at the factories is being hampered by the lack of celluloid for hafting purposes.

An iron bar was recently used to smash a window in the jewelry store of L. Reinheimer, Joplin, Mo., where the thieves obtained two watches and three rings worth $187. The police were notified but no arrests were made.

A relief association was organized last week at the plant of the Baer & Wilde Co. of Attleboro with a membership numbering 300.

The campaign of the Attleboro Chamber of Commerce for 700 new members is progressing rapidly, and it is believed that this number will be secured before the end of this week.

The local manufacturers were glad to receive notice last week that the express embargo had been lifted on all but a few places. Most of the shipments for the past two weeks have been made by parcel post.

 Heard 'Round the Capitol.

The Federal Trade Commission has published the first volumes of its Decisions, Findings, Orders and Conference Rulings. Bound copies may be obtained from the Superintendent of Public Documents for $1.50 apiece. The volume includes all cases passed on by the Commission from March 16, 1915 to June 30, 1919. Subsequent volumes will follow. The printing of the volume entitled considerable expense and for that reason the Commission adopted the policy of the Interstate Commerce Commission in not making general public distribution of the volume.

In the case of American Express Co. v. United States, the issue being whether certain importations were properly dutiable at 50 per cent as a manufacture of platinum, or free of duty as platinum, the United States Court of Customs Appeals has remanded the case for further proceedings not inconsistent with the views expressed by the court. The Board of General Appraisers overruled the protest of the importer for free entry, and the court reversed the board's decision because of error in excluding the offered proof of commercial meaning. The opinion was delivered by JusticeBrackett, with JusticeDyers dissenting. The full text of the opinion is on file in the office of The Jewelers' Circular.

Jewelers' Gold Bars Withdrawn and Exchanged at New York

Week Ended April 24, 1920. The U. S. Assay Office reports:

| Gold bars exchanged for gold coins | $1,581,883.83 |
| Gold bars paid depositors | 116,604.03 |

Total $1,698,487.86

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

| April 19 | $379,608.36 |
| April 20 | 193,127.49 |
| April 21 | 352,436.31 |
| April 22 | 188,845.56 |
| April 23 | 282,160.86 |
| April 24 | 176,715.05 |

Total $1,581,883.83

A window smashers recently visited the jewelry store of L. Reinheimer, Joplin, Mo., and after smashing a big show window with a brick, stole merchandise worth about $2,000.

The U. S. Assay Office reports:

| Gold bars exchanged for gold coins | $1,581,883.83 |
| Gold bars paid depositors | 116,604.03 |

Total $1,698,487.86

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

| April 19 | $379,608.36 |
| April 20 | 193,127.49 |
| April 21 | 352,436.31 |
| April 22 | 188,845.56 |
| April 23 | 282,160.86 |
| April 24 | 176,715.05 |

Total $1,581,883.83

A window smashers recently visited the jewelry store of L. Reinheimer, Joplin, Mo., and after smashing a big show window with a brick, stole merchandise worth about $2,000.
REMOVAL NOTICE

POWER & ALLAN, Inc.
CHAS. L. POWER, Pres.
170 Broadway, New York City

Importers and Cutters of DIAMONDS
Have removed to 25 West 43rd Street
National Association Building
Room 1109

ESTABLISHED 1866

Lissauer Company

DIAMONDS

29 SARPFATT STR
AMSTERDAM.

IMPORIERS of DIAMONDS
WHOLESALE JEWELERS

Wholesale Distributors of Watches and Watch Bracelets

As Long as United States Mails and Express Continue—

The Nordlinger Service

in

PRECIOUS AND IMITATION STONES

will bring your order to you in minimum time. We make it a point to import in the largest quantities we can secure, not only ordinary staples, but the UNUSUAL STONES that you want mighty well when you DO want them.

Order from us for everything in Precious and Imitation Stones in quantity lots for manufacturing purposes.

H. NORDLINGER'S SONS

Rhodes & Tipple, manufacturers of gold rings, have removed from 55 Pine St. to 74 Clifford St.

Mr. and Mrs. William Loeb, who have been traveling in the south, are now in Hamilton.

The Thomas Jewelry Co. has removed from Calender St. to larger quarters at 44 Washington St.

Harry Fulford of the Fulford Mfg. Co. has sold a lot with buildings on the westerly side of Stewart St.

The Marvel Jewelry Co. has started in business at 293 Dyer St., manufacturing rings, chains and bar pins.

The Keister Bros. Mfg. Co., manufacturing jewelers' cases, pads, trays, etc., has moved its manufacturing building, 137 Chestnut St., to 74 Clifford St.

The T. H. Mfg. Co. is making extensive alterations in its three-story brick manufacturing building, 137 Chestnut St.

Mrs. Charles A. Russell was re-elected president of the Home for Aged Women at the 64th annual meeting held last Wednesday.

Harry V. Viens has given two mortgages for $1,300 and $435, respectively, to Thomas Moffit and Herbert J. Mathewson on land with improvements in Pawtucket.

Theodore W. Schroeder has given a mortgage for $500 to E. W. James, on tools, machinery, etc., used in the manufacture of jewelry at 166 Eldredge St., Cranston.

The Tiffany Mfg. Co. is the style of a new concern that has started in business at 9 Calender St., making a line of ornamental struck split shank rings with invisible points.

An announcement is made by the marriage of Ruth Elizabeth Wilkinson and Edward B. Hough on April 17. They will be at home at 129 Woods Gardens, Buttonwoods, R. I., after June 1.

The Friendship Jewelry Co., 38 Friendship St., is owned and conducted by Nazaret H. Harvison and Dickram Aramian, according to their statement filed at the city clerk's office.

The entire stock of watches, jewelry and diamonds of Alden R. Vaughan & Co., Pawtucket, who have discontinued business, has been purchased by the Weybosset Diamond Co., 199 Weybosset St., this city.

According to information filed by Augustus P. Rose, Gordon A. Rose, Nathaniel Perry and William H. Benjamin at the city clerk's office, they are the owners of the Metal Craft Supply Co., 17 Exchange Pl.

The Reuckert Mfg. Co. of this city, manufacturers of jewelry cases, pads, trays, etc., is making preparations to establish a branch of its plant at Newport, where an option of the J. M. Boner Jewelry Co., was purchased for $1,500 to be used for the manufacture of plated goods to be sold in the southern part of the state.

The occupants of the Simmons building on Point, Eddy and Richmond Sts., occupied for many years almost exclusively by manufacturing jewelers, have received notice that they must vacate by July 1 as the owners desire it for other purposes. Among the concerns affected are Arnold & Steere; Plitt, Blood & Co., Inc.; A. A. Greene & Co.; French Ivory & Metal Co.; C. L. Rhodes; Globe Mfg. Co., and the Mikado Japanning Co.

Evansville, Ind.

F. A. Rhodes, Chasney, Ind., was a recent business visitor in Evansville. He reported that Spring trade has been very satisfactory.

Moses Gans, former manager of the J. Gans Co., of 24 Unper 1st St., which concern was sold to Raphael Bros., is back from a trip to French Lick, Ind.

Charles F. Artes, of the Charles F. Artes Co., Inc., retail jewelers, and J. M. Boner, of the J. M. Boner Jewelry Co., were both in Indianapolis recently on business.

William J. Breitnour has purchased the building at Huntington, Ind., that was vacated recently by the First National Bank and Trust Co. of that city, and is having the lower floor remodeled where he will install his retail jewelry store.

Joseph Thorbeck, who was widely known to the jewelry trade in southern Indiana, southern Illinois and western and northern Kentucky, died at his home in Evansville a few days ago at the age of 84. He was a safe combination expert, and in this capacity had been called upon for assistance by many jewelry stores throughout his day. He was a native of Germany.

Hill Bros. will open a jewelry store in Virginia, Minn.

Hartford, Conn.

Charles E. Smith, left for Washington, D.C., last week, to handle the treasury for the Seth Thomas Clock Co., Thomaston, Conn.

Harry B. Strong, a member of the firm of Brown, Thomson & Co., is on an extended trip to the Windward Islands, is now at St. Lucia.

John S. Driscoll, Bristol, Conn., severed his connection with the watch department of the E. Ingraham Co. last Wednesday, and will go into business with an associated firm.

Friends and business associates have received communications from Isadore Wise, of Wise, Smith & Co., indicating that he is now in Antofagasta, Chile.

The Wm. L. Gilbert Clock Co. basketball team, Winsted, Conn., won the championship in the industrial basketball league of that town last Friday, defeating the team of the Empire Knife Co. by the close score of 18 to 16.

Among the group insurance policies recently issued by the Aetna Life Insurance Co., this city, was one to the Oneida Community, Ltd., Oneida, N. Y., the document covering all of its employees and the amount being $3,500,000.

George H. Dyson, of the Porter & Dyson Co., New Britain, Conn., who is president of the Hartford District Jewelers' Club, was a member of the reception committee at the annual ladies' night of Centennial Lodge, No. 18, A. F. and A. M., held Tuesday evening, April 20.

The International Silver Co., Meriden, Conn., has purchased the factory building and land of the old Florence Sewing Machine Co., Northampton, Mass. Alterations are to be made in the building and a new forge room is to be erected.

Friday of last week was the 57th anniversary of the day on which Ellsworth Chase, Forestville, Conn., entered the employ of the E. N. Welch Clock Co., now the Sessions Clock Co. The only two men living who worked at the facory of the old Sessions Clock Co., Thomaston, Conn., but who returned to Forestville, and is now in the employ of the Sessions Clock Co.

Plans for the incorporation of the jewelry firm of Edward Vail & Co., which has been engaged in business for 36 years at Wichita, Kans., have been announced in connection with the filling of an application for a charter. The company will be capitalized with a capital of $250,000, of which $200,000 is paid up and $50,000 in stock is being held for issuance to employees in the future. Expansion of the business with the establishment of a jewelry manufacturing department will follow the incorporation. Officers of the company will be as follows: Edward Vail, president; Robert M. Shipley, secretary and treasurer and general manager; J. W. Kirkpatrick, vice-president. The incorporators are Edward Vail, Robert M. Shipley, Jeannette Vail Shipley, Fred W. Hameister and Bert L. Coldren. Mr. Hameister is to be manager of the watch and clock repair department, and Mr. Coldren will manage the manufacturing department.
Mack M. Burnstine

Diamonds

On and After May 1st, Our St. Louis Office Will Be Located at
508-510 Arcade Building

New York Office, 87 Nassau Street

William Levinson

Morris Rosenbloom

A. M. Weinberg

Established 1886

Morris Rosenbloom & Co.

Importers of

Diamonds

Amsterdam

32 Sarphati Straat

156 East Main Street
Rochester, N. Y.

Recutting Done at
Detroit

Jacob Segal & Co.

Importers & Cutters
Of Diamonds

Main Offices
507 Liggett Bldg., Detroit

New York.............87 Nassau St.
Chicago...............1216 Heyworth Bldg.
P. H. Winterberg, Mgr.
Amsterdam............G Diamant Beurs
BOSTON

J. E. Scanlon, Hanover St., has sold out his business.

By means of worthless checks, a swindler secured several hundred dollars' worth of goods from Miss E. M. Barlow of Lowell recently.

The Waltham Watch Co. plans to open a co-operative store, where groceries and other goods will be sold to employees at reasonable prices. The company intends to convert property at the corner of Ash and Adams Sts. into a store and warehouse. It is part of the scheme to sell shares in the co-operative company to the employees.

The Boston Lapidary Shop, a new concern, has opened at 36 Bromfield St. The proprietor is Lawrence Schultz, who formerly was associated with the New York Gem Co., John Kretz is associated with Mr. Schultz. Kretz, who recently returned from overseas, was in the 101st Infantry, 26th Division, and was at Chateau Thierry.

Charles E. Richards, an old employe of the Waltham Watch Co., passed away last week at his home in Waltham, at the age of 75 years. He was in the company's employ 45 years, and was engaged as first-class machinist. He was a member of Jerusalem Lodge, F. & A. M. of Northampton, and was past master of Waltham Lodge, A. O. U. W. He is survived by his widow and a daughter. The funeral was held April 20.

The annual election of the New England Watchmakers Club was held April 20, when the following named officers were chosen: President, J. Charles Stever; vice-president, James E. Proctor; secretary, Joseph Emanuels; treasurer, Leroy E. Nichols; board of directors, the foregoing, and James G. Purcell. The secretary reported a gain in membership of 30, and that 60 per cent of the students at the Franklin Institute won diplomas, which will be awarded at the next meeting, May 18.

THE JEWELERS' CIRCULAR

of importing diamonds has increased to large proportions, in which he was charged to devote all his time. The Present Jewelry Co. has been carrying a general line of American and Swiss watches, as well as mounted diamonds, gold-plated jewelry, silver ware, clocks and materials. All these lines will be strengthened, and the firm expects to increase its business to considerable extent under the management of Mr. Ernisee. The same traveling men, with possibly additional travelers, will see the old as well as some new trade for the Present Jewelry Co. The store, formerly occupied by Mr. Ernisee, has been sold to the Clarence A. Nachman Co., Incorporated.

NEW ORLEANS

M. Dorensfield of Leonard Krower & Son is now in Porto Rico making his annual canvass of the trade there.

John Julius Weinfarter of J. J. Weinfarter's Sons was married a few days since to Miss Julia M. Smith.

Coleman A. Adler this year had the contract for making the beautiful loving cup, known as the Times-Picayune Cup, which was presented to Miss Eleanor McMain in recognition of her work in the Kingsley House Settlement. Each year the Times-Picayune presents a cup to some citizen, whom, a special jury decides, has done some worthy civic service. The cup produced in the Adler shop was much admired.

Practically the only business transacted at the meeting of the New Orleans Retail Jewelers' Association April 16 was the consideration of by-laws. A committee made a report and the association very carefully took up the proposed rules section by section. Herbert K. Smith presided and Henry Hausmann recorded the proceedings. It was announced that the rules to govern the association are adopted there will be regular meetings.

Des Moines, Ia.

Milton Brown, Avoca, will be the jeweler at the E. L. Seidel store at Marengo, to which place he has just moved his family.

Carl Jensen of Elk Horn, who has been taking a course in watch repairing at Omaha, will open a new jewelry store in Elk Horn.

The building occupied by E. M. Brenmeyer of Estherville, proprietor of the Gift Shop, has changed hands. Mr. Brenmeyer will continue his store in the structure until a proposed new building is erected on the site.

Remhardt Co. of Oskaloosa have sold their store to Maurice E. Reiley of Astoria, Ill., who will take over the business at once. Mr. Reiley is a veteran in the jewelry business. J. A. Remhardt and his nephew, Raymond, will return to Lincoln, Ill.

F. J. Edgar, Eldora, one of the oldest jewelers in Iowa, has sold his jewelry stock to William B. Derr. Mr. Edgar trains the young men in the trade.

Mr. Derr took over the repair department a year ago. Mr. Edgar has been in business in Eldora since 1892.

Frank G. Church, 60 years old, a jeweler and optician of Mason City, was found dead in a bath tub at a rooming house Tuesday, April 20. He was the only occupant of the house, and the body was not discovered for several hours after death. Acute stomach trouble is thought to have caused his sudden demise, as there was no water in his lungs, the coroner reported. Mr. Church formerly conducted a jewelry store in Minneapolis. He had been in Mason City about 18 months.

The Loring Andrews Co. was successful in bidding for May Festival seats at the auction, securing four seats at a premium of $113.

CINCINNATI

Cincinnati jewelers have become interested in the overall movement and the organization of clubs among their employees is being discussed.

C. C. Apple, jeweler, of Youngstown, O., has been appointed purchasing agent of an overall club formed in that city aimed at reducing profligating in clothing.

The War Savings Club formed by employees of the E. & J. Swigart Co., is still operating successfully and aiding the government instill the thrift habit in its citizens.

Passport applications have been entered in the Internal Revenue office by Burton Fox, jeweler, and Mrs. Fox, to visit England, France, Holland, Belgium and Switzerland.

I. Oppenheimer of Oppenheimer & Co., this city, returned last week aboard the Kaiserin Augusta Victoria from a two months' trip to the European diamond markets.

Robert Danneman, 23, has been sentenced to the State reformatory, on the charge of obtaining $889 worth of diamond rings by false pretenses, following his plea of guilty before Judge Stanley Struble. The D. Jacobs Sons Co. was the victim of the prisoner, who posed as an agent of the Spencer Jewelry Co.

A baseball team has been organized by the employees of the Gruen Watchmakers' Guild known as the Gruen Watchmakers' Baseball Team. Raymond P. Jacobs has been assigned as playing manager, and William Meyer as business manager. Admittance for the club has been secured in the Spitney Commercial League. The season will begin May 1.

David Kaufman, pen manufacturer, last week reported the theft of several fountain pens and gold pen points to the police. This led to the arrest of Joseph Wagner, 43, Southgate Ave., Pt. Thomas, on the charge of grand larceny. Wagner told the police that he had a family of 10 children and that in order to make both ends meet, he decided to go into business for himself. He admitted having rented a place at 216 Post Square and was to open up soon in the pen manufacturing business. He said he took the pens and gold blanks intending to return them at some future time. The goods were recovered.
Holding your Ring business for the W. W. W. representative means that you will procure for your window the most marvelous attraction any merchant has ever shown.

The “CHAMELEON FLOWER OF RINGS” window display is one of many reasons why it will pay you to wait for the W. W. W. Man.

Remember — not merely good Rings, but a Service.

White, Wile & Warner
Makers of nationally advertised rings in which the stones do stay
Buffalo, N. Y.

The Greatest Novelty of the Age.
April 28, 1920.

THE JEWELERS' CIRCULAR

Harry Nurock, a Camden, N. J., retailer, has recovered from an illness of three weeks.

G. Frankel, Chester, Pa., has opened a new retail jewelry store in the Chester theater building.

Mrs. E. Waters, jeweler buyer for the Gimbel Store, has gone to Europe to look over the diamond market.

Sol Rosenberg, a retail jeweler of 2649 Germantown Ave., has returned from a pleasure trip to California.

A. McGrew, formerly a clockmaker for Gimbel Bros., has resigned his position and left for California, where he is interested in a mining venture.

J. M. Rabinowitz, who formerly conducted a retail jewelry store at 936 S. 4th St., has moved into new quarters across the street at 939 S. 4th St.

Walt Treado, Media, Pa., formerly employed by Fred Weaver, manufacturing jeweler of 729 Sansom St., died at the Pennsylvania Hospital on Sunday, April 18.

Fred Hurlbut, of the firm of H. O. Hurlbut & Sons, who has been on a buying trip to Europe, has started for home, according to word received by his partners this week.

F. H. Straub, a retail jeweler of 2066 Germantown Ave., announces the securing of a new site for his business at Silver St. and Germantown Ave., which will be occupied after remodeling.

J. G. Evans, a retail jeweler of Cambridge, Md., stopped off here several days this week with the new Mrs. Evans. Mrs. and Mrs. Evans put Philadelphia down as one point on their honeymoon itinerary.

M. Rosenbaum, who is engaged in the wholesale and retail jewelry business at 222 N. 8th St., has purchased the property at 134 S. 8th St. for the exclusive purpose of doing a jobbing and importing business.

The automobile of Edward Sickles, of M. Sickles & Sons, was stolen one night this week from in front of his home at 3306 Diamond St., and was found abandoned the next morning along the Old York Road.

Among the salesmen in the city during the past few days were George DeVries, representing the Pennant Watch & Supply Co.; J. H. Silver, of the New Haven Clock Co., and George Peck, of the Waite-Thresher, Providence, R. I.

"Business hours here undoubtedly would be suitable to your employees, 10 A. M. to 4 P. M.," wrote Abe Press, of I. Press & the past few days were George DeVries, this week from in front of his home at one point on their honeymoon itinerary. city now conforms to that of New York and other eastern cities. The change was brought about because of a demand on the part of the general business establishment.

The clocks in Pittsburgh were moved forward one hour at midnight Sunday, and the time of this city now conforms to that of New York and other eastern cities. The change was brought about because of a demand on the part of the general business establishment.

The clocks in Pittsburgh were moved forward one hour at midnight Sunday, and the time of this city now conforms to that of New York and other eastern cities. The change was brought about because of a demand on the part of the general business establishment.

The clocks in Pittsburgh were moved forward one hour at midnight Sunday, and the time of this city now conforms to that of New York and other eastern cities. The change was brought about because of a demand on the part of the general business establishment.

The clocks in Pittsburgh were moved forward one hour at midnight Sunday, and the time of this city now conforms to that of New York and other eastern cities. The change was brought about because of a demand on the part of the general business establishment.

The clocks in Pittsburgh were moved forward one hour at midnight Sunday, and the time of this city now conforms to that of New York and other eastern cities. The change was brought about because of a demand on the part of the general business establishment.

The clocks in Pittsburgh were moved forward one hour at midnight Sunday, and the time of this city now conforms to that of New York and other eastern cities. The change was brought about because of a demand on the part of the general business establishment.

The clocks in Pittsburgh were moved forward one hour at midnight Sunday, and the time of this city now conforms to that of New York and other eastern cities. The change was brought about because of a demand on the part of the general business establishment.

The clocks in Pittsburgh were moved forward one hour at midnight Sunday, and the time of this city now conforms to that of New York and other eastern cities. The change was brought about because of a demand on the part of the general business establishment.

The clocks in Pittsburgh were moved forward one hour at midnight Sunday, and the time of this city now conforms to that of New York and other eastern cities. The change was brought about because of a demand on the part of the general business establishment.

The clocks in Pittsburgh were moved forward one hour at midnight Sunday, and the time of this city now conforms to that of New York and other eastern cities. The change was brought about because of a demand on the part of the general business establishment.
Gorham Silverware

The Part It Plays in Family Life

INTO the texture of a woman's thoughts of treasured things, is woven an imperishable strain of love for her silverware. To her, it stands as a reflection of all that is best in home and hospitality—steadfastness, utility, refinement. What table is ever so inviting as when laid with silver! What buffet so admirable as when the lustrous glisten of silverware adds the final touch to its sturdy beauty! Silver today, as in generations past, is a symbol of family pride, honor, tradition—an incomparable essential in the dining room of any well-appointed home.

Gorham Sterling Silverware is sold by leading jewelers everywhere.

THE GORHAM COMPANY

Silversmiths & Goldsmiths

NEW YORK

WORKS: PROVIDENCE AND NEW YORK


THE GORHAM COMPANY
Silversmiths and Goldsmiths
FIFTH AVENUE AT 36th STREET, NEW YORK

BRANCHES:
NEW YORK: 15, 17, 19 Maiden Lane
SAN FRANCISCO: 140 Geary Street
CHICAGO: 10 South Wabash Avenue
LONDON: Ely Place

WORKS:
Providence, New York, Birmingham
THE JEWELERS' CIRCULAR

State and National Stamping Laws

Inquiries which constantly come to this office from various branches of the trade in regard to the stamping laws, State and National, indicate that not all of our members understand fully the scope of and jurisdiction of the State and National laws. This point was manifest at a recent mass meeting in New York where representatives of wholesale interests protested against the idea of the State stamping law kind on the ground that the wholesaler, who deals nationally, could not take into consideration the various and varying statutes of the different States but should be governed by a national law that would cover all States.

The point that these people seem to have failed to understand is that the national and State stamping laws perform two different functions, or at least perform the same function in different fields. The National Stamping Law, no matter how perfectly it may be drawn, under the Constitution, can only apply to goods shipped in interstate or foreign commerce. The power being exercised by the Federal government in such cases is derived solely from a Constitutional provision giving it authority to "lay and collect taxes...." No national law, as far as we can see, can ever be drawn that will cover the manufacture of an article or the sale of an article within the State in which it was manufactured, because interstate or foreign commerce is in no way involved in the transaction. The jurisdiction of a national law can only begin with the deposit of an article in the hands of a common carrier for shipment to another State or country.

Now, inasmuch as great States like Massachusetts, New York, New Jersey, Pennsylvania, Illinois and Ohio have large manufacturing jewelry centers whose products are in large measure sold and disposed of within the confines of the State's juris- diction the abolition of the State laws would practically allow a large amount of jewelry sales to go unrestricted. A regulation which the State law would permit windswells, say in New York, to stamp any quality on goods and make and sell them within the confines of the State, and this would be duplicated in every other State where jewelry was made, and our trade would soon be demoralized.

What is more, in the application of the stamping law it has been found that the State statute has been most effective when prosecutions were attempted and even the law it has been found that the State statute has been most effective when prosecutions were attempted and even the frauds committed by manufacturers outside of the State have been stopped under State statutes when the fraud's customers therein have been threatened under the State law.

It will be seen, therefore, that for its own protection and for the protection of the public, the trade needs both kinds of legislation: (1) The State stamping law forbidding fraud in interstate commerce and (2) the National stamping law forbidding it in interstate and foreign commerce.

It would, of course, be desirable to have all State laws as well as the national stamping act conform one to another in every particular, so that a study of the decisions and definitions under one law would elucidate questions that might come up under the other, and that the Jewelers' Circular has urged for years the enactment of the statute drawn to conform to the present national law, which was passed in a number of States, among them Rhode Island, New Jersey, Maryland, North Carolina, Iowa, Wisconsin and Colorado. But owing to the fact that an attempt is being made to perfect the present National Stamping Law, agitation for this statute has ceased. When the national law is amended to suit the needs of the jewelry trade, however, a State statute on the same lines should be drawn and its enactment urged in every member of our Union, but until that time, however, we must get along with the present statutes now in force, with such small amendments as may be necessary to cover the common instances of fraud as they grow up in the industry.

No Double Standard

DEALERS who still cling to the double standard of morals—one for church on Sunday and another for business on Monday—came in for a scathing attack at Kansas City, as reported in the local newspaper. Kansas City Jewelers as a class will agree with Judge Burch's statement that the code of business morality in our industry is not like that of others, but must be one to coincide with high standards of social life, if lasting success is to be built up. The phrase, caveat emptor ("let the buyer beware"), as Judge Burch well says, is considered to govern other trades, but cannot apply in the jewelry trade. The legal use of a lingo — seductive puffing and shrewdly equivocal talk—combined with the alluring opinion, is morally reprehensible.

Jewelers as a class will agree with everything Judge Burch has said, and they can congratulate themselves that, as a trade, they are not within that category. Once in a while some of our merchants or his employees seem to forget this fact, with results that have serious effect on his business, but the trade as a whole is honest in both word and action. Nevertheless, we cannot be too careful in impressing upon the sales people coming into the jewelry line the fact that the code of business morality in our industry is not like that of others, but must be one to coincide with high standards of social life, if lasting success is to be built up.

The phrase, caveat emptor ("let the buyer beware"), as Judge Burch well says, is considered to govern other trades, but cannot apply in the jewelry trade. The legal use of a lingo — seductive puffing and shrewdly equivocal talk — combined with the alluring opinion, is morally reprehensible.
Diamond Rings
The kind that will double your sales. Last year's business proved everything we said for them. Success is assured if you make them a feature.

Cross & Beguelin
Established 1863
Entire Third Floor
21-23 Maiden Lane New York City

with her own conclusions. With jewelry, however, no superficial examination or knowledge of the product will determine the quality. The jeweler himself cannot know what it is without an analysis, and as the jeweler depends upon his wholesaler or upon the manufacturer for proper quality, so does the public depend upon the retailer and his reputation; for honesty and integrity is the guarantee that goes behind the goods he sells, and is the factor that brings people to his store and gives him his only real help in competition with the mail order and novelty houses and department stores.

The double standard of morality, one for business and another for private life, can never hold in our industry, and he who practices it is a menace to his brother jewelers as well as to the public. This is why the jewelry trade has always been and always will be in the forefront of every movement to increase business honesty and punish misrepresentation of any kind.

The Steady Demand FINE diamonds are in demand the world over. The enormous sales of fine gems in the United States, while well worthy of the comments made upon them by the daily press and magazines of the country, are in no way disproportionate to the sales made in other countries of the world. In fact, as far as the fine, "clean" goods are concerned, the demand from this country is not the factor that some of our journalists and magazine writers make it out to be; that is, it is not the factor that determines the price or scarcity, because even without American sales, the cutters of Europe would be able to dispose of their finer qualities at unusually high prices.

It is well for the jeweler, as it is for the diamond importer, to bear this in mind because many of our merchants have been under the impression that a lull in the diamond market here might make it easier to get these stones abroad. This is not the experience of those who have been in Europe recently or who are there now. Fine, "clean" goods are so greatly in demand that the American buyer is often treated with indifference and finds a "take it or leave it" attitude on the part of the seller that causes him great surprise when he finds it is not a pose.

People all over the world have realized that the gem of fine quality is the most valuable kind of an asset, particularly in troubled times, and the demand for these goods in Europe comes not only from the countries highly civilized or highly organized on a commercial basis but from every section of the world—from Russia to Japan, from Germany to Australia, from the Balkans to India and even Africa.

This is the reason why fine goods are scarce in the American market and will be scarce for a long time to come. No matter how large the stocks of the mediocre and the poorer varieties may become, the merchants of India, of Moscow, of Constantinople and of Tokio will continue to compete with their conteres of London, Paris and New York for the better variety of gems because of the demand by those who fully realize that money so invested is well conserved, and not an extravagance that the purchaser will regret.
B. Distler, formerly with L. Kroll & Son, has severed his business relations with that firm.

Baruch Bros. & Barend, diamond cutters, have moved their office from 123 Liberty St. to 101 Beekman St.

L. Tasara, manufacturing jeweler, will move his office from 50 John St. to 25 Maiden Lane on May 1.

The business of Philip L. Davis, Inc., has been removed from 52 Broadway to new quarters on 42 Broadway.

The Asiatic Art Jewelry Co., located at 14 Maiden Lane for the past 15 years, will move to 12 John St. on or about May 1.

Henry Baum, importer of diamonds, 14 Maiden Lane, announced last week that after May 1 his business will be located on the ninth floor of the building at 87 Nassau St.

Nathan D. Eckstein, representing Samstag & Hilder Bros., Broadway and 29th St., will be married shortly to Miss Edna Schnitzer of this city, according to information made known last week.

Milton Rosenberg of M. & A. Rosenberg, importers of diamonds, 37 Maiden Lane, returned from Europe last Thursday on the Mauretania after spending two months in the foreign diamond markets.

The trade was notified last week that the business of I. Michelson & Sons, manufacturers of artistic platinum jewelry, has been removed from 45 John St. to new and larger quarters at 89 Fulton St.

Charles F. Brinck, who has been confined to his room for three months at the Hotel Robert Fulton in New York, where he had come to spend the Winter, will return to his home in Dingmans Ferry, Pa., this week.

Heyman Hamburger, of Pitzele & Hamburger, manufacturing jewellers, 23 W. 36th St., returned from Europe recently on the Mauretania after visiting the diamond markets in Holland and Belgium, where he made purchases.

H. Greenberg has moved his business from 51 Maiden Lane to new quarters at 96 Spring St. Announcement was also made that the business in the future will be conducted under the style of Greenberg, Pollack & Schwartz.

Morris Kaplan, whose manufacturing jewelry business was driven out of 16 Maiden Lane by fire which almost completely ruined the building several months ago, has found permanent quarters and is now located at 161 Grand St.

William C. Horowitz of J. Horowitz & Son, importers of Swiss watches, 14 Maiden Lane, sailed for Europe last Saturday on the Mauretania. While abroad Mr. Horowitz will visit the Swiss watch and European diamond markets.

According to an announcement made last week, Max Gerstenblith, S. Forastiero and B. Panetta, all formerly with Gerstenblith Bros., started in business at 15 John St. under the style of Max Gerstenblith & Co. The new firm will manufacture platinum mountings and platinum watch cases.

A charter of incorporation was filed at Albany, N. Y., last week authorizing the Times Square Smelting & Refining Co. to engage in business in this city. The capital is $5,000 and the incorporators are Arnold H. Tramer and Maggie Tramer, both of 1039 Bergen St., Brooklyn, and Max Lieber, 9 Hammond Pl., Elmhurst, L. I.

J. D. Leys, of Leys Christie & Co., on a recent return voyage from Paris on the steamship La France, donated a string of diamond pearls to be auctioned off for the benefit of the sailors' widows' and orphans' fund at the usual concert on board ship. The string was finally bid in by a prominent United States General for the sum of 2,500 francs.

On May 1 the business of Edmund R. Nebeling, manufacturer of jewelry, watch cases and clasps, now located at 21 Maiden Lane, will be moved to 472 Fulton St. corner Elm Pl., Brooklyn. In his new location Mr. Nebeling will occupy more space than he now has, having taken an entire floor in the building into which he is moving. The place is being renovated to suit Mr. Nebeling's growing business.

The Johnson Co. now at 106-108 Fulton St., manufacturers of medals, badges, emblems, trophies and a general line of artistic presentation jewels, will move shortly to the Wing building, 13th St. and Ninth Ave. This company recently purchased the good will, dies and tools of John Stork, who has been engaged in this branch of the jewelry trade for the past 40 years.

In the suit of Innes Getty against the Roger Williams Silver Co., which has been brought before the Supreme Court Justice Whitaker, and the Court denied an application to set aside the verdict. The appeal from a judgment taken by the silver concern in May, 1917, and was won by the defendants. Later the Court of Appeals handed down a decision favoring in part the plaintiff, and as a result the suit was sent back to the Appellate Division for re-trial. The

**All Records Broken**

During the first quarter of this year (Jan., Feb. and March) The Jewelers' Circular published 1,743 pages of advertising, which exceeded by 250 pages the record for any previous 3 months in the 51 years' existence of The Jewelers' Circular, and, which as usual, was considerably more than was published by the 6 other jewelry journals combined, and over 1,120 pages more than any one of them.

This is conclusive proof that the manufacturers, importers and jobbers in the jewelry and allied trades are alive to the great opportunity now offered for business expansion and thoroughly recognize and appreciate the dominant position held by The Jewelers' Circular as the one great medium between the buyers and sellers.

(Continued on page 121.)
SOLIDARITY: "The Case That Courts Comparison"

Mr. Retailer:

Discriminating jewelers have featured Solidarity Gold Cases for OVER THIRTY YEARS—

Could any higher tribute be paid our product?

Representative Watch Jobbers are Solidarity Jobbers

100 Years of Commercial Banking

Officers
LOUIS G. KAUFMAN
President
Frank J. Haasey
Vice-President
William H. Strawn
Vice-President
Norborne P. Cattin
Vice-President
H. A. Clinkunbroomer
Vice-President
George R. Baker
Vice-President
John B. Forsyth
Vice-President
Ralph C. Belling
Vice-President
Vinton M. Norris
Vice-President
Henry C. Hooley
Assistant Cashier
Harvey H. Robertson
Assistant Cashier

Richard H. Higgins
Vice-President
Bert L. Haskins
Vice-President and Cashier
C. Stanley Mitchell
Vice-President
Max Marks
Vice-President
Wallace T. Perkins
Vice-President
William Milne
Vice-President
Joseph Brown
Vice-President
Walter B. Boise
Vice-President
Henry L. Cadmus
Assistant Cashier
Welling Soely
Assistant Cashier

GEORGE M. HARD
Chairman

We cordially invite you to open an account with us at our main office or the branch office best located for your convenience.

Branch Offices and Managers

434 Broadway
Cor. Howard St. W. H. Zabriskie, Mgr.
Bowery and Grand St. H. A. Clinkunbroomer, Vice-President
Max Marks, Vice-President
Broadway and 18th St.
C. Stanley Mitchell, Vice-President
Max Marks, Vice-President

150 Million Dollars Resources

IRVING NATIONAL BANK
MARKET AND FULTON OFFICE

LEWIS E. PIERSH - - Chairman of the Board
ALEXANDER GILBERT - Vice-Chairman of the Board
HARRY E. WARD - - - - - President
WILLIAM H. ROSENDALE - - Vice-President
ALBERT D. BERRY - - Assistant Cashier
WILLIAM R. MILLIKEN - - Assistant Cashier

Will extend every facility that good banking will justify

SAFETY DEPOSIT VAULTS
of the silk, woolen and cotton industries. Mr. Guindon said: "We are indeed glad to those firms which have offered us their salespeople and to the salesmen themselves. We shall be very glad to have the services of any salesman who will communicate with the Industries Division of this drive."

The office of Bert Veit has been moved from 14 Maiden Lane to 93 Nassau St.

The Deman Chain Mfg. Co., now at 51 Maiden Lane, will move on May 1 to 106 W. 24th St.

J. Goldman, engraver, at present 6 Eldridge St., will occupy larger quarters at 7 Eldridge St. about May 1.

The diamond-cutting business of Charles Cohn has been moved from 12 John St. to room 50 at 5 Cortland St.

Smith & Schmidt, manufacturers of platinum mountings, now at 41 Maiden Lane will move to room 74 to 74 Lafayette St. Hudson Mfg. Co. has removed its local office and salesroom from 14 Maiden Lane to larger quarters in room 109A at 336 Canal St.

The Kee Lox Mfg. Co. announced last week that its business had been moved from 59 Nassau St. to new and larger quarters at 356 Canal St.

Harry McMahon, dealer in precious stones at 9 Maiden Lane, has moved his office from the 12th to the 13th floor and is now located in room 503.

H. Black of Marchand, Jobin & Co., Swiss watch manufacturers' agents, 54 Maiden Lane, is now in the middle west calling on the jobbing trade.

Max M. Maas, who for 34 years conducted a jewelry business in Kansas City, Mo., has closed out his establishment and shortly expects to locate in this city.

Martin Klein of Guggenheim & Klein, Inc., importers of diamonds, 87 Nassau St., sailed for Europe on an extensive purchasing trip aboard the Mountaineer last Saturday.

The Cohen & Epner Co., jewelry repairers now at 51 Maiden Lane, will move their factory to 122 Centre St., but will continue to maintain an office at 51 Maiden Lane for the benefit of their customers.

Herman Stupack, wholesale jeweler, 93 Nassau St., recently underwent a serious illness. The company is now conserving at a resort in the Catskill Mountains. He contemplates returning to business some time in August.

B. Van Gelder of the firm of Henry W. Wilkens, cutters of diamonds, 87 Nassau St., will arrive from Europe today (Wednesday) on the Kronland. Mr. Van Gelder comes from Antwerp, and is the European representative of the Wilkens concern. He expects to remain in this country about two months.

John Fisher, of the Rothstein-Fisher Co., manufacturers of pearl mountings, 7 Maiden Lane, spent last week visiting the trade in Philadelphia, Baltimore and Pittsburgh. E. B. Parreite is reporting some good business for the same firm from Texas. Mr. Rothstein, with concern, will leave early in May for his usual middle western trip.

M. Templehoff, representing Friedman & Parkovitz, importers and exporters of wares at 5 Maiden Lane is preparing to leave on a 10 months' trip through the middle west. This firm announces that its business will be moved from the seventh floor in the building in which it is located to larger quarters on the tenth floor.

The delegates of the National Jewelers Board of Trade who are to attend the annual convention of the National Chamber of Commerce of Atlantic City, April 27, 28 and 29, consist of Meyer D. Rothschild, counsellor for the Board; J. Warren Alford, vice-president; G. H. Niemeyer, chairman of the finance committee, and Fred C. Eddy, secretary of the organization. The delegates left Monday afternoon and will remain until the convention closes.

Fair & Co., which runs a retail jewelry store in Atlantic City at Boardwalk, and who are opening one in Baltimore at northwest corner of Charles and Saratoga Sts., also contemplate opening another store in Newark during the coming year. The executive offices of the company are at 25 Church St., New York, and the officers are Clarence Hodson, president; Charles F. Delman, vice-president; T. Rockwood Hodson, Jr., secretary, and Harold Lee, treasurer.

It was announced last week that the firm of Weiser & Feldstein, manufacturers of diamond mountings, located at 108 Fulton St., has been dissolved by mutual consent. After May 1, one of the members of the dissolved firm will be located on the eighth floor of the same building, where he will continue to manufacture jewelry mountings. Aaron Feldstein, the other member of the old firm, will be located shortly at 340 Canal St., where he will engage in the manufacturing jewelry business.

Eddy R. Eren, secretary and treasurer of the Pennant Watch Supply Co., at 466 Broome St., has just returned from Europe after a most interesting and exciting visit to Germany, France, Switzerland and England. While abroad he made arrangements for his firm to handle lines of jewelers' tools and materials which will shortly be shown. George DeVries, vice president of the same firm, spent last week in Philadelphia and Washington, platinum, and while Philip E. Lakes, second vice president, will visit the New England trade during the coming week.

Saunders, Meurer & Co., importers of diamonds, pearls and precious stones, after conducting business for over half a century in the Maiden Lane district, this week moved their offices to 522 Fifth Ave., corner of 44th St., in the Fifth Avenue Guaranty building. This concern was established by Buckingham, Cole & Hall over 60 years ago, with offices at 10 Maiden Lane. The name of the firm was later changed to Buckingham, Cole & Berlin; in 1880 to Saunders & Ives; in 1882 to Saunders, Ives & Co.; in 1885 to John F. Saunders, and in 1906 to its present style of Saunders, Meurer & Co. P. Meurer, the present head of the company, has been connected with the house for the past 36 years.

I. Oppenheim, of Oppenheim & Co., diamond importers of Cincinnati, returned Monday afternoon from Europe on the Kaiserin Auguste Victoria, after a two months' trip in which he visited the diamond centers of Europe, spending considerable time in Amsterdam and Antwerp. Mr. Oppen-heim reports that fine, "clean" goods are exceedingly scarce and that prices in Europe are very high for the same. American buyers, he says, have severe competition in getting goods of this character with the buyers of other countries, and inasmuch as big sales are being made to dealers from all over the world, the European merchants seem to believe that whether the American buyer takes goods or not so great is the demand for them generally. Mr. Oppenheim was accompanied on his trip back by Walter Mayer, of Wallenstein, Mayer & Co., also of Cincinnati, who has been in Europe purchasing novelties for his house.

A jury sitting before Judge Crane in the Court of General Sessions returned a verdict on Tuesday, April 20, of not guilty in favor of Mrs. Gunda Hendrickson, who was indicted last month on a charge of forgery in the second degree. The indictment charged Mrs. Hendrickson with swindling a number of New York merchants and, according to the police, a number of jewelers were included in this list. Despite the fact that two handwriting experts testified in favor of the prosecution the jury was convinced that a mistake had been made. It was proved conclusively to the jury that at the time the checks were passed Mrs. Hendrickson was in a Summer camp on Lake George. It was charged by the prosecution that Mrs. Hendrickson had forged the signature of Frederick S. Chase, a well-known business man of Waterbury, Conn., to checks made payable to Margaret L. Smith. Following the verdict of the jury, Judge Crane issued orders to ascertain who had brought about the indictment and arrest of Mrs. Hendrickson. The judge also denounced her arrest as being the result of inefficiency and willful omission of those responsible in making a thorough investigation.

The Herculean Products Co., Inc., manufacturers of ivory novelties, toilet and manicure sets, etc., announced last week that Leon Kantor, Emil Konig and Jacques Kirsch are now associated with that firm. For many years, Mr. Kantor conducted a jewelry business under the name of Leon Kantor & Co., in his new position will be in charge of the diamond and jewelry departments. Mr. Konig, who was formerly located at 14 Maiden Lane, will be in charge of the sales department. In the absence of (Continued on page 112.)
The Best is always the cheapest; the imitation is always the costliest—regardless of first cost. So many hundreds of responsible jewelers are telling me that they save from a dollar a day to five dollars a day, soldering with the Double-Quick Hoke-Jewel, that I am surely not exaggerating in calling it the investment that pays one hundred per cent per week.

Hoke-Jewel torches also do better soldering—The Traub Jewelry Manufacturing Co. write us “All our gold workers solder with the Hoke-Jewel torches; they are a great success.”

But be careful that you get the genuine Hoke Outfits. The woods are full of imitations—imitations that look very much like the genuine. The name “Sam W. Hoke” is stamped on the genuine.

The best is always the cheapest; the imitation is always the costliest—regardless of first cost.

Sam W. Hoke, Mgr., Jewelers Technical Advice Co., 5 Cortland St., New York

(Makers of the Wonderful Hoke-Phoenix Platinum Melters)

Ask for free Circular CJ19

*See page 130, last week’s Jewelers’ Circular, for a partial list of users of Hoke torch soldering outfit*.
Matthew M. Friedman, president of the concern, Mr. Kirsch will be in charge of all the departments.

A. J. B. S. I. & J. G. B. J. & J., a cor-

gorner, has moved his business to 12 John St. to room 50 at 5 Cortland St.

On May 1, Epstein-Winer & Jacoby, manu-
facturing jewelers, will move from 108 Fulton St. to new and larger quarters at 100 W. 21st St.

J. Greenberg, polisher and colorer and laps, formerly located at 23 Nassau St., has moved his business to larger quarters at 45 Lapisnard St.

Last Saturday, Ralph Ross, dealer in pearls and precious stones, formerly located at 14 Maiden Lane, moved his busi-
tess to new and larger quarters at 93 Nassau St.

L. & S. Leob, manufacturers of platinum and gold watches, are now located in their new quarters at 26 W. 36th St., to which place they recently moved from 71 Nassau St.

Albert Borgzinner & Co., manufacturers of cases, trays, etc., are now located in their new offices in the factory at 64 Barclay St. The concern has leased the entire floor in this building.

A charter of incorporation was filed at Albany, N. Y., last week by Charles H. Middleton, representing the company, and Henry L. Phillips & Co., authorizing this concern to conduct a jewelry business in this city. The capital is $20,000, and the incorporators are Henry Phillips, 3 W. 104th St.; Henry Herzog, 22 Mount Morris Park, W., and Edward E. Bendt, 313 Convent Ave., all of this city.

A charter of incorporation was filed at Albany, N. Y., last week by the Charles H. Middleton, representing the company, and Henry L. Phillips & Co., authorizing this concern to conduct a jewelry business in this city. The capital is $10,000, and the incorporators are: Charles H. Middleton, 615 Prospect Place, Brooklyn; George D. Fyden, Jersey City; Mr. and Mrs. E. W. B. and Edward Widder, 881 E. 176th St., this city.

Just as he was about to enter a house on Columbia St., Brooklyn, last Sunday afternoon, Morris Bernstein, a jeweler, with a store at 120 Gilbert Pl., Bronx, was held up and robbed by two masked men. One of the hold-up men pointed a revolver at Mr. Bernstein, while the other struck him over the head. The jeweler lost about $150 worth of jewelry and about $40 in cash. Later two men were arrested charged with committing the robbery.

In a suit brought in the Supreme Court by Black, Starr & Frost against Mrs. Abigail Hancock Bishop, divorced wife of James Cunningham Bishop, banker, to recover $11,000, Supreme Court Justice Earl H. Flaherty directed a verdict for $13,622. The complaint alleged that in 1911 Mrs. Bishop bought a diamond necklace worth $11,000, and had permission to use the necklace for a year upon the payment of $1,000, and to buy it thereafter for the sum stated. She paid the $1,000, but did not return the necklace or pay the $11,000, it was charged.
HAVE YOU TRIED

MAINSPRINGS

If you have, we know you are a steady customer.
If you haven't, why delay any longer?
Everybody else likes 'em. So will you.
It's a safe bet—try it.

THE C.&E. MARSHALL CO.
The Most Progressive Jewelers' Supply House in America

240 Woodward Ave. 5 S. Wabash Ave. 68 E. Gay Street
Detroit CHICAGO Columbus, O.
Chicago Notes.

R. R. Mattes, buyer for Leonard Krower & Co., of New Orleans, was recently in Chicago.

Emil Noel, wholesale jeweler of the Heyworth building, is out of the city on a business trip.

James Maritz, of Maritz Jewelry Co., St. Louis, was a visitor to Chicago manufacturers last week.

C. K. Merrill, Toledo, O., spent a few days here last week on his way to Oklahoma for a visit.

Thomas McMahon, of Thomas J. Dee & Co., has returned from a business trip to the Pacific Coast.

Ed. Lehman, Denver, stopped in Chicago several days last week as he was returning home from a trip east.

Abe Art, Canton, O., was buying in Chicago last week and visiting his brother, J. L. Art, of J. L. Art & Co.


P. T. Nelson, of the Nelson & Tuttle Co., 31 N. State St., was calling on the trade in the northwest this week.

Edward R. Tyler, auctioneer, has returned from El Paso, Texas, where he has been conducting a sale for several weeks.

J. M. St. Clair, manager of the Portland, Ore., office of Norris, Alister-Ball Co., is spending a few weeks at the home office here.

W. A. Elherman, jeweler of Sioux City, la., spent last week in Chicago looking over lines here. He is now visiting eastern markets.

William Gunderson, retail jeweler of Saginaw, Mich., and Rex Winship, of Warsaw, Ind., were visitors in the Chicago market during the week.

Theodore Leubusher, jeweler of Milwaukee, finished his Michigan trip last week and spent several days here buying some lines and visiting friends.

Clarence Dobra, representative of Riley & French, was married last Saturday to Miss Marie D. Arth at her home in St. Paul, George E. Kissick, of H. W. K. Co., went from here to be best man.

F. E. Whiting, of Whiting & Davis, manager of the Chicago branch, left Sunday for a business trip to Kansas City, St. Louis and Cincinnati. From Cincinnati he will go to the factory where he will remain until in July.

J. Parker Ford, of Ford-Perry Co., Providence, is spending the week here, accompanied by his wife, visiting his associates, Fred Perry, who has offices in Chicago and looks after the western business for the company.

Wolf & Co., jewelers at 21 S. Clark St., had a window display of diamonds last week featuring a recent special article on the origin of diamonds in the JEWELERS' CIRCULAR, with a booklet entitled "Why Diamonds Are High."

Charles S. Rosenberg, manufacturing jeweler on the 11th floor of the Stewart building, is moving to the 9th floor of the building at 14 W. Washington St. He will have much larger space now which he found necessary for his growing business.

The Blauer-Goldstone Co., a wholesale jewelry concern in the Kenzer building, has leased the rooms adjoining its present place on the 9th floor and is having the partitions removed this week. This change will double the space occupied by this company.

Harry E. Jones, formerly manager here for the Wadsworth Watch Case Co., but now manager on the Pacific Coast, with office in San Francisco, is spending a few weeks in Chicago closing up some personal business and arranging for the moving of his household goods.

Bert Harris, buyer for C. A. Kiger Co., Kansas City, was in Chicago two days last week on his way to New York, where he was to meet E. A. Kiger, president of the company. E. W. Owen, of the Marion Jewelry Mfg. Co., Marion, O., also spent several days here recently buying for the store.

His many friends in the trade are glad to know that Sol. C. Eppenstein, of the Illinois Watch Case Co., has completely recovered from the operation for mastoiditis and is now spending a few days at French Lick Springs, accompanied by Jacob Frank. Upon his return to Elgin he will take up his regular duties at the factory.

Charles Slemmons, representing the Norris, Alister-Ball Co., met with an accident while in Wisconsin last week. In stepping from a train in one of the towns his foot turned and he was forced to return to Chicago. Upon further examination here it was discovered that one toe is broken and he will be on crutches for a while.

Theodore Huggins, of A. I. Hall & Son, Inc., San Francisco, spent several days here recently accompanied by F. R. Haley, buyer in the watch department. Before proceeding east they were joined here by A. H. Davis, manager of the Seattle store, L. H. Smith, of the Portland store, and O. J. Boss, of the Los Angeles store.

Fred Hewes, Beloit, Wis., spent several days here last week, accompanied by his wife. Mrs. C. Speidel, Richland Center, Wis., was also a buyer here last week. Other buyers visiting this market were: J. F. Carr, Portsmouth, O.; Alex Knizer, Dowagiac, Mich.; J. E. Evans, Flattsville, Wis.; Alex Levin, Canton, Ind., and Charles Haseltine, Kokomo, Ind., and H. Levine, Onontagon, Mich.

A. C. Beckem & Co. have completed their removal from the Powers building to the fourth floor of the Le Moyne building, corner of Wabash and Lake St. The new quarters are quite an improvement on the old, giving ample space for the convenient arrangement of all departments. In addition to the 19,000 feet occupied here this floor the house has 4,000 feet of store room in the basement and one entire floor of the building at the corner of Wells and Randolph Sts. The place at Wells and Randolph is used exclusively for storing and assembling phonographs.

Judge J. Kent Green, of the Municipal Court, was the principal speaker at the monthly luncheon of the Chicago Jewelers' Association on Tuesday of last week. Judge Green is a member of the Arbitration Committee of the Chicago Association of Commerce and his talk on "Commercial Arbitration" was very entertaining and profitable to the members present. He has acted as arbiter in several hundred cases and served as judge in many more law suits. By comparison he brought out the many advantages of settling disputes in the commercial world by arbitration.

The jewelers of Chicago were among the first to adopt arbitration and appoint a committee to hear cases. Other talks were made by Mr. Kucera, the credit man for the Norris, Alister-Ball Co., who spoke of the work being done by the credit men's association and invited as many wholesalers as can to attend the meeting of credit men in Atlantic City in June. The same week the wholesale jewelers meet in that city. Harry Edward Freund made a very favorable report of his work in the eastern cities for the Jewelers' National Publicity Committee and expressed his belief that the same success would attend his efforts on the western trip which he is just starting.

A. W. Sproehnle, of Sproehnle & Co., is in charge of a plan to collect funds among jewelers for the support of the valuable work being done by the Chicago Crime Commission. At last reports all jewelry firms were responding well to the appeals.
Habit on the part of many young people
[82x64]to sell as cheaply as any others," "Installment jewelry firms
which is a poor business man. By handling the
of the year he can expect a rush is
to have a rush all the year around.
that he cannot get deliveries for many
of catalogs have taken up on this account.
animal ran away, and Mr. Spencer was hurled against
the weather has become more pleasant. Among those in making purchases during
the company, doubling the shop capacity. Almost the entire front of the room is
during the past year.
Circumstances of the sort of goods, he says, it is possible
to have a rush all the year around.
Among the recent visitors in the city were:
C. S. Craven has returned from a six
weeks' trip through Texas and California.
Craven was tied up
there, came over for a visit to make some ©
T. A. Loftis, head of the firm bearing
the demand on which the strike
The S. Pian Time Payment Jewelry Co.
H. H. Kiger has returned from Rochester,
who would never begin, perhaps, unless we
The Illinois Manufacturers' Association,
which has a good membership among
jewelers, went on record at its regular
meeting at the Hotel La Salle last week
with a resolution that at the frantic "Help
Wanted" ads which are being run by
employers in the daily newspapers. "Much
of the present unrest among all classes of
employes can be traced to this sort of ad-
vertising," reads the resolution, and the
result is to make workers in all establish-
ments discontented and determined to
improve their wages and conditions. There
is no objection to a straightforward ad,
stating the kind of work and the number
of persons wanted, but wages should not
be mentioned, nor working conditions, nor
special inducements of any sort."

H. H. Kiger has returned from Rochester,
Minn., where he was treated for throat
trouble.
R. M. Rees, formerly with Frank Bangs
& Co., Salina, Kans., is starting in business
in Canton, Kans.
E. A. Warner, sales manager of the
C. A. Kiger Co., will attend the Iowa State Jewelers' convention.
Shank & Dwyer have bought out
Ralph Wickley, Oklahoma City, Okla., and
will take charge of the business May 1.
C. S. Craven has returned from a six
weeks' trip through Texas and California.
On his way home Mr. Craven was tied up
for 24 hours in a Colorado blizzard.
R. J. Nelson, who has been with the
Jaccard Jewelry Corp. for the past five
years, has gone to Memphis, Tenn., where
he has taken a position with W. T. Brod-
nax.

Among the recent visitors in the city were:
Ross Bangs and Frank Bangs, Dodge City,
Kans.; Harry Bernett, Enid, Okla.;
J. Tietje, West Camp; B. C. Clark,
Purcell, Okla.; C. L. Dockhorn, Oskaloosa,
Kans.; Mrs. J. H. Whiteside, Liberty;
W. Wulffkammer, Wellington, Mo.;
Mrs. Rosenfield, Leavenworth, Kans. ; Ed. H.
Lavery, Leavenworth, Kans.; R. W. B.
Arnold, Hoxie, Kans.
The new shop of the Cady & Olmstead
Jewelry Co. is almost completed, and will
be occupied very shortly. The entire sixth
floor of the building has been leased by the
company, doubling the shop capacity. Almost the entire front of the room is
glass, and there are windows on all sides.
New presses and other fixtures are being in-
stalled. Bathroom are being put in for the
workmen.
The jewelry workers who went on strike
April 15 are still out, and no settlement
has as yet been reached. Only the shops
where union men were employed are af-
fected, and the proprietors say they will
hold out and settle the matter finally. Two
offers, they say, have been made by the
workers. One was for a flat increase of
$10 a week and the other for a 10 per cent.
raise. The demand on which the strike
was based was a 30 per cent. increase.

C. M. Fairley, who covers Arkansas for
the Hoyt Jewelry Co., was called home to
Versailles, Mo., a day or two ago, on ac-
count of the death of his father.
Mrs. H. Keadle, Warren, Mo., friends
severely wounded by a fall on his head and
located for some time, and go to Central,
Mo., where he has bought out the Pitts
jewelry store.
J. C. Rossem, who has been with
Kemp Bros. Jewelry Co., Belleville, Ill., for
years, has at last decided to strike out for
himself, so he came over here this week
to buy a stock preparatory to opening up
on his own account.
The S. Pian Time Payment Jewelry Co.
has increased the capital stock of the cor-
poration from $50,000 to $100,000 fully
paid. The style of this corporation has
been changed and will henceforth be known
under the corporate name "S. Plan & Co."
Mack Burnstine, a diamond importer,
who is located in the Globe-Democracy
building, and has been getting ready to
move into the Arcade building for seven
weeks, but has been delayed because his
fixtures have not been received. He now
intends to try and move in a move April 27 or 28.
E. E. Finklea, Amarillo, Texas, who has
been in the city for several days, spending
his honeymoon, has gone to Cincinnati.
After a few days with friends there
he and his wife will go to Washington and
New York. They were married in Am-
arrila on April 8. They expect to return
home about May 15.
Joseph Henry, 18 years old, a chauffeur
who, about a month ago was sentenced to
20 years in the Penitentiary for participa-
tion in the holdup and robbery of Walter
Voss, a jeweler of 4105 W. Florissant Ave.,
a few days ago was found guilty of
charge of robbery in the first degree and
sentenced to 15 additional years.
Visitors are beginning to come in, now
that the weather has become more pleasant.
Among those in town a few days ago
are a 32nd degree Shriner's meeting
there, came over for a visit to make some
purchases before going home. Otto Ritz
of Carlisle, Ill., who was also in East St.
Louis attending the Shriners' meeting, also
paid a visit to several of the jeweler shop-
ers in St. Louis.
That some of the necessities of life are getting in the class with luxuries was in-
stated by J. A. Nelsch, a jeweler at
Firestone Pk. Here is a window display now on view. Among the diamonds and other
jewels, he is showing three potatoes, which
cost 20 cents, and a handful of sugar, for
which he paid 15 cents. An added at-
tention in the window is a war extra of an
afternoon newspaper, dated April 21, 1899,
announcing the refusal of Spain to comply
with the demands of the United States.

THE JEWELERS' CIRCULAR
April 29, 1899

ST. LOUIS
C.

CHICAGO NOTES.
(Continued from page 125.)

made to them for aid. Owing to lack of
funds the Crime Commission has been
able to function only about 85 per cent
during the past year.
Ben Roth, Chicago, has returned from an
eastern business trip.
E. A. Kelly, of the North American
Watch Co., 31 N. State St., made a trip to the
factory recently.
George Weidig, of the Chicago office of
Joseph Fahys & Co., has returned from an
eastern business trip.
Charles F. Manahan, secretary of the
Illinois Retail Jewelers' Association, visi-
ted down State last week.
Miss Inez May, a china decorator em-
ployed by a south side firm selling to the
jewelry trade, took uh and later layed by
a truck in front of the Dearborn St. Sta-
tion on Wednesday.
Edmund Jensen, retail jeweler at 6201 S.
Halsted St., is going to treat himself to a
vacation, and is going back to Sweden to
see the folks. Mr. Jensen has worked hard
for a number of years, and only recently
bought the building in which he is located.
Mr. Jensen's daughter has been visiting
relatives in Sweden for several months, and
will accompany her father home.
Al. Moss, retail jeweler of Dayton, O.,
was in this city during the week to pur-
chase "specialties" for the Summer trade,
as he put the matter. According to Mr.
Moss, the jeweler who thinks that between
Thanksgiving and Christmas is the only
time of the year he can expect a rush is
a poor business man. By handling the
right sort of goods, he says, it is possible
to have a rush all the year around.
The shortage of white paper is affecting
a number of local jewelry and mail order
firms which are planning to get out cata-
logs. Conditions are such in the news-
print paper industry that practically every
 pound made is under contract, and the
buyer who goes into the open market finds
that he cannot get deliveries for many
months. Already a number of catalogs have
taken up on this account.
Robert W. Spencer, a watch repairer at
4516 Hoyne Ave., is out of the hospital,
after spending 10 days in bed as a result
of being hurled from a buggy when his
horse became frightened. The animal ran
away, and Mr. Spencer was hurled against
a board fence with sufficient force to break
one of the boards. It was at first believed
his skull was fractured, but later examina-
tion proved that this was not the case.
S. T. A. Lofitis, head of the firm bearing
his name, reports a banner three months
ending April 1. "Installment jewelry firms
are able to sell as cheaply as any others," said
Mr. Lofitis. "Many people think that
because jewelry is sold on the installment
plan it is much cheaper, and high-
priced to make allowance for dead-beats,
etc. As a matter of fact, we lose an amaz-
ingsmall number of pieces of jewelry
through sales to dishonest persons.
know that a crook is sufficiently wary
to make the installment jewelry business a
safe game. We form the jewelry buying
habit on the part of many young people
A. C. Todd, diamond cutter, has moved from the Broadway Central building to the Los Angeles Investment building.

A. B. Ehren, secretary of the E. W. Reynolds Company, has ended his tour of the eastern part of the country.

Willard F. Robison, who some time ago received the appointment of railroad watch inspector, has moved from the fifth to the sixth floor of the Title Guarantee building.

Louis Levin, 903 Title Guarantee building, formerly of the Radium Dial & Hand Co., of this city, is now devoting his time mainly to radium work on watches for the trade.

George F. Blakeslee, who has been away from Los Angeles for a year or two past, doing business in Tonopah, Nev., and San Francisco, is spending a few weeks here on business.

J. S. Hornick is now covering all the States west of the Rocky Mountains for the Paul D. Walsh Co. L. H. Driver is in Arizona, and Mr. Bartling has gone on a tour of northern California.

Ira W. Smith, manufacturer's agent, 911 Broadway Central building, is preparing to make another business tour through the Pacific Coast States from Denver west. He visits the jobbing trade only.

V. W. Larsen, for several years with A. Hamburger & Sons, and lately in charge of their clock department, has accepted a position with Barker Bros., a large furniture house, to take charge of their clock department.

The Jewel Craft Shop, successor to William Wieschendorf, with the accession of R. E. Matteson as part proprietor, has opened a new place at 818 W. 7th St. and transferred its stock from the Title Guarantee building.

Wm. M. Kinney, 615 S. Broadway, while his business is being disturbed by the erection of a new building, has taken the advantage of the occasion to rearrange and install new fixtures in both his jewelry and optical departments.

George Christensen, manufacturing jeweler in the Haas building, has an attack of appendicitis recently and went to a hospital and underwent an operation. The operation is believed to have been successful, but he will be unable to resume business for a week or two.

The Owl Jewelry Co., recently started on W. 5th St., between Broadway and Hill St., of which H. Weinberger was proprietor, has been bought by Akim Riskin, who has been in business in Oakland and San Francisco for 15 years past. Mr. Riskin will continue in the same location, and Robt. Mitchell will remain as watchmaker to Mr. Heevelt as jeweler. Mr. Friedman has retired from the jewelry business.

Following are the names of some of the out-of-town jewelers who have been here recently: R. L. Crawford, San Bernardino; F. M. Romberg, Banning; J. H. Blanchard, Ocean Park; W. E. Lawrence, Burbank; Mrs. Geo. L. Dietrich, Fullerton; G. J. Wimmer, Santa Ana; M. Cole, of Cole Bros., Whittier; A. T. Connard, Taft; Mr. Hoffman, with J. H. Padgamm & Son Co., Santa Ana; Mr. Rasmussen, of the Bartlett Co., Ventura; Mrs. L. S. Lee, Pomona.

**THE JEWELERS’ CIRCULAR**

**THE JEWELERS’ CIRCULAR**

Charles Crouder has sold his establishment at 1416 W. 25th St.

The Hyman A. Schreibman Co., a wholesale and retail jewelry concern at 2302 E. 55th St., is moving to 971 E. 105th St.

E. S. Quinlan, president of the Bowler & Michael watch and jewelry concern in this city, has been visiting their stock R. L. Crawford, Baltimore, and plan to stop at Atlantic City for a time before returning to Cleveland.

W. H. Wagner, president of the Wagner-Gliger-Cohn Co., will start about May 1 on his spring trip, and expects to be gone about two months. Leo Goetz, who has been covering this territory, will remain at home here for a much needed rest.

Recent out of town callers upon the trade here have included S. H. Brainard, Medina; William Porter, of George S. Dales, Comeaux; J. E. Joss and M. Morton, of New Philadelphia and Dover; John Rich, Painesville; W. J. Reith, Elyria; John Austin, Geneva; L. W. Wyckoff, Chagrin Falls.

The coming big event among retail establishments will be the formal opening of the Cowell & Hubbard Co.’s new store, Euclid Ave., at E. 13th St., which appears to be definitely settled for about May 10. The opening has had to be postponed several times because of various unsettled industrial conditions affecting stock, fixtures, interior decorations and the like, and the latest was the strike on the railroads, which prevented receipt of the equipment. The shops have already been moved to the new location, however, including the watch, clock and similar repair departments and the manufacturing division. The opening of this new establishment will be quite a local event in retail merchandise circles, as it brings the Cowell & Hubbard Co., into the prominence of the nationally famous jewelry institutions. More than 6,000 invitations have been sent out to clients of the firm.

Some important changes have taken place at the Webb C. Ball Co. in the last month. Mrs. Frederick Purdy, for several years a prominent figure in local retail circles, as a member of the staff of the Ball firm, resigned to spend an indefinite time at her country place in N. Y., and a surprise was given Mrs. Purdy a few hours before her departure from Cleveland. After the day’s business was ended, all members of the firm and their associates gathered in the main salon. A fine chime clock was the center of the circle. In a speech that at first did not reveal the intent of the gathering, Webb C. Ball, head of the firm, reviewed the activities of different members, and finally told of the work of Mrs. Purdy. Here R. J. Gross, Dunkirk, N. Y., member of the firm, announced that the chime clock was the present of the firm to Mrs. Purdy, Mrs. F. G. Story, wife of the manager of the watch and clock department of the Webb C. Ball Co., comes to the firm this month.

At the April meeting of the Jewelry Crafts Association of Cleveland, Samuel R. Zwee, treasurer of the organization, was chosen to represent the organization at the convention of the National Federation of Manufacturing Jewelers’ Associations, to be held at New York city May 8. Several other members of the organization signified their intention of attending the national meeting. The inaugural ball of the Jewelry Crafts Association of Cleveland was held at Hotel Statler April 10. Rudolph Deutsch, of the Rudolph Deutsch Co., prominent member of the association, who is about to leave for an extended trip through Europe, was guest of honor. The ball was the first event of its kind held since the incorporation of the manufacturing jewelers into the new organization. Practically all members of the association, their wives and friends attended. After dinner there was dancing in the Lattice Room at the hotel. The evening was an unexpected success, and will be repeated each year, and perhaps oftener. The affair was arranged by Ralph L. Burr, Albert Gomberg and Camille Taussig.

**Omaha**

H. W. Howe, Humboldt, Nebr., sold out last week to J. G. Morris.

E. A. Griffin of Bancroft, Nebr., has sold out his business to Ralph Biever, of the Biever Bros. Mfg. Co., New York, was in the city last week.

C. B. Brown and wife, who have been traveling in California for the past six weeks returned to their home last week.

Virgil Marsh, Sidney, Nebr., who has been confined in an Omaha hospital for the past eight weeks, was able to return to his home last week.

An attempt was made to burglarize the store of Solomon Leibowitz, 218 S. 15th St., last week by cutting a hole in the front window, but the thieves were frightened away before getting any goods.

National President Evarts and Secretary Anderson have persuaded T. L. Combs to attend the Iowa State convention at Des Moines April 27; the Oklahoma convention at Oklahoma City, May 4 and 5, and the Kansas convention at Topeka, Kans., May 10, and deliver addresses before these conventions.

The Reasons for a Record

The remarkable record of progress made by The Watch with the Purple Ribbon during recent years has often been the subject of comment in the trade.

To the thousands of Jewelers who profitably sell South Bend Watches the reasons for this success are well known.

For they know each South Bend Watch is as well constructed and accurately adjusted as any watch of similar grade no matter what the price. That a variety of dial and case design is to be had in the South Bend line which answers every need for business-getting sales and advertising appeal.

That the most extensive and consistent national advertising in the whole watch field is constantly at work building good will for every jeweler who handles South Bend Watches.

That original and effective advertising helps are liberally supplied to South Bend Watch dealers at all times and that thorough-going co-operation with jewelers is a fixed policy with the makers of The Watch with the Purple Ribbon.

Is it any wonder, then, that the jeweler who benefits from these facts sells more South Bend Watches each year and that other jewelers who see the results are constantly adding the South Bend line.

SOUTH BEND WATCH COMPANY
South Bend, Indiana

For Years, Makers of Standard Railroad Watches.
Credit Organizations Can Check Debt Dodgers

Written Expressly for The Jewelers' Circular.

If the inroads which bad accounts are making in the profits of retail merchants are to be checked, a thorough and State-wide system of credit rating must be established in each State. Merchants everywhere recognize the need of such an organization, but the will to go ahead and organize has been lacking. To show the seriousness of the question, it is only necessary to state that the merchants of each State are annually charging off millions of dollars to their profit and loss accounts.

The need of credit rating is recognized in all lines of marketing; whenever and wherever credit is extended from seller to buyer. Wholesale houses and manufacturers, recognizing this need, have for many years supported two large mercantile rating companies, in order that they might extend credit to reliable merchants and withhold credit from those who may not be worthy of credit.

Retail merchants, however, have been slow to put into practical use with their trade the credit usages of wholesale houses. In fact, a majority of retail merchants still persist in the methods of pioneer days when each customer was personally known to him. The custom of extending credit to the laboring man, the railroad man, and those in other lines of industry is as old as the history of our commercial development.

Consumers have been in the habit of demanding credit until "pay day," and because a vast majority of customers are honest, merchants have gladly extended credit. Gradually the retail business grew, until the retailer was unable to keep under his hat all the credit information concerning his customers. Then, in addition to the losses incident to unavoidable causes, there came the losses due to the extension of credit to those who were not entitled to it.

Then certain customers left the town or country where they had received credit, leaving unpaid bills behind them. The merchant had, in most instances, no method of tracing the debtor, and no means of enforcing payment even if his new address were known. Consequently, the debtor found that he had successfully evaded payment of his accounts in his former place of residence, and that the merchant in his new location was as reckless in extending credit as his former creditors had been.

He was surprised that there was no communication of credit rating among merchants; no system of credit information whereby a man who abused his credit in one town was prevented from a like abuse in another town. This man was not a "dead beat," and had planned to pay his bills at some future time when it was more convenient for him to do so, but he found that these unpaid accounts in his former place of residence had apparently not affected his credit in his new location.

There was no pressure brought to bear upon him to compel him to pay his bills; no inducement for him to keep his credit good; so he learned that he could evade the payment of his just obligations. He became careless of his credit, and when his credit finally wore out, removed to another town and repeated the process of fraud. Law methods had encouraged him to become a "dead beat."

It is necessary that all the merchants in every State should know the exact credit rating of each new account they open and also to know when they should withhold further credit from the man who does not pay his bills promptly, as agreed; and this can only be accomplished by obtaining a record from his former creditors, and by an exact knowledge of all the accounts he owes and the manner in which he is taking care of them.

A State-wide credit rating service is the only system for furnishing such information promptly, reliably and officially. Such a credit rating organization is composed of town and county units, and these local credit rating bureaus are of the first importance, not only in their service to the merchants, but they are the basis or unit on which a credit rating service must be built.

At the present time there are a few towns in each State which maintain credit rating bureaus, and these could form the foundation upon which a State-wide service could be established. Not the least of the benefits of such an organization is its moral effect on the debtor. Let him learn that he cannot escape the payment of his just obligations, either in his present location or anywhere else, and he will cease his efforts to beat his bills.

Past due and uncollectible accounts have caused more mercantile failures than all other causes combined, and it is high time that the merchants awaken to their need of an efficient credit rating service. It is not practical to secure retail credit rating by a personal canvass of each individual in a community, which is the method pursued by Dun and Bradstreet with the mercantile trade. Nor can such ratings be corrected and kept up to date by means of financial reports. In order to get an accurate rating on retail trade it is necessary to combine the experience of all merchants with the individual creditor, and this can only be accomplished through a general bureau of information.

First of all, it is necessary for each merchant to get away from the idea that other merchants are his competitors, or his enemies. He should eliminate from his mind the idea that facts concerning his bad accounts should be kept secret. This is the worm that spoils the apple of retail credit rating.

If the merchant will take counsel with his brother merchants he will find that they have also been victimized in the same manner, and that this can be avoided in the future if they work together. Cooperation is today the keynote of all enterprises, and must be adopted by retail merchants in eliminating bad accounts. It is only necessary that each member of such a central bureau furnish all information in his possession regarding each account on his books or of which he may have knowledge.

This information may be handled on a printed form furnished for the purpose. The information when received at the central office can readily be compiled and published in book form for the use of merchants. But the compilation of the credit rating book is not the end of the credit rating service. It is only the beginning.
The Enthusiasm of Glassware Ownership

The accumulations that are being made previous to the June event comprise every imaginable article that a prospective bride would treasure, anticipating, of course, the eventual use in her new home.

The pride of Glassware Ownership is very much in evidence and to a more marked degree, if the cut glass and engraved pieces are of a known standard of quality.

The Libbey Standard of Quality has been recognized since 1818 as perfection in workmanship, crystal quality, and the utmost in artistic design, with the Libbey trade-mark on every piece to guarantee these features.

The Candy Jar in this illustration, although new in design, is proving to be most popular and an exceedingly good selling item for this pre-wedding season.

The Libbey Glass Manufacturing Company
Toledo, Ohio

Established 1818
Selecting a Location

HIGH rentals prevalent throughout the country are compelling many retailers to move. This is hard on the old established concern that does not own its own store. A removal only of a very short distance very often makes a big difference in gross sales. People get accustomed to going to a certain location, or of patronizing a certain store at an established location and this custom develops into a habit which is hard for them to break. The greatest caution must be used when selecting a new location, whether it be a jewelry store, a hardware store, or a dry goods store, or some other retailing establishment.

The rental of a location is often based on the number of people who pass the store. It is well known that one large corporation controlling chain stores pays a premium to the city as a whole for the business. Many merchants have been known to do this with disastrous results. There is a desire on the part of many to sell their leases at a big profit. Some people get the idea that they can move their location on the battlefield with other retailers and carried off a good share of the business. It is quite natural for people to be attracted to the main retailing district. People go where the stores are. They go to see the fine windows and the new things in every line, whether they be new gowns, new hats, new jewelry, or new tools for the spring garden.

You'll pay more rent there, perhaps, but it is better to pay high rent and do business than to pay low rent and do no business.

Traffic in leases sometimes causes serious embarrassments. There is a desire on the part of many to sell their leases at a big profit. Some people get the idea that they can move their location on the battlefield with other retailers and carried off a good share of the business. It is quite natural for people to be attracted to the main retailing district. People go where the stores are. They go to see the fine windows and the new things in every line, whether they be new gowns, new hats, new jewelry, or new tools for the spring garden.

You'll pay more rent there, perhaps, but it is better to pay high rent and do business than to pay low rent and do no business.

Traffic in leases sometimes causes serious embarrassments. There is a desire on the part of many to sell their leases at a big profit. Some people get the idea that they can move their location on the battlefield with other retailers and carried off a good share of the business. It is quite natural for people to be attracted to the main retailing district. People go where the stores are. They go to see the fine windows and the new things in every line, whether they be new gowns, new hats, new jewelry, or new tools for the spring garden.

You'll pay more rent there, perhaps, but it is better to pay high rent and do business than to pay low rent and do no business.

Traffic in leases sometimes causes serious embarrassments. There is a desire on the part of many to sell their leases at a big profit. Some people get the idea that they can move their location on the battlefield with other retailers and carried off a good share of the business. It is quite natural for people to be attracted to the main retailing district. People go where the stores are. They go to see the fine windows and the new things in every line, whether they be new gowns, new hats, new jewelry, or new tools for the spring garden.

You'll pay more rent there, perhaps, but it is better to pay high rent and do business than to pay low rent and do no business.

Traffic in leases sometimes causes serious embarrassments. There is a desire on the part of many to sell their leases at a big profit. Some people get the idea that they can move their location on the battlefield with other retailers and carried off a good share of the business. It is quite natural for people to be attracted to the main retailing district. People go where the stores are. They go to see the fine windows and the new things in every line, whether they be new gowns, new hats, new jewelry, or new tools for the spring garden.

You'll pay more rent there, perhaps, but it is better to pay high rent and do business than to pay low rent and do no business.

Traffic in leases sometimes causes serious embarrassments. There is a desire on the part of many to sell their leases at a big profit. Some people get the idea that they can move their location on the battlefield with other retailers and carried off a good share of the business. It is quite natural for people to be attracted to the main retailing district. People go where the stores are. They go to see the fine windows and the new things in every line, whether they be new gowns, new hats, new jewelry, or new tools for the spring garden.

You'll pay more rent there, perhaps, but it is better to pay high rent and do business than to pay low rent and do no business.

Traffic in leases sometimes causes serious embarrassments. There is a desire on the part of many to sell their leases at a big profit. Some people get the idea that they can move their location on the battlefield with other retailers and carried off a good share of the business. It is quite natural for people to be attracted to the main retailing district. People go where the stores are. They go to see the fine windows and the new things in every line, whether they be new gowns, new hats, new jewelry, or new tools for the spring garden.

You'll pay more rent there, perhaps, but it is better to pay high rent and do business than to pay low rent and do no business.

Traffic in leases sometimes causes serious embarrassments. There is a desire on the part of many to sell their leases at a big profit. Some people get the idea that they can move their location on the battlefield with other retailers and carried off a good share of the business. It is quite natural for people to be attracted to the main retailing district. People go where the stores are. They go to see the fine windows and the new things in every line, whether they be new gowns, new hats, new jewelry, or new tools for the spring garden.

You'll pay more rent there, perhaps, but it is better to pay high rent and do business than to pay low rent and do no business.

Traffic in leases sometimes causes serious embarrassments. There is a desire on the part of many to sell their leases at a big profit. Some people get the idea that they can move their location on the battlefield with other retailers and carried off a good share of the business. It is quite natural for people to be attracted to the main retailing district. People go where the stores are. They go to see the fine windows and the new things in every line, whether they be new gowns, new hats, new jewelry, or new tools for the spring garden.

You'll pay more rent there, perhaps, but it is better to pay high rent and do business than to pay low rent and do no business.

The Quality of Citizenship

A MAN may labor quietly in his chosen field and never be known to the public generally and still be a very kind and good citizen. He may be engaged in the very lowliest kind of work, but if he does that work to the very best of his ability, and labors not alone for his own material welfare, but with the ultimate aim of helping others, he is a good citizen. If he works for himself alone with no thought for others, he is not and cannot be a good citizen.—The American City.
Quality and worth of gold filled watch cases are indisputably established when identified by the NAWCO trade-mark.

North American Watch Co.
MANSFIELD, OHIO

15 Maiden Lane, New York
31 No. State Street, Chicago
April 28, 1920.

Storekeeping Department.

vitation to the jeweler for increased trade as the up-to-date business office of today usually includes something from a jewelry store. First and foremost come clocks. Every business office no matter how large or how small, how elaborate or how simple, demands a clock. The creation and rebuilding of so many new offices offer a chance to the jeweler right here. In addition to clocks the business men need lamps, vases, thermometers, desk trays, desk ornaments, paper weights, ink wells, cigar and ash trays—the list is a long one.

This business is worth going after, even in personal solicitation, at the first information of any changes, for it is apt to also lead in securing the contract for providing the ornamental lighting fixtures if you desire to go that far. In addition to following up the new building altations and business expansions in your own city there lies a general good opportunity to sell the business man. The prosperity enjoyed by so many small and financial houses has placed them in a position to better equip their quarters and many new firms, banks and branch offices which were opened up on a modest scale can now stand better furnishings. However, these orders can better be booked in personal solicitation.

A jeweler located in Connecticut recently read in the papers of the resignation of a high official in one of the insurance companies and the promotion of another man to occupy his position and office. Recognizing the name of the new executive as one of his customers he lost no time in visiting him at his office in inquiry as to whether he anticipated any changes in the new office he was to occupy. He was informed in the affirmative and told to bring up samples of a number of shelf ornaments and desk sets for choice. The jeweler sent up a number of odd jars, candlesticks and trays along with a number of desk sets. He booked an order for over $300 worth of goods, including a silver thermos bottle he hadn't even thought of mentioning. This exclusive of any clock sales as the jeweler of his small business men he persuaded his house to set apart a small portion of the interior display counters for the purpose of exhibiting office stock exclusively. Immediately circularizing all the business men in town a big business was developed.

A Legal Maze

A tiresome attorney in a Western town, in arguing a complicated case, had looked up authorities dating back to Julius Cæsar, and had consumed an hour and a half in the most intricate part of his plea when he was pained to observe what seemed to him inattention on the bench. It was as he had feared—his Honor was unable to appreciate the nice points of the argument.

"Beggimg your Honor's pardon," said he, "but do you follow me?"

The judge shifted uneasily in his chair. "I have, so far," he answered, "but I'll say frankly, Mr. Jones, that if I thought I could find my way back I'd quit right here."

THE JEWELERS' CIRCULAR

Know Your Customer—This Book Tells How

Business Profits and Human Nature.—How to increase the first by a knowledge of the second. By Fred C. Kelly, 200 pages, illustrated. Published by G. P. Putnam's Sons, New York and London.

EVERY man who sells things will find this little book interesting and helpful. The author has made a very thorough study of his subject and some of his deductions may prove a revelation to many storekeepers. The author has a chapter, entitled "The Costliness of Vanity," which jewelers may read with interest, although, perhaps, many may not entirely agree with him.

Keen knowledge of human nature is the basis of successful salesmanship in every line. To know the goods is not enough, one must also know the customer and his needs. It is this scientific selling that has enabled retailers to increase their turnover extensively. Time is saved by the capable salesman's ability to size up the customer, although it may be better to do this outside the jewelry business.

The clever jewelry salesman, however, ought to be able to study his customers and select for them jewelry that is properly adapted to their apparel, temperament, etc.

There is more in this than the average retailer thinks. Adaptation to the customer means a satisfied customer, and this, in turn, means more and better advertising for the retailer.


Whether one wants tips on selecting a desirable location or on gaining a better insight into one's customers, this volume will prove most helpful.—R. F. N.

Happiness

HAPPINESS is a by-product. We can't buy it because it has no price. Some people try to purchase happiness by getting drunk; others build fine houses and some travel around the world.

To try to win happiness from the world, without serving the world, is like trying to distill gasoline from water.

The contractor who erects an honest, substantial building wins happiness.

The statesman who forwards the cause of humanity wins happiness.

The judge who reads the law in the light of common sense wins happiness.

Those reckless fellows who balance themselves on four-inch beams, ten stories above the ground, and toss white-hot rivets back and forth, win happiness.

The law of happiness is as inexorable as the law of gravitation.

We keepers, we shall be no happiness, says Nature.—By David Gibson in the "Bigelow Magazine."
Another landmark in the world-wide service back of Waterman's Ideal Fountain Pen

The trade is cordially invited to call and inspect the new Waterman Building

The new Waterman Building at 129 South State Street, Chicago, devoted to the display and sale of this world famous writing implement—and to further the Waterman idea of service to the fast growing number of dealers and users in the middle West.

L. E. Waterman Company
191 Broadway, New York    129 So. State St., Chicago
Boston    San Francisco    Montreal
Dressing the Part

Did you ever stop to think how odd it would seem to you if you saw the garage man picked out in a Prince Albert coat, gray trousers and silk hat, collecting garbage? It would be a spectacle so contradictory that we'd shout with laughter, wouldn't we? Yet it would be no more ridiculous than the other side of the picture, a slovenly, carelessly groomed individual trying to sell jewelry.

For jewelry ranks with fine pictures, beautiful statuary, delicate silks and rare lace. Jewelry is a luxury that contributes to the pleasure of living. The salesman in the jewelry store who does not dress the part cheapens the effect of the merchandise he is trying to sell.

Not to dress the part calls for expensive clothing. One can be the most expensive of clothes and still fail. But it does mean that the jewelry salesman of all people must be scrupulously clean and well groomed. The hands, in particular, need special attention.

The fastidious customer will shrivel from buying rings, bracelets and such articles from the salesman whose hands are grimy and whose nails wear a rim of black. The discerning customer will hesitate to accept a man's opinion on the choice of an expensive piece of jewelry if that man hasn't enough sense of real values to take pains in look neat and clean. Pearls displayed on a dirty velvet cloth are still valuable on a dirty velvet cloth are still valuable but their beauty is tarnished by the background.

So spotted waistcoats or blouses are poor stage settings for jewelry selling talk.

The jewelry salesman who makes an effort to make a good appearance pays a compliment to the stock he sells. His attitude is quickly accepted and adopted by the customers. The jewelry store is of many stores, the one where cleanliness ought to be right next to godliness.

And then the customer cannot remark as one sharp-tongued shopper did, "Hum! Trade at Craigmont's? Hardly. They have the most untidy salespeople in town. Somehow when I go there I always think the stock must be just as shoddy as the salesman look." Which though it carries a sting, also carries comfort for those of us who have taken care to be clean and neat even when we were tired or in a hurry. That sarcastic shopper's remark is just additional proof that a good appearance is a big help in selling good jewelry.

Some Town

"You advertise this as the best hotel in town," said the man who had stayed over night.

"It certainly is," replied the clerk.

"Well, that may be a good boost for the hotel, but it's a terrible knock for the night."—Boston Transcript.

Slonim & Dawson are the successors of Sol Slonim, New Brunswick, N. J.

TT is safe to say that more people in this country have money than ever before. This means that dealers in luxuries, such as jewelry, have a better opportunity than ever before existed. Many persons who formerly awaited the arrival of some special occasion to gratify their desire for handsome jewelry are able to afford such investments now. This means that the jeweler who extends special efforts to hold up his business throughout the year is likely to meet with unusual success.

A jeweler in a small Middle-Western city recently staged an affair which turned the thoughts of nearly everyone in that town to jewelry. Advertising was not so direct that the jeweler was charged with forcing things, nor so subtle that it did not get results. It benefited others besides the dealer, gaining new impetus to interest in the jeweler's store and the art work being done by students.

This jeweler has felt for some time that posters would provide useful auxiliary advertising in conjunction with his newspaper advertising.

The work of the art class in the local high school seemed to be of unusually high caliber, and the jeweler's attention was attracted by a cover on the high school paper. He finally decided that the work of the class could be utilized in such a way that all concerned might benefit. He took the matter up with the art teacher, and found not only that there was no reason why his plan could not be put into execution, but that he might expect the cordial co-operation of all concerned. The teacher himself explained the proposition to the eighteen members of the class, and no fewer than sixteen of these entered the contest—for that was what it was.

Four cash prizes were awarded. The basis for awarding prizes for the best poster was advertising efficiency, art being a secondary consideration. Many of the youngsters came to the jeweler's store to get his ideas, but he laughed these queries aside.

"What I want," he explained, "is fresh ideas and fresh posters—something unusual. I could give you a lot of ideas along this line, but they would be too conventional. You'll have to use your own brain.

The budding artists took the hint, and the posters they turned out would have done credit to full-fledged knights of the brush. In fact, when he surveyed the work, the jeweler was devoutly grateful over the fact that he had had foresight enough to appoint three prominent local women as judges. It was easy to secure their services because of the mere fact that the high school students were interested. The affair, instead of a mere publicity stunt in behalf of one merchant, developed into a contest which won the attention of the entire community.

The posters were hung in the clubrooms of one of the local women's organizations for a week or so, and were inspected by the public during that time. More or less newspaper publicity was used to feature the affair and everyone interested in art, the young folk who provided the art, or in any phase of school work turned out. As indicated, the judges had quite a task in front of them, but they finally selected the four, which, in their judgment, were the best from all viewpoints. The winners were handsomely played up in the local prints, in addition to the advertising done by the dealer, because the newspapers sensed the public interest in the occasion, and were quick to respond.

Everyone who looked at the posters, of course, could not avoid seeing the jeweler's name, and be impressed. The advertising was clever, and perhaps doubly effective for that reason. The fact that the observer might be more interested in the art than the advertising did not enable him to escape the impression made by the constant repetition of the jeweler's name and business. It was advertising of the highest order in point of effectiveness.

The jeweler feels, rightly, that the affair did much toward directing attention to the fine work being done by the students at the high school. The exposition dovetailed nicely with the "more money for teachers" campaign which is being waged all over the country, and all of those concerned rather regard the jeweler as a public benefactor. It was unavoidable, of course, that the merchant receive a lot of benefit also, but no one grudged him that.

If he had it to do over, he would give more prizes, he says. Twelve of the contestants received nothing but honorable mention, and while the artists were after glory rather than money, the jeweler feels that they really earned some of the latter, too.

He believes the same plan could be utilized just as effectively in larger cities. Human nature is much the same.

Mrs. Jones had married and lost three husbands. But she still hoped, and the vicar, a bachelor of fifty, was beginning to feel nervous.

"It is very lonely for me now," she said, as they sat at tea. "I've always been used to having a man about the house.

"Oh, you must cheer up, Mrs. Jones!" said the rector, who was rather inclined to mix things up. "We know that the wind is tempered to the lornsham."
Hawkes Crystal Glass

Marks Your Stock as Distinctive

For instance, where in your town can you find individual glass ash trays like these? Yet the best class of trade—people who entertain—buy them for after-dinner smoking.

Hawkes provides you with dozens of salable, unusual gift pieces, in addition to the staple pieces of glass that are needed in every household. You can sell Hawkes creations so reasonably that customers will be attracted by the price as well as the beauty of the glass. Your profit will still be better than you can make on most of the silver and jewelry that you carry.

Let us give you more information.

T. G. HAWKES & COMPANY

Corning, N. Y.

Pacific Coast Office:
140 Geary St., San Francisco, Cal.

We Are Manufacturers of

Ostrich Feather Fans

in Many Styles and All Colors

An ENTIRELY NEW fan handle wonderful in conception, magnificent in appearance, still with a quiet refinement. Made of crystal, shell or amber, and JEWELLED in various designs with real and imitation stones, guaranteed not to become loose.

Many fancy designs in Pearl handles.

Special colors dyed without extra charge

Established Since 1882

7 East 37th Street, New York City
Co-operate with the Big Advertising Drive

A CONCERTED effort is being made to create a more constant demand for jewelry, watches and kindred lines. Only recently an appropriation has been made of $150,000 for the promotion of jewelry publicity. Live retailers will co-operate in an occasion which will give every jeweler an opportunity to do resultful advertising. Know yourself what is suitable for the girl and boy graduate, know the buying power in your territory, select your merchandise based on this knowledge and offer suggestions through your show windows.

It is, perhaps, the greatest advertising advantage that retail jewelers have ever had. It is very gratifying to note that the jewelry industry, which once had the name of being backward in advertising and merchandising, is really becoming a leader in enterprising business methods.

Keep good copy constantly before the eyes of the public—copy that not only builds good will but which informs and convinces the reader of the paramount desirability of jewelry as an appropriate gift for all occasions; appropriate, because jewelry is, even now, with high prices, the most economical and the most lasting gift which could be presented.

The approaching graduation season is every possible way with this big movement. It is, perhaps, the greatest advertising advantage that retail jewelers have ever had. It is very gratifying to note that the jewelry industry, which once had the name of being backward in advertising and merchandising, is really becoming a leader in enterprising business methods.

Keep good copy constantly before the eyes of the public—copy that not only builds good will but which informs and convinces the reader of the paramount desirability of jewelry as an appropriate gift for all occasions; appropriate, because jewelry is, even now, with high prices, the most economical and the most lasting gift which could be presented.

The approaching graduation season is direct or indirect or both.

Advertising an Educational Force and Should Not Be Taxed

ADVERTISING is an educational force and every one now knows its economic value. It is another form of selling. Any curtailment of sales, of course, works economic harm. This is one reason why advertising should not be taxed, as has been proposed recently in Congress. One might as well put a tax on production. In this connection you can also use your powers of suasion with your Congressman.

Facts About Diamonds

THE JEWELERS' CIRCULAR, in the Department "Practical Publicity for the Retailer," for many years has been urging the advisability of advertising diamonds as an investment and the following text, used some time ago by Jason Weller & Sons, Boston, Mass., is in line with some of the suggestions already given:

"Diamonds have a stable value unaffected by the fluctuations in currency. These are days when dollars, or francs, or rubles, or any of the other money units are popping up and down—their value being a great uncertainty. But a diamond to-day is— a diamond to-morrow.

"Changes on the map, labor conditions, new regimes, radical shifting of peoples and policies never have and never will lower the value of a diamond. If a diamond was worth $600 when dollars were dollars,
CIRCULAR
THE JEWELERS' REMOVAL NOTICE!
ALBERT BORGZINNER & CO.'S
Office, Salesroom and Factory
(Formerly at 66 Nassau St., N. Y. C.)
Are Now Located at 54 Barclay St., N. Y. City, (Corner West B'way),
to Which Address Kindly Send All Orders and Other Communications.
Larger Quarters Afford Us Complete Facilities for Prompt and Efficient Service.
—Telephone: Cortland 3575—

QUALITY COUNTS
This Trade-Mark Stands for Quality
We are constantly adding new designs to our already
extensive line
Inquire of Your Jobber
DIEL WATCH CASE COMPANY
309-311 GRAND STREET
NEW YORK

Emerson Watch Cases
20-Year Gold Filled Quality, All Made with
Solid Gold Bow and Catch 9¾ and 10½ Ligne
Above cases also made in 14K Gold
These cases are symbolic of the Highest Grade Workmanship and Quality
LOOK FOR THE
Gilsey
TRADE MARK
JOBBERS AND IMPORTERS EXCLUSIVELY
Immediate Delivery. Send for Samples.
Emerson Watch Case Company
Office and Salesroom: 47-49 Maiden Lane, New York Factory: 481 Washington St., Newark, N. J.
Retail Advertising Department.

of the civilized world whose diamond purchases of two and three years ago have practically doubled in value.

"In view of the fact that diamonds are becoming more difficult to obtain, as the mines are being rapidly depleted, it is the consensus of opinion to-day by both European and American experts that not only will prices continue to advance, but that the increase will undoubtedly be still greater than heretofore.

"Our foreign agencies in London, Amsterdam and Paris, established in 1876, give Jason Weiler & Sons a distinct advantage. Despite the present scarcity, particularly the larger stones, we are able to offer an immense stock in all sizes, at prices that afford the present day purchaser an opportunity, at an investment standpoint alone, of doubling his money within a few years—and a guaranteed saving of 20 to 40 per cent on regular retail prices."

Famous Players Reproduced in This House Organ

On the first retail advertising page are reproduced two pages from the interesting little house organ issued by Cady & Olmstead Jewelry Co., Kansas City, Mo. The paper usually contains eight pages including the cover pages, is issued monthly and is always full of interesting reading matter. Information is given on fashions in jewelry and photographs of famous actresses are reproduced, showing how they wear their trinkets.

Men's jewelry is not forgotten for dress requisites and watches are advertised alluringly.

The printing is done in two colors. The little periodical is known as the "Treasure Chest." The dimensions of the pages are 5¾ by 8¾ inches.

Original Advertising Phrases

Original advertising phrases which may offer suggestions for cards or the newspaper are the following:

**Say it with a jewel.**

Silver for the new home.

Pearls will enhance your beauty.

Born with spring—these dainty jewels.

Five things needed for your auto—water, air, gas, oil and your vacuum bottle.

Going abroad?

Let a traveling clock chaperone you

Prices $ to $100.00

The unusual always attracts attention, and Ed W. Freeman, Detroit, Mich., did the unusual recently when he advertised that aeroplanes would be dropped from the clouds one day at 12 o'clock from his aeroplane special, over Merrimac Square and the entire city. The aeroplane special remained in the air for one hour.

THE JEWELERS' CIRCULAR

Advertising Arguments

A MAN'S Watch.—It's a business necessity and a social asset. Folks expect you to own a watch and expect that watch to be truly representative of you. Watches of ten years ago don't truly represent the man of today. Come in and look over today's watches—12 size, thin models that don't bulge the pocket. Handsome, accurate timepieces that stamp a man as progressive and successful.

Brilliance makes Diamonds Sparkle.—It is sparkling radiance that makes a diamond admired, and it is this feature that makes purchasing at our store so satisfactory. The great brilliance possessed by each of our stones can be possible only when material, color and cutting are fine quality. Purchasing here is assurance of great beauty, and value of real investment character.

Silverware.—A really dependable stock of silverware, something that bears the stamp of worth and can be relied upon to do years of service. Handsome table silver is the delight of every housekeeper. Our stock is complete, produced by the best designers and makers.

Pearls.—Favored by fashion above all other gems—indispensable with the evening costume and beautiful for daytime wear, pearls are the well-dressed woman's most important jewelry. The pearl necklaces we show are wonderful reproductions of deep sea gems, so true to nature the eye accepts them as real. Guaranteed not to peel or discolor, or to be harmed by hot or cold water. Graduated and uniform pearls in 15, 18 and 24 inch necklaces, fitted with solid gold clasps.

Experience.—Years of experience and the actual handling of thousands of diamonds give us positive knowledge of diamond quality and values. This expert knowledge and our thorough responsibility safeguard your purchase absolutely. They make certain that you will secure here diamonds of high brilliance, fine color and excellent material at a price that is a real investment value.

Jewelry—Women love jewelry because it is so effective in enhancing one's appearance. The charm of personal characteristics is emphasized, and the costume made more attractive and prettier by beautifully set gems. Our jewelry has the daintiness, style, beauty and quality that appeal to good taste and the natural desire of women for adornment. It is always the most appreciated gift. New styles in large rings set with colored stones ranging in price from $3.00 to $35.00.

Cuff Links.—A different kind of cuff button is required for social than for business use, and styles in each change frequently. Knowing authoritative information about styles will be given, and that the variety of patterns, excellent quality and just prices, afford best selection, most men come to us for cuff buttons.

Good wishes—that's the real significance of a wedding gift. It is a practical way of showing that you are interested in the happiness and welfare of the young couple. Purchasing the present from us stamp sincerity on your good wishes, for we have a reputation which invariably brings folks here when they want the choicest things for themselves or for gifts.

The answer to the wedding gift problem selection of a wedding present ought to be a joy, and coming to us makes it so. You know our reputation for faultless quality makes gifts from us most highly appreciated and selection of a delightful present can be made at any desired expenditure.

Wedding gifts.—Most people come to us when there is occasion for giving a wedding present—and the brides are most deeply appreciative of those gifts. The charm, taste and usefulness of our present create an atmosphere of elegance and fine taste, and give it high place among the choice things that add so much to a home's attractiveness. Innumerable, welcome gift things in Sheffield plate.

Our Repair Department.—A good time to have your jewelry repaired is RIGHT NOW. Just look over your jewel case; you are sure to find something that needs the attention of our repair department. How about your watch—or clock? Our experts are prepared to set them in order. A correct timepiece is the source of great satisfaction.

Jewelry Remodeling.—Have you not, somewhere in the house, unused pieces of jewelry, out of fashion and possibly out of repair? Do not let them lie in dark boxes any longer. Bring them to us and let us show you how they can be remodeled, modernized and beautified. A few touches of our artists' skill will do wonders with them. We will supply original designs or we will follow out your own ideas.

Engagement Rings.—A woman never secures another piece of jewelry that is so critically inspected by so many friends as her engagement ring. We have purchased at our store the pure brilliancy of the gem forestalls adverse criticism. Only favorable comment can be made, if truth is spoken. $10.00 to $1,000.00.

The Need of a Bracelet Watch.—In these busy days every woman must have a timepiece. She is at a big disadvantage without it. And fashion says it must be a bracelet watch. She can't be in style without it. Our bracelet watches meet most satisfactorily each demand of practical use and fashion. They are all dependable timepieces and the very latest styles. Choice is merely a matter of deciding which of the many exquisite patterns is the most beautiful.

A Correction

BY an error last week the article entitled "Interesting Facts About the Calendar" was not credited to the Detroit Observer. We regret this error very much, as we use every painstaking effort to render due credit in every instance.
Chaffin Polishing Cloth

“IT CLEANS WITHOUT A SCRATCH”

Guaranteed to Clean and Remove Tarnish

From Silver, Gold and Plated Ware and to Restore Original Lustre

35¢ size—$2.50 per dozen [F. O. B. Cleveland]
50¢ size—$3.75 per dozen [F. O. B. Cleveland]

Attractive and Dignified Display Card in Black and White Ivory Free with Standard Package

3 doz. small in box, 2 doz. large in box or 1 doz. of each size in box

Direct to Your Store by Parcel Post

The Chaffin Products Co.
5511 Euclid Avenue CLEVELAND, O.

Sheffield Fruit Bowl

Plated on Copper

For This Week Only Special $13.50

New York's Largest Silverware House

7672—10½ inch

HYMAN & ZASLAV
83 Bowery New York
Plated & Sterling Silverware—Cut Glass—Clocks

We Are Now Located at

643 Kent Avenue
Brooklyn, N. Y.

Where we are equipped to increase our production of

Silverware Chests

Specialists in Chests for twenty-six pieces of silver flatware

Jacob Goldflam

Phone Beekman 8950 S. Kaplan Room 804

WEDDING RINGS

In a Class by Themselves

Compare Our Prices with Others

Prices on Request

106-108 Fulton Street New York

Wholesale Optical Goods

The Milwaukee Optical Mfg Co.
Milwaukee, Wis.
Increasing Business in the Watch Repair Department

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

I HAVE recently received a letter from a watch maker which shows an interest in business not usually manifest in employees. It reads in part as follows:

"How can I make the watch, jewelry repairs and engraving departments make themselves conspicuous and pay such large returns as to attract the attention of my employer, who owns and operates a chain of incorporated credit jewelry houses?"

"One of my ideas is to advertise in the newspapers that we fit the best make of crystals to closed or open faced watches at 25c. each, and in this way bring a prospective watch customer into the store, after which I try to sell him a new watch. This is along the lines that I wish to work and make my repair department pay larger returns."

If every employe, whether a workman in the repair and manufacturing department, or a salesman in the store, has the same ambition to make business better as the writer of that letter has there would be such an impetus given to the jewelry business in the United States that in a few years at least double the business would be done. There is no doubt that many others, who have not expressed the ambition to others, have similar desires and with that in view we will offer a few suggestions that might help to make more business when carried out.

First of all we must consider the suggestion given by our correspondent. Is it wise to advertise crystals at 25c.? Is it wise to endeavor to sell a watch to the person who brings in one to be repaired?

Answering the first question in the affirmative, or negative, will get us into considerable controversy because there are advocates of this kind of publicity and others who would not countenance it. In passing we might say:

"It is not a good thing for one jeweler to antagonize the other jewelers in any locality by advertising some one thing at cut prices for the purpose of attracting trade. It is not a good policy for any jeweler, regardless of other jewelers, to try to build up a trade on such a policy. Even if a trade is built up on that policy it would take but little effort on the part of others to destroy it."

The repair department of any jeweler can be advertised in the newspapers profitably. Bargain hunters needing repairs are not likely to be of the most desirable class of customers. It is only by securing a general line of repairs that the jeweler can hope to build a sound substantial trade for his department. If the repair department is to stand on its own feet the repairs must be up to the highest standard. In fact, by giving stricter attention to the repairs he turns out a jeweler can in time build up a trade that no other jeweler can take away from him. A trade built upon satisfaction is almost all enduring.

The prices necessary to make a repair department pay are sometimes too high in proportion to the value of the article after it is repaired. This is also true of watches, old watches, cheap watches, the repairs of which are as costly as good watches, but are not as satisfactory after they are done. An honest straightforward statement of the case, either that the cost of the repairs is too high for the value of the article, or it is too high to make it satisfactory will often lead to an opportunity for sales. On the other hand, luring a customer into the store with the avowed intention of attempting to sell him a watch is reprehensible.

It is one thing to try to sell a customer an article tactfully, but another to attempt to sell him in an obtrusive way. In the former case the act is reasonable and satisfactory to the customer, in the latter it will create a prejudice.

The jeweler must size up his customer and not try to sell every one a new watch. If he tries to sell everyone who comes in with a watch to be repaired he oversteps the bounds of good business policy. He will in the latter case become too eager and disclose his duplicity to the discerning customer, who in turn will spread the news around to the jeweler's detriment.

A watch and repair department can be built up by advertising, but it can only be kept standing by satisfaction to the customer. Adequate prices should be charged for first-class work. The jeweler should be fearless in this matter. The price is soon forgotten, but the good or bad workmanship is never forgotten. Crude work is an eyesore forever. Poor work is a poor advertisement.

Let us take the case suggested by our young correspondent. Customers are to be lured into the department by an offer to fit crystals at 25 cents. That's the old department store method, and a method that so many large department stores have found wanting. The failure of several large department stores in recent years is traceable to this very system of getting business. Bargains were offered in various departments to get the people into the stores, where they are expected to buy something else. It worked so well for a while that merchandisers were satisfied that the system was sound and successful. But in time the public were so fed up on the idea that they would buy nothing but bargains in these stores. If they wanted an article and it was not offered at a cut price they bided their time and waited until its turn came to be slaughtered. At any rate the system has proven a failure.

Newspaper advertisements that are readable and rememberable can be used to advertise the repair department, not funny sayings that endure for a moment, but substantial arguments that every reasonable man will agree with—and in agreeing succumb to the obvious intention of the advertiser and become a customer.

There are many other ways in which the repair department can be brought to the notice of the public. Satisfied customers, etc.

Let us take the case suggested by our young correspondent. Customers are to be lured into the department by an offer to fit crystals at 25 cents. That's the old department store method, and a method that so many large department stores have found wanting. The failure of several large department stores in recent years is traceable to this very system of getting business. Bargains were offered in various departments to get the people into the stores, where they are expected to buy something else. It worked so well for a while that merchandisers were satisfied that the system was sound and successful. But in time the public were so fed up on the idea that they would buy nothing but bargains in these stores. If they wanted an article and it was not offered at a cut price they bided their time and waited until its turn came to be slaughtered. At any rate the system has proven a failure.

Newspaper advertisements that are readable and rememberable can be used to advertise the repair department, not funny sayings that endure for a moment, but substantial arguments that every reasonable man will agree with—and in agreeing succumb to the obvious intention of the advertiser and become a customer.

There are many other ways in which the repair department can be brought to the notice of the customers of the store and to others. Within the store a great deal of advertising can be done at little expense. Show cards in conspicuous places announcing the facilities of the repair department will result in much work for the repairer, so will show cards in the window.

CirculIars, blotters, cards, etc., can be enclosed with parcels, and in envelopes containing correspondence and statements to customers, etc.

Given a repair department that is prepared to give satisfactory service and a keen desire to get more business there are hundreds of ways in which the department can be brought to the notice of the public. Advertising in the accepted forms, such as those mentioned, are reasonable methods and will eventually bring satisfactory returns. Satisfactory service, however, will eventually prove its own reward. Satisfied patrons will advertise a repair department for the jeweler, and advertise it more constantly and effectively than even the usual
Radium Watches and Clocks

A Suggestion to Dealers

It is important that you make sure that the radium watches and clocks which you buy from jobbers and sell to your customers are licensed under the patents owned by the American Radium Company.

If they are not, you may find yourself in the undesirable position of an infringer of our patents, in which case you would be liable to suit under these patents.

Our patents relate to the combination of radio active salts and other materials which form a permanent luminous compound—fixed upon the dial and hands of watches or clocks.

The patents include:

Number 789,811 . . . May 16, 1905
" 789,812 . . . May 16, 1905
" 911,401 . . . Feb. 2, 1909

Further information will be supplied to any dealer in radium watches or clocks desiring it, upon application.

AMERICAN RADIUM COMPANY
ORGANIZED 1912
7 EAST FORTY-SECOND STREET
NEW YORK
advertising methods will. They are there to prove the statements they make about the repair department, and to show proof of the work, too.

Little can be expected from an excessive value placed on an item by the owner and a low value or service covering the rest of the business. Steady plodding will build a repair department more substantially than sporadic spurring.

**Watches in the Days of Old**

Many of the early watches are unusually interesting because of their odd construction and highly ornamental designs. Mary, Queen of Scots, was the owner of a skull shaped watch, which she bequeathed to her maid of honor, Mary Stewart, Feb. 7, 1587. The watch, which later came into the possession of Thomas Dick Lander, of the Grange House, near Edinborough, is of silver gilt and on the forehead of the skull is a figure of Death, with a scythe and sand-glass. The figure stands between a palace on one side, and a cottage on the other. Around the figure is the inscription, "Palm Death Knocks Equally at the Cottage and the Palace." At the back of the skull is a representation of Time, consuming all things. Near Time is shown a serpent entwined with its tail in its mouth, signifying Eternity.

The upper part of the skull is divided into two compartments, on one of which is shown a representation of Adam and Eve in the Garden of Eden, attended by several animals. Around this design is the inscription, "Their Transgression Brought Eternal Misery on Posterity."

On the other compartment was shown the Crucifixion. Christ is shown on the cross between two thieves, while his mother is seen in an attitude of adoration. The inscription on this reads, "So Justice Is Satisfied."

Extend now this compartment on both sides is open-work, so that a little bell will sound distinctly when the watch strikes.

This pierced work is formed by emblems of the Crusifixion including a cross, a lantern used in the garden, spear, scourage, nails, hammer, thongs, and crown of thorns. Underneath is the inscription, "As ended In Glory." In order to open the watch it was necessary to place the top of the skull in the hollow of the hand, and lift the lower jaw, which was hinged. Inside the watch, the Holy Family was represented in the stable, with the infant Jesus in the manger and the angels ministering to him. One angel was depicted as descending with the scroll, bearing the inscription, "Glory Be To God In the Highest... Peace On Earth... Good Will to Men."

The negro who kicked in a large plate glass window of the jewelry store of P. A. Kolstad, Palestine, Tex., recently was captured and the two watches he had taken were recovered. He attempted the robbery while a number of people were nearby, and as fast as he secured the two watches he started to escape. A number of schoolboys saw his act and gave chase. The negro was soon overtaken and put in jail by a chain. Fitted in the top of the skull was a ring, to which a chain was attached, but the entire ornament was far too heavy to wear on one's person.

Watches were first worn suspended from a belt by women, while men carried their watches fastened to a chain from the vest and exposed to view instead of in pockets, as at the present time. A watch in the old days was considered a great luxury. Finally, the society watchmakers started the vogue of wearing two watches, and it was no uncommon sight to see the aristocratic classes promenading with one watch dangling from the left and one from the right side. Those who could not afford to wear two watches, resorted to the expedient of wearing one watch and one dummy. The dummy watches were elaborately ornamented.

This fad of wearing two watches seems to have extended over a long period. As late as 1770 it was considered fashionable for young men to wear two watches, the chains and seals of which dangled, in what would now appear very ridiculous style, on each side from beneath their embroidered waistcoats.

**A Time Switch for the Automobile Lights**

In many instances a car is left standing on the street in the afternoon and the owner finds it inconvenient and sometimes impossible to get back to it in order to turn on the lights at the time required by law. At any rate, there is no reason why an automobile's light should not be turned on and off automatically, following the modern practice of the show-window lights and time switch. And a little device recently invented does the trick.

The automobile light control is the invention of Werner O. Olson and J. Osvio-vitch, both of Newark, N. J. These inventors have spent many years with Thomas A. Edison at his laboratory at West Orange, N. J. The main obstacle which had to be overcome in developing the automobile light time switch was the magnetizing of the clock. This has been accomplished by providing the contact device entirely separate from the clock mechanism; in fact, the contact-making members are carried on the crystal of the clock and are actuated by the clock's hands, so that no current whatsoever passes through the works.

The device may be attached to any clock in short order. The contact device can be set for any time by means of the little knob, and connections can be made with any circuit which is to be controlled, such as the dimmer switch, parking lamp switch, and so on.—By CLARENCE WILSON in Scientific American.

THE JEWELERS' CIRCULAR

A Remedy for Loose Movements

Every watchmaker knows that a lot of trouble is caused by movements getting loose in the case. Sometimes the case screw unscrews completely, rattles around between the back cover and the movement. At other times watches come in with the movement screw out just far enough to catch on the inside of the cover, making it impossible to unscrew the back cover. In such cases it has been necessary to pry off the cover, an operation that often results in a damaged case. With this case screw it is claimed that it is impossible for the screw to loosen up. The inventor, H. E. Wild, Glendale, Montana, says the vibration and other causes tend to unscrew the case screw, the tighter the lock-
"Save"  "Save"  "Save"

The watchword of today—

FOR over half a century, we have been helping thoughtful manufacturers to standardize RFINING economies by getting maximum salvage out of every sweep shipment

that's sent our way—employing none but the most advanced scientific equipment and methods—a service we'll gladly extend your organization, if you simply say the word.

L. LELONG & BROTHER

Refiners of Precious Metals
Assayers and Sweep Smelters
FOUNDED 1858
Halsey, Marshall & Nevada Streets

NEWARK, N. J.
spindle, the head of the lock screw jamming against the spindle to secure the same in a set position.

UNITED STATES TRADE-MARKS

Particular description of goods.—Watch and Clock Dials.
Claims use since Apr. 6, 1917.


TIFFANY & Co.

Particular description of goods.—Cases, Parasols and Umbrellas.
Claims use since 1868.

Trade-Marks Registered April 6, 1920 (Continued).


Trade Marks Registered April 13, 1920.


Recently Richard Brand, Middletown, Ohio, accepted a $50 check on the Columbia Savings & Loan Co., Cleveland, Ohio, which proved to be bogus. The check was passed in payment for a $45 woman's wrist watch. The swindler used the name of J. J. Malon, and passed as a Government food inspector. He is about 60 years of age, of medium height, weighs 160 pounds, is smooth shaven and talks gently.
LEES & SANDERS,
Leading Manufacturers Now Send to Us and Are Well Satisfied
SWEEP SMELTERS,
BIRMINGHAM, ENG.

Better Acquaintance
Leads to Better Understanding

Our returns on your WASTES Gold, Silver and Platinum will enable you to better understand why a concern

Once Our Customer Is Always Our Customer

PEASE & CURREN
Assayers REFINERS Smelters
403 Richmond St., Providence, R. I.

Japanese Alphabet
THE RIGHT STYLE FOR UP-TO-DATE RING MOUNTINGS

First Come We Install First Served
The DeForest Radio Time Receiver
For Jewelers. Now in Commercial Use. For Terms Write or Wire.
RADIO INSTALLATION COMPANY
(Radio News & Music Inc.) 165 West 31st St., New York City

Do You Ship
Old Gold, Silver, Platinum, Scrap, Filings, Sweepings, Polishings or Solution?
If so give us a trial shipment, and mention yourself of our honest and prompt remittance, guaranteed by accurate assay—backed by 20 years’ experience. Gold, Silver and Platinum Filings Refined in 48 Hours. Platinum returned if requested.
Novo Smelting and Refining Company
Smelters and Refiners of Precious Metals.
265 PEARL ST., NEW YORK.

A. Robinson & Son
149 CANAL ST., NEW YORK
Established 1879

Platinum - Gold - Silver
Assayers and Refiners
SHIPMENTS INVITED
Returned at our expense if remittance is unsatisfactory
April 28, 1920.

San Diego, Cal.

THE JEWELERS' CIRCULAR

The American Jewelry Co. is the name of a new concern which has opened for business at 529 Broadway.

Sam Goldberg, who has conducted a jewelry shop and repair shop at 762 5th St. for several years, is having a "selling out" 10-day sale. It is understood that Sol Lawfenfeld, recently from Honolulu, will take the same location.

Adral Thompson, jeweler, was recently the victim of a slick theft when a $25 pair of field glasses were taken from his show window by some unknown visitor who had evidently entered while Mr. Thompson was engaged with a customer. The glasses were later found in a local pawnshop.

J. Jessop & Sons had on exhibition in one of their show windows for several days prior to the recent visit here of the Prince of Wales a very handsome address of welcome from the British people now resident here. Miss Marion Brown, had the hand-tooling of the leather cover, upon which was worked a design of the city's seal, with poppies as a border. A. W. Bush hand-lettered the pages, using illuminated initial letters. Autographed local photos, from the studio of Harold A. Taylor, were interspersed with the pages upon which the former Britons had signed their names, the Jessop store being one of the places where the signatures were secured. Incident to the Prince's visit, Jessop & Sons used some interesting personal data concerning the heir to the throne in their advertising space.

Connecticut Notes.

The cost of the new entrance to Rockwell Park, Bristol, Conn., consisting of a boulevard 100 feet wide and 300 feet long, is to be paid by Albert F. Rockwell, former president of the American Silver Co., and now chairman of the board of directors of that concern. Mr. Rockwell has already spent $32,000 in developing the park which he gave to the city.

Word was received in this city on Thursday that the retail jewelry store of Morris Perlman, Stamford, Conn., had been entered the night before by smashing a cellar window in the building, about $1,000 worth of jewelry having been stolen. Watches, fobs, chains, stickpins and brooches left in trays and silverware were taken from the store. Attempts were made by the intruders to open the safe where more valuable jewelry had been placed before the store was closed.

At a special meeting of the striking employees of the Wm. L. Gilbert Clock Co., Winsted, Conn., held in Red Men's Hall last Wednesday afternoon, it was voted to end the strike, about 450 men having been employed while the association would charter all boats to this city recently: A. E. J. Winter, representing Libbey Cut Glass Co.; O. J. Somers, of Somers & Braunstein; J. D. Brown, representing Bippart, Griscom & Osborn; Frank Roberts, of the Pairpoint Corporation; H. C. Riefe, representing Arthur W. Ware & Co.; W. C. Barry, of Henry Bodenheimer & Co.
We are Moving

to provide for the increased volume of our business. On and after May 1st our main office and factory will be located in our new and spacious quarters at

122-130 Center Street, Corner White Street, Opposite Court House.

With our larger space (8000 sq. ft.) and greatly increased facilities, we will be better able to attend to the demands of our customers, at all times maintaining our reputation for

Prompt Service—Superior Workmanship consistent with Reasonable charges.

For the benefit of our local trade our downtown office will be maintained the same as usual at the old address 51 Maiden Lane, Room 1202, 12th fl.

We take this opportunity of thanking our many customer-friends who, through their loyal patronage, helped and contributed toward our success. We trust that we may merit a continuance of their valued orders.

The Cohan-Epner Co., Inc.
51 Maiden Lane --- New York

THE CONCORD

A 12 Size Movement
Fitting American Cases
Of High Quality
15 and 17 Jewels

CONCORD WATCH CO.
15 MAIDEN LANE NEW YORK

JEWELERS' SAWING

PIERCING SAWs

PRICES REDUCED

All sizes, 8/0 to 6, $1.35 gross

Worthington & Raymond, Inc.
71 Murray St.
NEW YORK

Did you ever realize what little you get for melting your old rings, and what big prices you pay for new ones?

To avoid losses send them to us and we will make them look like new for 75 cents and up according to the size of stones.

Webster-Whitcomb, Magnus and Elect Watchmakers' Lathes

Manufactured by
F. W. DERBYSHIRE

DERBYSHIRE

Prices up to 1/4 Kt., 75c.; up to 1/2 Kt., $1; up to 1 Kt., $1.25; up to 1 1/4 Kt., $1.50

M. J. STERN & BRO.
51 MAIDEN LANE NEW YORK CITY
Special Jewelers to the Retail Trade
If you have a stock of Fahys Bracelet Watches, you may feel sure that you have just the watch your customer wants whether it be an anniversary gift for his wife or for his daughter's birthday.

Fahys Bracelet Watches are of such wide variety of design that your customer's individual taste is certain to be satisfied. And the Fahys patterns never become tiring to the eye. Their artistic beauty is the result of the most careful designing by expert workmen.

Joseph Fahys & Company
Established 1857
BOSTON  CHICAGO
NEW YORK
The Wedding Ring
That Resists Wear

GUARANTEES A LASTING
SATISFACTION

J.R. Wood & Sons
Wedding Rings
15 Maiden Lane New York
BELT BUCKLES

In Sterling Silver
and 10K or 14K Gold

PLAIN

HAMMERED

ENGRAVED

ENGINE TURNED

LEATHER BELTS TOO, IF YOU WANT THEM

J. R. WOOD AND SONS
NEW YORK
THE FLEUR-DE-LIS MOUNTING

DAVID BELAIS' 18K WHITE GOLD DIAMOND SET

JEWELERS SEEKING THE VERY LATEST WILL SURELY FIND THIS ENTIRELY NEW CONCEPTION A READY SELLER. BY EMBELLISHING OUR STANDARD PRONG MOUNTING WITH RAISED FLEUR-DE-LIS ORNAMENTS AND THEN ENCRUSTING IT WITH BRILLIANT DIAMONDS WE HAVE CREATED A MARKEDLY ORIGINAL, APPEALING AND CHARMING EFFECT.

YOUR CUSTOMERS WILL FIND IN THE "FLEUR-DE-LIS" MOUNTING THAT DISTINGUISHING FEATURE SO MUCH SOUGHT—EXCLUSIVENESS.

No. 6113D
18K. Belais' White Gold—Diamond Set

<table>
<thead>
<tr>
<th>Weight (ct)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/4</td>
<td>$34.76</td>
</tr>
<tr>
<td>1/2</td>
<td>35.00</td>
</tr>
<tr>
<td>1/4</td>
<td>35.26</td>
</tr>
<tr>
<td>1/3</td>
<td>35.76</td>
</tr>
<tr>
<td>1/2</td>
<td>36.00</td>
</tr>
<tr>
<td>1/6</td>
<td>37.00</td>
</tr>
<tr>
<td>1/4</td>
<td>38.00</td>
</tr>
</tbody>
</table>

PRICES SUBJECT TO JEWELERS' CIRCULAR DISCOUNT

SAMPLES GLADLY SENT FOR INSPECTION

ARCH CROWN MANUFACTURING CO.

26 CAMP ST., NEWARK, N. J.

CHICAGO AGENTS:—SCHRADER-WITTSTEIN CO., 31 N. STATE ST.

New York Sample Line at Grand Central Palace, 46th St. & Lexington Ave.
S-E-A-M-L-E-S-S

Wedding Ring Blanks

Suitable for engraving and stone setting

HALF ROUND | FLAT | BEVELED

These ring blanks are seamless and uniform in size; manufactured in the following widths:

Half Round . .2 m/m 2½ m/m 3 m/m 3½ m/m 4 m/m
Flat ............ 2 m/m 2½ m/m 3 m/m
Beveled ........ 2 m/m 2½ m/m 3 m/m

Ring Blank Brochure will be mailed on request

BAKER & CO., INC.
Refiners and Workers of Platinum, Gold and Silver

30 Church St. New York 54 Austin St. NEWARK, N. J. 5 S. Wabash Ave. Chicago.
Fourteen Karat Gold Mounted Cigarette Holders

5 INCHES IN LENGTH

We illustrate four patterns from our extensive line of ivory, and ivory and black in combination. There has been an enormous demand created for these holders. You only need carry them to sell them. Our line is complete in

Genuine Amber—AND—Genuine Ivory
Amber and Black in combinations | Ivory and Black in combinations
Amber and Brier in combinations | Ivory and Amber in combinations
Ivory Inlaid

We also commend our line of cigar holders in like combinations.
An individual case is furnished with each holder.

Order Them Through Your Jobber
Or Write for the Name of a Jobber Near You Who Has Them

MANUFACTURED BY

LOUIS STERN COMPANY PROVIDENCE RHODE ISLAND

ALSO MAKERS OF
Bracelets, Chains, Meshbags, Buckles, Crosses and Knives in 10 and 14K. Gold, Gold Filled and Sterling Silver
WHITEHOUSE
COLONIAL WEDDING RINGS

Vogue
Forget-me-not
Dolly Madison
Whitehouse
Colonial
Virginian
Martha Washington
Elizabeth of Belgium

Whitehouse Brothers
Cincinnati — The Jewelry City
Did you ever stop to think that you've got a real little "Gold Mine" right in your own store? You have! Why not "tap" it?

We refer to the gold and other precious metal that you could scrape and dig out of the cracks and crevices of your floor or bench where it has been accumulating during your years of doing business.

If the U. S. Mint finds it worth while to boil the gold from the leather aprons of employees and to make a careful assay of the floor every working day, does it not behoove you to follow their example?

You will be truly surprised at the tidy sum we will pay for your sweepings and scrapings, also for

Old Gold, Silver, Gold Plated and Platinum Scrap and Gold Filled Watch Cases

We send you a check immediately for the above material, while check for your sweeps is mailed in from 5 to 10 days. Everything except sweeps is held intact until we hear from you that our check is satisfactory. If you do not think that we are paying the highest price you could get anywhere, simply send back our check and we will return your shipment prepaid.

Could anything be fairer?

Our reputation for square dealing, of 53 years' standing, is your guarantee that you will get every cent that your material is worth.

Send us a trial shipment today.

GOLDSMITH BROS. SMELTING AND REFINING CO.

ESTABLISHED 1867

20 John St., New York
Green Bldg., Seattle

29 E. Madison St., Chicago
April 28, 1920.

THE JEWELERS' CIRCULAR

A. Wittnauer Co.
NEW YORK  PARIS  MONTREAL
EST. 1866 GENEA

CIRCULAR

The return to peace times serves to emphasize the usefulness of the MAN'S WRIST WATCH, the popularity of which has been exemplified by ARMY service. In these lines as in others, Wittnauer products in LONGINES, MASSY TOUCHON and MAJESTIC supply a variety of styles from severe to fancy suitable for all the dictates of fashion as well as individual taste. Placing time at will within the range of vision without requiring the use of the hand, while otherwise employed, the MAN'S WRIST WATCH is of prime importance and as such constitutes a STANDARD ARTICLE of TRADE.

In the ARTS and SCIENCES and wherever testing by time is required, the pocket timers and chronographs heretofore served the purpose. With modern requirements the pocket piece has given way to the WRIST CHRONOGRAPH. To the busy scientist or mechanical observer as well as the sportsman and all requiring accurate timing, the LONGINES STRAP CHRONOGRAPH is offered as the most convenient and practical timing instrument combined with the usual DEPENDABLE LONGINES ACCURACY of TIME KEEPING.

The Sign of Perfection
Sautoir Watches

DESIGNED with all the delicacy of an artistic piece of jewelry, UR Sautoir cases are executed in sturdy construction to properly encase the accurate timepiece contained within.
Two-fold is the satisfaction when you offer Star Watch Cases to your customers.

First, the purchaser will be pleased with the service which the case will give him.

Second, your share in the transaction—the profits—will please you.

Investigate this line of watch cases which so many discriminating jewelers prefer.

Licensee of Patent 916809
The Ball Bearing Safety Bow

Star Watch Case Company
BLACKONYX

Enhanced in beauty and style by charming rings of distinction.
Mounted in 14 Karat Green Gold with and without Diamond.

BRYANTRINGS

When you follow the BRYANT LINE you follow the leader

M. B. BRYANT & CO.

America's Oldest Ring House

At 7 Maiden Lane New York City
HERE is another proof of our progressive method of doing business.

This Hexagon Setting has a bezel that fits into position with precision. Saves labor and makes a clean job.

Sizes ranging from 1-2 to 3 Carats.

Write for particulars

BLANCARD & CO., Inc.

96-100 Maiden Lane
New York, N. Y.
MILADY thoroughly appreciates the sense of completeness imparted to her well-chosen costume by a modish Whiting & Davis Mesh Bag.

Its authentic style, splendid workmanship and mesh of such exquisite texture are expressive of her good taste in selecting a dress accessory that Dame Fashion decrees as correct.

The new Spring creations in these charming bags are now being shown by leading wholesalers. You should write your wholesaler for an assortment.
Building On A Solid Foundation

By refining and smelting shipments of factory sweepings and scrap metals in a manner that yields the jeweler full, fair values, and by rendering prompt service, we have built and are building a clientele that is permanent. We are establishing a business that will grow greater as the years go on.

“Judge us by performance”

INTERSTATE Smelting & Refining Co., Inc.

21-29 Commercial Street Newark, N. J.
Essentially a Gentleman's Timepiece

That individual atmosphere which is a vital part of all works of real artistic merit is here in effect the quality appeal of the Colonial "A," which becomes a source of great pride to its possessor and wins admiration everywhere.

Fitted with the famous Waltham movement, 19 jewel Riverside, or 21 jewel Maximus, cased extremely thin, and adjusted to five positions.

In variety the designs range from the plain, dignified bassine through several more elaborate styles of round and octagonal cases to the finely engraved or enamelled combinations for special presentation purposes. Choice of silvered or gilded dials with Roman, Arabic or Old English numerals.

Made in fourteen or eighteen karat gold, yellow, green or white. Special designs to order if desired.

Prestige WALTHAM MOVEMENT Accuracy

Jacques Depollier & Son
Manufacturers of High Class Specialties for Waltham Watches

Salesrooms
316 Herkimer Street
Brooklyn, N.Y.

DUBOIS WATCH CASE CO.
ESTABLISHED 1877.
The People that Made White Gold Famous

THREE

of our designs are here illustrated. Examine them and convince yourself that to the last touch Conjoint White Gold Mountings mean

BEAUTY

Beautiful lustre of our White Gold.
Beauty of finish.

ORDER THEM

We are represented by:

John Nathan    David Moss    Morris Chosch
Middle and Far West    Chicago    New York City and East

CONJOINT JEWELRY CORPORATIONS
MAIN OFFICE 108 FULTON ST., NEW YORK
UP-TOWN SALES OFFICE, BUSH TERMINAL SALES BLDG
CHICAGO OFFICE, HEYWORTH BLDG
One of our new, exclusive and exquisite creations for Fall Delivery.

Agents who may not as yet have placed their order with our travelers should write us immediately for full description, price, etc., as the demand for delivery before Christmas will be greater than the available supply.

If you are not our Official Agent in your Community you are Cordially invited to communicate with us.

United States Agency

Omega Watch Company

21-23 Maiden Lane New York
The First Wrist Watch—
Wrought by Early Guild Craftsmen
for "Good Queen Bess"

"...a richly jewelled armlet having in the closing thereof a clocke."

Thus is described, in an old history of bygone days, the new year's gift of the Earl of Leicester to Queen Elizabeth—more than three hundred and fifty years ago.

Whether this "armlet clocke" was a quaint conceit of the Earl of Leicester, ancient records do not make clear; but it seems fairly certain that it was the first watch designed for the wrist.

In the mountainous cantons of Switzerland, the art of the watchmaking guilds attained its fullest development. There the masters of the guilds dedicated their lives to their work, and passed down their art, a priceless heritage to their sons and grandsons.

Gruen Watches the Product of a Modern Guild

In the Gruen Guild workshops at Madre-Biel, Switzerland, Gruen Watches are made. Here, with the aid of the most modern American machinery, master craftsmen fashion the Gruen movements—here the armlet, with the same skill and devotion as was possessed by the masters of old, do what no machine can do, feeds by hand and adjust each movement to the exacting standards of Gruen Precision accuracy.

On Time Hill, Cincinnati, is the American workshop of the Gruen Guild where the beautifully hand-wrought cases for watches are made, and the movements inserted and given final adjustment. Here, also, is maintained a real service workshop, where standardized duplicate repair parts are always on hand for prompt delivery to any jeweler in America.

In Gruen Watches, are combined the old ideals that made the Swiss guildsmen the watchmaking masters of the world, and the new American principles of standardization that make for uniformity and sustained quality of output.

You may see a complete line of Gruen Guild Watches at one of the 1,200 jeweler agencies, the best in each locality, to whom the sale is confined. Look for the Gruen Guild Emblem displayed on the store windows of all Gruen agents.

Write for the Gruen Guild Exhibit A book of Etchings and Photographic Plates showing Gruen Guild Watches for men and women will be sent if you are sincerely interested.

Another of the color advertisements of the Gruen Saturday Evening Post campaign appearing every four weeks. This ad out April 29th.
WHEN you buy a rectangular, an oval or tonneau shaped watch, in green gold, white gold or platinum, insist upon having it fitted with our

SOLVIL

PAUL DITISHEIM

8½ Ligne Oval Movement

This movement is admittedly the most robust oval on the market.

Its construction is so plain, so well conceived, and every part is so strong that an expert watchmaker will readily admit its unquestionable superiority.

If you adopt this oval movement you will have 10 times fewer complaints and your customers will insist on the use of this movement exclusively.

Paul Ditisheim movements cost more but the best is always the most profitable in the end.
An Invitation to Out of Town Buyers

Our splendid new offices and factory are centrally located right in the heart of the hotel section—convenient to the Waldorf-Astoria, McAlpin, Pennsylvania, Astor, Knickerbocker, Vanderbilt and Commodore Hotels, as well as the other hotels in the vicinity.

We extend to out of town buyers an invitation to make our offices their headquarters while in New York. It will be our pleasure to give them the use of private offices, stenographic services; in fact, every possible convenience.

Chas. P. Goldsmith & Co.
Nos. 24-26 West 36th Street
Telephone—Greeley 3084
New York

IMPORTERS OF DIAMONDS

AND

Manufacturers of High Class Jewelry and Mountings

SOLE MANUFACTURERS of the original, genuine and world famous C. P. GOLDSMITH HOLD-ON CLUTCHES
Diamond Bar Pins

Individual pieces expressive of artistic designing, skilled workmanship and a unique simplicity of style that denotes them immediately as bar-pins of refinement.

Mounted with well matched perfect white mèlee, set to enhance the brilliance of each individual stone.

Chas. Keller & Co. New York
Have you seen The Piccadilly Mesh Bag?

The Piccadilly Mesh Bag meets the big demand for smart, modish mesh bags which are at the height of popularity.

The Piccadilly, with its new and exclusive patented feature of a vanity box containing a powder puff and mirror cleverly concealed in the frame, makes it the favorite of fastidious women.

Fickle fashion finds in Piccadilly Mesh Bags that type which goes with any costume or can be carried on any occasion.

Made of baby mesh in exclusive designs with latest pattern thin model frames in silver plate, gold plate, sterling silver and 14-karat gold.

Piccadilly Mesh Bags are nationally advertised in Vogue, Harper's and other leading magazines.

**WRITE FOR PRICES AND INFORMATION**

**HENRY WIENER and SON**

366 FIFTH AVENUE

NEW YORK
Hair Trigger Action!

THE little Springs on the extensible attachment of the American Maid Watch Bracelet respond to every motion of the wrist and hand instantly! The flexibility that makes comfort—the silky smoothness that makes beauty—the skill in design and workmanship that make perfection—are attributes of the American Maid Extensible.

These are the talking points to use when you are showing Watch Bracelets—American Maid Extensible Watch Bracelet. These are the points that make sales for you.

Buckles and attachments in 10K and 14K, regular green and white gold, platinum, sterling silver and rolled plate. Black ribbons in %", \( \frac{3}{8} \)" and \( \frac{9}{16} \)" widths; \( \frac{7}{16} \)" width in black and twenty fast selling colors.

Orders filled promptly

Charles E. Hancock Company
Manufacturers and Patentees

Providence R. I.
This letter will introduce you to millions of new Kum-a-part customers.

The discomfort of using the old fashioned stiff-cuff button in soft cuffs has prepared the ground. Our nation wide campaign of advertising of the Kum-a-part—the original soft cuff button—has planted the seed. You can bring a bumper crop of sales to maturity by turning your customers’ discontent with old style buttons into Kum-a-part satisfaction.

Four men out of six still wear the old style buttons in their soft cuffs. They have always needed the Kum-a-part. Now they know that they want it. Have a color and design of Kum-a-part for every shirt of these millions of wearers and demonstrate them all. In this way sales have often been doubled and tripled. Other dealers have proven it.

Kum-a-parts retail from $10 a pair down.

Send for free displays for your windows and give your wholesaler’s name,—please.

Sincerely at your service

The Baer & Wilde Company
Ivory Pyralin
is just another way
of saying "quick turnover"

Sets of Ivory Pyralin sell themselves. Their beauty, cleanliness and usefulness are so evident that women love them on sight and men eagerly accept them as an answer to every gift question the year 'round.

Ivory Pyralin is being widely advertised in the national magazines.

There are many beautiful designs and colorings in single pieces for your stable trade as well as complete sets for the gift seasons.

Displays of Ivory Pyralin may be seen at our offices in New York, Boston, Chicago, Columbus, San Francisco and St. Louis.

Order through your jobber or write directly to us. 1920 Catalog on request.

E. I. du Pont de Nemours & Company, Inc.
Sales Dept.: Pyralin Division
Wilmington, Delaware
A PATTERN of rare beauty and grace, so charmingly distinctive that its delicate lines blend harmoniously with the most exquisite furnishings, and create an atmosphere of quiet dignity and loveliness to the table it adorns. A complete service in hollow and flatware.

FRANK W. SMITH CO., Gardner, Mass.
MAKERS OF STERLING SILVERWARE
For the New Home—
New Silverplate

The season of weddings is the time when new homes are made, and June is traditionally the marriage month.

Be prepared, Mr. Dealer, for the influx of purchasers for presents of silverplate. If you recommend \textit{Rogers} Silverplate you have the satisfaction of creating a friend for your store—\textit{the guarantee protects you!}

Made and Guaranteed by
WM. ROGERS MFG. CO.
INTERNATIONAL SILVER CO., Successor
MERIDEN, CONN.
The Pairpoint Corporation
Makers of Real Cut Glass

Made from strictly hand-blown blanks
Not a pressed glass, not a part pressed and part cut glass, but a strictly hand
blown, hand cut glass, perfectly designed, skillfully cut and beautifully finished.

43-47 WEST TWENTY-THIRD STREET
is the address of our beautiful and spacious
New York Salesroom
which is fully stocked with a complete line of
Cut Glass, Silver Plate, Electric Portables, Prize
Cups, Sheffield Reproductions
making a most interesting and profitable exhibit
Do not fail to visit us the next time in New York. You will also find a large
and varied assortment at our other branches.

The Pairpoint Corporation

NEW YORK
43-47 W. 25th St.

BRANCHES:
MONTREAL
Coristine Bldg., St. Nicholas St.

SAN FRANCISCO
140 Geary St.
The New Elizabeth Pattern

Like Its Royal Namesake

A famous American diplomat has described Belgium's glorious Queen as a "delicate little woman with a lion's heart." The delicacy, grace and outward beauty of the new Elizabeth pattern reflect these attributes of Elizabeth of Belgium, while her courage and service to her people are typified by the wonderful quality which assures durability in household use.

The new Elizabeth pattern, furnished in our SXR and SXXR grades, has won lasting popularity by its beauty and service. Its moderate price makes it a line that will appeal to every class of buyer. There is an excellent business waiting for you in this new pattern of superior quality silverware. It will pay you to add it to your stock.

Send for descriptive literature on the new Elizabeth pattern, and our current catalog, prices and discounts.

WM. A. ROGERS, LIMITED
New York  Chicago  San Francisco
Manufacturers and dealers who sell Lumalited watches and clocks know that every sale means a pleased and satisfied customer.

Grades of Luma are used to correspond to the quality of Watch or Clock.

Luma is guaranteed to contain only Radium as its activating agent.

Dealers who remember to specify "Lumalited" when placing their orders for luminous watches and clocks will protect both their customers' and their own interests.

RADIUM DIAL COMPANY, Pittsburgh, Pa.

NEW YORK BOSTON CHICAGO

Write for interesting booklet and full information.

MANUFACTURERS WHO USE LUMA

Ansonia Clock Company
Beardsley Watch Company
DeLuxe Clock & Mfg. Co.
Elgin National Watch Co.
William L. Gilbert Clock Co.
Hamilton Watch Company
Hampden Watch Company
Keuffel & Esser Company
Keyless Auto Clock Co.
Leonard Watch Company
New Haven Clock Company
Parker Clock Company
Seth Thomas Clock Co.
South Bend Watch Co.
Waltham Watch Company
Yankee Wizard Clock Co.
HAVE YOU A BABY
DEPARTMENT?

FILL IT WITH OUR COMPLETE LINE
OF STERLING SILVER BABY SPOONS, FORKS,
KNIVES, CHILD’S CUPS, BOWLS, PLATES, ETC.

Send for Illustrations and Prices

SIMPSON, HALL, MILLER & Co.
INTERNATIONAL SILVER CO. SUCCESSOR
SILVERSMITHS
WALLINGFORD CONNECTICUT
Imitation Oriental Jade

A Development of the Jade Scarcity

Real Jade is practically not to be had. An insistent demand has moved nearly all the visible supply.

To help meet this insatiable demand for Jade, we have produced a composition which so closely resembles real Jade in texture, weight and color that it requires expert knowledge to distinguish the real from the imitation.

Mounted on heavy plated gold soldered chains in rich English gold finish, this line of Imitation Oriental Jade is typical of the high standard of quality found in each piece of jewelry from our very extensive line.

This line comprises a complete assortment of the following items: necklaces, lapelers, pendants, silk mundial, hat pins, earrings, rings, scarf pins and cuff links.

WIENER BROS.

325 Fifth Avenue New York
Navarre
INDESTRUCTIBLE
Pearls

Direct to Retail Jewelers

SIX QUALITIES
ALL SHADES :: ALL LENGTHS

Permanent Guarantee -
Will Not Peel, Crack or Discolor — Not Affected
by Heat or Cold

Write for Exclusive Sales Plan

We Have a Complete Stock on Hand for
IMMEDIATE DELIVERY

Imported and Distributed Exclusively by

BLAUSER-GOLDSTONE CO
Manufacturers of
GOLD AND DIAMOND JEWELRY
5 N. WABASH AVE
CHICAGO
The Jeweler who really takes an interest in his business does more than carry a stock of Merchandise to accommodate the Customers he has. He is constantly thinking of new ways to attract the Public eye and keep up with this fast advancing age. Therefore, when ordering Watch Cases do not overlook our complete line of Fancy shapes. We call particular attention to the “Classic” 12 Size Thin Model, Fitting all American Movements.

"ARGONIC"

Factory and Main Office
Elgin, Illinois
CHICAGO
29 E. Madison St.

Ask Your Jobber

NEW YORK
15 Maiden Lane

Elgin American Manufacturing Co.
Individuality

In design and workmanship has ever been our aim in the manufacture of Jewelry. When making your selection of high grade Merchandise be sure the stamp of Quality “Elgin American” is on every piece. The accompanying illustration is a reproduction of our No. 100 Thin Model Cigarette Case.

Ask Your Jobber

Write for Illustrated Catalog.

Vanity, Cigarette and Photo Cases, Traveling Clocks, Powder Boxes, Belt Buckles and Pocket Knives.

Factory and Main Office
Elgin, Illinois

CHICAGO
29 E. Madison St.
NEW YORK
15 Maiden Lane
NEMO CLUTCHES
ARE MADE FROM
24 Karat Gold Plate

NEMO CLUTCHES
ARE CARDED ON A
Handsome Display Stand

NEMO CLUTCHES
are GUARANTEED to
operate perfectly.

ASK your JOBBER
for the cards with
the BIG CLUTCH

GENERAL CLUTCH CO.
WOOLWORTH BLDG.
NEW YORK

M. TEICHER,
Sole Agent
THIS TRADE MARK GUARANTEES THE QUALITY

MID-SIL-CRAFT SILVERWARE IN YOUR WINDOW

ORANGE blossoms for the bride and silverware increase their sales in June. Most people know that enduring silver is most suitable for wedding gifts.

A May or June window arranged similarly to the illustration will attract considerable attention. It strikes a current note and has genuine suggestive value.

Mid-Sil-Craft Silver Plated Tableware affords a variety of gift suggestions. Sandwich Plates, Dolly Varden Baskets, and handsome Casseroles, Bakers and Pie Plates with linings of Pyrex Cookingware are but a few of many bearing the Mid-Sil-Craft trade-mark.

National advertising in such magazines as Good Housekeeping keeps thousands of women acquainted with Mid-Sil-Craft products.

The Middletown Silver Co.
of Middletown, Conn., U. S. A.

New Importations of High Grade Watches and Movements

OUR stock of high grade watches and movements has been further augmented by recent importations from

GALLET & COMPANY ELECTA WATCH FACTORY

Complete assortments of well-known and dependable Ribbon Bracelet Watches of every variety. Men's Watches in 12 and 16 sizes, 7-15-17-19-21 jewels, regular and thin models and

- CHRONOGRAPHS
- HORSE TIMERS
- SPLITs

Uncased movements, material and duplicate parts always on hand.
Efficient service and immediate delivery on all orders. Make your requirements known to us.

Lorraine Watch Co., Inc.
206 Broadway
New York
THE ROBBINS COMPANY
Attleboro, Massachusetts

MEDALS
FOR ALL PURPOSES
Address all communications to the factory.

KLEVERKASE

with the klever "STAGGERED GRIP" carrier, that holds the cigarettes exactly as originally packed and keeps them fresh, clean, unbroken and unfingered,—is the Cigarette Case beyond all question that is being most extensively stocked by LIVE Dealers all thru the U. S. A.

And Live Dealers Don't Stock Dead Stuff.

They stock KLEVERKASE because MEN WANT IT and because it yields attractive profits.

WIGHTMAN & HOUGH CO.
PROVIDENCE, R. I.
New York, 15 Maiden Lane
San Francisco, 704 Market St.
Toronto, Can., 167 Yonge St.
GOLD EMBLEM RINGS
Encrusted Enamel or Plain Signets our Specialty. Write for Samples

CAMEO BROOCHES
PENDANTS AND SCARF PINS
of Various Sizes in Cornelians, Browns and Pinks—Sent as Samples for Selection Upon Request

BUY WHERE YOU CAN OBTAIN SERVICE AND QUALITY. PRICES VERY REASONABLE

EMPIRE MFG. CO. 101 Sabin Street Providence, R. I.

Established 1901

N. Y. Office—Room 504, 118 Nassau St. Telephone, Beekman 2359
Mr. Nat B. Blaison, Representative
San Francisco Office: 265 Powell St. Goodfriend Hotel
I. Woods, Representative
Philadelphia Office: 1401 Diamond St. Mr. S. S. Stolberg, Representative

KORONES BROTHERS
WHOLESALE

DIAMONDS WATCHES JEWELRY SILVERWARE CLOCKS

37 MAIDEN LANE, N. Y. CITY

EVERYTHING FOR THE JEWELER
Snap the Buckle

— that's all the sales argument you need to sell the

The beauty of the buckle designs attract women to the Liberty; but it's the construction of the buckle that unfastens the purse strings of your women customers and sends them home perfectly satisfied.

Be sure to explain, also, that the reason why the ribbon slides so easily—without the slightest tugging and pulling—is because the special duplex attachments keep the ribbon absolutely free and prevent it from fraying and wearing.

Ribbons in Black, Platinum Gray and Khaki. Buckles and attachments made in 10K and 14K solid gold, 14K green gold, 14K white gold, 1/10 rolled plate and sterling.

If your jobber doesn't show this bracelet, write us for the name of one who does.

Providence Stock Company
100 Stewart St., Providence, R. I.
New York Office: Room 801—11 Maiden Lane

Get This Fact Straight—

NATALINE
Pearl Necklaces

are not by any means mere cheap imitation pearls. On the contrary they are masterpieces embodying the highest skill and delicacy of production. There are Qualities ranging from the Popular Prices up to Higher Priced grades suitable for the most formal social functions.

Order a selection and show them to your clientele

NATALINE PEARL CO.
Suite 1607
15 Maiden Lane
New York
The Snap for Profits

In a Field often neglected by the Retail Jeweler

COULD you sell a watch bracelet with a catch that can not bend; that can not be forced open; that can not break? A catch which operates at a touch, yet can not be shaken loose; a catch of which the hook is so hard that it can not be distorted; a catch which eliminates all bracelet snap troubles—if you could get it?

YOU CAN GET IT, for a patented end-link possessing all these features is now on the market. In addition this link can be attached to other bracelets with ease. Its simplicity of operation does away with all difficulties of removing a watch bracelet from the wrist.

The ease with which this catch can be disengaged from the watch-ring eliminates all previous objection to this style of bracelet. The operation can be performed in 30 seconds, yet the construction is such that it is an impossibility for the bracelet to become accidentally unfastened.

The hook is slotted and the snap slides into this slot, forced into place by a spiral spring. The slot prevents any possibility of the watch-ring loosening the catch. To unfasten, a slight pressure on a sliding button withdraws the catch. The hook, which is hammered from one piece, can not be bent, either in engaging or disengaging.

This link may be obtained separately or already attached to flexible expansion bracelets from the A & Z Chain Company of Providence, Rhode Island, who will supply them in either 12/20; 12/10 or 14 K gold and sterling silver. The separate links make repair work on similar bracelets of any make easy as they can be attached in a minimum of time. Price $3 a dozen.

Inducements are offered Jobbers

Write to

A. & Z. CHAIN CO.

116 Chestnut Street PROVIDENCE, R. I.
SCINTILITIE

The Best Imitation of the Diamond

which approaches the scintillation and brilliancy of the finest Blue White Diamonds.

A shipment is expected June 1st of a limited quantity of Scintilite stones mounted in Rings, Scarf Pins, Earrings and Pendants.

Will be sold only to exclusive jewelers.

Trial orders are invited.

CRYSTALITE GEM SYNDICATE

72 West 125th Street

New York

"LECOULTRE"

FOR SERVICE

BENJAMIN F. LEVY, INC.

Importers of Watches

65 NASSAU ST.

NEW YORK

MAX S. GREENWALD.....East and West
A. J. GOODE..........South and Southwest
F. W. BRUNS.............Middle West
J. P. KERSTING.............Coast

NORMAN M. MORRIS, Local
Fancy Mountings
14K Hand Engraved
No. J489. Same as above, with White Gold Shank and White Gold Top. Net, $4.65

Wedding Rings
14K and 18K
No. J487—14k. Hand Engraved Green, Yellow or White Gold, bevelled. Net, each $3.75
No. J488—18k. Hand Engraved, Green, Yellow, or White Gold, bevelled. Net, each $5.25

Guaranteed

EBBRO
15 JEWEL
Bracelet Watches

EMIL BRAUDE & BRO.
Heyworth Bldg.
Wholesale Jewelers
CHICAGO

REG. U. S. PAT. OFF.

The Indispens-O-Lock
TRADE MARK
Patented May 13, 1919

The Safest and Most Reliable Ribbon Bracelet Yet Introduced.

Incompar-O
TRADE MARK
Pat. Allowed

No Balls

Easy to Adjust

A safe and most serviceable ribbon bracelet. The flattest ever made. High in quality—low in price.

Made in 14 K., 18 K. Yellow, White and Green Gold, Platinum, 1/10 Gold Filled and Silver

Sold Exclusively to Jobbers

MARMORSTEIN & CO., Inc.
Manufacturers and Patentees
45-51 Lispenard Street
New York
There Is Still Time to Profit On Class Pin Sales

You still have a few more weeks in which you can add to your profits by selling class pins and rings to the schools, colleges and frats in your territory. But you must act at once.

By adopting the Dorst plan, you can offer customers quick deliveries on over one hundred different stock designs, without investing a cent of capital yourself. You can also take orders for special and original designs, as our corps of skilled artists will be at your command.

Attractive sample case, showing twelve of our most popular patterns, supplied free of charge.

Write today for our "Class Pin Booklet," and full details of our dealer proposition.

The Dorst Company
Special Jewelry Manufacturers
3rd and Vine Streets
Cincinnati, Ohio
The Jewelry City
We would respectfully inform our patrons that on or about 

**June 15th**

we will remove our factory and office to

333 5th Ave. cor. 33rd St.

where we will continue to manufacture our complete line of

**Fancy Platinum Chains, Galleries, etc.**

---

Jacques Kreisler & Co.

41 Maiden Lane  
New York
GENUINE ELK TEETH

Elk goods our specialty. These teeth are now being mounted into charms and will be ready shortly. A complete stock always on hand.

HENRY FREUND & BRO.
65 Nassau St., New York

Our Trade Mark "The Rose" stands for quality and excellence.
THE GRANBY MFG. CO., Inc.

OUTGROWS PRESENT QUARTERS

and in order to satisfy the growing demand for its fine platinum and gold mountings, installs spacious factory and sales offices in the

PARTOLA BUILDING,

100 W. 21st St. (Cor. 6th Ave.) New York

Represented by
GEORGE A. KNAPP
Chicago
31 N. State St.

J. ADLER
San Francisco
45 Kearney St.

J. ROSENTHAL
Greater New York

With up-to-date facilities we are in a position to insure prompt and efficient service to our customers. A cordial invitation is extended the trade to call.

GRANBY MFG. CO., INC.
Formerly at 206 Broadway, New York City

NOW LOCATED
in the
PARTOLA BLDG.
100 W. 21st STREET
Corner 6th Avenue
NEW YORK CITY

Increased business has compelled us to take larger quarters so that our customers can be assured of the prompt execution of their valued orders.

A Cordial Invitation Is Extended the Trade to Call

KAUFMAN & FRANKLIN, Inc.

MANUFACTURERS OF
DIAMOND MOUNTINGS
TO JOBBERS EXCLUSIVELY

Formerly at 106-108 Fulton Street NEW YORK
CINER
Manufacturing Co., Inc.

45 to 51
Lispenard Street
New York

Jewelers Crafts Bldg.
Telephone Canal 1155

Diamond Mountings
IN
Platinum
Platinum Front
Green Gold
AND
David Belais'
18Kt White Gold

Bonner Mfg. Co.
87 Maiden Lane :: New York
Diamond Mountings Mounted Jewelry

Chicago Office: 1512 Heyworth Bldg.
The public's immediate acceptance of RICHARDSON'S merchandise as the finest quality emblems, has brought many highly skilled workmen with conscious pride in their craftsmanship, to seek alliance with this organization, believing they would find here, appreciation of their best work.

J. W. Richardson & Co.

J. W. RICHARDSON & CO.
1 Maiden Lane        New York

SIMONS THIMBLES
Established 1839
EASY TO SELL

Simons Bros. Company
Philadelphia
New York          Chicago          San Francisco
13 Maiden Lane     31 N. State Street 140 Geary Street

I Am After Your Trade
Once I Get It I'll KEEP It

A. Edward Fisher
Importer of Diamonds
Fine Diamond Mounted Jewelry
71 Nassau St., New York

Represented by A. Edward Fisher W. C. H. Brown
SOMERS & BRAUNSTEIN

MANUFACTURERS—IMPORTERS

87 MAIDEN LANE
NEW YORK

PLATINUM DIAMOND JEWELRY
AND MOUNTINGS

OF MERIT AND DESIGN

Representatives
M. L. BRAUN
E. A. WEINSCHENK
O. J. SOMERS

WEDDING

BOWDEN
RINGS

Wedding Rings Plain, Hand Carved or Diamond-Set. Made in Platinum, Green or Yellow Gold. Every ring is representative of the high Bowden Standard of Workmanship.

DIAMOND

Our Hand Carved Rings are in great variety of designs, many exclusive. Our Diamond Set Rings have the finest of stones set all the way around, part way or spaced.

J. B. BOWDEN & CO.
15-17-19 Maiden Lane, New York

Dealers in Diamonds of Finest Quality
Made in NEWARK
MEANS
QUALITY
AND
RELIABILITY

Riker Brothers
Manufacturing Jewelers—14 Karat Only
42-46 Court Street

Shafer & Douglas, Inc.
Manufacturers of Rings and Lockets
68 Orchard Street

Meyer & Gross
Manufacturers of High Grade
Solid Gold Set Rings
Trade-Mark 401-407 Mulberry Street

ENGINE TURNING
E. M. Hood
Tel. Market 3023
22 Clinton St.

Taylor & Co., Inc.
JEWELRY
Construction and Finish of
High Quality Carved Wedding Rings
Factory 481 Washington St.

Hudson Jewelry Mfg. Co., Inc.
Manufacturers of Fine Gold and Platinum Chains, Swivel, Spring Rings, in Gold and Platinum. Also in Old Plate.

NECK CHAIN SNAPS
ROLLED PLATE STERLING
10-14-18 Kt. Gold
The Clasp With a Snap To It
HARRY C. SCHICK, Inc.
99-105 CHESTNUT ST.
Telephone 2825 Market

W. L. Robertson Co.
Assayers and Refiners
38 Liberty St.
Why Waste Anything Now?

Fred D. Smith Co.
Manufacturers of Platinum-faced Jewelry.
274 N. J. R. R. Ave.
Phone Market 1500.

C. LEMAITRE & CO.
Manufacturers of Jewelers' Findings
Seattle Hollow Balls, Neck Chain Chains, Spring Rings and Bar-Loops. In Gold, Sterling and Plate.
Established 1903
99-105 CHESTNUT ST.

Stumpf & Binder
Manufacturers of Fine Gold and Platinum Chains, Spring Rings, in Gold and Platinum. Also in Gold Plate.
36-40 Crawford St.
Newark, N. J.

Philip Woolf
 Manufacturers of 10-K. and 14-K. Gold Jewelry
Specializes in Chain Findings at lower prices than others.
99-105 CHESTNUT ST.

Wm. H. Taylor & Co.
Chain Findings in all colors and all qualities
68 Orchard Street

Seamless Tubing
Burston, Kollmar & Co.
10 Columbia Street

C. Rech & Sons
Manufacturers of 10 Kt. and 10 Kt. & 14 Kt. Chains
473 Washington St.
Newark, N. J.

Andrew O. Kiefer
Manufacturers Gold Rings
540 Crawford St.

"L. L. & S. Gold Alloys"
Yellow, Green, White and Red
L. LEBER & SON
146 N. J. R. R. Avenue

Sterling Fireless Silver
Reduces polishing to a minimum and obtains lasting brilliance.
John J. Jackson & Co.
14 Kt. and 14 Kt. Gold Rings
Factories 461 Washington St.

Martin H. Wiedmann
LA VALLIERES BROOCHES
SCARF PINS
156 Wright St., Newark, N. J.

Martin J. Heine
Manufacturing Jewelers
720 Springfield Ave.
Half block west of South 10th St.
Telephone 3923 Waverly

Heyman Brothers
Manufacturers of Diamond Mountings, Stone and Signet Rings.
M. Heyman H. Heyman
9 Clinton Street

The Leonhardt Mfg. Co.
Makers of FINE GOLD RINGS
109 Oliver Street.

Bennett & Crystal Co.
Mfrs. Gold & Diamond Jewelry
Established 1897
355-357 Mulberry Street

Tetz & Co.
Designers, Engravers and
Engine Turners
50-58 Columbia Street

Straus & Straus
Manufacturers of 10K and 14K Gold
Platinum
Silverware

ELK TOOTH CHARMS
ALBERT ABRECHT
Mfrs. of 10 Kt. and 14 Kt. Chains
38-40 Crawford St.
Newark, N. J.

The Eleder-Hickok Co.
Manufacturers Gold Rings
10 and 14 Karat Work A Specialty
129 Oliver Street

McMillan & Co.
Manufacturers of High Grade Chains, Swivel, Spring Rings, and Bar-Loops.
Tele. 823 Market

ALBERT ABRECHT
Mfrs. of 10 Kt. and 14 Kt. Chains
38-40 Crawford St.
Newark, N. J.

The Eleder-Hickok Co.
Manufacturers Gold Rings
10 and 14 Karat Work A Specialty
129 Oliver Street

McMillan & Co.
Manufacturers of High Grade Chains, Swivel, Spring Rings, and Bar-Loops.
Tele. 823 Market

The Leonhardt Mfg. Co.
Makers of FINE GOLD RINGS
109 Oliver Street.

Bennett & Crystal Co.
Mfrs. Gold & Diamond Jewelry
Established 1897
355-357 Mulberry Street

Seamless Tubing
Burston, Kollmar & Co.
10 Columbia Street

C. Rech & Sons
Manufacturers of 10 Kt. and 10 Kt. & 14 Kt. Chains
473 Washington St.
Newark, N. J.

Andrew O. Kiefer
Manufacturers Gold Rings
540 Crawford St.

"L. L. & S. Gold Alloys"
Yellow, Green, White and Red
L. LEBER & SON
146 N. J. R. R. Avenue

Sterling Fireless Silver
Reduces polishing to a minimum and obtains lasting brilliance.
John J. Jackson & Co.
14 Kt. and 14 Kt. Gold Rings
Factories 461 Washington St.

Martin H. Wiedmann
LA VALLIERES BROOCHES
SCARF PINS
156 Wright St., Newark, N. J.

Martin J. Heine
Manufacturing Jewelers
720 Springfield Ave.
Half block west of South 10th St.
Telephone 3923 Waverly

Heyman Brothers
Manufacturers of Diamond Mountings, Stone and Signet Rings.
M. Heyman H. Heyman
9 Clinton Street

The Leonhardt Mfg. Co.
Makers of FINE GOLD RINGS
109 Oliver Street.

Bennett & Crystal Co.
Mfrs. Gold & Diamond Jewelry
Established 1897
355-357 Mulberry Street
POWERS & MAYER, Inc.
10 EAST 39th STREET
NEW YORK CITY

Desire to announce that several important shipments of diamonds, emeralds, sapphires, pearls and other precious stones are arriving weekly from purchases being made abroad by our Mr. Josh. W. Mayer and Mr. Edward Sumnick.

New models of diamond jewelry are being constructed, to take these remarkable stones. These designs will be quite different from anything we have made heretofore.

We make a specialty of carrying an extensive line of loose diamonds, emeralds, sapphires, rubies and other precious stones, of the Better Quality, which will be sold loose, to the Trade. Prices moderate.

In order not to confuse the above Corporation with the Powers & Mayer Manufacturing Corporation of 150 Chestnut Street, Providence, R. I.—makers of diamond mountings exclusively for the jobbing trade—they desire to have all correspondence addressed as above.
The High Standard of the American Public Demands the best in
14K. Vanity Cases
Dorine Boxes
and
Cigarette Cases
Our New Lines Are Being Shown
Trade Mark
Reg. U. S. Pat. Office
WILLIAM LINK COMPANY
Established 1871
Main Office and Works: Newark, N. J.
Sales Offices:
9-13 Maiden Lane, N. Y. City
31 No. State St., Chicago
140 Geary St., San Francisco

S. BRAND & SONS
INC.
18 East Twenty-third St.
NEW YORK CITY

MANUFACTURERS OF
Diamond Mountings
and Diamond Jewelry

BAR PINS - RINGS - BROOCHES

RÜTHELEIN-FISHER CO.
Manufacturers of
FINE PLATINUM MOUNTINGS
SEVEN MAIDEN LANE
NEW YORK
Cortlandt 2085

TRAVELEERS
E. B. Parrette, Chicago and West
L. E. Rothlein, Middle West
J. Fisher, New York State & East

DIAMOND MOUNTED JEWELRY

Segman & Abrahams
Manufacturers of
Gold and Platinum Mountings
Order Work a Specialty
46-47-49 John St.
New York
importers and manufacturers of watches
main office and factory: 106 fulton street, new york city
our new line is ready for your consideration and in beauty, style and variety it surpasses anything we have ever had.
we carry a large assortment of fancy shapes in 14 kt. white or green gold, 8½ ligne. at popular prices. we have those long oblong, oval and tonneau shapes in all platinum, platinum top 20 kt. white gold backs, all white, green or regular gold; with or without diamonds and plain or engraved. our geneva 6 ligne oblong movement cased up in platinum with diamond studded bezel is most exquisite.
HENRY BASCHKOPF
Jewelry Crafts Building
45-51 Lispenard Street
New York, N. Y.

Stone Rings and Mountings

We can care for your business better than ever in our new quarters

45-51 Lispenard Street, New York
Phone Canal 1371

V. SARNO
Coral-Cameos and Jewelry Novelties

On May 1st Will Move to
17 West 42nd Street
Opposite New York Public Library

V. SARNO
Successor to De Dilectis & Sarno
45 John Street New York

Reiner & Berkow
Manufacturers of Fine Platinum Mountings
To Jobbers Exclusively

Specialty Watch Cases and Flexible Bracelets

108 FULTON STREET
NEW YORK
Room 1401-4

Stern Manufacturing Co.
Makers of Solitaire Rings Exclusively
For Jobbers and Manufacturers Only

72-74 Tichenor St. Newark, N. J
The Trifle That Makes Perfection

The New Ball Top Post on the

REXHOLD Ribbon Bracelet

holds much more firmly than the straight post. A sure way to secure the bracelet—and satisfied customers.

Made in
14K and 10K Gold
Sterling Silver
14K, 12K, 10K
1/40 Stock
14K 1/15 Stock

N. Y. Office.............65 Nassau St.
Chicago Office........21 N. State St.
San Francisco Office...45 Kearney St.

Rex Manufacturing Co. 14 Blount St.
Providence, R. I.

Fochi Manufacturing Co.

Makers of
FINE JEWELRY

17 East 48th Street
New York

Diamond Pendant and Bracelet Watches
The Logee Line

of

Emblems

A Delight to
Sell or Own

E. L. Logee Co.

95 Chestnut Street Providence, R. I.

What is an idea worth to you? We are at your disposal in all matters pertaining to the making of fine platinum jewelry.

Heller & Atkins

DESIGNERS AND MAKERS
FINE PLATINUM AND GOLD JEWELRY
387 Washington Street
Boston, Mass.

Jewish Prayer Charms

Designed to be worn on the watch chain, or attached to a ribbon or chatelaine.

Contains the Hebrew prayer, in Hebrew characters, and known to the faith as a Mazuza.

Made in 14 Kt. Gold, Sterling Silver, and 14-Karat Gold Filled

Ask Your Jobber to Procure Them for You.

MANUFACTURED BY

Louis Stern Company

PROVIDENCE, R. I.

Also Makers of Bracelets, Chains, Meshbags, Buckles, Crosses, Cigarette Cases and Knives

In 10 and 14K. Gold, Gold-Filled and Sterling Silver

Announcement

We take pleasure in announcing that we are now located at the Jewelry Crafts Building, 45-51 Lispenard St., where we have our office and factory. In our newly enlarged quarters we will be in a position to give the promptest and most careful attention to all orders.
A Cable from Amsterdam

announces that our Mr. W. F. Broer has purchased a considerable selection of diamonds in the world markets there and at Antwerp. These will be added to our stock in the immediate future and will offer to our patron dealers a choice of unusual variety and merit.

THE W. F. BROER COMPANY

Dime Bank Building
Toledo, Ohio

"The American Watch House"
Formerly The Merrill & Broer Co.

REMOVAL

G. Brenauer & Son
Same Address—Upstairs

Two Maiden Lane, N. Y. Room 503

1920 Catalogue Now Ready
Send for your copy
Over 500 new designs of
PINS and RINGS
for Schools Colleges & Clubs
We make designs free if the size of the order warrants it.

GET THE
Boys and Girls
in the habit of coming to your store and you will have them coming when grown up.
Big Profits—Little Trouble
DO IT TO-DAY—NOW

C. K. GROUSE CO. The Class Pin House
6 Bruce Ave., NORTH ATTLEBORO, MASS.
Preliminary Announcement

The "Lucky Ring" Setting

PAT.MAY 8, 1917

In All Sizes, from 1/4 Ct. Up

Sheff Manufacturing Co., Inc.
Canal Jewelers' Court
336-340 Canal Street
New York City

GROS GRAIN RIBBONS

ANNouncing that we are now manufacturing high grade gros grain ribbons. We are booking orders for immediate and future deliveries. Our merchandise will be sold on the same high standard that has placed us in the forefront of the ribbon industry.

MERCHANDISE, QUALITY AND SERVICE

Wallace S. Jacobs
Manufacturers of SILK RIBBONS
288 4th Ave., New York

Henley Silk Mills
Scandia Silk Mills
Blue Bird Ribbon Mills
Carlisle Ribbon Mills

U. B. C. WATCH

A fourteen size thin model watch in nickel. Pull out stem set, equipped with unbreakable crystal.

GUARANTEED

Write us at once for prices on the U. B. C. and other popular price watches in six and sixteen size.

Immediate Delivery

ESKA MFG. CO. Baltimore, Md.

Opticians, Watchmakers, Jewelers,
Now Is the Time to Make Money on Goggles

ORDER TO-DAY

No. Y10—Assortment of 10 Goggles—$5.60
Zylaloid Frames with Meniscus Lenses $19.50 Doz. Complete

If you have any difficulty in obtaining any Elgin material, send your orders to us. We carry a complete line of Genuine Elgin Watch Material also a complete line of K.K. Watch Glasses, Tools, Gold and Gold Filled Findings, Watchmakers' Benches, and OPTICAL GOODS

Send your orders in at once to Schmuklers Material and Optical Dept. Inc. “The House of Service”
133 Canal St. New York City
QUALITY—SERVICE
A combination of these two essentials is a striking characteristic of
LUGERMAN AND MORRISON
A recent shipment of Swiss Watches enables you to make your selection of the latest designs in ladies' and gentlemen's watches. The prices are more than attractive. An inspection of the assortment is worth a speedy visit.

PHONE JOHN 5137
Connecting all Departments
49 Maiden Lane, New York

ALBERT HALPRIN CO., Inc.

FOR IMMEDIATE DELIVERY: SWISS WATCHES
ALBERT WILLEMEN
Exclusive U. S. Representative of Swiss Watch Factories

291 Broadway
ELECTION WATCH
Trade-Mark
Grand Prix Berne, 1914
ELECTION
Ladies' and Gentlemen's First Class Watches
STOCK ON HAND

ALWILL MOVEMENTS
Stock for Immediate Delivery of 8½", 9¼" and 10½"
Quality Guaranteed, Repair Parts in Stock
Watchmaker at Your Disposal
Casing Done If Desired
SAMPES SUBMITTED ON REQUEST

Latest and Most Improved
Cluster Skeleton
Resembling a solitaire to perfection when set up.

THE FLASH
TRADE MARK
Made by
Eliasoff and Birnbaum
80 Nassau St., New York

Easiest to Set
and
Easiest to Sell

SOLD BY
George Crystal
87 Nassau St., New York
Exceptional Values in Convertible Watch Bracelets

We offer an entirely new combination outfit, giving the wearer the choice of either the black silk ribbon or gold filled extension bracelet. Practically two bracelet watches in one. Furnished with either CYLINDER or LEVER movements. We have listed here just a few of the more popular combinations; but our complete line includes all grades in Solid Gold as well as Gold Filled.

You will find that our prices are from 15% to 20% lower than those of other watch jobbers. Anticipate your requirements for the coming Spring and Summer business as these watch bracelets are most popular for Graduation Gifts.

Cylinder Combinations

No. 1041C—10½ lig. 10 Jewell 7 Jewel adjusted cyl. movement—10 Yr. American case .................. Complete $7.00 Each
No. 1071C—11 lig. 7 Jewel adjusted cyl. movement—10 Yr. American case .................. Complete $6.25 Each
No. 2110C—10½ lig. 10 jewel adjusted cyl. movement—10 Yr. American case—OCTAGON Bezel. Complete $7.50 Each
No. 237C—10½ lig. 7 Jewel cylinder—Gold Filled Case. Complete $5.50 Each
No. 2142EC—10½ lig. 10 Jewel cylinder—10 Yr. American Case. Engraved Bezel and Bracelet. Complete $7.25 Each

All prices quoted above include 12K—1/20th extension bracelet and black silk grosgrain ribbon, with handsome presentation box.

Our Special Two-in-One Combination

Lever Movement Outfits

No. 107C—10½ lig. 7 Jewel Lever—10 Yr. American case. Complete $9.50 Each
No. 1070C—10½ lig. 7 Jewel Lever—10 Yr. American case. OCTAGON Bezel............Complete $10.00 Each
No. 2015C—10½ lig. 15 Jewel Lever—20 Yr. American case. Complete $12.00 Each
No. 201544C—10½ lig. 15 Jewel Lever—20 Yr. OCTAGON American case. Complete $13.00 Each
No. 2075C—9¼ lig. 15 Jewel Lever—20 Yr. American case. Complete $14.00 Each

Any of the above furnished with engraved bezel and bracelet at 50 Cents additional.

All Prices quoted include 14K—1/10th extension bracelet and black silk ribbon, with handsome presentation case.

The New 1920 Raff Catalogue Now Ready

This latest of all illustrated catalogues embraces more than 250 pages of the very newest items in our most complete line of Watches, Clocks, Jewelry, Silverware, Novelties, etc. It will pay you well to look over our line of goods before placing your orders elsewhere. This book is furnished upon application to Retail Jewelers. Send for your copy to-day.

B. RAFF and SONS
New York's Most Progressive Wholesale Jewelers

233 Fifth Avenue New York

French and Japanese
Pearl Necklaces
Ready for Immediate Delivery
Our Qualities and Prices will stand all competition. Write for selections.

R. CACACE 87 Nassau St.
New York City
The Cameo House

Removal Notice
HALDIMANN & CO.
DEALERS IN CLOCKS
Announce to the trade that on or about May 1 we will remove from 51 Maiden Lane to 41-43 Maiden Lane, New York

ANNOUNCEMENT
On May 1st
MAX GERSTENBLITH & CO.
MAX GERSTENBLITH S. FORASTIERO B. PANETTA
Formerly with GERSTENBLITH BROS. & CO.
Will be located at 15 JOHN STREET, NEW YORK
As Manufacturers of HIGH GRADE PLATINUM MOUNTINGS
Platinum Watch Cases a Specialty
A beautiful, clean-cut American type sugeresting the ever-appetizing Colonial spirit embodied in the well-loved character of

VIRGINIA CARVEL

With its mirror-sheen, its brilliant reflections, and its sparkling touch of delicate ornament, it is delightfully reminiscent of our country's early romantic years; while simplicity and classical line bring it into entire harmony with the most modern expression of the latest period dining room furniture of today.

TOWLE MFG. COMPANY
Silver-Smiths
Newburyport, Mass.
Seven Reasons Why Leading Merchants Are Eager To Handle It

1—There is no "fiting of the customer's hand", because the writing points of all ONOTO INK PENCILS are the same —this means quick sales and no money tied up in slow moving stock.

2—Scince the simplicity of the ONOTO INK PENCIL appeals instantly to each customer, and its continued working efficiency makes each user recommend it, frequent turn-overs and consequent good profits are assured.

3—The ONOTO INK PENCIL is different in construction and materials from all others, having a point of Iridio-Platinum; spring needle of palladium, and a barrel machined from the finest, solid, hard rubber stock.
   Its sale adds to the good reputation of the store.

4—Because the ONOTO INK PENCIL is guaranteed forever by its makers, Thomas De La Rue & Company, Ltd., of London, the merchant is relieved from costly and embarrassing service demands.

5—You are given an added incentive to feature ONOTO INK PENCILS because their sale in your community is confined to a limited number of leading merchants.

6—Merchants of the highest standing have bought ONOTO INK PENCILS in every town thus far visited by our salesmen and have sold them with complete satisfaction, clearly demonstrating that this new writing instrument means a new source of profit.

LAST BUT NOT LEAST

7—When you sell ONOTO INK PENCILS, you have no worthwhile competitive product to meet and overcome.

THOMAS DE LA RUE & CO., Ltd.

American Offices:

33 WEST 42nd STREET, NEW YORK

New York Show Rooms, Bush Terminal Sales Building, 130 West 42nd Street
New York

leads the world with its competitive markets, the same as it does with its skyscrapers, hotels, theatres, etc. A trip to New York at least once a year is not only a delightful vacation, but is also a source of profit and education to the careful buyer.

Plan to Spend a Week in New York

---

Buy in New York

Abel Bros. & Co., Inc. 29 Maiden Lane
Diamonds—Jewelry—Mountings—Diamonds

American Gem & Pearl Co. 6 W. 48th St.
Prec. Stones, except diamonds

Baker & Co., Inc. 30 Church St.
Jewelers' Settings and Soldiers

Baumgold Bros. & Co. 45 John St.
Diamond Cutters

Wm. J. Bernard & Co. 65 Nassau St.
Manufacturers and Importers of Watches

Binder Bros., Inc. 15 Maiden Lane
Gold and Silver Mesh Bags and Chains

J. B. Bowden & Co. 15 Maiden Lane
Ring Makers

R. A. Breidenbach 51-53 Maiden Lane
Diamonds and Precious Stones

Alphonse L. Brown 68 Nassau St.
Watches: Waltham, Elgin, Howard, Hamilton

M. B. Bryant & Co. Ring Makers

Carter, Gough & Co. 9-13 Maiden Lane
Manufacturing Jewelers

Dettelbaum & Friedman
Ring Makers 15 John St.

Davidson & Schwab, Inc. 126 W. 46th St.
Mountings and Diamond Jewelry

Jacques Depollier & Son 15 Maiden Lane
Platinum and Gold Novelties, Bracelets

Derby Silver Co.'a 10 Maiden Lane
World Renowned Hollow and Toiletware

Dinges & Clust 15 John St.
Medals, Badges, Class Pins and Rings

Jack J. Felsenfeld 15 Maiden Lane
Felco Artificial Pearls

Freudenheim Bros. & Levy 2 Maiden Lane
Diamonds

Goldmuntz Bros. 87 Nassau St.
Importers and Cutters of Diamonds

Goldsmith Bros. 20 John St.
Gold, Silver and Platinum Bought and Sold

The Gorham Co. Riff Ave. and 36th St., and 15 Maiden Lane
J. Gottlieb 49 Maiden Lane
Importer of Swiss Watches

R. Geeli 15 Maiden Lane
Swiss Watch Manufacturers' Agent

A. J. Hedges & Co. 12-16 John St.
Makers of 14kt., and Mourning Jewelry

Herpes Bros. Settings 35 Maiden Lane

J. L. Herron & Co. 45 Rose St., cor. Deane Makers LK Rings and EL-KAY Cuff Buttons

Emile S. Hirsh 3 Maiden Lane
Watches, Military Radium Dial, Bracelets


Kent & Woodland Bracelets 12 John St.

Wm. B. Kerr Co. 15 Maiden Lane
Silversmiths

Ketcham & McDougall
Thimbles, Eye-glass Holders 15 Maiden Lane

Julius King Optical Co.
Opera and Field Glasses 12 Maiden Lane

H. C. Klonka & Co. 206 Broadway
Importers of Diamonds.

Jonas Koch 37-39 Maiden Lane
Jewelry and Watches

Larter & Sons 21-23 Maiden Lane
Studs, Vest Buttons, Rings, Links & Lockets

Albert Leschot 65 Nassau St.
Watch Importer—Diamond Watchers

Levitt & Gold 71 Nassau St.
14K. Mesh Bags, Vanities, Sig. Cases, Nov.

Rogers, Lust & Bowlen Co.
Silversmiths 15 Maiden Lane

W. I. Rosenfeld Diamonds and Pearls

Schoengold & Rikles Gold Rings

Arthur Silberfeld
Imp. of Diamonds, Pearls and Precious Stones

Sinnock & Sherrill
15-19 Maiden La.
Solid Gold Emblem Goods to Jobbers only

Steiger & Sons 2 Maiden Lane
Platinum Mountings and Diamond Jewelry

Geo. O. Street & Sons
Ring Makers 2 Maiden Lane

Towle Mfg. Co. Silversmiths 17 Maiden Lane

U. S. Agency Omega Watch Co.
Specialty Imp'd of Bracelet Watches 21 Maiden La.


Warwick Sterling Co. Bush Bldg., 42d St.
Sterling and Leather Novelties

Bernard West
Green and White Gold Rings 171 Broadway

Hayden W. Wheeler & Co.
Diamonds and Mfg. Jewelers 3 Maiden Lane

Whiting Mfg. Co. 15 Maiden Lane

A. Wittmauer Co. 30 West 36th St.
Importers of Watches

Julius Wodlaka 182 Broadway
Diamond Mountings

Wolfheim & Sachs, Inc.
Boxes, Trays, etc. 35 Maiden Lane

J. R. Wood & Sons 15 Maiden Lane
Diamond, Cutters—Wedding Ring Makers

Woodside Sterling Co. 307 5th Ave.
Mail Order Silversmiths to Jewelry Trade

---

Cut Crystal, Fine Glass, China Lamps and Mounted Ware

L. Bernardaud & Co. 46 Murray St.
French China Tableware and Brice-broc

Edw. Boote 35-37 W. 33rd St.
Calcutin China, Fancy Tea Pots & Specialties

C. Dorflinger & Sons Fine Cut Glass 36 Murray St.

Empire Cut Glass Co.
Popular Price Quality Cut Glass 200 Fifth Ave.

H. C. Fry Glass Co. 200 Fifth Ave.
Jewelers' Quality Cut Glass

Maddock & Miller, Inc. 54 Murray St.
Royal Worcester China, Open Stock

Wm. S. Pitcairn Corp. 104 Sth Ave.
Doulton China, Stuart Crystal

J. Wedgwood & Sons, Ltd. 135 5th Ave.
Wedgwood China. Webb Rock Crystal

---

Plan to Spend a Week in New York

---

New York
DIAMOND SET

WATCH BRACELETS

Platinum Top
and
White Gold Backs

ALL PLATINUM

Platinum Top
and
Green Gold Backs

GOLDSMITH STERN & CO.
33 to 43 GOLD ST. NEW YORK

BRANCH OFFICES, CHICAGO, ILL. 31 North State St., AMSTERDAM, HOLLAND, 10 Tulpstraat, PARIS, FRANCE, 51 Rue De Chateaudun

TO AVOID DELAY USE LOCAL ADDRESS
33 TO 43 GOLD ST. NEW YORK CITY
GOLDSMITH STERN & CO.
33-43 GOLD ST. NEW YORK
THE LARGEST MANUFACTURERS OF GOLD JEWELRY IN THE WORLD

TO AVOID DELAY
USE LOCAL ADDRESS
33-43 GOLD STREET
NEW YORK

BRANCH OFFICES
CHICAGO, ILL. 31 NORTH STATE ST
AMSTERDAM, HOLLAND, 10 TULP ST
PARIS, FRANCE 51 RUE DE CHATEAUDUN
Single Sales or Permanent Trade?

Which do you prefer?

When you sell a flatware-hollowware service to one, or to several gift-givers who have become convinced that their combined purchases will make a really worth-while gift, you have, in many cases, made permanent customers of both the givers and the recipient of the gift, because they wish to add, from time to time, to the original purchase.

Do your clients, whom our advertising has interested, know that you carry one or more 1847 Rogers Bros. designs in both flatware and hollowware?

INTERNATIONAL SILVER CO.
Meriden, Conn.
New York Chicago San Francisco

1847 ROGERS BROS.
SILVERWARE
Branch Office
131 Washington Street
PROVIDENCE, R. I.

Main Office
Lorsch Building
37 and 39 Maiden Lane
NEW YORK
N. Y.
BUILDING BUSINESS
on Heller Synthetics

BUSINESS BUILT on the sale of Heller Synthetics is sound, satisfactory business. It means good profit on every sale. More important, it means a customer permanently pleased by the possession of a gem whose beauty, brilliance and quality are not excelled by many of the finest of mined stones.

The Quad-Ro-Gem

especially, makes a strong appeal to those who cannot afford a mined gem, but who will not even consider cheap imitations. The Quad-Ro-Gem is one of Heller’s exclusive products.
Two beauties meet and complement each other when a pretty girl wears a necklace of Deltah Perles.

A convenient mirror enabling a woman to see how a Deltah Perle necklace becomes her will be found to be an excellent first aid to salesmanship.

$10 TO $500 A NECKLACE

Order Through Your Wholesaler

Necklace MARTHA

Finished with 14k white gold clasp set with genuine diamond. In velvet case of Royal Purple, white silk hood.

15 1/2 inches .......... $36.00
18 inches ............ 41.00
24 inches ............. 52.00
30 inches ............ 60.00
The Opportunity—
Profit—and YOU

ARE you getting the fullest benefit from your La Tausca Pearl department? Does it earn for you the profits which will come from its constant exploitation by nicely dressed display cases and an occasional La Tausca Pearl window? Many jewelers write us that second only to diamonds and watches, La Tausca Pearls are their biggest earners.

Are you one of these jewelers?

Write your wholesaler for attractive La Tausca dealer helps—supplied free.

Every La Tausca Necklace sold by a Retailer

Retailers supplied through Wholesalers only
Advertising—and Selling

More La Tausca Pearls

In an extensive advertising campaign this year, the makers of La Tausca Pearls have followed their custom of increasing the sales of the retailer and his wholesaler by paid publicity.

The advertisements are arranged in a series carefully calculated for their sales-appeal to women, combining beauty and charm with sound merchandising.

The La Tausca necklace is shown each time as attractively as possible—as it actually appears. The lustre and beauty of the pearls are portrayed as exquisitely as fine photography, engraving and printing will permit.

A most carefully chosen list of magazines has been utilized. Jeweler's Circular readers are no doubt aware of the scope of this campaign, which, with its more than 11,000,000 circulation, eclipses any advertising campaign ever before attempted for pearls.

Do not neglect your opportunity in La Tausca Pearls this year—it is greater than ever!

Batavia Pearls
A charming 18-inch necklace of Roman quality pearls.
Presented in a beautiful satin and grey velvet cabinet, with white-gold clasp, set with a diamond . . . $51.
SPRING FASHIONS
For the Discriminating Trade

CLEO PERLES

White Pinkstreaked Coral Strings

High Grade Pink Coral Strings
and Cameos

SHELL CAMEOS
OF
QUALITY

F. VITELLI & SON
The House of Cameos
277 BROADWAY
NEW YORK, N. Y.
In place of, “I haven’t it in stock,” say “I’ll take the order,”—when your next customer desires an odd or unusual stone. Then write or phone immediately to us for quick action.

Main Office
51-53 MAIDEN LANE
NEW YORK CITY

Branch Office
212 UNION ST.
PROVIDENCE, R. I.

Braude & McDonnell
INCORPORATED
Importers of Diamonds
170 Broadway, New York.

A. S. Hirshberg
Importer and Cutter of Diamonds
170 Broadway, New York
373 Washington St., Boston

A. & S. Espositer
27 MAIDEN LANE
CORNER OF NASSAU ST.

Jobbing Promptly Done at Reasonable Prices.

EXPERT LAPIRIRIES
We have a large lot of fine rough Oriental Sapphires which are suitable for cutting calebra stones.
Estimates cheerfully submitted.

Cutting and Polishing
of Rubies, Sapphires and Emeralds Especially
We are pleased to announce that our Mr. I. Oppenheimer has just returned from a two months' visit to the European diamond markets. He will call upon the trade shortly after May 1 with a selection of diamonds in all sizes and qualities, which represent the best values obtainable in Holland and Belgium, personally selected by him for your particular wants.

OPPENHEIMER & CO.
31 East 4th Street
Cincinnati, Ohio

IMPORTERS OF
DIAMONDS

ANTWERP: 48 Rue Simons
AMSTERDAM: 344 Amstel

READY FOR THE SEASON'S GREATEST DEMAND!
Direct from Paris
The Most Wonderful Assortment of
Fancy Bead Necklaces
Sautoirs and Guards
in Artistic Designs and Exquisite Colorings including Crystal and Jet also Rondele Combinations
Finest Imitations of Genuine Stone Necklaces at Reasonable Prices.
Better be Supplied While the Stock Lasts.
Write for sample memo package to

Borrelli & Vitelli
15 West 34th St. New York
Fine Kandy Garnets
Calibre French cut for bracelets
Star Sapphires
Matched sets for cuff links
Fine Individual Stones
F. W. Howell
3 Maiden Lane, New York City

SILK RIBBON SAUTOIRS
We Manufacture Sautoirs and Longties Changeable. Made in Rolled Gold Plate and in Sterling Silver. Fitted with Swivel or Snap Rings. Prices range from $3.50 per dozen to $6.00 per dozen. Write Us For the Name of a Jobber Near You Who Can Supply Them.
Lancor Mfg. Co.
No. 55 Pine St.
Providence, R. I.

Butterfly Pendants
Latest Fad—Sell on Sight
Write today for prices and samples of these beautiful, new, quick-selling novelties. Made entirely of genuine blue Columbian Morpho butterflies with all the original tropical beauty enhanced by a setting of sterling silver. Also made with mother-of-pearl background. Retail with big profits from $2.00 to $5.00 each. Our line is the only one guaranteed not to leak or turn dark.
S. E. Cassino Co., Loring Ave., Salem, Mass.

Walrus Teeth
hard to detect from Elk Teeth

ATTENTION MANUFACTURERS!
Onyx Ring Stones Furnished for any Blue Diamond.
Black Onyx, Coral and Mosaic Jewelry.
ONYX BEADS—CAMEOS
The DOUBRAVA CO., 61 Maiden Lane, N.Y.

J. F. APPLE CO.
Manufacturing Jewelers
Lancaster, Pa.

VENUS PEARL NECKLACES
UNQUESTIONABLY — the finest scientifically produced pearls in the world.
FRANK C. OSMERS
15-17 West 44th St., New York, N. Y.
Telephone Vanderbilt 2234

REMOVAL
LUCIAN M. ZELL
170 Broadway, New York City
IMPORTER AND CUTTER OF PRECIOUS STONES
Now Located at
522 5th Ave., Fifth Ave. Guaranty Building

TRADE MARKS
THE JEWELERS' CIRCULAR PUB. CO.
11 John Street
NEW YORK
HERE is lasting joy and pride in the possession of Heirloom Silver for its designs are of real artistic merit. That is why jewelers are so eager to sell Heirloom patterns. It is good, active and profitable merchandise. It's the silver that sells.

Rogers, Lunt & Bowlen Co.
Silversmiths
GREENFIELD, MASS.

New York Chicago San Francisco

TRADE MARK B STERLING

Chateau-Thierry
Brooches gallery, with four green gold leaves, octagon or oval, 50c. extra.

No. 502—35 M-M Size

Brooches 14 Kt. Cameo Rings 14 Kt.

<table>
<thead>
<tr>
<th>Size</th>
<th>Cornelian</th>
<th>Pink</th>
<th>20x13</th>
<th>Oval</th>
<th>18x13</th>
<th>Oval</th>
<th>16x12</th>
<th>Oval or oct.</th>
<th>14x10</th>
<th>Oval or oct.</th>
</tr>
</thead>
<tbody>
<tr>
<td>55</td>
<td>$18.00</td>
<td>$14.00</td>
<td>$3.50</td>
<td>$3.25</td>
<td>$2.75</td>
<td>$2.50</td>
<td>$2.00</td>
<td></td>
<td>$2.75</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>15.00</td>
<td>12.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>12.50</td>
<td>10.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>10.50</td>
<td>9.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>9.00</td>
<td>8.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>7.50</td>
<td>7.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>6.50</td>
<td>6.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>5.50</td>
<td>5.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Brooches gallery, with four green gold leaves, octagon or oval, 50c. extra.

Send for Memorandum Selection

A. CIAGLIA
70-72 Bowery, New York, N. Y.

IMMEDIATE DELIVERY

No. 60—Mahogany 1-Day Time Clock, & Assorted Tambour Shapes, 8 Inches Long. Price for 6, $16.00 Net; Each, $2.75 Net.

No. 61—Same as Above, 8-Day Half Hour Strike, 18 Inches Long. Price, $8.50

We have a Full Line of Waterbury Alarm Clocks on Hand

CALL—VIGILANT—DAYBREAK—SPASMODIC

Also Alarm Clocks with Radium Dials

We carry a large stock of Silverware, Clocks and Cut Glass on hand—Our lines SELL

A. COHEN & SONS

130 East Broadway, New York City

Wolfsheim & Sachs Inc.
Manufacturers of
Jewelry Boxes, Trays and Novelties
35 Maiden Lane
New York

Factories at New York City and Buffalo, N. Y.

The Advertised

J.W. JOHNSON
SILVER PLATED WARE
Established 1869
33 MAIDEN LANE
On or about May 1st we shall move to
26 John St.

DIAMONDS
Bought—Sold—Appraised
HOWARD S. KENNEDY
170 Broadway - NEW YORK

LAUTER & EBERLE
Fancy Watch Crystals a Specialty
Clock Glasses in All Shapes and Sizes Made to Order
106-108 Fulton Street New York
Tol. Beekman 8976
Chas. E. Klein & Co.
Manufacturers of
Genuine Ivory
Cigarette and Cigar
Holders
in Great Variety
Will make from your original
designs, if desired.
197 William Street,
New York City
Tel. 5712 Beckman

JEANNERET
8¾-9¾-10½ Ligne
WATCHES
Reliability of movement com-
bined with complete assortment
of best makes of cases.
Selection on Request.
Manasseh Levy & Co.
26 W. 36th St., New York

Exclusive Lines
In Gems, Antique and
Modern Jewelry
We carry the finest selection of real old Onyx Jewelry.
Unusual variety of long earrings, cameos, jade, ame-
thysts and lapis beads, brooches, lockets, etc. Memo
selection sent to reliable concerns.
SAMUEL GOLDBERG
ANTIQUE COLLECTOR
65 Nassau Street
New York City
Tel. Cort. 705

SHAW'S
Incorporated
JEWELRY
Popular Priced Jewelry
For Delivery
Terms Strictly Net Cash
1482 Broadway
at 43d Street
If you want SHAW SPECIALS to sell at the same
prices as sold by the SHAW SHOPS in New York—
and thereby derive a satisfactory profit and build up
your sales and add new customers to your Spring and
Summer business. Visit our wholesale when in New York
and let us show you what it means to buy for cash.
SHAW'S, 1482 Broadway, 2d Floor
After May First
our Factory and Offices will be located in the
Canal Jewelers’ Court
336-340 Canal Street
New York City
WILLIAM SHEFF, Inc.
Manufacturer of
Fine Platinum Diamond Mountings

After May 1st, 1920
Smith & Schmidt
Manufacturers of
High Grade Platinum Mountings
will move to their new and larger quarters at
74 Lafayette Street
New York City

Dutch Silver
Made in Holland.
Otto Buchholz
1170 Broadway New York

B. OGUSH
MANUFACTURER OF
Fine Platinum Mountings
26 West 47th Street New York

Announcement to Manufacturers and Jobbers
If you want to sell your merchandise, WILL DO IT FOR YOU. Will carry samples of any merchandise handled by the retail jewelry trade, such as solid gold, gold filled, diamond mounted goods, watches, ivory, cut glass, silverware, cutlery, musical instruments, jewelry boxes and display cards, etc. On commission basis or otherwise. Box No. 10,500, Care Jewelers’ Circular.

Attractive Line Made By
S. DOSICK & CO.
Manufacturers of Fine 10K Gold Jewelry
37 County St., Attleboro, Mass.

RELION WATCHES
Ask Your Jobber
Nickel and Gilt
Plain and Radium
J. Gottlieb
49 Maiden Lane
New York

Dutch Silver
Made in Holland.
Otto Buchholz
1170 Broadway New York

Announcement to Manufacturers and Jobbers
If you want to sell your merchandise, WILL DO IT FOR YOU. Will carry samples of any merchandise handled by the retail jewelry trade, such as solid gold, gold filled, diamond mounted goods, watches, ivory, cut glass, silverware, cutlery, musical instruments, jewelry boxes and display cards, etc. On commission basis or otherwise. Box No. 10,500, Care Jewelers’ Circular.

Announcement to Manufacturers and Jobbers
If you want to sell your merchandise, WILL DO IT FOR YOU. Will carry samples of any merchandise handled by the retail jewelry trade, such as solid gold, gold filled, diamond mounted goods, watches, ivory, cut glass, silverware, cutlery, musical instruments, jewelry boxes and display cards, etc. On commission basis or otherwise. Box No. 10,500, Care Jewelers’ Circular.

Our Specialties
La Vallieres
Bar Pins
Scarf Pins
Brooches
and other
High Grade
Mountings

OUR SPECIALTIES
CUFF LINKS
SCARF PINS
COLLAR PINS
LA VALLIERES
PENDANTS
CAMEO BROOCHES
MOUNTINGS, ETC.

Our Specialties
La Vallieres
Bar Pins
Scarf Pins
Brooches
and other
High Grade
Mountings

“The Line That Moves”
Grodznit & Company
336-340 Canal St., New York
Get our Samples and Prices First and Then place your order. You will not be fair to yourself otherwise.
CELEBRATED PRODUCTS
FIRST AND BEST CHOICES
BLACK SHIELD MAINSPRINGS

BLACK SHIELD WATCH GLASSES

SWARTCHILD & COMPANY
WORLD'S LARGEST WATCHMAKERS' AND JEWELERS' SUPPLY HOUSE.

29 EAST MADISON ST. CHICAGO ILLINOIS
Special Notices.
Payable invariably in advance.
Rates under all headings except "Situations Wanted" $5.00 a word; minimum charge, $1.25.
SITUATIONS WANTED 50c. for first 25 words. Additional words, 5c. per word.
Heavy type, 10c. a word; minimum charge, $2.50.
Name, address, initials and abbreviations count as words, and are charged as part of the advertisement.
Display cards, $4.50 per inch.
In all cases, if answers are to be forwarded, 15c. extra to cover postage must be enclosed.
Advertisers who are not subscribers should send 20c. if they desire a copy of the paper containing their advertisement.
All forms (Special Notice advertisements) close Monday, 4 P. M.
Unless the advertiser especially instructs us to publish his name and address, all answers will be directed care The Jewelers' Circular.
If not detrimental to your personal interest, kindly mention city or state in which you are located.

Situations Wanted.
Under this heading, 50c. for first 25 words, 5c. for each additional word; minimum charge, 50c.


YOUNG MAN, 18, wishes to connect with reliable jewelry concern. H. Rosenfeld, 639 West 13th St., New York.

YOUNG LADY wishes position as an assistant bookkeeper or clerical worker; experienced. Address "G., 734," care Jewelers' Circular.


SALESMAN, 18, three years' experience, seeks position with high class wholesale house. Address "X. Y. Z., 771," care Jewelers' Circular.


SALESMAN, diamonds or mountings, well acquainted, best references, wishes first class connections. Address "C., 767," care Jewelers' Circular.

WANTED, a watchmaker and engraver or watchmaker and optometrist; salary $50 per week. J. C. McKelvey, Bellaire, Ohio.

WANTED, watchmaker and engraver; $50 per week for competent man; no position. Windsor Jewelry Co., Hamilton, Ohio.

WANTED, engravers, manufacturers, stone setters, ring makers; permanent positions. The H. L. Aird Co., Columbus, Ohio.

FIRST CLASS WATCHMAKER wanted; only A1 man need apply; $40 to $45 per week. Write or wire Garon Bros., Duluth, Minn.

BOY WANTED; general office work; about 15 years of age; apply own hand writing. Address "F., 691," care Jewelers' Circular.


Notice!

Before ordering any Classified Advertisements or sending any remittance, note carefully advertising rates at the head of each classification. And also rates at head of first page of Classified Advertisements.

WATCHMAKER WANTED permanent position; to right man; good type work; no cylinders. C. G. Rhoads, jeweler, Lewiston, Pa.

WATCHMAKER WANTED; must have tools. A. E. P. Jewelry Co., 114 Broadway, New York.

WATCHMAKER WANTED; must have tools. A. E. P. Jewelry Co., 114 Broadway, New York.

WATCHCASE TURNER, experienced man on small gold and gold filled cases; steady work. Untermeyer, Robbins & Co., 38 Ferry St., between Gold and Cliff Sts., New York.

WATCHMAKER WANTED; must have tools. A. E. P. Jewelry Co., 114 Broadway, New York.


GOOD LIVELY SALESMAN wanted; one who is acquainted with Western jobbers, to sell jewelry. Address "Immediate, 731," care Jewelers' Circular.

GOOD PLATINUM WORKER wanted at once; one that can do his own setting preferred; good salary, steady position. Address "C., 314," care Jewelers' Circular.


WATCH CASE TURNER, experienced man on small gold and gold filled cases; steady work. Untermeyer, Robbins & Co., 38 Ferry St., between Gold and Cliff Sts., New York.

WATCHMAKER WANTED; must be first class man; steady and reliable; permanent position for right man. Address E. A. Eisen, Aberdeen, S. Dak.

GOOD LIVELY SALESMAN wanted; one who is acquainted with Western jobbers, to sell jewelry. Address "Immediate, 731," care Jewelers' Circular.

GOOD PLATINUM WORKER wanted at once; one that can do his own setting preferred; good salary, steady position. Address "C., 314," care Jewelers' Circular.

WATCHMAKER WANTED; must have tools. A. E. P. Jewelry Co., 114 Broadway, New York.

WATCHMAKER WANTED permanent position; to right man; good type work; no cylinders. C. G. Rhoads, jeweler, Lewiston, Pa.

WATCHMAKER WANTED; must have tools. A. E. P. Jewelry Co., 114 Broadway, New York.

WATCHCASE TURNER, experienced man on small gold and gold filled cases; steady work. Untermeyer, Robbins & Co., 38 Ferry St., between Gold and Cliff Sts., New York.

WATCHMAKER WANTED; must have tools. A. E. P. Jewelry Co., 114 Broadway, New York.


GOOD LIVELY SALESMAN wanted; one who is acquainted with Western jobbers, to sell jewelry. Address "Immediate, 731," care Jewelers' Circular.
WANTED, a first class watchmaker, capable of taking in work; also first class watchmaker and engraver; permanent positions; good salaries. Address The J. Levinski Co., Waco, Tex.

WANTED, at once, good watchmaker and engraver; neat appearance; good mixer; bench front of first class firm; will work by the hour; good salary; send engraving sample. A. Seldensticker, Hamilton, O.

WANTED, one first class jeweler; must be A1; working conditions the best; good salary and steady position to right party. Paul-Gale Greenwood Co., Norfolk, Va.

WANTED, one first class watchmaker capable of handling railroad grades and fine Swiss watches; send references and state salary in first letter. Boyson Jewelers Co., Cedar Rapids, Iowa.

WANTED, a first class watchmaker; thoroughly competent jeweler and engraver; first grade work; full references and state salary in first letter. Address "A., 504," care Jewelers' Circular.

REPAIR MEN AND JEWELERS wanted at once; steady positions; 44 hour week; good salaries; wire communications. Gerwe Bros. & Gervey Co., Davenport, Iowa.

WATCHEMAKER WANTED by firm in Virginia; want a man who can take in and deliver work; make pricing, etc.; references required. Address "U., 538," care Jewelers' Circular.

WATCHEMAKER AND SALESMAIEN, one who can do some jewelry repairing; permanent position; good salary. Brooklyn, N. Y. Address "A., 191," care Jewelers' Circular.

SALESMAN to cover the nearby States; must have experience in wholesale jewelry line; ex- cellent opportunity to right party. Chester L. Darling, Port Jefferson, L. I., N. Y.

JEWELER, first class on general repairs, cameo mounting and such work, in a retail store; good salary and can appreciate a good man. Address "E., 748," care Jewelers' Circular.

WANTED AT ONCE, a first class watchmaker; write or wire particulars; best working con- ditions and good hours; good pay for capable man. W. J. Burden, jeweler, Wilson, N. C.

WANTED, first class letter and monogram engraver with high class firm; fine shop, position permanent; send samples and references in first letter. Wm. Schnewevert & Co., Augusta, Ga.

WATCHMAKER able to do plain engraving; permanent position under good working condi- tions; salary $40; send sample of engraving and references. H. Germain & Son, Coatesville, Pa.

WATCHMAKER at one; who can do clock repair and engraving; neat appearance; good mixer; bench front of first class firm; will work by the hour; good salary; send engraving sample. A. Seldensticker, Hamilton, O.

WANTED AT ONCE, first class watchmaker, jeweler and good engraver; permanent position; will pay $40 to $50 per week to first class man only. Address J. O. Williams, Tallahashsee, Fla.

SALESMAN with a following in the smaller cities of the Middle West; must be a first class job in first class store; must be A1 workman; good salary and permanent position; send references and state salary in first letter. Address "H., 710," care Jewelers' Circular.

SALESMAN WANTED to represent large manufacturing jewelers in Middle West- ern States; good opportunity for sales- man of ability. Address "J., 716," care Jewelers' Circular.

WANTED, jobbing jeweler and clock re- pairer; must be A1 workman; good sal- ary. Write at once to H. J. Homrich, Homrich Bldg., Huntington, W. Va.

WANTED AT ONCE, good watchmaker, engraver and optometrist; also watchmaker and engraver; permanent position at the right man. Address "B., 269," care Jewelers' Circular.

SALESMAN WANTED to represent large manufacturing jewelers in Middle West- ern States; must be a first class job in first class store; must be A1 workman; good salary and permanent position; send references and state salary in first letter. Address "J., 716," care Jewelers' Circular.

WANTED, OFICIAN who is also a watch- maker; must be able to stand examination be- fore the board of examiners, and must own his own instruments and watchmaker's tools; a steady position to the right man. Rosenfield Jewelry Co., Oklahoma City, Okla.

WANTED, a first class watchmaker, capable of taking in work; also a first class watchmaker and engraver; permanent positions, good sala- ries. Address The J. Levinski Co., Waco, Tex.

WANTED, first class all round jewelry worker, capable of starting new work in gold and white gold; also some platinum work. Address Phil Sheridan & Co., 415 Bitting Bldg., Wichita, Kansas.

WANTED, an experienced jeweler on special or- der work; gold and platinum; steady work and clean surroundings. Goldstein & Swank Co., manufacturers jewelers, 405 Main St., Worce- ters, Mass.

WANTED AT ONCE, engraver and jeweler; steady position and good pay. Clark & True, Middletown, Conn.

WANTED, first class engraver; can make $65 to $75 a week; efficient and good cutting work; answer immediately stating how soon you can start; steady work all year. 411 Title Guarantee Bldg., Los Angeles, Cal.

MANAGER for old established jewelry store in large city; must be good salesman and window trimmer; salary and commission. Address, with full particulars, "Connecticut, 749," care Jewelers' Circular.

JEWELRY REPAIRER and fair engraver as second man in retail shop; light work; per- manent position; state experience and salary expected. C. L. Ruth & Son, 15 Dexter Ave., Montgomery, Ala.

SALESMAN WANTED, Middle West and South; large manufacturer, downtown, New York; diamond jewelry, diamond mountings; state salary and commission. Address "E., 742," care Jewelers' Circular.

WATCHMAKER AND ENGRAVER, at once; also assistant watchmaker and jeweler; permanent position; give full particulars. Louis A. Ott, Mansfield, Ohio.

WATCHMAKER WANTED in New York City for repairing and fitting Swiss movements; good wages and steady position. Address "J., 720," care Jewelers' Circular.

WANTED, of a first class retail salesman on med- ium priced jewelry; must be a first class job in first class store; must be A1 workman; good salary and permanent position. Address "X., 8185," care Jewelers' Circular.

WANTED, assistant watchmaker or engraver, and jeweler, or engraver, window trimmer; first class job in first class store; send sample of engraving and state salary in first letter; must have references. Greenwald & Adams, 77 E. Congress St., Tucson, Ariz.

OPTICIAN WANTED; must be first class refrac- tionist and undersigner the right man. Address "J., 709," care Jewelers' Circular.

WANTED, watchmaker and assistant watchmak- er; must be able to stand examination be- fore the board of examiners, and must own his own instruments and watchmaker's tools; a steady position to the right man. Rosenfield Jewelry Co., Oklahoma City, Okla.

WANTED, a first class watchmaker and assistant watchmaker or engraver and jeweler, or en- graver, window trimmer; first class job in first class store; send sample of engraving and state salary in first letter; must have references. Greenwald & Adams, 77 E. Congress St., Tucson, Ariz.

WANTED, at once; also assistant watchmaker and jeweler; permanent position; give full particulars. Louis A. Ott, Mansfield, Ohio.

WANTED, SALESMAIEN WANTED to represent large manufacturing jewelers in Middle West- ern States; must be a first class job in first class store; must be A1 workman; good salary and permanent position; send references and state salary in first letter. Address "J., 716," care Jewelers' Circular.

WANTED, jeweler and engraver; first class job in first class store; steady proposition; best salary for right party. Address Adams Jewel- ers Co., Tampa, Fla.

FIRST CLASS WATCHMAKER WANTED; steady position; good light and working conditions; salary $50 per week; send references with application. Address "B., 269," care Jewelers' Circular.

WANTED, SECOND WATCHMAKER who can do fine clock repairing and engraving; neat appearance; good mixer; bench front of first class firm; must be A1 workman; good salary and permanent position; send references with application. Address "B., 269," care Jewelers' Circular.
HELP WANTED—Continued.

WANTED, REPRESENTATIVE for old established wholesale house in Southern States; leading line of watches, jewelry, clocks, silverware, etc.; an unusual opportunity for first class man with good references; good salary; must be able to pass Alabama optometry examination; good daylight working conditions; state salary and references. Address "C. M., 720," care Jewelers' Circular.

WANTED, FIRST CLASS ENGRAVER, one who is accustomed to working on the trade when not occupied on inst. work; must be able to furnish references, age, and full information in first letter. Address "H., 719," care Jewelers' Circular.

WANTED, experienced installment man for fine jewelry store in Middle Western town of 75,000 population; excellent opportunity for the right man. Address "P., 715," care Jewelers' Circular.

WANTED, first class watchmaker; also one second watchmaker and clock repair man; also watchmaker and engraver; also opening for young man with some experience to improve on the above line; state wages expected, age, whether married and all information in first letter. Address "A., 721," care Jewelers' Circular.

WANTED, HEAD WATCHMAKER, one who is capable of taking charge of department in first class store; good salary to proper person; permanent position; first class store in Southwest; send samples, references, age, and full information in first letter. Address "E., 658," care Jewelers' Circular.

WANTED, HEAD WATCHMAKER AND SALESMAN; experienced watchmaker to sell jewelry, etc., part of the time; up to the minute reliable store; light airy workshop which is conducive to good health; good pay and permanent position; would appreciate a man who could assist in the sales department. Address "F., 712," care Jewelers' Circular.

WANTED, YOUNG MAN in New York City with some knowledge of watchmaking to do fitting of watch movements in cases; steady position and advancement for right party. Address "F., 721," care Jewelers' Circular.

WANTED, first class watchmaker, jeweler and engraver and combination man for my branch stores; no would-be or floaters wanted; highest salaries paid; regular, short hours; permanent position; fine working conditions; state salary wanted, experience and full particulars in first letter. Address "J. S. M., 716," care Jewelers' Circular.

WANTED, YOUNG MAN in New York City with some knowledge of watchmaking to do fitting of watch movements in cases; steady position and advancement for right party. Address "F., 721," care Jewelers' Circular.

JEWELERS, setters, ring casters, ring filers, jobbing and manufacturing jewelers; permanent position with firm in small city of the Northeast; good salary; it will be worth your while to get details. M. Meyer, Marion, Ind.

FIRST CLASS all around man, capable of taking charge of optical department; doing some bench work and refracting; must be able to pass Alabama optometry examination; hours and wages and permanent position. Elebash Jewelry Co., Selma, Ala.

WANTED, thoroughly competent watchmaker to take charge of repair department and watch stock in first class jewelry store; must be able to estimate on both watch and jewelry repairs; state salary and references. E. Gundlach & Co., Hartford, Conn.

GOOD WATCHMAKER and all around man of good character, habits and references; good daylight working conditions; steady for right party; salary $40; have comfortable six room house, which may be rented if desired; write full particulars, R. C. Brown, Riverhead, L. I., N. Y.

GOOD PAYING JEWELRY STORE for sale; established 12 years; good reasons for selling; will sell very reasonable. Address "Z., 722," care Jewelers' Circular.

WANTED, EXPERIENCED INSTALLMENT MAN, a young man in New York City with some knowledge of watch修理ing to do fitting of watch movements to recording apparatus. Apply Wilson-Maeulen Co., 383 Concord Ave. and E., 143rd St., New York.

CLOCKMAKER WANTED by electrical instrument manufacturers to adjust Seth Thomas lever movements to recording apparatus. Apply Wilson-Maeulen Co., 383 Concord Ave. and E., 143rd St., New York.

FOR SALE, jewelry stock and fixtures in a growing suburb of Cincinnati, Ohio; business established five years; stock clean and salable; good lease and location; impossible to go wrong. Address "Z., 666," care Jewelers' Circular.

FOR SALE, jewelry store in good Missouri town; 2,000 population; stock and fixtures in very good condition; good lease and location; firm salary and references. E. Gundlach & Co., Hartford, Conn.

FOR SALE, jewelry store in good Missouri town; 2,000 population; stock and fixtures in very good condition; good lease and location; firm salary and references. E. Gundlach & Co., Hartford, Conn.

ESTABLISHED jewelry and optical business; must sell my business at once; going to quit; excellent Cincinnati firm; the position is very suitable for man in special district of high class; invoice about $5,000, can repackage for no brokers need apply. Address "X., 762," care Jewelers' Circular.

FOR SALE, jewelry store in good Missouri town; 2,000 population; stock and fixtures in very good condition; good lease and location; firm salary and references. E. Gundlach & Co., Hartford, Conn.

ESTABLISHED jewelry and optical business; must sell my business at once; going to quit; excellent Cincinnati firm; the position is very suitable for man in special district of high class; invoice about $5,000, can repackage for no brokers need apply. Address "X., 762," care Jewelers' Circular.

A SPLENDID OPPORTUNITY for a middle aged watchmaker to secure a well established jeweler's stand in an optical store located in the retail section of New York City; would consider renting more space for a small jewelry store. Address "A. B. C., 684," care Jewelers' Circular.

SHOP FOR SALE for platinum or gold work; seat 15 men; fully equipped and ready for immediate occupancy; ten years' wind and weather. Goldberg & Lubin, 61 Beekman St., New York.

JEWELRY STORE in the heart of the best East Side section of New York City — a one and a half block store in a well built and wide window store, apply on premises.

BARGAIN, a good jewelry business for sale near New York; inventoried at old price; good room and location. Address "E., 726," care Jewelers' Circular.

GOOD PAYING JEWELRY STORE for sale; established 12 years; good reasons for selling; will sell very reasonable. Address "Z., 722," care Jewelers' Circular.

MANUFACTURING JEWELRY PLANT, Middle West, $70,000 a year; old establishment; can be bought on terms; best reasons for selling. Address "H., 719," care Jewelers' Circular.

CHANCE to step into a jewelry and optical business established eight years in the best business section of Selma, Ala.; this is a prosperous going business; 1919 sales over $7,000; about $7,500 to handle. Address "H., 401," care Jewelers' Circular.

WELL ESTABLISHED jewelry and optical business in Ohio; good paying; good reasons for selling; no junker or auctioneer needed. Address "K., 125," care Jewelers' Circular.

FOR SALE, good will, stock, lease, etc., of first class jewelry store in fine city, Northern Indiana; this is a prosperous going business; 1919 sales over $7,000; about $7,500 to handle. Address "H., 401," care Jewelers' Circular.

FOR SALE, jewelry stock and fixtures in a growing suburb of Cincinnati, Ohio; business established five years; stock clean and salable; good lease and location; impossible to go wrong. Address "Z., 666," care Jewelers' Circular.

FOR SALE, in hustling little city in Northern Alabama, county seat, population 500; jewelry and optical store; owner wishes to retire from jewelry business; all fixtures are gold and silver; plate glass; store handsomely fitted up especially for jewelry business; store doing $35,000 annually; tremendous pay for both jewelry and optical business; fixtures and equipment invoice $11,000; first floor, five rooms, cellar; for quick sale will take $32,500; spot cash; healthiest country in the world; there was never a better proposition than this one; I shall have North Carolina in the noontime; why you see this ad; if interested investigate the place at the price it takes 1,000 and the stock can be greatly reduced. Address "E., 84," care Jewelers' Circular.

(Typical continued on page 158.)
Special Notices.
(Continued from page 157.)

FOR SALE, genuine C. W. T. Co. outdoor electric finishing machine; also cast iron bar grater. Address "Circular, 209," 1104 Heyworth Bldg., Chicago, Ill.

FOR SALE, three drop hammers and shafting; largest price machine complete with steel dies; retainer. Apply Ferd. Fuchs & Bro., 24 E. 29th St., New York.

FOR SALE, one large six inch flat rolling machine; one large wire rolling machine; above machines in good condition, slightly used. Rose, 174 Centre St., New York.

FOR SALE, one Francis engraving machine, all in good order, with four styles of type; costs new $650; but one man can operate. W. A. Staats, Somerville, N. J.

WILL SELL AT A SACRIFICE, a line of watch material and findings; a genuine black leather telescope with trays, strap and lock. Address "Q., 705," care Jewelers' Circular.

LARGE handsome street clock for sale; new stand and dial. Before from Frankfield Building, 38 W. 14th St.; has excellent movements. Address "U., 702," care Jewelers' Circular.

WELCOME watchmaker's outfit, complete, complete, tools and many other things; $110. Berg-Wald Material Co., 21 E. 4th St., New York.

WATCHEK'S electric lathe motors; best and newest motor complete with foot rheostat; illustrated circular mailed on request. Klopfer Electric Motor, 1619 N. Chatham St., Racine, Wis.

FOR SALE, one rivet lathe, with foot wheel, one roll small needle, one polishing motor and full set of watchmaker's tools, all in good condition. C. O. Knight, 16 Av., Pittsfield, Mass.

FOR SALE: $250 for a complete watchmaker's outfit; lathe and all attachments; new hand screw; nice wood work bench; machine in first class shape; will sell complete outfit only; must obtain its real value. Patrick Sheehan, 12 Keenan St., Glens Falls, N. Y.

NAPOLITAN marvellous double color fountain pens, universally famous; people, unaware, will realize sooner or later the value of our two color fountain pens; general rearing unequaled; literature on request. Napolitan Pen Co., New York and Washington.

FOR SALE, solid oak five foot "S'ilence Salesman" floor show case; one three foot diameter revolving show case on stand, electric fitted; one four foot oak roll top desk, one Rawhide jewelry traveler's trunk; all as good as new. W. Green & Co., 81 Nassau St., New York.

15 RED RUBY JEWELS, 12 size, fine imported movements; five American cases; seven jewelry 12 size nickel watches, good time keepers; both the above items can be bought at fully 25 per cent less than importers' prices; samples to those who ask; address approved. M. Schieffelin, 562 W. 148th St., New York.

NOTICE TO JEWELRY TRADE: We have two large orders. Both have just been paid for, and we have orders out of a large bank in New York city; 84 inches high; 48 inches wide; 27 inches deep; outside; suitable for large jeweler who handles twoia to giant form of advertising. Apply Yule timer, J. Bann Safe & Lock Co., 255 Canal St., New York. Telephone 50666 Canal.

DIAMONDS, $60 per carat for 144 carat old mine; many bargains in diamonds; sent on memo bill; if not rated send references; also have a line of filled and 14 karat gold ribbon and platinum diamond set watches, 15 jewel movements; fine goods at my usual low prices; net with report; same address past 20 years; David Murray, 3 Madison Lane, New York; 114 & 116 West 6th Ave., Cincinnati, Ohio.

BUSINESS OPPORTUNITIES.
5c a word; minimum charge, $1.25

DO NOT SELL your stock or fixtures before communicating with us; we pay the highest cash price. K. Burns & Son, Inc., 5 Bromfield St., Boston, Mass.

COMMUNICATE AT ONCE; I will buy your entire stock and fixtures for cash; quantity no object; bank references. Louis Gordon, 387 Washington St., Boston, Mass. Established 1900.

INVENTION FOR MANUFACTURERS; novel cuff link button invention. Applied for Patent, in the United States Patent Office, is placed at our disposal by its inventor; this is your chance to make money. Full particulars at Manufacturers' Patent Co., 1133 Broadway, New York.

ARE YOU GOING OUT OF BUSINESS? We pay highest cash value for entire stock, or part of jewelry, diamonds and fixtures; communicate with us; you will be to your advantage; rating and references of the highest order. Van Praz & Co., 459 Broadway, New York, established 1889.

GET OUR CASH OFFER for your entire stock of diamonds, watches and jewelry of every description; we pay the highest spot cash price; coming into possession; quantity no object. American Auctioneer Room 1757 Lexington Ave., 110th St., New York. Phone Harlem 2997.

WE WILL BUY entire stocks and fixtures for spot cash and come and see you at your own expense; do not sell until you see us; all business confidential. Briggs & Reid, 1201 Stock Exchange Bldg., Chicago, Ill.

DO YOU CONTEMPLATE RETIRING or going out of business? I will buy your entire stock of jewelry, diamonds and fixtures at the very highest cash price for cash, as you want, without charge; at the very highest cash price; quantity no stock; 25 years' experience. In business; need capital for jewelry; you will get it; you will be to our mutual benefit to communicate with me; best references. J. Olenick, 413 Broadway, New York. Telephone 9531, Canal.

SELL YOUR STOCK and fixtures for cash; I will buy them; if you mean business we can do business at once; send your dead stock; receive check in return mail; goods held until acceptance of check. J. B. Gordon, Room 313, 387 Washington St., Boston, Mass.

SALESMAN! Do you want to be your own boss and sell your own merchandise? Here lies your opportunity; a first class location in the most densely populated section of the town; a first-class business; all business strictly confidential. Edwin M. Miller, 29 Madison Ave., New York.

I HAVE PAID the highest cash price for jewelry stores for 40 years; I am a positive buyer if you really want to sell. Isaac Rich, 21 Bromfield St., Boston, Mass.

PROFITS positively guaranteed; jewelers who sell at a loss; our way is safe and sure; write us today. Merchandise Buyers Association, 3rd Floor, Ashland Block, Chicago, Ill.

I WILL BUY your stock and fixtures for cash and pay all that it's worth; if you want to sell and mean business, communicate at once. J. B. Gordon, 387 Washington St., Boston, Mass.

I WILL BUY entire stocks and fixtures for cash and pay all that it's worth; if you want to sell and mean business, I can furnish best of references. Joseph M. Gordon, Rooms 509-510, 387 Washington St., Boston, Mass.

WIRE OR WRITE if you want to sell; we buy for spot cash entire jewelry stocks, or part of stock; highest prices for surplus stock; send us a shipment of anything you have for sale; watch with us; the day received and good held until offer is accepted by you; bank reference. J. L. Appraisers, 1003 Maller's Bldg., 8 & 9 Wabash Ave., Chicago, Ill.

PRECISE WATCH REPAIRING and close adjusting; just as good as factory work, and sometimes better. A. Jackson, 1002 Holland Bldg., St. Louis, Mo.

WE WILL BUY your stock and fixtures and pay you top notch prices; no stock too small or too large; communicate at once; bank references. K. Burns & Son, Inc., 5 Bromfield St., Boston, Mass.

WANTED to Purchase.
Sc. a word; minimum charge, $1.25


BROADING MACHINE WANTED. What have you to sell? Address "P., 539," care Jewelers' Circular.

WANTED, good pair rolls and polishing motor, and am also interested in other shop equipment. A. K. Barker, 13 W. 8th St., Chattanooga, Tenn.

WANTED for a jewelry store, floor and wall cases that are in first class and attractive condition. Address P. O. Box 58, Norfolk, Va.

Watch Work for the Trade.
Sc. a word; minimum charge, $1.25

MORRIS RACHLIN, watchmaker for the trade, 502 Washington Bank Bldg., Pittsburgh, Pa.; prompt attention to all work.

PRECISE WATCH REPAIRING and close adjusting: just as good as factory work, and sometimes better. A. Jackson, 1002 Holland Bldg., St. Louis, Mo.


SWISS AND AMERICAN watch repairing for the trade done by our specialist: Swiss watchmakers; five years' service; price list on application. A. A. Landis, 289 Main St., Springfield, Mass.

I AM A WATCHMAKER with long experience and of good reputation; I repair watches and clocks of all foreign and domestic makes; my work is clean and prompt; a trial will convince anyone who is anxious to please his customers; end of references. Address "O., 647," care Jewelers' Circular.

Special Order Work and Repairs for the Trade.
Sc. a word; minimum charge, $1.25

SPECIAL ORDER WORK, and repairing: manufacturers of fine gold and platinum jewelry, mail orders given prompt attention. Wager Manufacturing Co., 49 Maiden Lane, New York.

WANTED, watch cases to engrave; can turn out 300 cases per week; we specialize in ornamental engraving; wedding rings, etc. J. D. Wood & Co., Lancaster, Pa.

WE MAKE A SPECIALTY of manufacturing odd shaped watch crystals; send your case with $3.50 and we will return same to you prepaid; all work executed from 24 to 36 hours. Linz Bros., Optical Department, Dallas, Texas.

DESIRE TO PAY OLD DEBTS
I have a client who in 1896 failed in business, but has been successful in the meantime and is now desirous of paying his old obligations.

The list of names below represents the ones I have been unable to locate. Should any reader of this magazine be able to supply information that will assist me in locating any of these firms, it will be fully appreciated by all concerned.

Here are the names and addresses of diamond — jewelers and kindred lines as they existed in ,

Combination price $8.00 for Trade-Marks of the Jewelry and Kindred Trades and THE JEWELERS' CIRCULAR one year's subscription ($4.00)—fifty-two issues.

Includes a digest of the National Stamping Law, governing the registration of trade-marks, Essay on Marks of Gold and Silversmiths, Historical Sketch of Makers' Marks and other articles giving a fundamental knowledge of trade-marks in the United States and foreign countries.

An authoritative reference book for every jeweler, manufacturer and jobber, having occasion to look up trade-marks or trade-mark information.

The Jewelers' Circular

The Buyers' Directory

Price, $1.00

The Jewelers' Circular Publishing Company
11 John Street New York

MATERIAL HOUSES
This notice is to remind you that I make
balance staffs that satisfy the trade.

BURTON M. REID
Precision Measurement—Manufacturer to Wholesale Trade
Second and Third Floors
S. W. 4th and Adams
SPRINGFIELD, ILL.

BEAD CORDS
Watch Guards, Eyeglass Cords, Etc.

CHARLES H. DUFF
68 Summer Street
Rockland, Maine, U. S. A.

WATeH REPAIRING
FOR THE TRADE
All Work Guaranteed
Special Attention to Out-of-Town Customers

S. RATNER
128 So. 8th St. Philadelphia, Pa.

CRUCIBLES
Watch Glasses
Perfect Fitting—Dust Proof

Ruger & Keihe
New York City

World War Veteran
Rings, Pins and Buttons
for Army and Navy
Ask Your Jobber for Prices

Joseph A. Manna & Bro.
53 John St., New York

The finest Tower Clocks in the world are made by
The E. Howard Clock Company of Boston. Also
a very complete line of substantial and accurate clocks
for the bank, office and school.

THE E. HOWARD CLOCK CO.
173 Washington St., Boston 309 Broadway, New York
31 North State St., Chicago
Established 1842

JOHN AUSTIN & SON
Gold and Silver
Refiners, Assayers and Smelters

76 CLIFFORD STREET
PROVIDENCE, R. I.
ISSUED ANNUALLY
1919-1920 Edition

The Jewelers' Circular
BUYERS' DIRECTORY
of the
Manufacturers, Importers and Jobbers
in the
JEWELRY AND KINRED TRADES
A Handy, Classified List for Buyers
Bound in limp cloth, 3 x 6½ inches.
PRICE ONE DOLLAR

Sent postage prepaid to any yearly subscriber of The Jewelers' Circular at half price, remitting 50c., when paying his subscription.

Copyright, 1919, by
The Jewelers' Circular Publishing Co.
11 John Street, New York

A. E. GREGORY
JEWELRY AUCTIONEER
Write for date, references and information. I give you service and quality. Profits Absolutely Guaranteed. Correspondence confidential.

Central 2548 Phone Haywood 8528
32 So. Wabash Ave.
CHICAGO

NON-TARNISHABLE FLANNEL
For Silverware, Watch Cases, Cutlery, Bags and Rolls
WHITE AND ALL COLORS
Deliveries: Stock Shades—Immediate; Special Shades—3 to 4 Weeks.
Myron B. Levy Co., Inc., 112-114 Bleeker Street, NEW YORK

A powerful suction of air collects the dust in the boxes—you recover the valuable metallic particles. For the small shop or large factory.

All Your Machines in One

LEIMAN BROS. COMPLETE WORKSHOP
Individual Motor Drive a Specialty
Complete Plants, Large and Small, Equipped
Anvils and Blocks Grinding Machinery
Blowers Ingots Molds
Blowpipes Lap Heads
Bracelet Winders Laps
Bracelet Mandrels Lapidary Machinery
Casting Flasks Lathes
Crucible Tongs Melting Furnaces
Crushing Machines Motors
Counter Shafts Oil Cups
Draw Beches Oil Separators
Draw Tongs Pickle Pots
Drilling Machines Polishing Heads
Engraving Balls Polishing Machines
Exhaust Outfits Polishing Benches
Furnaces Polishing Dust Hoods
Furnace Hoods and Iron Tables Rolling Mills
Ring Mandrels

Ring Benders Sand Blasts
Setters' Benches Soldering Lamps
Smoke Hoods Sawdust Heaters
and Iron Tables Sweep Furnaces
Sifting Machines Shears
Saw Machines Sweeping Machines
Twisting Machines Vises
Vise Benches Work Benches
Wash Benches and Vise Benches
Drip Pans

LEIMAN BROS., 81 Walker St., New York
Near Broadway & Canal St.
OVER 30 YEARS IN BUSINESS
SCHULTZ-GOLDMANN
MANUFACTURING JEWELERS
71 NASSAU ST. NEW YORK
Platinum Diamond Wrist Watches
Fitted with American and Swiss Movements
Mounted Jewelry Diamond Mountings
Special Order Work
To Jobbers Exclusively
New York City
M. Wodziak

Los Angeles
J. M. Berman

Chicago
Ben F. Hirsh
"WAVERLY"—STERLING SILVER TEA SERVICE—"KENILWORTH"
(Kettle and Stand not Illustrated.)

In artistry of design the notes of pleasing proportions and graceful lines have been emphatically struck. These in happy combination with excellence of workmanship throughout, strength in construction, plus beautiful finish—further attributes of Wallace Silver—assure a Service that will sell.

Made to match: Coffee Set, Almond and Bon Bon Dishes; Berry Bowl; Bon Bon, Bread, Cake, Card and Fruit Baskets; Bread and Butter Plate, Compote, Bread and Sandwich Trays—and other pieces. Still others in preparation. Write for illustrations and prices.

R. WALLACE & SONS MFG. CO., Silversmiths, Wallingford, Conn.
In the Spring, with the coming of Fresh Salads, Early Vegetables, Berries and other Fruits to the table, the demand for certain of the Fancy or Serving Pieces of Community Plate is greatly strengthened.

Now is the time to feature these Seasonable Pieces—the Cold-Meat Fork, the Tomato Server, the Berry Spoon, the Cream Ladle, etc. Show them in your window. Displayed against the rich background of the Blue Gift-Boxes, they will attract scores of buyers into your store.

Oneida Community, Ltd., Oneida, N.Y.