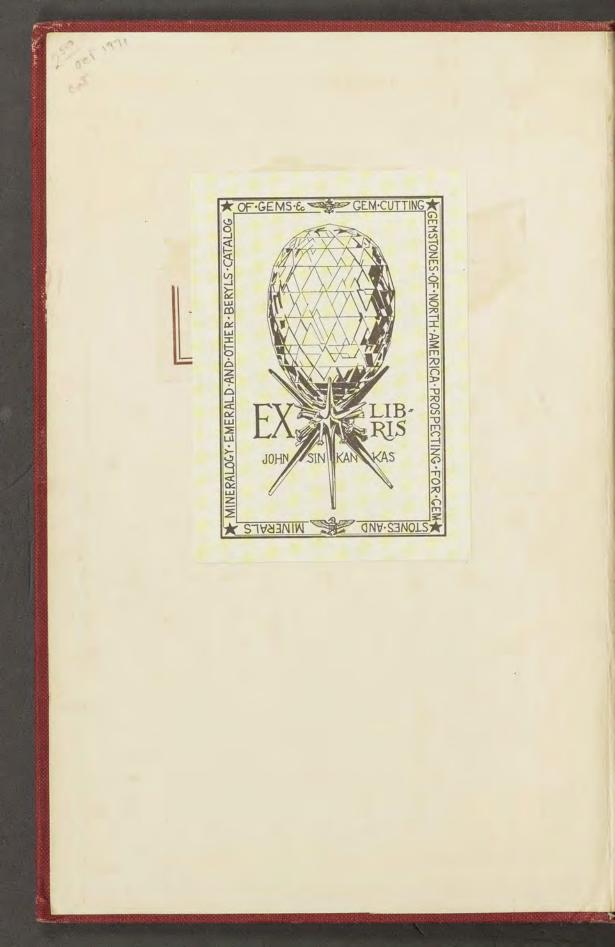
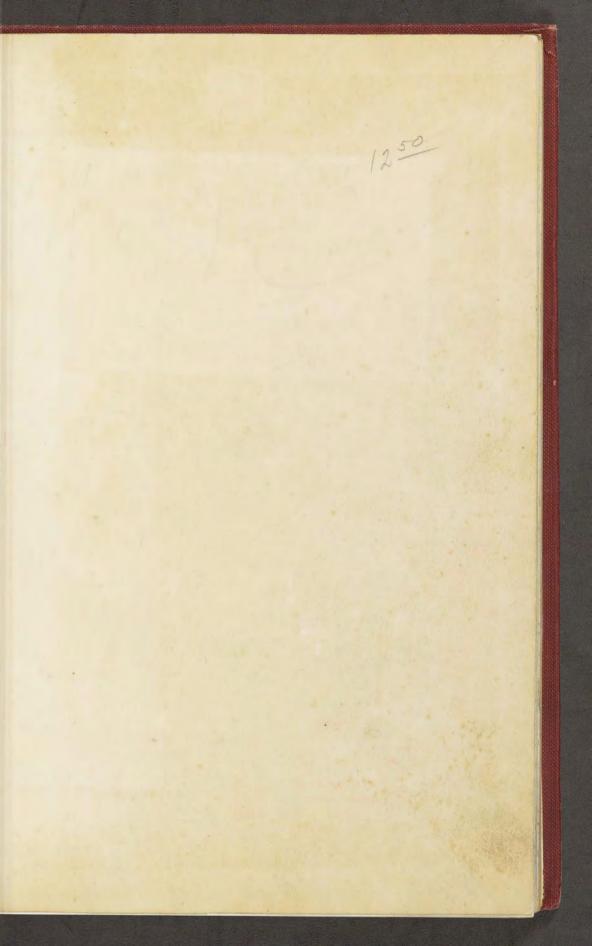
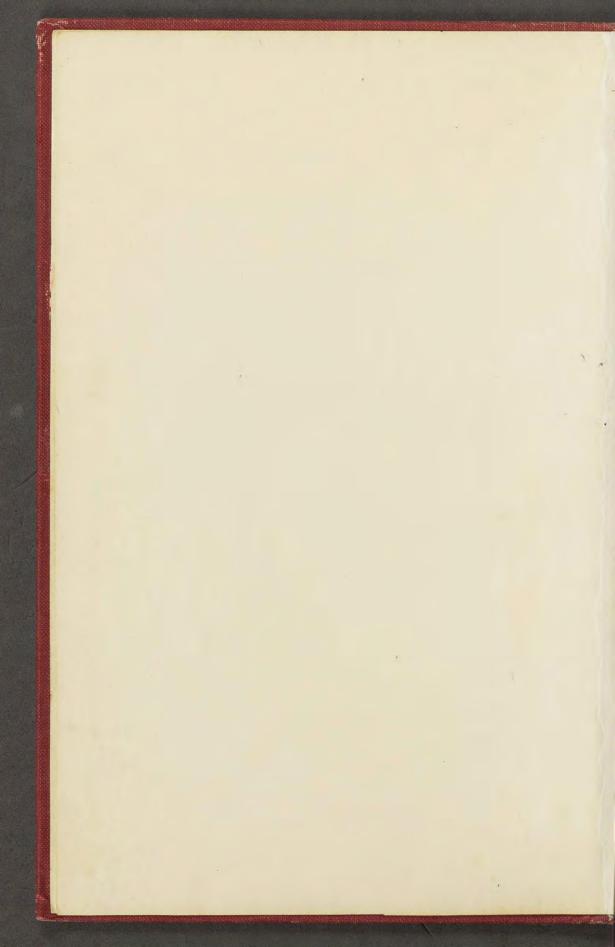
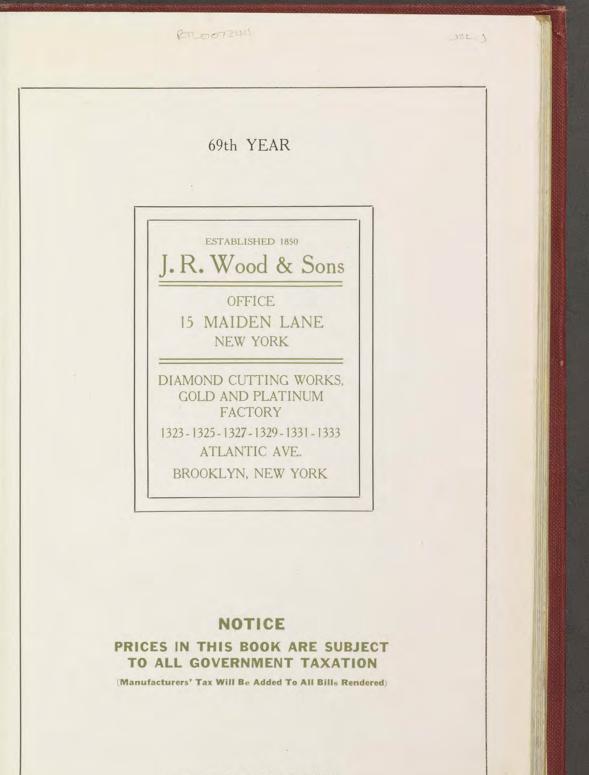
J. R. WOOD & SONS. DIA MOND CETTERS WEDDING RING MAKERS MANUFACTURER WEDDING RING MAKERS

NEW YORK 1919









Copyrighted 1918, J. R. WOOD & SONS

J. R. WOOD & SONS

OUR POLICY—

To manufacture the highest grade article human skill coupled with absolute honesty can produce. To eliminate all unnecessary selling expenses which tend to increase costs of goods to the Retail Jeweler and diminish his legitimate profits.

THE HIGH REGARD TOGETHER WITH THE WIDE SALE OUR PRO-DUCTS ENJOY HAVE LED THEM TO BE KNOWN AS—

"AMERICA'S STANDARD"

We sell only to legitimate Jewelers.

We do not sell at retail.

We have no traveling salesman.

Send orders direct to us and we will ship goods at once.

Full credit given for any diamonds or gold goods, in case they are not entirely satisfactory as to price, quality, etc., if returned to us at once after receiving.

Money refunded at any time, if our goods are not found exactly as represented.

As to our responsibility, we can refer you to more than one half of the retail Jewelers in America, many of whom have been purchasing goods from us continuously for over fifty years,—or if you will refer to the Commercial Agencies you will find we have the highest rating published.

PERSONNEL OF THE FIRM



JOHN-R-WOOD FOUNDER 1825-1897

3



RAWSON L. WOOD



St.John Wood

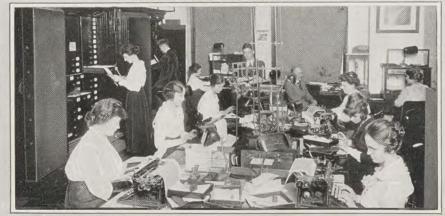
VIEWS OF OUR NEW YORK OFFICE LOCATED AT 15 MAIDEN LANE



DIAMOND SALES DEPARTMENT

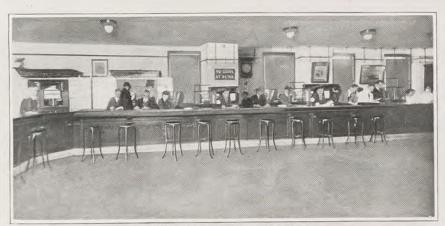


CORRESPONDENCE DEPARTMENT



INVOICE DEPARTMENT

OUR NEW YORK OFFICE OCCUPYING AN ENTIRE FLOOR OF THE SILVERSMITHS' BUILDING



GOLD SALES DEPARTMENT



CREDIT DEPARTMENT



BOOKKEEPING DEPARTMENT

STAMPING GOODS

WITH YOUR PRIVATE STAMP

FROM THE RETAIL JEWELER'S POINT OF VIEW

there are many advantages in having his merchandise identified with his store by means of the private stamp. It enables the progressive jeweler to make his line exclusive and difficult to compare with similar lines offered by competitors. The jeweler's argument—"I have this article manufactured especially for me." "Its design, quality, workmanship and finish is of a higher standard then you can find elsewhere," has saved many a sale in the face of price cutting competition and made a good friend for the store.

FROM THE MANUFACTURER'S STANDPOINT

lines carrying a small margin of profit, such as the lines we manufacture, are unprofitable when jewelers insist on having their goods stamped with their own private stamp. Every private stamp order means that a small quantity of gold must be rolled down, blanked out, embossed, made up and polished separately. It makes a world of difference in labor costs whether you set up several sets of tools merely to turn out a few rings or a stock order for one hundred or one thousand rings as the case might be. The goods must be kept separate, weighed separate, checked separate and a separate entry made in each and every department throughout the plant, to say nothing of the cost of steel stamps.

MINIMUM ORDERS ON WHICH THERE IS NO EXTRA CHARGE FOR STAMPING YOUR INITIALS ON THE GOODS

WEDDING RINGS—50 dwts. of one karat and one shape. CUFF BUTTONS—25 dwts. of one karat regardless of pattern. SIGNET RINGS—25 dwts. of one karat regardless of pattern. BRACELETS—25 dwts. of one karat regardless of shape. MOUNTINGS—One dozen of a kind.

SMALLER ORDERS THAN THE ABOVE WE MAKE A NOMINAL EXTRA CHARGE OF FIFTEEN TO TWENTY-FIVE CENTS NET TO HELP PAY PART OF THE EXTRA LABOR COST OF HANDLING

YOUR FIRST ORDER FOR EACH LINE AND EACH KARAT MUST BE AT LEAST A MINIMUM ORDER TO HELP DEFRAY A PORTION OF THE COST OF STEEL STAMPS

AMERICA'S MOST UP-TO-DATE JEWELRY PLANT OWNED AND OCCUPIED ENTIRELY BY J. R. WOOD AND SONS



The above plant, located 1323, 1325, 1327, 1329, 1331, 1333 Atlantic Avenue, Brooklyn, New York, represents an investment of over half a million dollars and is conceeded to be the finest plant of its kind in America.

The construction is of steel and concrete. Practically all of the walls are of glass. The interior is white enameled throughout.

Thirty-five telephones connect the various departments together with electric elevators, signal horns and bells. Automatic electric clocks and time stamps are installed in all departments so that accurate costs of manufacture can be determined on all work.

The steel vault is twenty- feet wide by eighteen feet deep with a door weighing seven tons.

The factory contains approximately fifty thousand feet of floor space with ample accommodations for one thousand workmen.

Shower baths, reading and recreation rooms are provided as well as a grocery store and restaurant where all food is sold at cost to our employees.

A cordial invitation is extended you to visit the plant when in New York.

INTERIOR VIEWS

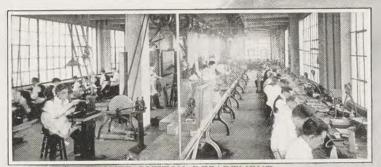
OF OUR PLANT LOCATED AT 1323 TO 1333 ATLANTIC AVE., BROOKLYN, N. Y.





SPECIAL ORDER DEPARTMENT

INTERIOR VIEWS OF OUR MANUFACTURING PLANT



CUFF BUTTON DEPARTMENT



WEDDING RING TURNING DEPARTMENT



CORNER OF POLISHING DEPARTMENT

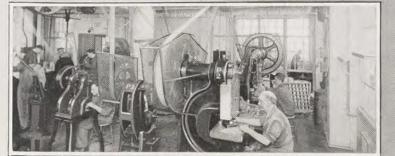


COLORING DEPARTMENT

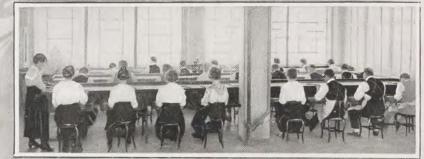
A FEW SECTIONS OF OUR BROOKLYN FACTORY



SECTION OF DROP HAMMER DEPARTMENT



PORTION OF PRESS DEPARTMENT



CARVING, ENGRAVING AND MATTING DEPARTMENT



FACTORY RESTAURANT

A GLIMPSE OF OUR DIAMOND CUTTING WORKS

WHICH WE ARE TOLD HAS NO EQUAL, EITHER IN AMERICA OR ABROAD



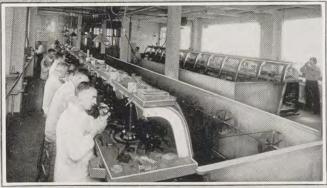
DIAMOND DEPARTMENT OFFICE



DIAMOND SAWS



DIAMOND CUTTING



SECTION OF DIAMOND POLISHING DEPARTMENT

WE ARE ONE OF THE LARGEST DIAMOND CUTTERS IN AMERICA

DIAMONDS

Finest American Cutting—Cut in our own Cutting Works.

Our Diamonds have Maximum Brilliancy.

Our prices are lower than others charge.

BECAUSE

We are actual Diamond Cutters.

We are the only Cutters who sell their Diamonds direct to the retail jeweler.

We market our output without the expense of traveling salesmen.

VALUE

alone must sell our Line.

COMPARISON

alone will prove our values.

We send selections of Diamonds so they may be compared with Diamonds from other houses.

WE GROW

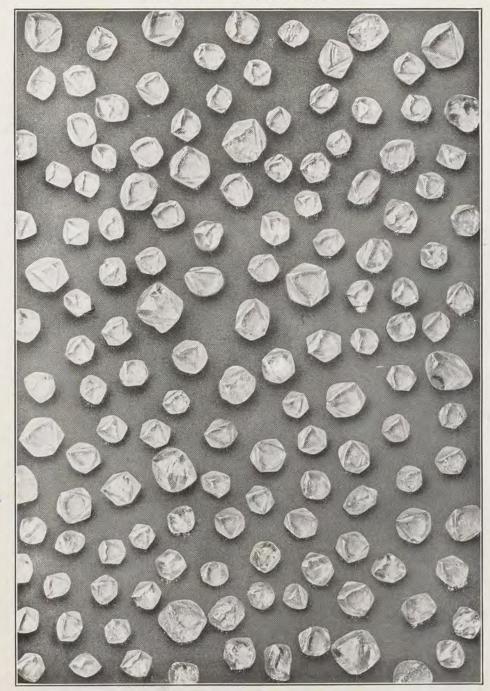
Larger every year because our values <u>ARE</u> better than others.

NO OBLIGATION

To buy is incurred when you ask for a selection of Diamonds.

SEND FOR A SELECTION.

ROUGH DIAMONDS AS THEY COME TO US FROM THE MINES



100

BLUE WHITE WESSELTON ROUGH

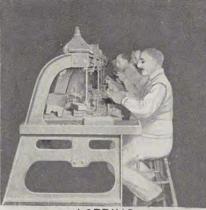
CUTTING DIAMONDS SHOWING THE PROCESS FROM ROUGH TO FINISHED STONE







CUTTING



LOPPING



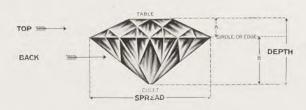
SAWED CUT OR CLEAVED OR SHAPED ROUGH ED BRILLIAN OUR TEERED 0 OR SQUARE SQUARE

POLISHING OR BRILLIANTEERING

ROUGH DIAMONDS as mined, have little or no brilliancy and must be "cut" to reveal their hidden charms.

To "cut" the diamond means to shape it so that the rays of light reaching the stone will be reflected back through the top of the stone instead of passing through it. In other words to make the stone a mirror—not a window pane.

Science has computed the exact proportions in which the diamond must be cut to attain maximum brilliancy. These proportions are accurately shown in the illustration below.



To obtain the utmost reflection of light, that portion of the diamond above the girdle must be in exact relation to the portion located below the girdle. The angle of the facets between the girdle and the table must be in exact relation to the facets between the girdle and the culet. The actual angle, proven by science, to give maximum brilliancy, is from 35 to 37 degrees for the facets between the girdle and table and from 40 to 42 degrees for the facets from girdle to culet, with 30% to $33\frac{1}{3}\%$ of the depth of the stone above the girdle (A), and 70% to $66\frac{2}{3}\%$ of the depth of the stone below the girdle (B).

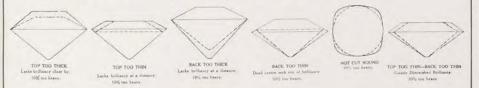
THE BRILLIANCY secured by closely adhering to the above proportions makes possible almost perfect refraction and reflection of all light reaching or passing into the stone. Any proportion other than the above gives considerably less brilliancy.

The brilliancy of a diamond can be greatly impaired by cutting the stone a bit too thick or too thin. Diamonds cut in this manner are termed "cut for weight" or cut so as to produce the heaviest possible stone regardless of brilliancy.

A ROUGH DIAMOND weighing 2½ carats, costing \$100.00 per carat cut in scientific proportion will produce a 1 carat stone when finished, or \$250.00 worth of rough to secure a 1 carat diamond.

When science is ignored to gain more weight in the finished stone, brilliancy is always sacrificed. That is why poorly cut diamonds are worth considerably less money. When improperly cut, the 2½ carats of rough will produce a finished stone weighing 1¼ carats at a cost of \$200 00 per carat (1¼ carats at \$200 00 per carat=\$250 00). You can thus readily understand why improperly cut diamonds can be sold at a considerably lower price per carat than properly cut stones. Stones "cut for weight," as a rule, carry a larger profit for the cutter or jobber and still appear low in price.

ILLUSTRATIONS of diamonds "cut for weight" appear below. The solid outlines show the proportions in which these stones are cut. The dotted lines or shaded portions show the amount of material which should have been polished away. Diamonds being sold by weight, poorly cut stones can be marketed at a lower price per carat than properly cut stones but the brilliancy, the one feature which makes the diamond prized so much, is sacrificed.



THE SALABLE COLORS of diamonds are faint blue white, white, faint yellow, and faint brown, in the order named. Pronounced blue is very rare and very valuable. Pronounced yellow and pronounced brown are unsalable.

To examine a diamond for its color, tilt the stone on it's side in a diamond paper and blow your breath on it, thus covering the stone with a mist to dim the reflections, then the real color is seen. In this way "false color" diamonds can readily be detected.

If the diamond is mounted, it's color may be determined but by no means as accurately. Mounted light brown are very apt to be mistaken for blue white, It is also difficult to judge a light yellow stone especially if mounted in a platinum or white gold setting.

THE NAMES OF THE ROUGH DIAMOND, from which the different colors are cut, are the names given them by the Diamond Syndicate from whom we purchase the rough.

COLOR-

Our "FINE BLUE" is cut from "Fine Blue Jagersfontein" rough —is the color of clear spring water, with a slight bluish tint.

Our "BLUE WHITE" is cut from "Blue White Wesselton" rough

—is the color of clear spring water, with the faintest bluish tint. Our "FINEST WHITE" is cut from "Crystal" rough—is the color of clear spring water, without the bluish tint.

Our "GOOD WHITE" is cut from "Silver Cape" rough—is the color of clear spring water, with a very slight yellowish tint.

PERFECTION-

Flaws or Imperfections (do not confuse with cutting) consist of spots, fractures, or cracks, and bubbles. You have seen a cake of ice with an impurity frozen into it, or a break running partially through it, or containing small bubbles somewhere within it's interior.

Some times many infinitely small, colorless bubbles form a "cloud" in a diamond. The spot may be so tiny it is difficult to find with a very powerful glass or large enough to occupy a good portion of the stone. A break may be one thousandth of an inch long with seemingly no thickness, (merely the shadow of a hair line) or it may run practically all the way through the diamond. It may reach the surface or be entirely within the diamond.

If you want to know whether a diamond contains flaws, do not use a single lens—a double lens is necessary.

ABSOLUTELY PERFECT-

Our "C GRADE" — Absolutely flawless, have no blemish, or imperfection of any description whatsoever.

COMMERCIALLY PERFECT-

Our "V GRADE"—Have a tiny blemish or a minute fracture less than one one thousandth of an inch in size or approximately the size of the point of a very fine needle. The imperfection in this grade is extremely difficult to find even with a powerful glass.

FIRST IMPERFECT-

Our "W GRADE"—Very slightly imperfect, have a very small imperfection or blemish approximately two one thousandths of an inch in size, hidden beneath the facets of the stone. Requires close inspection with a strong glass to find.

SECOND IMPERFECT-

Our "Z GRADE"—Slightly imperfect. The spot or blemish is about three or four one thousandths of an inch in size, invisible to the naked eye, except on closest inspection and then only at certain angles.

THIRD IMPERFECT-

Our "X GRADE"—The imperfection can be seen if looked for carefully with the naked eye, but does not in the least effect the brilliancy of the stone.

This third imperfect grade is the lowest grade we sell, although many diamonds are marketed far more imperfect.

In the rough some diamonds are found literally full of spots, cracks, bubbles, or imperfections of all descriptions. They are useless, except for mechanical purposes and are sold uncut under the trade name of "Bort." Many uses are found for Bort, such as imbedding in the teeth of heavy circular saws, used in sawing marble or granite,—in core drills for sampling rocky mineral deposits, etc. Pulvarized, it is used for polishing the diamonds worn for personal adornment. Should we carry lower grades of imperfect diamonds and use the same steps of graduations in our grading, Bort would be fiftieth grade imperfect.

VALUES—The price of diamonds is determined upon the fineness of color, the degree of perfection, brilliancy or cutting, and size of the stone. The prices we quote give an accurate idea as to the range of these values. Note the rapidity of increase in the cost per carat of our finest grade from 1/4 to 2 carat and the great decrease in value of the larger stone when there is the slightest flaw. In the Wesselton Grade and in the Crystal Grade, you will note the decrease in value for imperfection is roughly 10% for each step until the third grade is reached. Here the jump is more, for the reason they are too imperfect to be quick sellers, and are not so carefully sorted.

In 1893 we first decided to engage in the Diamond business, and began importing cut and polished stones from Europe. Adding the usual small profit, which had already made our house famous, sales grew very rapidly, so rapidly in fact, we experienced great difficulty in securing the high standard of cutting and perfection demanded. As a consequence arrangements were made to import rough diamonds only and cut them ourselves, thus controlling the make or brilliancy of our stones.

The firm of J. R. WOOD & SONS has played no small part in the building up of present day high standards of cutting in America.

It might be interesting to note that over ten thousand retail jewelers continuously buy their diamonds from us, and when it is considered we have no salesmen to boost the merits of our diamonds, one fact stands out boldly, our prices are *lower* than those of any other house.

Finest American Cutting

Cut in our own Cutting Works

Bhu	(BLUE WHITE (Blue White Wesselton Rough)						FINEST WHITE (Crystal Rough)					
r	VERY SLIGHTL IMPERFECT 1st IMPERFEC BLUE W Grade			SLIGHTLY IMPERFECT 2nd IMPERFECT BLUE Z Grade			IMPERFECT 3rd IMPERFECT BLUE X Grade			ABSOLUTELY PERFECT A. C. Grade			COMMERCIALLY PERFECT A. V. Grade		
	Diamonds	Price Per Carat	Weight	Diamonds Cost	Price Per Carat-	Weight	Diamonds Cost	Price Per Carat	Weight	Diamonds Cost	Price Per Carat	Weight	Diamonds Cost	Price Per Carat	Weight
0	\$8.0	\$160.00	.05	\$7.50	\$150.00	.05				9.00	\$180.00	.05			
0	16.0	160.00	.10	15.00	150.00	.10				18.00	180.00	.10			
0	35.7	210.00	.17	32.30	190.00	.17	\$29.24	\$172.00	.17	39.10	230.00	.17	\$35.70	\$210.00	.17
0	67.5	270.00	.25	60.00	240.00	.25	52.50	210.00	.25	75.00	300.00	.25	67.50	270.00	.25
0	108.9	330.00	.33	95.70	290.00	.33	\$5.80	260.00	.33	118.80	360.00	.33	108.90	330.00	.33
0	152.0	380.00	.40	136 00	340.00	.40	120.00	300.00	.40	160.00	-400.00	.40	148.00	370.00	.40
3	215.00	430.00	.50	195.00	390.00	.50	170.00	340.00	.50	225.00	450.00	.50	210.00	420.00	.50
5	285.20	460.00	.62	260.40	420.00	.62	223.20	360.00	.62	297.60	480.00	.62	272.80	440.00	.62
	375.00	500.00	.75	337.50	45 .00	.75	285,00	380.00	.75	390.00	520.00	.75	352.50	470,00	.75
2	452.40	520.00	.87	417.60	480.00	.87	348.00	400.00	.87	461.10	530.00	.87	435.00	500.00	.87
3	550.00	550.00	1.00	500.00	500.00	1.00	420.00	420.00	1.00	550.00	550.00	1.00	510.00	510.00	1.00
	700.00	560.00	1.25	625.00	500.00	1.25	525.00	420.00	1.25	687.50	550.00	1.25	637.50	510.00	1.25
5	840.00	560.00	1.50	765.00	510.00	1.50	630.00	420.00	1.50	\$25.00	550.00	1.50	765.00	510.00	1.50
	997.50	570.00	1.75	892.50	510.00	1.75	735.00	420.00	1.75	962.50	550.00	1.75	892.50	510.00	1.75
	1160.00	580.00	2.00	1040.00	520.00	2.00	\$40.00	420.00	2.00	1100.00	550.00	2.00	1020.00	510.00	2.00
	1450.00	580.00	2.50	1295.00	520.00	2.50	1050.00	420.00	2.50	1375.00	550.00	2.50	1275.00	510.00	2.50
	1740.00	580.00	3.00	1560.00	520.00	3.00	1260.00	420.00	3.00	1650.00	550.00	3.00	1530.00	510.00	3.00

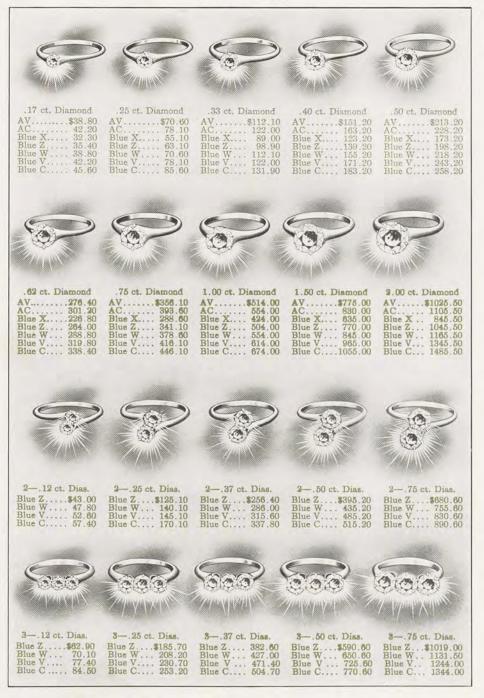
Finest American Cutting

Cut in our own Cutting Works

												_			
BLUE WHITE White Wesselton Rough)							MPERFECT COMMERCIALLY ABSOLUTEL PERFECT PERFECT								
COMMERCIALLY PERFECT BLUE V Grade				ABSOLUTELY PERFECT BLUE C Grade			TRY SLIGHTLY IMPERFECT t. IMPERFECT J. W. GRADE				CT		PERFEC J. C. Grad		
Weight	Price Per Carat	Diamonds Cost	Weight	Price Per Carat	Diamonds Cost	Weight	Price Per Carat	Diamonds Cost	Weight	Price Per Carat	Diamonds Cost	Weight	Price Per Carat	Diamonds Cost	
.05	\$174.00	\$8.70	.05	\$190.00	\$ 9.50										
.10	174.00	17.40	.10	190.00	19.00										
.17	230.00	39.10	.17	250.00	42.50	.17	\$220.00	\$37.40	.17	\$240.00	\$40,80	.17	\$260.00	\$44.20	
.25	300.00	75.00	.25	330.00	82.50	.25	280.00	70.00	.25	320.00	80.00	.25	360.00	90.00	
.33	360.00	118.80	.33	390.00	128.70	.33	340.00	112.20	.33	380.00	125.40	.33	420.00	138.60	
.40	420.00	168.00	.40	450.00	180.00	.40	400.00	160.00	.40	450.00	180.00	.40	490.00	196.00	
.50	· 480.00	240.00	.50	510.00	255.00	.50	450.00	225.00	.50	500.00	250.00	.50	550.00	275.00	
.62	510.00	316.20	.62	540.00	322.40	.62	480.00	297.60	.62	540.00	334.80	.62	600.00	372.00	
.75	550.00	412.50	.75	590.00	442.50	.75	530.00	397.50	.75	580.00	435.00	.75	680.00	510.00	
.87	580.00	504.60	.87	640.00	556.80	.87	570.00	495.90	.87	640.00	556.80	.87	730.00	635.10	
1.00	610.00	610.00	1.00	670.00	670.00	1.00	600.00	600.00	1.00	680.00	680.00	1.00	780.00	780.00	
1.25	620.00	775.50	1.25	690.00	862.50	1.25	620.00	775.00	1.25	700.00	875.00	1.25	820.00	1025.00	
1.50	640.00	960.00	1.50	700.00	1050.00	1.50	630.00	945.00	1.50	730.00	1095.00	1.50	860.00	1290.00	
1.75	650.00	1137.50	1.75	720.00	1260.00	1.75	640.00	1120.00	1.75	750.00	1312.50	1.75	880.00	1540.00	
2.00	670.00	1340.00	2.00	740.00	1480.00	2.00	660.00	1320.00	2.00	770.00	1540.00	2.00	920.00	1840.00	
2.50	670.00	1675.00	2.50	740.00	1850.00	2.50	660.00	1650.00	2.50	770.00	1925.00	2.50	920.00	2300.00	
3.00	670.00	2010.00	3.00	740.00	2220.00	3.00	660.00	1980.00	3.00	770.00	2310.00	3.00	920.00	2760.00	
-				-											

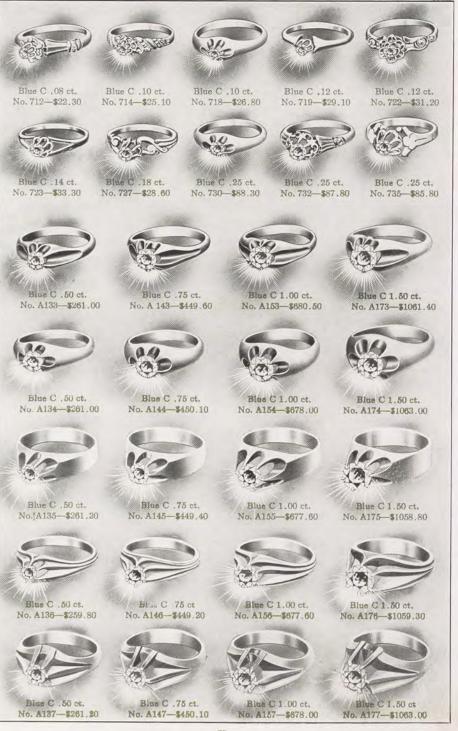
DIAMOND RINGS

14K MOUNTINGS



DIAMOND RINGS

14K MOUNTINGS



DIAMOND RINGS FINE SNAPPY BLUE WHITE WESSELTON DIAMONDS SET IN 14K MOUNTINGS



No. B635 \$30.40

\$33.00

24

\$34,20

\$34.70

No. B639 \$37.10

DIAMOND RINGS FINE SNAPPY, WELL SPREAD, BLUE WHITE WESSELTON DIAMONDS SET IN 14K MOUNTINGS

No. 178 No. 175 No. 176 \$19.20 \$28.50 \$53.30 \$99.00 No. 181 No. 182 No. 180 No. 183 \$675.80 \$1347.40 \$2108.00 \$19.20 100 Mann W No. 188 No. 185 No. 186 No. 187 \$99.00 \$187.60 \$675.80 \$1347.40 CIO. 23 1.11 AT A DATE AND ALANALAN No. 190 No. 191 No. 192 o. 193 \$27.40 \$41.30 \$78.30 \$146.60 3 12 Mary Mill 1111 Immil No. 196 No. 197 No. 198 \$1011.70 \$27.40 \$41.30 \$78.30 20 No. 201 No. 200 No. 202 \$253.60 \$772.50 \$28,30











No. 179

\$187.60

(Inny)

No. 184

\$28.50

MIN 189

\$2108.00

NGIL

No. 194

\$253.60

No. 199

\$146.60



\$190.80

No. 206

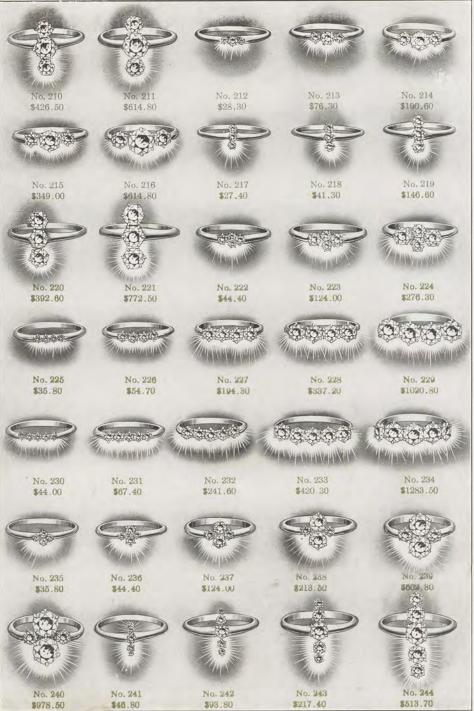
\$614.80

1/1000

No. 205

\$355.30

DIAMOND RINGS FINE SNAPPY, WELL SPREAD, BLUE WHITE WESSELTON DIAMONDS SET IN 14K MOUNTINGS



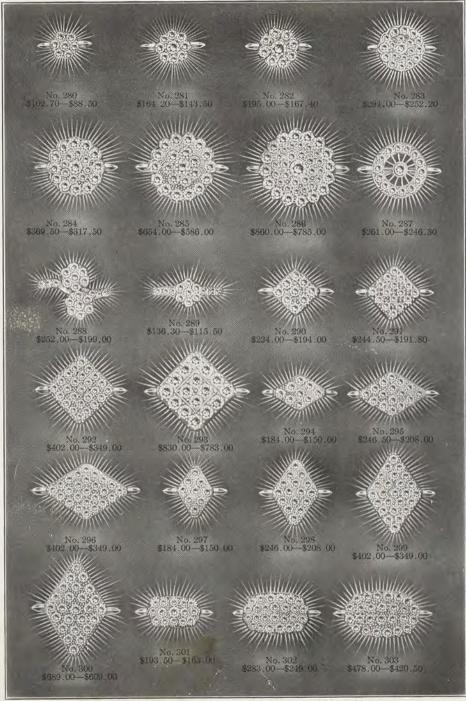
DIAMOND RINGS SET WITH FINE, BLUE WHITE, WELL SPREAD, SNAPPY WESSELTON DIAMONDS, 14K MOUNTINGS IN COMBINATION OF YELLOW AND WHITE GOLD



The first price of bottom three rows is for Platinum top rings. The second price is for white gold top

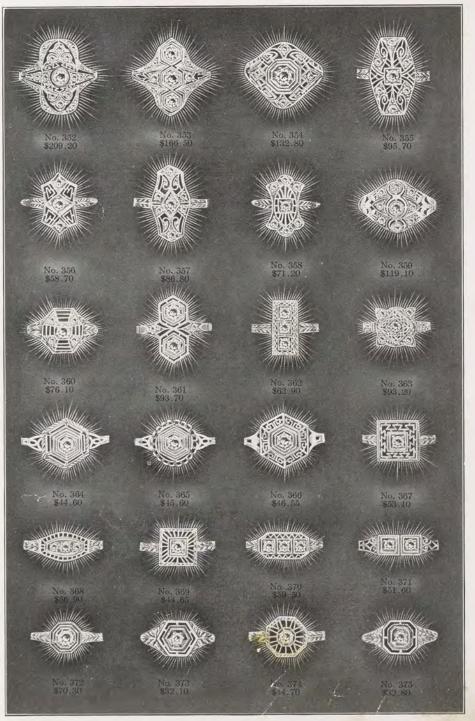
DIAMOND RINGS

SET WITH FINE SNAPPY, BLUE WHITE, WESSELTON DIAMONDS. MOUNTINGS WITH PLATINUM TOP OR WHITE GOLD TOP. 14K YELLOW GOLD SHANKS.

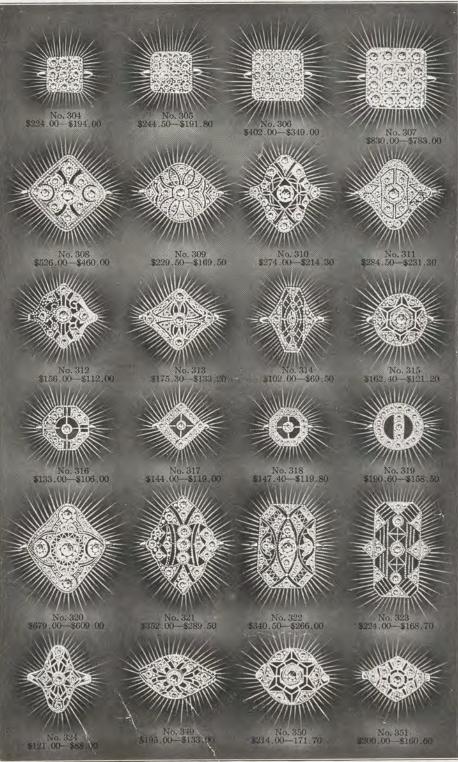


First prices are for Platinum top. Second price, white gold top

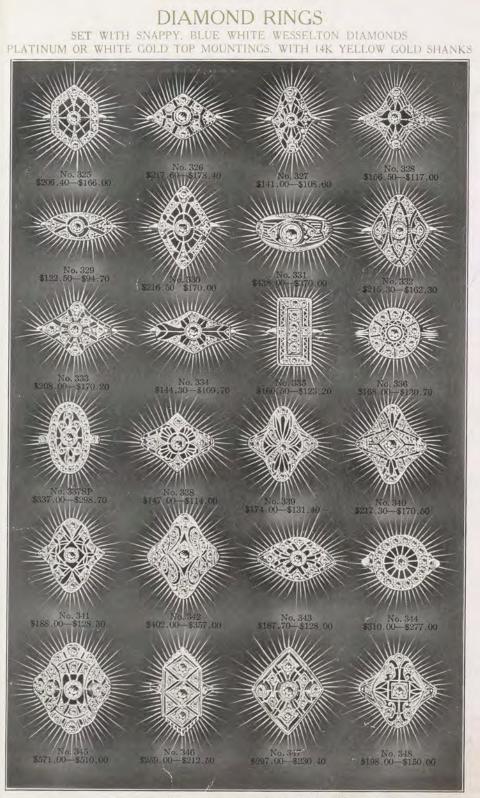
DIAMOND RINGS FINE BLUE WHITE, SNAPPY, WESSELTON DIAMONDS, SET IN 14K FANCY WHITE GOLD AND GREEN GOLD MOUNTINGS



DIAMOND RINGS SET WITH FINE, SNAPPY BLUE WHITE, WESSELTON DIAMONDS MOUNTINGS ARE 14K GOLD WITH PLATINUM TOP OR WHITE GOLD TOP



First price, Platinum top, Second price, white gold top

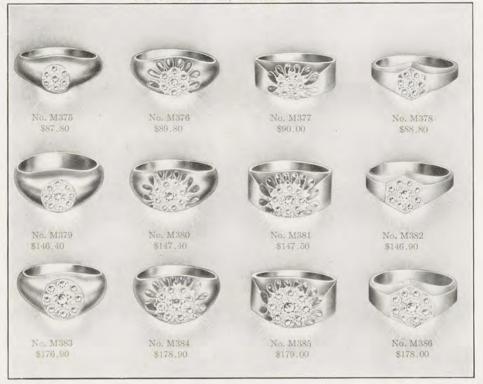


First price, Platinum top. Second price, white gold top

GENTLEMEN'S CLUSTER RINGS MADE TO APPEAR AT A DISTANCE, LIKE ONE LARGE DIAMOND

MADE TO APPEAR AT A DISTANCE, LIKE ONE LARGE DIAMOND First Row-Cluster is size of a 1½ ct. diamond. Second Row-Size of 2 ct. diamond. Third Row-Size of 3½ ct. diamond

SET WITH FINE, SNAPPY, BLUE WHITE WESSELTON DIAMONDS 14K MOUNTINGS, WHITE GOLD TOP



DIAMOND CLUSTER RINGS AND SCARF PINS SET IN 14K YELLOW GOLD MOUNTINGS WITH WHITE GOLD TOP

These rings and pins can also be made to order with semi precious birth stones in centre at same prices quoted below for synthetic sapphires and rubies

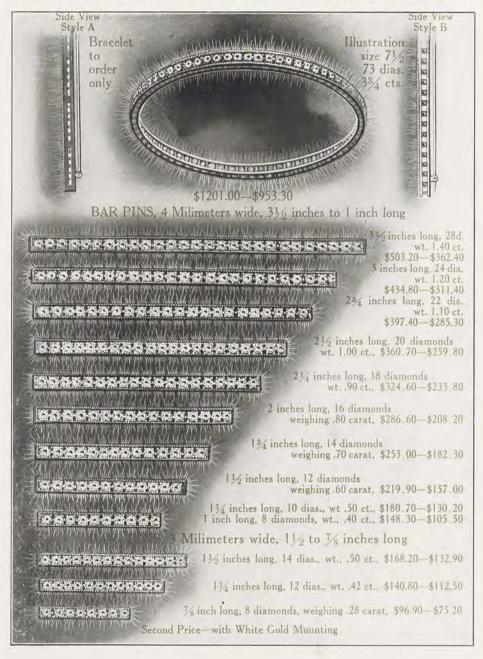


DIAMOND CIRCLET RING



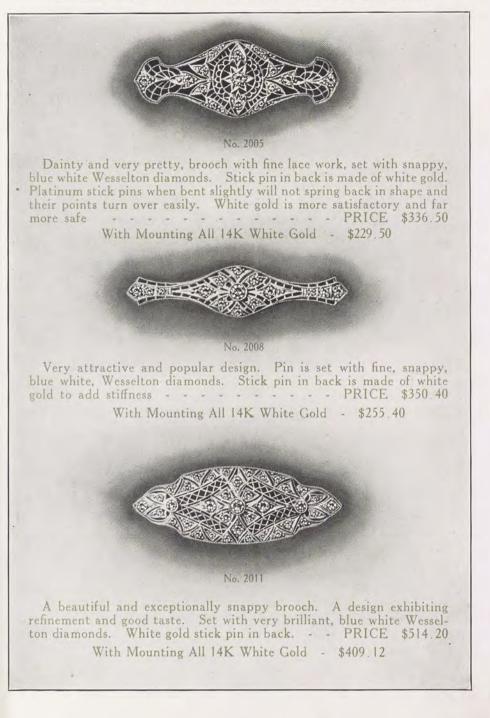
PLATINUM BAR PINS AND BRACELETS

SET WITH FINE, WELL SPREAD, SNAPPY, BLUE WHITE WESSELTON DIAMONDS



FINE PLATINUM BROOCHES AND BAR PINS

SET WITH FINE, SNAPPY, BLUE WHITE WESSELTON DIAMONDS



PLATINUM BROOCHES

SET WITH FINE, SNAPPY, BLUE WHITE WESSELTON DIAMONDS



Dainty and very pretty brooch, set with very brilliant, blue white Wesselton diamonds. Stick pin in back is made of white gold. PRICE \$375.70

With Mounting All 14K White Gold - \$277.90



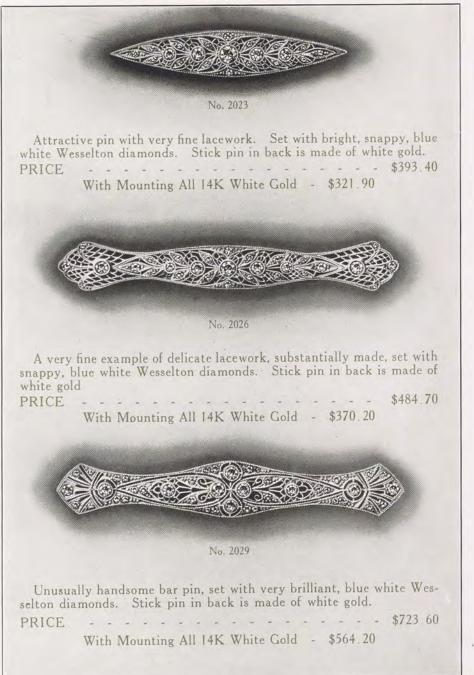
No. 2017

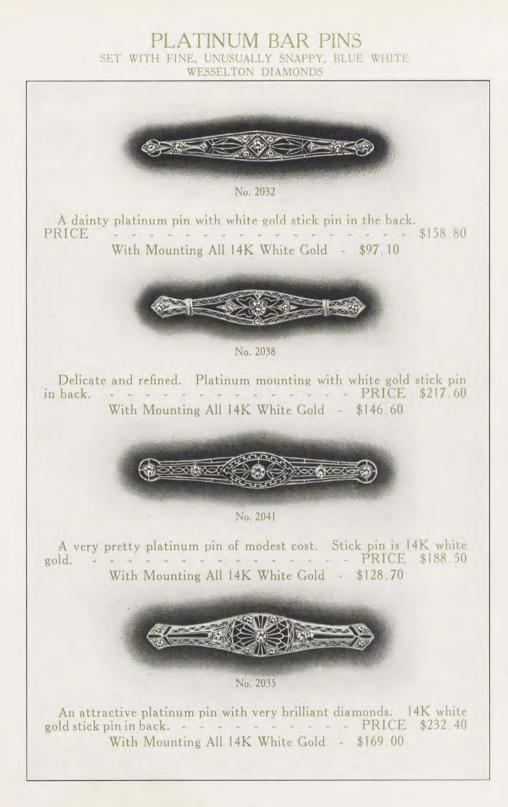
Fine platinum brooch set with snappy, blue white, Wesselton diamonds. Stick pin in back is made of white gold. PRICE \$453.00

With Mounting All 14K White Gold - \$360.10



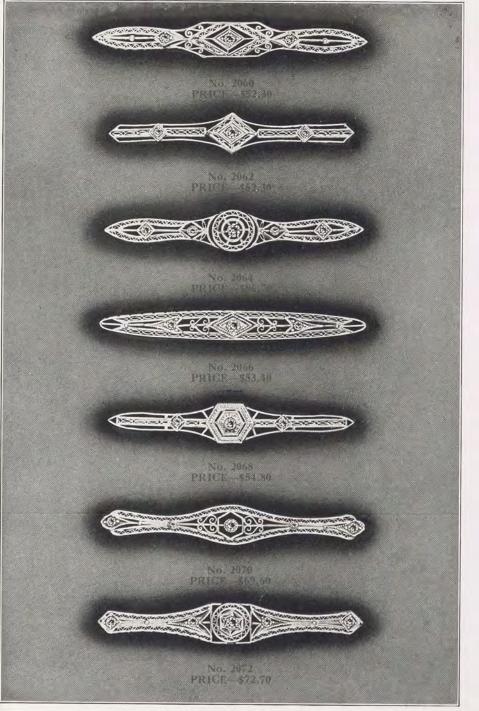
PLATINUM BAR PINS SET WITH VERY FINE. UNUSUALLY SNAPPY, BLUE WHITE WESSELTON DIAMONDS





ATTRACTIVE 14K WHITE GOLD BAR PINS SET WITH FINE, VERY SNAPPY, BLUE WHITE

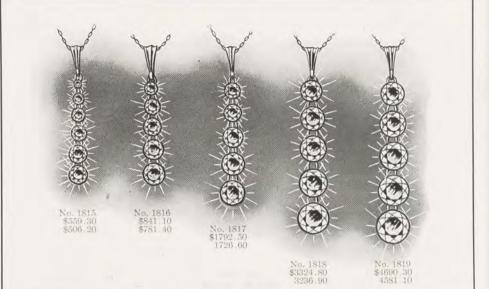
WESSELTON DIAMONDS



See Page 144 for Green Gold Bar Pins

PLATINUM LA VALLIERES

Complete with 15 inch Platinum Neck Chain SET WITH VERY SNAPPY, FINE BLUE WHITE WESSELTON DIAMONDS



SECOND PRICE IS WITH WHITE GOLD MOUNTING

DIAMOND SETTING

We employ a staff of highly skilled diamond setters for both gold and platinum. For many years, diamonds of rare value have been entrusted to us by the leading jewelers of the country for resetting. When you desire an exceptionally fine job or wish utmost care taken in the setting of your diamonds, let us do the setting for you.

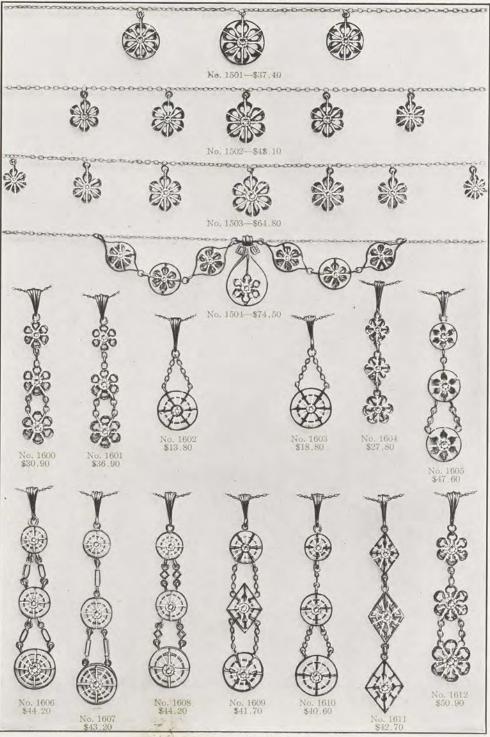
RECUTTING DIAMONDS

So many chipped diamonds, "old mine" and poorly cut diamonds are sent us, we established a separate department in our Diamond Cutting Works where stones are recut or remade according to our standards of brilliancy. The most skilled men of our factory are assigned to this department. If you desire the best possible workmanship, send us your chipped or badly made diamonds for recutting.

EXQUISITE PLATINUM LA VALLIERES Complete with 15 inch Platinum Neck Chain SET WITH VERY SNAPPY, BLUE WHITE WESSELTON DIAMONDS Second Price-with White Gold Mounting and Chain 1800 \$421.30 377.90 \$244.90 184.30 \$204.00 141.60 308.30No. 1802 \$504.50 426.00 No. 1805 \$151.50 81.90 \$207.30 142.40 116.00 \$192.80 116.00 \$271.50 181.40 1812 \$284.80 192 60 \$462.30 344.00 See Page 141

14K HAND MADE FESTOONS-LAVALLIERES Complete with 15 inch Neck Chain

SET WITH SNAPPY, WELL SPREAD, FINE BLUE WHITE WESSELTON DIAMONDS

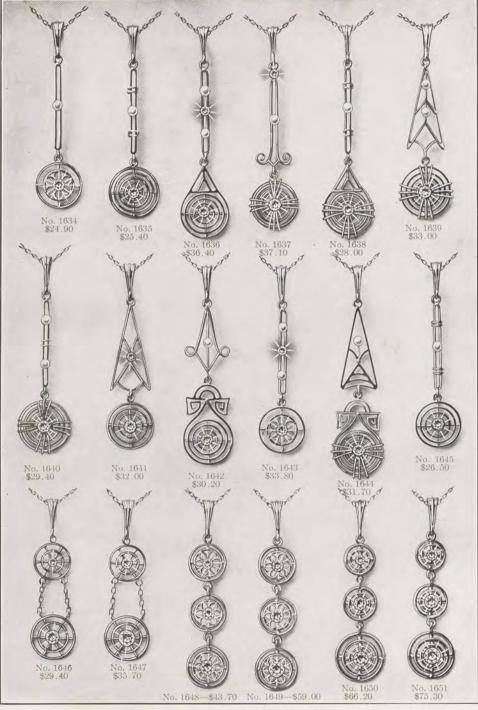


See Pages 141-142-143



14K HAND MADE LAVALLIERES

Complete with 15 inch Neck Chain SET WITH SNAPPY, WELL SPREAD, FINE BLUE WHITE WESSELTON DIAMONDS AND GENUINE ORIENTAL PEARLS



See Pages 141-142-143

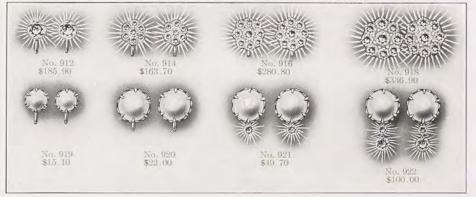
BLUE C GRADE BLUE WHITE PERFECT DIAMONDS FINEST CUTTING



DIAMOND AND PEARL PIERCELESS EAR RINGS

14K MOUNTINGS

SET WITH FINE BLUE WHITE, WELL SPREAD, WESSELTON DIAMONDS AND FIRST QUALITY JAPANESE CULTURED PEARLS



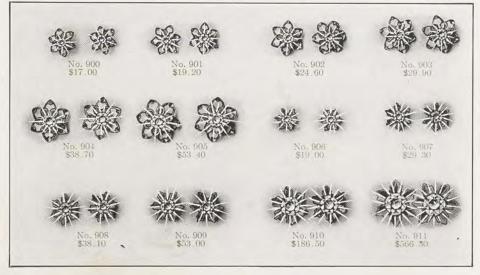
LOOK FOR OUR BULLETINS WHICH WILL BE MAILED YOU FROM TIME TO TIME DURING THE YEAR. 14 HAND MADE EAR RINGS

SET WITH ORIENTAL PEARLS AND FINE, SNAPPY, BLUE WHITE WESSELTON DIAMONDS. PIERCELESS STYLE, \$1.50 EXTRA

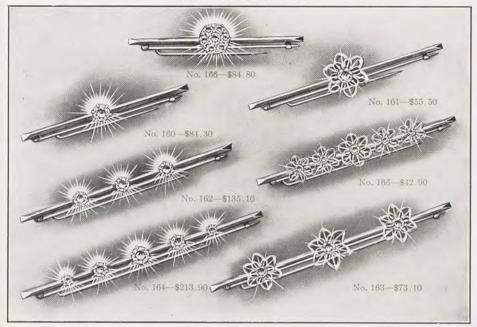


EAR SCREWS MOUNTED WITH FINE, SNAPPY, BLUE WHITE WESSELTON DIAMONDS REGULAR STYLE, 14K EAR SCREW MOUNTINGS

PIERCELESS STYLE EAR RINGS, \$1.50 EXTRA

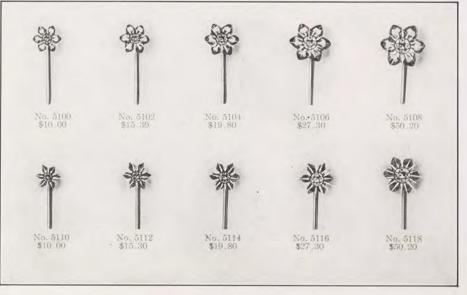


14K BAR PINS SET WITH FINE SNAPPY, WELL SPREAD, BLUE WHITE WESSELTON DIAMONDS



14K SCARF PINS

SET WITH VERY SNAPPY, WELL SPREAD, BLUE WHITE WESSELTON DIAMONDS



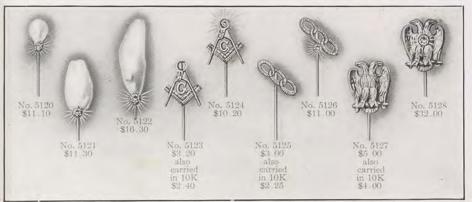
IN COMBINATIONS OF 14K YELLOW, GREEN AND WHITE GOLD SET WITH FINE, SNAPPY, BLUE WHITE, WESSELTON DIAMONDS, SMALL ORIENTAL PEARLS AND LARGE FINE JAPANESE CULTURED PEARLS

SCARF PINS



PLATINUM SCARF PINS ST WITH 14K COLD STICK PINS ST WITH FINE, SNAPPY, BLUE WHITE WESSELTON DIAMONDS Scool Price - Mounting White Gol Image: Street of Street of

14K SCARF PINS SET WITH FINE, BLUE WHITE WESSELTON DIAMONDS: DIAMONDS AND BAROQUE PEARLS, ALSO WITHOUT STONES



For Emblem Goods see pages 128 to 134.

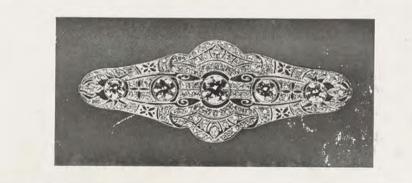
SPECIAL ORDER WORK WITH A DEFINITE AIR OF SUPERIORITY



SPECIMENS OF OUR CREATIONS

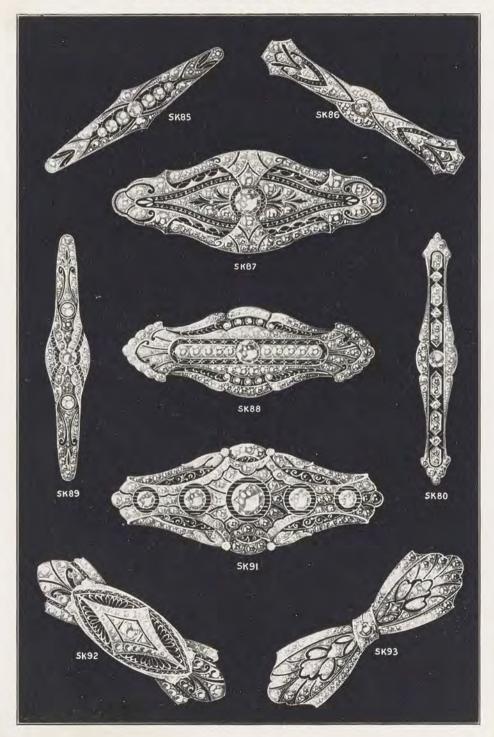
The original sketches we submit embody artistic merit and unusual cleverness of design. They contain that something which appeals so strongly to those of good taste.

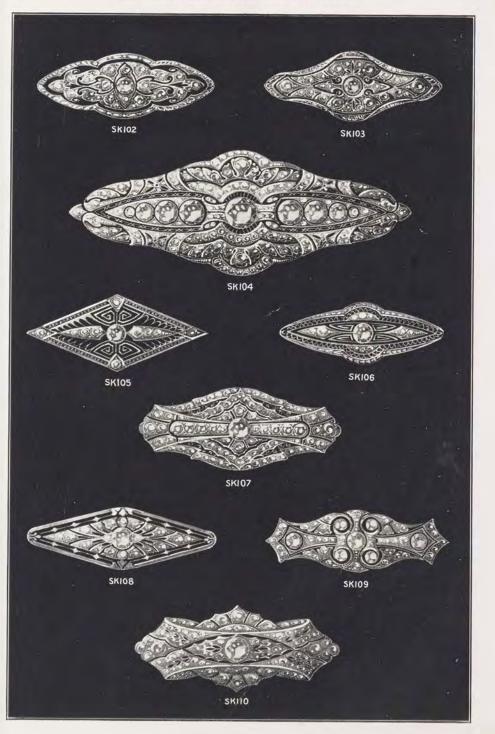
In the execution of special orders from design, our painstaking supervision, skilled workmanship and modest charges have been responsible for phenomenal growth in this department of our business.



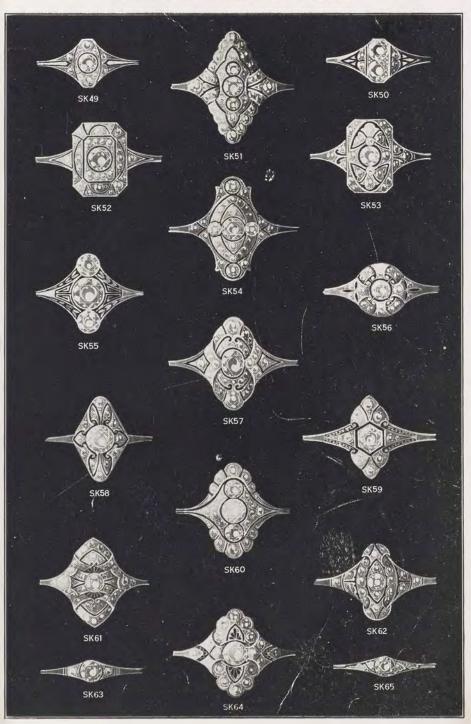
UNTIL THE GOVERNMENT EMBARGO ON UNMANUFACTURED PLATINUM IS WITHDRAWN ALL SPECIAL ORDERS MUST BE EXECUTED IN WHITE, GREEN OR YELLOW GOLD 50

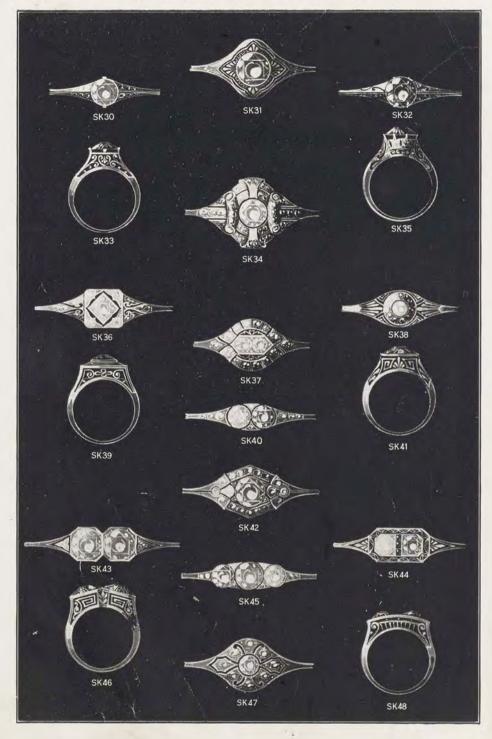


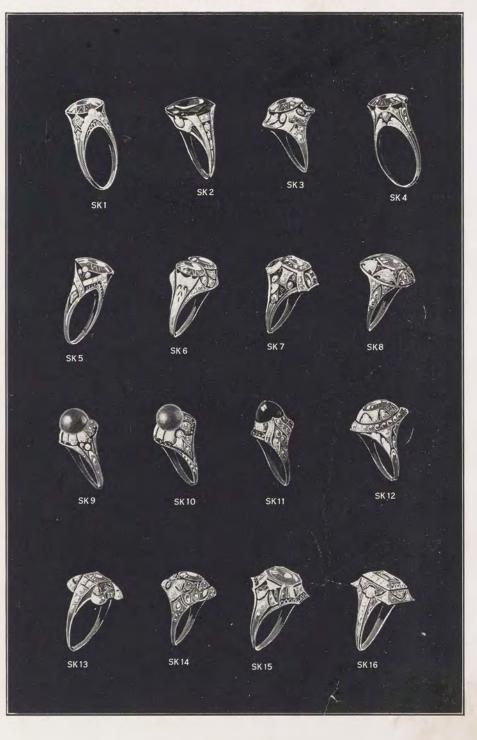


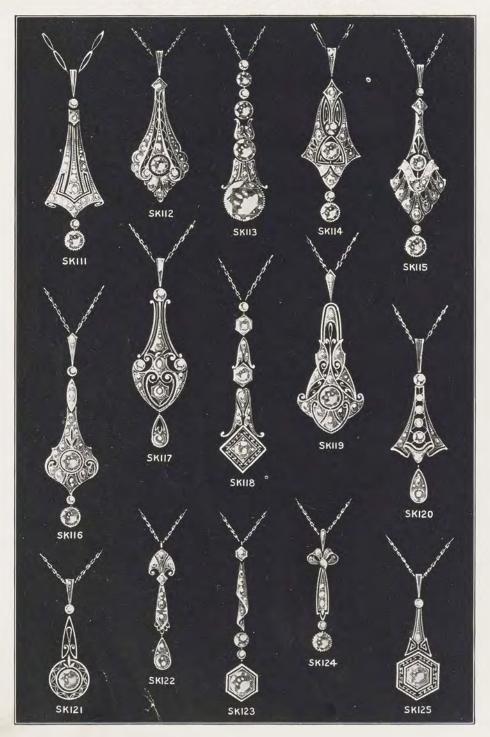














ARTISTIC HAND MADE, HAND CARVED PLATINUM MOUNTINGS ALSO MADE IN WHITE, GREEN OR YELLOW GOLD

VERY P	RETTY SIN	GLE STON	E MOUNTIN	IGS, EXQUI	SITELY CA	RVED
			W	Y	5	W
No, 1090	No. 1	092	No. 1094	No. 1096		No. 1098 Drilled for diamonds in shank
No. 1090 No. 1092 No. 1094 No. 1096 No. 1098	1/4 ct. \$33.60 37.50 34.90 35.00 46.00	1/2 ct. \$37.60 41.30 39.00 36.60 48.00	34 ct. \$40.40 48.00 42.00 39.80 52.00	1 ct. \$47.20 57.00 48.50 43.20 61.00	11/2 ct. \$57.00 62.00 56.00 57.00 68.00	2 ct. \$65.60 69.00 64.00 65.00 72.00
	ABOVE	ALSO CA	RRIED IN 14	K WHITE	GOLD	
No. 1090W No. 1092W No. 1094W No. 1096W No. 1098W	14 ct. \$7.40 8.40 7.50 7.60 7.90	1/2 ct. \$8.40 9.70 8.10 8.60 9.00	34 ct. \$ 9.70 11.00 9.50 9.90 10.20	1 ct. \$11.00 12.40 10.90 11.30 11.60	1 1/2 ct. \$12.40 13.70 12.20 12.60 12.80	2 ct. \$13.00 14.80 12.90 13.40 13.70

ENGRAVED MOUNTINGS

No. 1099 White gold basket setting with yel-low gold shank. No. 1099W All white gold.

No. 1099A Plain white gold setting with yellow gold shank. No. 1099B Plain white gold setting with white

gold shank.

PRICES

1099 1099W	 \$6.60	\$7.00	\$7.50	1½ct. \$8.00 8.70	\$8.50	
1099A 1099B						

No. 1099

HAND MADE FANCY LACE EFFECT BY EXPERT WORKMEN These mountings are illustrated with diamonds to show general appearance when set

A beautiful platinum mounting of heart design which has proven very popular.



Fine platinum mounting, with plain basket design.



No. 1140, as illustrated-without diamonds.

- No. 1141, set with six fine blue white snappy Wesselton diamonds in shank.
- No. 1142, hand carved shank in place of diamonds.

No. 1143, platinum setting, with 14k yellow gold shank. No. 1144, all 14k white or green

gold or white setting with yellow or green shank.

	No. 1140	No. 1141	No. 1142	No. 1143	No. 1144
PRICES				$\begin{array}{cccccccccccccccccccccccccccccccccccc$	

Attractive platinum mounting pierced basket design.



	No. 1150	No. 1151	No. 1152	No. 1153	No. 1154
PRICES	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$			$\begin{array}{cccccccccccccccccccccccccccccccccccc$

No. 1150, as illustrated-without diamonds.

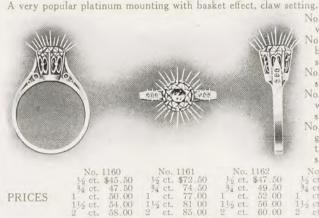
- No. 1151, set with six fine blue white snappy Wesselton diamonds in shank.
- No. 1152, hand carved shank in place of diamonds.

No. 1153, platinum setting, with 14k yellow gold shank.

No. 1154, all white 14k or green gold or white setting with green or yellow shank.

WROUGHT BY EXPERT PLATINUM WORKERS

These mountings are illustrated with diamonds to show general appearance when set



No. 1160, as illustratedwithout diamonds. No. 1161, set with six fine

blue white snappy Wesselton diamonds in shank. No. 1162, hand carved shank in place of dias.

No. 1163, platinum setting with 14k yellow gold shank.

No. 1164, all 14k white or green gold, or white setting with yellow or green shank.

16 ct. \$45.50 1	6 ct. \$72.50	1.2 15 114 100		
³ / ₄ ct. 47.50 ³ / ₄ 1 ct. 50.00 1 1 ³ / ₂ ct. 54.00 1 ³ / ₂	4 ct. 74.50 ct. 77.00 g ct. 81.00		$\frac{14}{2}$ ct. \$25.00 $\frac{3}{4}$ ct. 27.00 1 ct. 29.00 $\frac{14}{2}$ ct. 31.00 2 ct. 33.00	1_2 ct. \$15.50 3_4 ct. 16.00 1 ct. 16.50 1_2 ct. 16.75 2 ct. 17.00

A pretty platinum mounting with pierced scroll work.



No. 1170, as illustrated-without diamonds. No. 1171, set with six fine blue white snappy Wes-

selton diamonds in shank. No. 1172, hand carved shank in place of dias.

No. 1173, platinum setting with 14k yellow gold shank.

No. 1174, all 14k white or green gold, or white setting with yellow or green shank.

No. 1170	No. 1171	No. 1172	No. 1173	No. 1174
$\frac{1}{2}$ ct. \$47.70	12 ct. \$74.70	$\frac{1}{2}$ ct. \$49.70	$\frac{1}{2}$ ct. \$26.50	$\frac{1}{2}$ ct. $$18.00$
$\frac{3}{4}$ ct. 49.60	34 ct. 76.60	$\frac{3}{4}$ ct. 51.60	$\frac{3}{4}$ ct. 28.50	$\frac{3}{4}$ ct. 18.50
1 ct. 51.50	1 ct. 78.50	1 ct. 53.50	1 ct. 30.50	1 ct. 18.90
$\frac{1}{2}$ ct. 55.60	132 ct. 82.60	$\frac{1}{2}$ ct. 57.60	$\frac{1}{2}$ ct. 34.00	$1\frac{1}{2}$ ct. 19.20
2 ct. 55.60	2 ct. 86 50	2 ct. 61.50	2 ct. 37.50	2 ct. 19.50
2 ct. 59.50	2 ct. 86.50	2 ct. 61.50	2 ct. 37.50	2 ct. 19.50

Fine platinum mounting of plain basket design.



54.00

PRICES

No. 1180, as illustrated-without diamonds. No. 1181, with four fine blue

white snappy Wesselton diamonds set in shank. No. 1182, hand carved shank in

place of diamonds.

No. 1183, platinum setting, with 14k gold shank. No. 1184, all 14k white or green

gold, or white setting with yellow or green shank.

1181	No. 1182	No. 1183	No, 1184
\$68.00 70.00 72.00 76.00 80.00	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{c} \frac{1}{2} \text{ ct. } \$19.00\\ \frac{3}{4} \text{ ct. } 19.50\\ 1 \text{ ct. } 19.90\\ 1\frac{1}{2} \text{ ct. } 20.20\\ 2 \text{ ct. } 20.60 \end{array}$

PLATINUM MOUNTINGS DAINTY LACE EFFECTS BY HIGHLY SKILLED MECHANICS

These mountings are illustrated with diamonds to show general effect when set

Platinum mounting with pierced scroll.



No. 1190 No. 1193 No. 1194 1/2 ct. \$73.50 3/4 ct. 75.00 1 ct. 77.00 1/2 ct. 81.00 2 ct. 85.00 1/2 ct. \$46.50 3/4 ct. 48.00 ct. 50.00 1/2 ct. 54.00 ct. 58.00 1/2 ct. \$ 3/4 ct. ct. ct. ct. ct. ct. PRICE 11/2 ct.

Attractive platinum mounting, plain basket design.



Platinum mounting with pretty chain effect.



	No. 1210	No. 1211	No. 1212	No. 1213	No. 1214
PRICE	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$

No. 1190, as illustrated-excepting for diamonds.

- No. 1191, set with six fine blue white snappy Wesselton diamonds in shank.
- No. 1192, hand carved shank in place of diamonds.
- No. 1193, platinum setting, with 14k gold shank.
- No. 1194, all 14k white or green gold, or white setting with yellow or green shank.

$\begin{array}{r} 48.50 \\ 50.00 \\ 52.00 \\ 56.00 \\ 60.00 \end{array}$	3/4 1 11/2	ct. ct.	26.00 28.00 30.00 34.00 37.00	3/4 1 11/2	ct. ct. ct.	\$17.50 18.00 18.50 18.80 19.00	
	_						

No. 1200, as illustrated-without diamonds.

- No. 1201, set with six fine blue white snappy Wesselton diamonds.
- No. 1202, hand carved shank in place of diamonds.
- No. 1203, platinum setting, with 14k gold shank. No. 1204, all 14k white or green
- gold, or white setting with yellow or green shank.

No.	1202	No.	1203	No	. 1204
³ 4 ct. 1 ct.	\$48.00 50.00 52.00 56.00 60.00	34 ct. 1 ct. 112 ct.	\$26.00 28.00 30.00 34.00 37.50	3/4 ct 1 ct 1½ ct	. \$17.30 . 17.80 . 18.30 . 18.50 . 18.70

No. 1210, as illustrated-without diamonds.

- No. 1211, with six fine blue white snappy Wesselton diamonds, set in shank.
- No. 1212, hand carved shank in place of diamonds.
- No. 1213, platinum setting, 14k yellow gold shank.
- No. 1214, all 14k white or green gold, or white setting with yellow or green shank.

THE PRODUCT OF EXPERIENCED AND SKILLED WORKERS

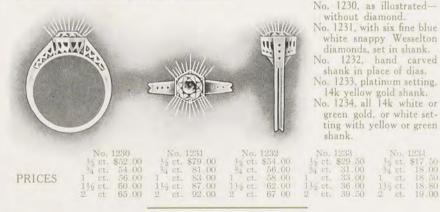
These mountings are illustrated with diamonds to show general appearance when set



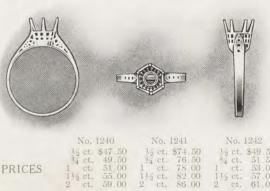
No. 1220, as illustratedwithout diamond. No. 1221, with six fine blue white snappy Wesselton diamonds, set in shank. No. 1222, hand carved shank, in place of dias. No. 1223, platinum setting, 14k yellow gold shank. No. 1224, all 14k white or green gold, or white setting with yellow or green shank.

No. 1	1222	T	\$0.	1223	2	No.	1224
	\$52.00			\$29.50			\$17.60
34 ct. 1 ct.	56.00			31.00 33.00			17,90 18,20
11/2 ct.	60.00	11/2	ct.	36.00	11/2	ct.	18.50
2 ct.	69.00	2	ct.	39.50	2	CL.	18.80

Six sided box effect, fancy platinum mounting.



Platinum mounting, with claw setting. Neat basket design.



59 00

11/2

64

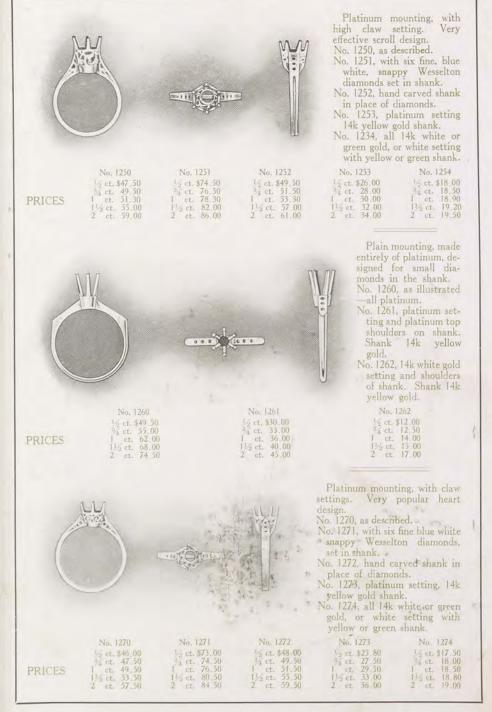
No. 1240, as illustrated. No. 1241, with six fine blue white, snappy Wesselton diamonds set in shank. No. 1242, hand carved shank in place of diamonds. No. 1243, platinum setting, 14k yellow gold shank. No. 1244, all 14k white or

No. 1234 1/2 ct. \$17.50 3/4 ct. 18.00 1 ct. 18.50 1 st. 18.80

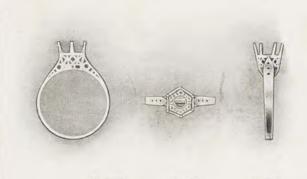
green gold, or white setting with yellow or green shank.

to. 1242	No. 1243	No. 1244
ct. \$49.50 ct. 51.50 ct. 53.00 ct. 57.00 ct. 61.00	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\begin{array}{cccccccccccccccccccccccccccccccccccc$

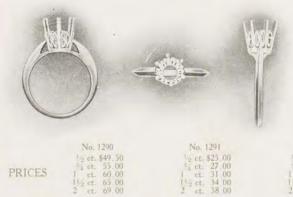
BEAUTIFUL LACE EFFECTS



ALSO IN COMBINATION OF PLATINUM AND 14K. GOLD.



12 ct. \$46.00 19 ct. \$73.00	2
115 ct. 53.00 135 ct. 80.50	¹ ₂ ct. \$48 ³ ₄ ct. 49. ¹ ct. 51 ¹¹ ₂ ct. 55 ² ct. 59





1.0.1295 1.2 ct. \$70.00 3.4 ct. 70.00 1. ct. 70.00 1.2 ct. 76.00 2. ct. 90.00

No. 1296	
³ ₄ ct. 15.00 1 ct. 16.00 1 ¹ ₂ ct. 16.00 2 ct. 17.00	

Platinum mounting with claw setting. Very pretty

- design. No. 1280, as described. No. 1281, with six fine blue white, snappy Wesselton diamonds, set in shank.
- No. 1282, hand carved shank in place of diamonds. No. 1283, platinum setting.
- 14k yellow gold shank. No. 1284, all 14k white or green gold, or white setting with green or yellow shank.

No. 1283	No. 1284
¹ ₂ ct. \$25.80	$\begin{array}{c} {}^{1}_{2}$ ct. \$17.50
³ ₄ ct. 27.50	${}^{3}_{4}$ ct. 18.00
¹ ct. 29.50	1 ct. 18.50
¹ ₂ ct. 35.00	1 ${}^{1}_{2}$ ct. 18.80
² ct. 36.50	2 ct. 19.00

Platinum mounting with basket design.

No. 1290, as illustrated-all platinum.

No. 1291, platinum setting, 14k yellow gold shank.

No. 1292, 14k white gold set-ting, yellow gold shank.

No. 1293, all yellow gold.

No. 1294. all white gold.

No. 1292	No. 1293-1294	
1 ct. \$5.60	12 ct. \$6.00	
³ 4 ct. 5.80	3. ct. 6.20	
ct. 6 50	1 ct. 6.90	
12 ct. 6.80	112 ct. 7.20	
ct. 7.50	2 ct. 8.00	

made mounting.

No. 1295, all platinum.

No. 1296, all 14k white gold.

No. 1297, 14k white gold top with green gold shank.

1	No. 1	297	
31 132	ct. \$ ct. ct. ct. ct.		00 00 00

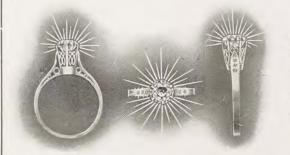
ALSO MADE IN 14K. WHITE GOLD AND 14K. GREEN GOLD



No. 1300 15 ct. \$70.00 ³g ct. 70.00 1 ct. 70.00 115 ct. 76 00 2 ct. 90.00



No. 1301 15 ct. \$15.00 34 ct. 15.00 l ct. 16.00 115 ct. 16.00 2 ct. 17.00



Hand made six-sided platinum mounting.

No. 1300, all platinum.

No. 1301, all 14k white gold.

No. 1302, 14k white gold top, with green gold shank.

	No.	1302
36	ct.	\$15,00
34	ct.	15.00
1	ct.	16.00
114	ct.	16.00
2	ct.	17.00

Platinum with fine lace work, and claw setting.

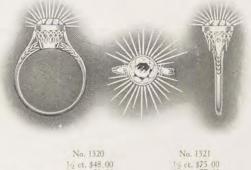
No. 1310, as described.

No. 1311, with six fine blue white Wesselton diamonds set in shank. No. 1312, hand carved shank in place of diamonds.

No. 1313, platinum setting 14k yellow gold shank. No. 1314, all 14k white or green gold,

or white setting with green or yellow shank.

	No. 1310	No. 1311	No. 1312	No. 1313	No. 1314
PRICES	$\begin{array}{c} 1_{-2} \text{ ct. } \$46 \ 00 \\ 3_{\pm} \text{ ct. } 47 \ 50 \\ 1 \ \text{ ct. } 49 \ 00 \\ 1_{-2} \text{ ct. } 53 \ 00 \\ 2 \ \text{ ct. } 57 \ 00 \end{array}$	¹ 2 ct. \$73.00 ³ 4 ct. 74.50 1 ct. 76.00 1.12 ct. 80.00 2 ct. 84.00	¹ 2 ct. \$48.00 ³ 4 ct. 49.50 1 ct. 51.00 ¹ 2 ct. 55.00 2 ct. 59.00	16 ct. \$25.80 34 ct. 27.50 1 ct. 29.50 11 ct. 33.00 2 ct. 36.00	16 ct. \$17,00 34 ct. 17,50 1 ct. 18,00 112 ct. 18,50 2 ct. 19,00



P

	No. 1320	No. 1321	No. 1323	
	12 ct. \$48.00 34 ct. 50 00	¹ 2 ct. \$75.00 ³ 1 ct. 77.00	1.2 ct. \$28.00 34 ct. 30 00	
PRICES	1 ct. 52.00 1½ ct. 56.00 2 ct. 60.00	1 ct. 79.00 1½ ct. 83.00 2 ct. 87.00	1 ct. 33.00 112 ct. 36.00 2 ct. 40.00	

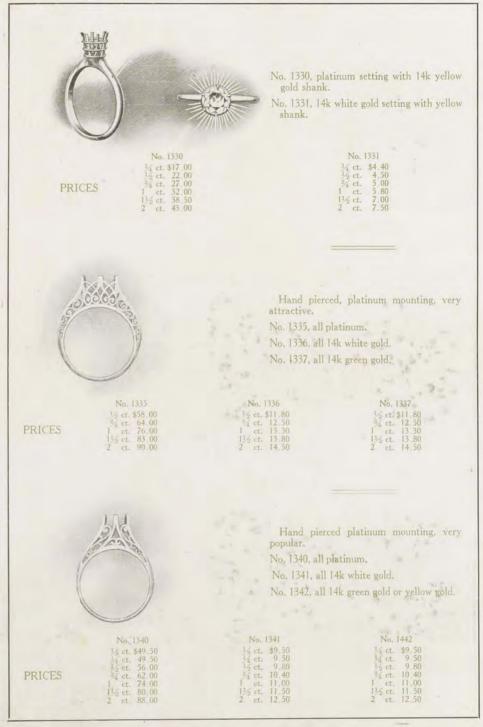
All platinum mounting, hand carved shank.

No. 1320, as described.

- No. 1321, with two fine diamonds set in shank.
- No. 1323, platinum setting with 14k yellow gold shank.
- No. 1324, all 14k white or green gold or white setting with green or yellow shank.

No. 1323	No. 1324
¹ / ₂ ct. \$28.00	1/2 ct. \$20.00
³ / ₄ ct. 30 00	3/4 ct. 20.50
1 ct. 33.00	1 ct. 21.00
1 ¹ ₂ ct. 36.00	11/2 ct. 22.00
2 ct. 40.00	2 ct. 23.00

ALSO MADE IN 14K. WHITE GOLD AND 14K. GREEN GOLD





11/2 ct. \$3.70

1 ct. \$3.40

2 ct, \$4.00 3 ct. 4.40 4 ct. 4.80

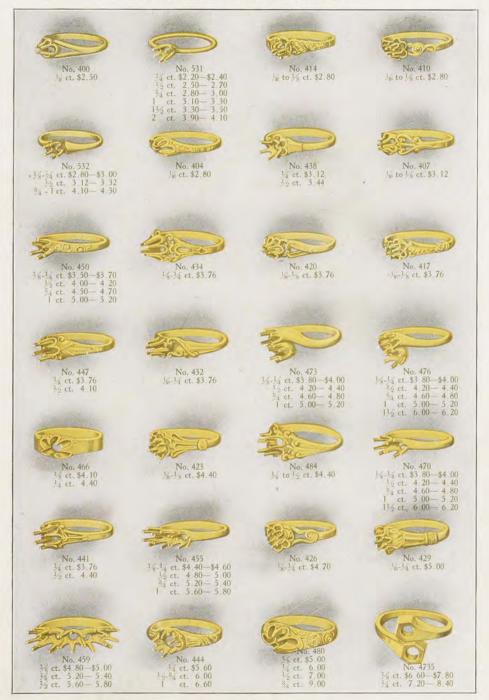
% ct. \$3,10

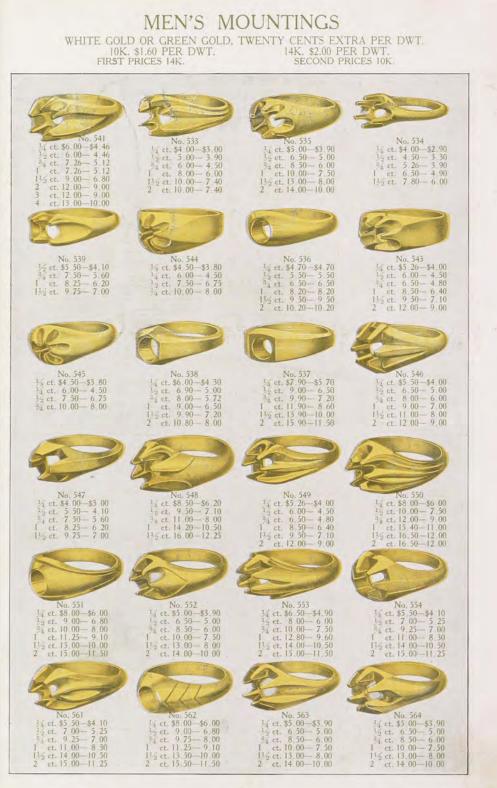
14 ct. \$2.20 18 ct. 2.10 16 ct. 2.00

1/2 ct. \$2.80

14K MOUNTINGS

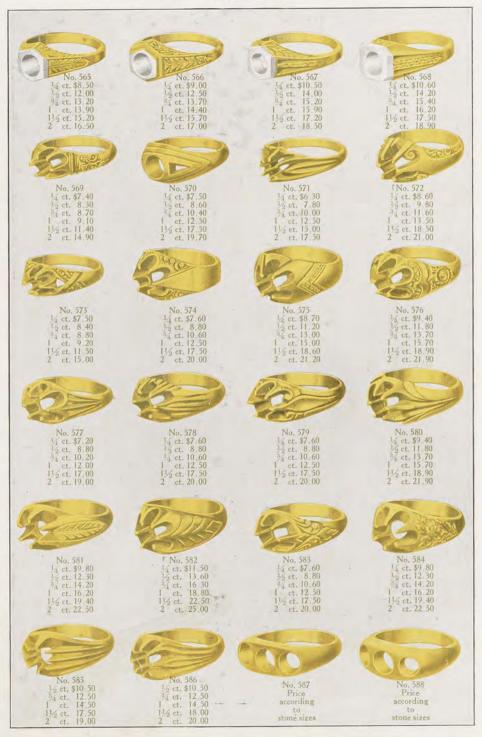
These mountings are perfect in every way: the gold is thoroughly wrought and on the grain, the claws are strong and tough. SECOND PRICES ARE FOR WHITE GOLD TOPS





MEN'S HAND MADE 14K MOUNTINGS

IN 14K YELLOW, WHITE OR GREEN GOLD NOS, 565, 566, 567, 568 HAVE WHITE GOLD TOPS. WITH HAND CARVED GREEN GOLD SHANKS



MEN'S 14K MOUNTINGS HAND CUT AND ENAMELED WITH WHITE OR YELLOW GOLD BEZELS

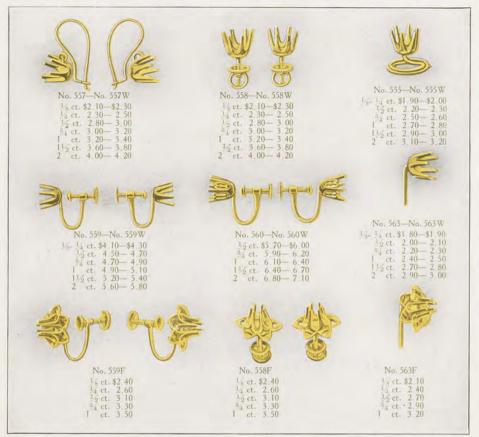
CAN BE FURNISHED WITH MONOGRAM OR SPECIAL DESIGN AT SLIGHT INCREASE IN COST. ILLUSTRATED WITH DIAMONDS TO GIVE GENERAL EFFECT WHEN SET



SEE PAGE 133

14K MOUNTINGS

EAR RINGS, STUDS, SCARF PINS NUMBERS FOLLOWED WITH LETTER W ARE FOR WHITE GOLD SETTINGS



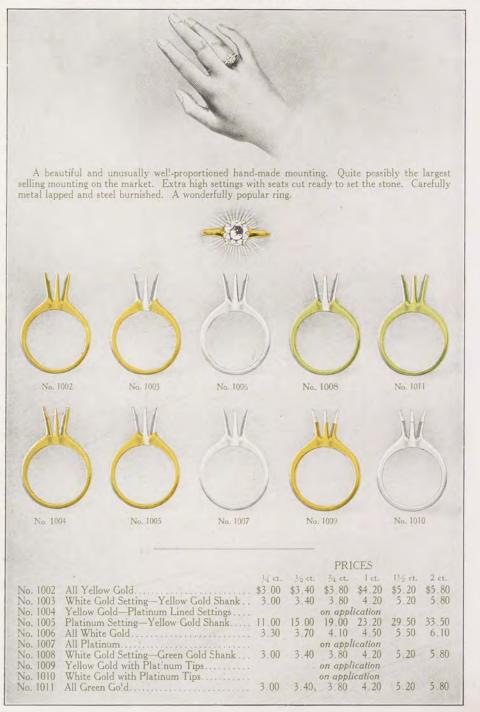
GUARD RINGS



FOR DIAMOND GUARD RINGS SEE PAGE 33

ARTISTIC HAND MADE MOUNTINGS

IN 14K WHITE, YELLOW AND GREEN GOLD; ALSO IN PLATINUM



ARTISTIC HAND MADE MOUNTINGS

IN 14K WHITE, YELLOW AND GREEN GOLD; ALSO IN PLATINUM



SEAMLESS HAND CARVED WEDDING RINGS FORTUNATE IS THE BRIDE WHO RECEIVES ONE

THE CARVED WEDDING RING

EXPRESSES SO BEAUTIFULLY THE CHERISHED SENTIMENTS OF MATRIMONY, DAME FASHION AND HER WONDERFUL FOLLOWING OF CULTURED PEOPLE HAVE PRONOUNCED IT THE CORRECT RING FOR THIS MOST IMPORTANT OCCASION. EXQUISITE MINIATURE CARVINGS OF LAUREL, BRIDAL ROSE, CLOVER AND ORANGE BLOSSOM WREATHS, SYMBOLIC OF CHARMING SENTIMENTS.









Bridal Rose Wreath

Hand carved on 10K Hand carved on 14K Hand carved on 18K	CARVING WEIGH Yellow Gold Yellow Gold Yellow Gold	\$8.40 10.00 11.20	4 dwt. \$11.00 12.60 13.70 15.80	5 dwt. \$12.00 15.00 16.80 19.00
Hand carved on 10K Hand carved on 14K	Green Gold. Green Gold. Green Gold.		11.00 12.60 13.70	12.00 15.00 16.80
Hand carved on 14K	White Gold. White Gold. White Gold.		12.00 13.70 14.90	13.30 15.80 17.50
		1		

Square ring, hand carved on three sides. Blanks weigh about 31/2 dwts. before carving. Carved with orange blossom wreath design.

our migi our fear first of the	De brobbonn mieden debri	2***
Yellow Gold	Green Gold	White Gold
10K-\$8.70	10K-\$8.70	10K-\$9.50
14K-10.00	14K-10.00	14K-10.80
18K—11.20	18K—13.70	18K-14.50
22K-13.70		

OUR PROCESS OF MAKING SEAMLESS WEDDING RINGS

THE alloyed gold, after being carefully melted to assure perfect mixing of the fine silver and copper, with which the fine or 24 karat gold is alloyed to desired karat, is poured into an ingot, 1_2 inch thick. By means of power rolls the gold is rolled into a ribbon four or five feet long, to the required thickness—measurements being taken to the 1-1000 of an inch.

This gold ribbon is fed into a punch press and a blank of the desired diameter obtained, as shown in cuts A and B on next page

These blanks are now fed to another punch press, which with one blow transforms the flat blank to a cup, as shown in cut C.

Another punch press cuts out the bottom of the cup, and a flat ring is left—cut D.

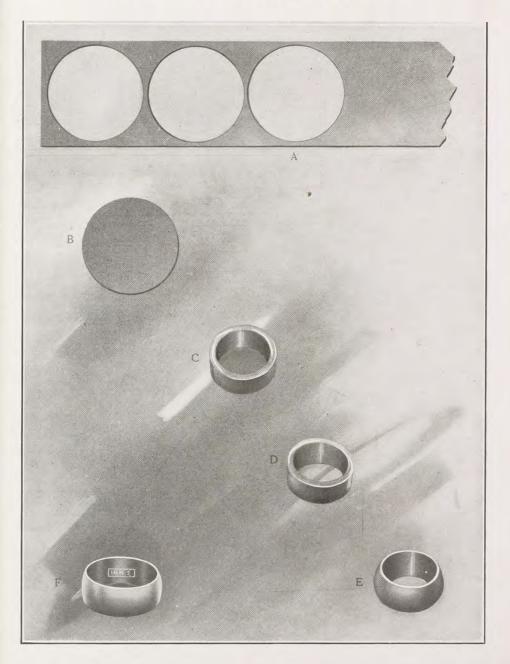
The flat ring is placed in dies of the proper shape, and by a heavy press, capable of exerting a pressure of forty tons to the square inch, squeezed to the desired form—the result is a perfect shaped solderless ring, size 4, cut E.

The ring now goes to our patented spinner, where, being placed on a spindle, it is rolled to any finger size. An indicator shows the exact size of the ring at all times. When the required size is reached, turning of a handle releases the ring which slips from the spindle a finished ring, except for polishing and stamping, which is the last operation—cut F.

Gold is soft and porous unless worked. This rolling, punching, squeezing and hammering, gives toughness and hardness, destroys porousness, and permits the metal receiving and retaining a high polish. Our method of doing this is far in advance of usual practice. Our gold is scientifically alloyed and more thoroughly worked, giving an unusually tough or more perfectly wrought metal. Every jeweler selling our rings knows of their unusual wearing qualities.

As the wedding ring is purchased but once in a life time, it is important that you procure the ring which gives greatest satisfaction to the wearer.





SUPERIOR WEDDING RINGS

"AMERICA'S STANDARD"

NEARLY 100,000 WEDDING RINGS ALWAYS CARRIED IN STOCK

WE ARE the largest makers of Wedding Rings in Americamade so through distinct superiority of product.

Through our scientific alloys and special process or treatment of the precious metals, our gold is more thoroughly wrought, retains its high finish longer, and will outwear other rings.

We carry a complete stock in all sizes, weights, shapes and karats. Orders filled same day as received.

SEE PAGE SIX FOR STAMPED ORDERS

10K Plain Rings—Any Shape. 14K Plain Rings—Any Shape. 18K Plain Rings—Any Shape. 22K Plain Rings—Any Shape.	1.50 per dwt. 1.90 per dwt.
10K Plain Rings—Green Gold—Thick Oval. 14K Plain Rings—Green Gold—Thick Oval. 18K Plain Rings—Green Gold—Thick Oval.	1.60 per dwt.
10K Plain Rings—White Gold—Thick Oval	1.60 per dwt.

SHAPES

EXTRA THICK OVAL. Quite thick and narrow.

THICK OVAL. Thick and narrow.

FULL OVAL. Medium oval shape.

WIDE OVAL. Good oval shape, making good show.

, is it at at

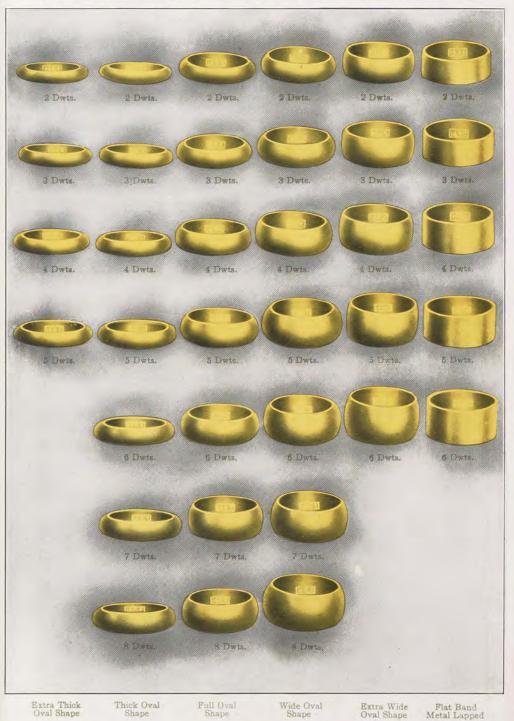
EXTRA WIDE OVAL. Very thin and quite flat,

FLAT BAND. Edges are metal lapped.

ILLUSTRATIONS ARE 4 DWT. RINGS

SEAMLESS SOLID GOLD WEDDING RINGS

A BETTER WROUGHT METAL, BETTER FINISH, BETTER WEARING QUALITIES



DIAMOND WEDDING RINGS

SET WITH FINE, SNAPPY, BLUE WHITE WESSELTON DIAMONDS

						Â
F	E	D	c	J	н	G
	Ring	Dias. Weigh	Price	Diamonds set ½ around	Diamonds set ½ around	Diamonds set 1/ around
STYLE F	14K Gold Platinum	.50 carats .50 carats	\$137.00 183.60	\$ 73.10 124.70 TO	\$ 52.30 103.90 ORDER ON	\$42.30 93.90
STYLE É	14K Gold Platinum	.35 carats .35 carats	\$ 98.50 145.10	\$ 54.60 106.20	\$39.20 90.80 ORDER ON	\$31.50 83.10
STYLE D	14K Gold Platinum	.60 carats .60 carats	\$162.40 209.00	\$ 85.40 137.00	\$ 60.00 111.60 ORDER ON	\$46.90 98.50
STYLE C	14K Gold Platinum	Piece Price	\$112.40 166.50	\$ 60.40 114.50 TO	\$ 44.80 98.90 ORDER ON	\$34.40 88.50
STYLE	14K Gold Platinum	Piece Price	\$ 99.20 129.20			
STYLE H	14K Gold Platinum	Piece Price	\$ 99.20 129.20			
STYLE	14K Gold Platinum	Piece Price	\$105.80 135.80			
STYLE	14K Gold Platinum	.60 carats .60 carats TRATED ON	\$175.00 213.00	\$100.00 150.00	\$ 75.20 125.20 ORDER ON	\$ 62.50 112.50
STYLE	14K Gold Platinum	1.00 carat 1.00 carat TRATED ON	\$267.50 290.50	\$146.50 180.50	\$107.70 141.70 ORDER ON	\$ 84.00 123.00
ALLIANCE OR FRENCH WEDDING RINGS						
14K	Can —\$2.60 per c		carats an	d two weigh 18K-	ts -\$3.00 per	dwt.
).(6			

Light weight rings 21/2 to 3 dwts. Heavy weight rings 31/2 to 4 dwts.

A GOLD WEDDING RING THAT WILL NOT BLACKEN THE FINGER

Considerable annoyance is caused by gold wedding rings periodically blackening the wearer's finger, particularly among women. We have placed the matter before metallurgists, chemists of renown and eminent medical authorities as well as the United States Government's Bureau of Research. Results of these exhaustive investigations, show there is no remedy for this discoloration, regardless of the treatment of the gold, as long as the gold itself is worn in contact with the skin. Pure or fine gold discolors the skin as readily as does alloyed gold. The causes of this discoloration appear to be an excess of sulphur in the air or in the body; the use of soaps or cold cream, and the secretion of natural oils, through the pores of the skin, all of which produce a chemical deposit known as oleate of gold.

To overcome this annoying feature we have experimented on linings for rings to prevent the gold from coming in direct contact with the skin. We have produced a wedding ring, lined with platinum, which entirely overcomes discoloration. This lining cannot be seen when the ring is worn and effectively keeps the gold away from the finger.

Every jeweler should carry a sample of this ring in stock to show and explain to prospective customers.



The ring is carried in stock in Extra Thick Oval and Thick Oval Shapes, for which an extra charge of \$15.00 is made. Wide Oval and Extra Wide Oval shapes can be made to order at a proportionately higher cost.

We will line wedding rings already in use at the above cost.

14K BABY RINGS

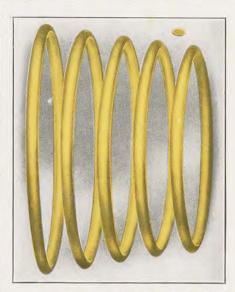
PLAIN AND SET WITH FINE, SNAPPY, BLUE WHITE WESSELTON DIAMONDS ALSO WITH GENUINE SAPPHIRES AND GENUINE RUBIES

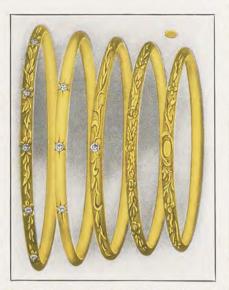


SOLID BANGLE BRACELETS

THEY WILL NOT DENT THE STRONGEST BRACELET MADE-WILL LAST MANY GENERATIONS 10K, \$1.10 Per Dwt. (Not Hinged or Jointed)

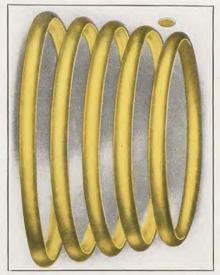
14K, \$1.50 Per Dwt.

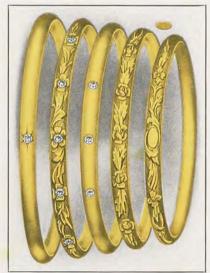




SHAPE A. PLAIN OR ENGRAVED. WITH OR WITHOUT DIAMONDS Made in Round Bangle or Oval Form

Approximate Weights: Size 5, 6 dwts. Size 6, 8 dwts. Size 7, 10 dwts. Size 8, 12 dwts. Full engraved, \$5.00 extra. Engraved half way around, \$3.00 extra Diamonds, add \$8.00 for each diamond. Made to order with sapphires and diamonds





SHAPE B. PLAIN OR ENGRAVED, WITH OR WITHOUT DIAMONDS Made in Round Bangle or Oval Form Approximate Weights: Size 5, 11 dwts. Size 6, 14 dwts. Size 7, 17 dwts. Size 8, 21 dwts. Full engraved, \$5,00 extra. Engraved, half way around, \$3,00 extra. Diamonds, add \$8,00 for each diamond. Made to order with diamonds and sapplaires



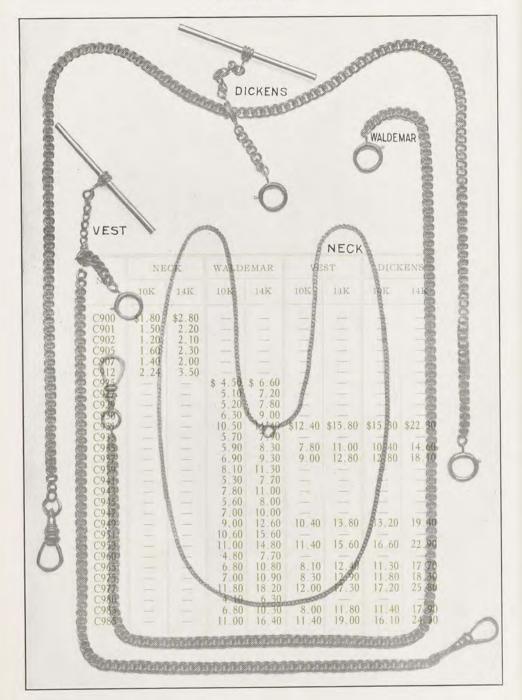
SET WITH DIAMONDS OR ENGRAVED SNAPPY BLUE WHITE WESSELTON DIAMONDS SET IN SPECIAL COLLET. DIAMOND, COLLET AND SETTING \$14.00 EXTRA FOR EACH STONE



HAND ENGRAVED HALF WAY AROUND \$4.00 EXTRA HAND ENGRAVED ALL THE WAY AROUND \$7.50 EXTRA

SOLID GOLD CHAINS

10K AND 14K

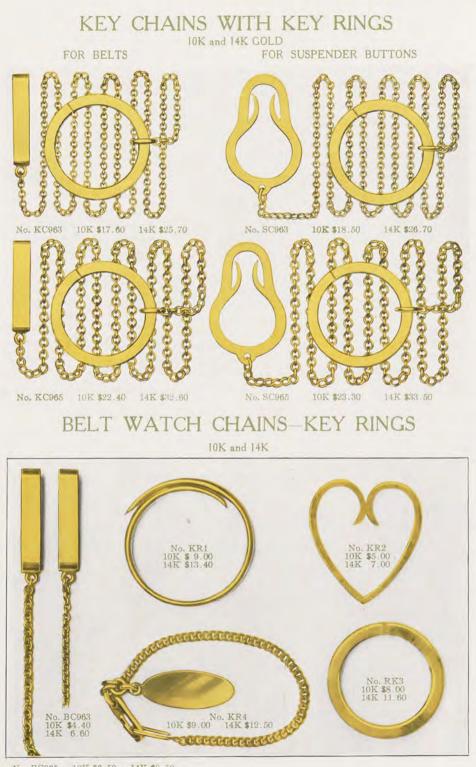


SOLID GOLD CHAINS

CAREFULLY MADE-BEAUTIFULLY FINISHED

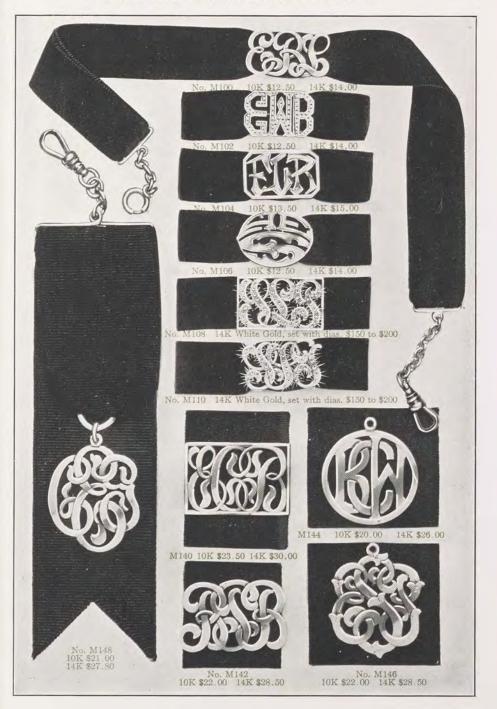
30000000000000000000000000000000000000	C900
	C901
	C905
***************************************	C 907
222200000000000000000000000000000000000	C912
3.35-0-rom contractor contractor contractor contractor contractor	C 925
-ararata a subatanana senerata sea ana a	C 927
The same side and and and the	0929
with the state of the	0931
	0933
11111111111111111111111111111111111111	THE C
DDDDDDDDA HANANAAAAAAAAAAAAAAAAAAAAAAAAA	C 935
	C 937
8	C939
Consider and the second consideration of the second of the second	C941
CONTRACTOR STREET	92
	C 930
	C 945
	C 9 47
	C.943
THE REAL OF MY W	C 949
	C951
TRALIGUERRAN CONSCIONS	0.953
ne state and an	C 960
The second second states and the second s	2 3 3 3 3 C 965
16766666666666666666666666666666666666	000000000
	C 975
	C 977
	C 980
	0983
испанининининининининининининини	C985

FOR COAT CHAINS SEE PAGE 111



No. BC965 10K \$6.50 14K \$9.50

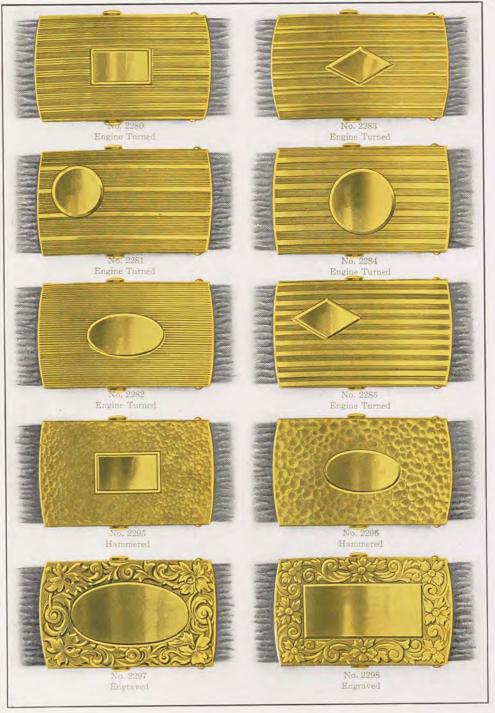
RIBBON WATCH FOBS AND WALDEMARS





,

BELT BUCKLES HAND ENGINE TURNED, HAND ENGRAVED, OR HAND HAMMERED IN STERLING SILVER 70 CENTS EXTRA—IN GOLD \$1.50 EXTRA



SUPERIOR CUFF BUTTONS

"AMERICA'S BEST"

An unusually attractive, extra strong Cuff Button with heavy tops, good substantial beans and solid heavy EIGHT LEGGED posts.

This button is in a class by itself and must not be confused with Cuff Buttons of the usual type of construction.

SEE PAGE THREE FOR GOODS STAMPED WITH YOUR INITIALS

											\$1.44 per dwt.
14K Cu	Iff Buttons	-	-	-	-	4	-	-	-	-	1.90 per dwt.
	iff Buttons										2.30 per dwt.
22K Cu	iff Buttons	-	-	-	-	-	-	-	÷	-	2.80 per dwt.
		_						_	_		
	Iff Buttons-										\$1.50 per dwt.
14K Cı	iff Buttons-	-G	reer	n C	old		-	-	-	-	2.00 per dwt.
18K Cu	Iff Buttons-	-G	reei	n C	old						2.50 per dwt.

10K Cuff Buttons-White Gold - - -\$1.50 per dwt. 14K Cuff Buttons-White Gold -2.00 per dwt. -

NOTE UNUSUALLY STRONG CONSTRUCTION



HEAVY POSTS

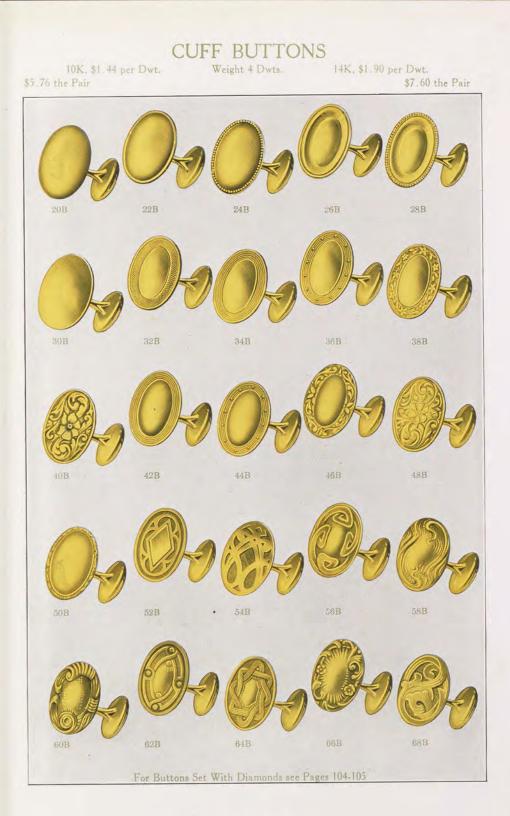
EIGHT-LEGGED

COST PER PAIR	4 DWTS.	6 DWTS.
10K	\$5.76	\$8.64
14K	7.60	11.40
18K	9.20	13.80
22K		16.80

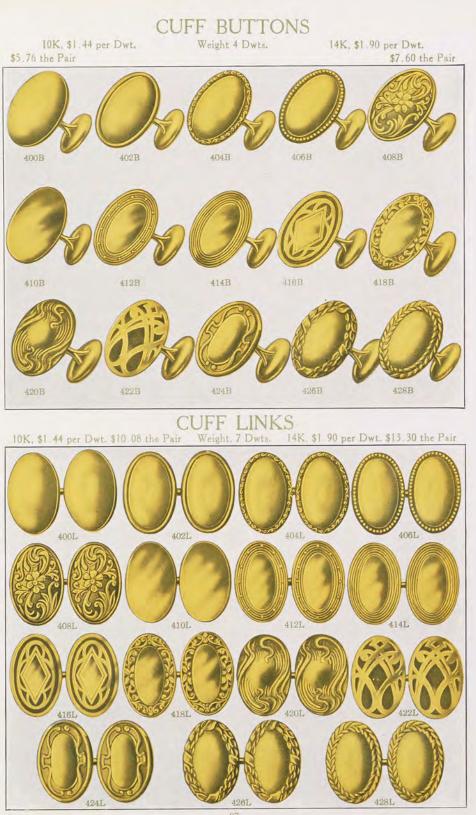
EMBLEM CUFF BUTTONS \$2,00 EXTRA. SEE PAGE 132

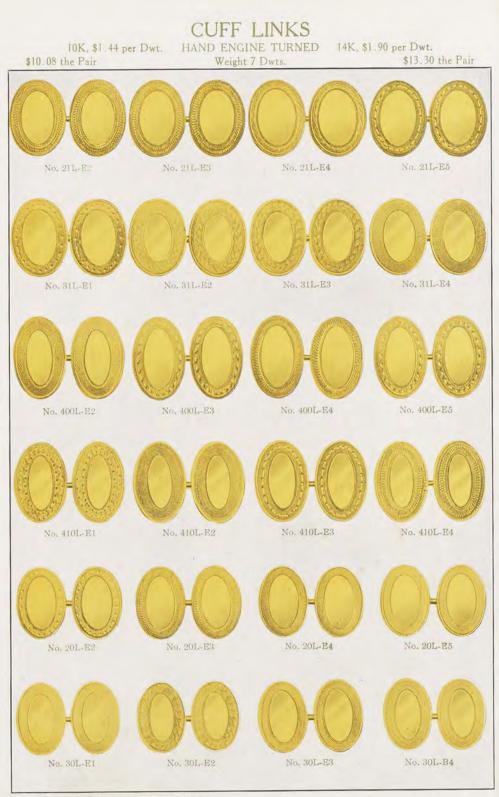




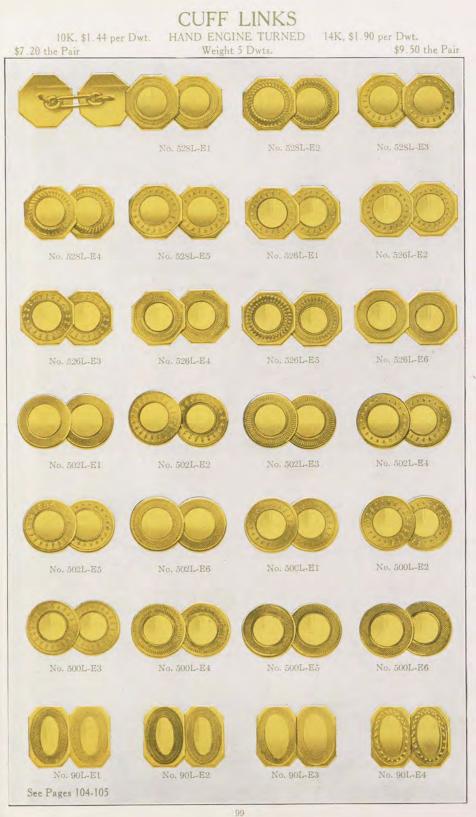


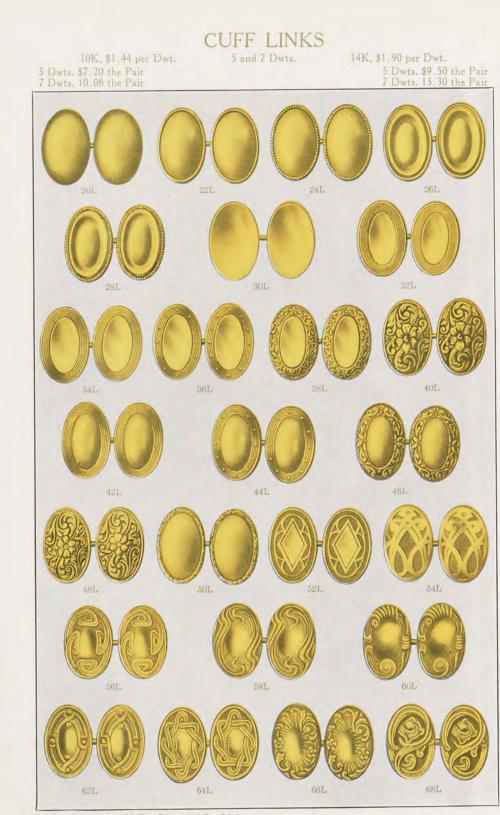






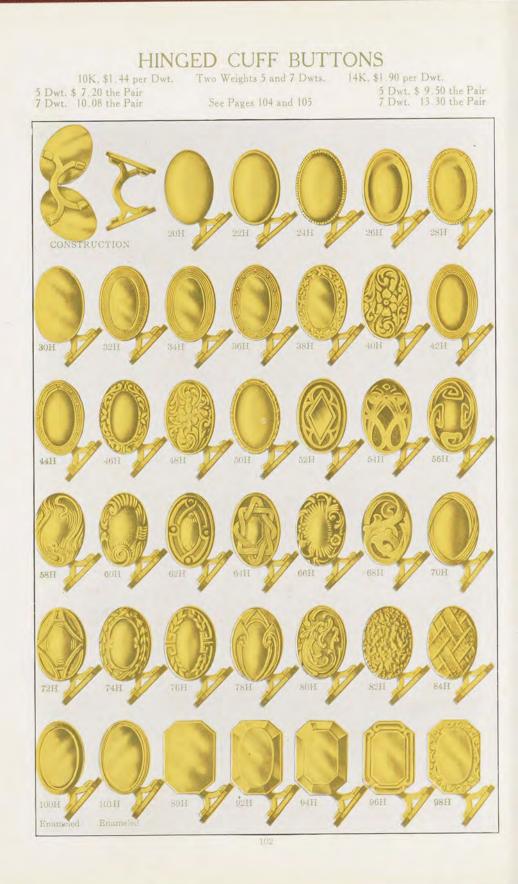
See Pages 104-105 For Diamond Links

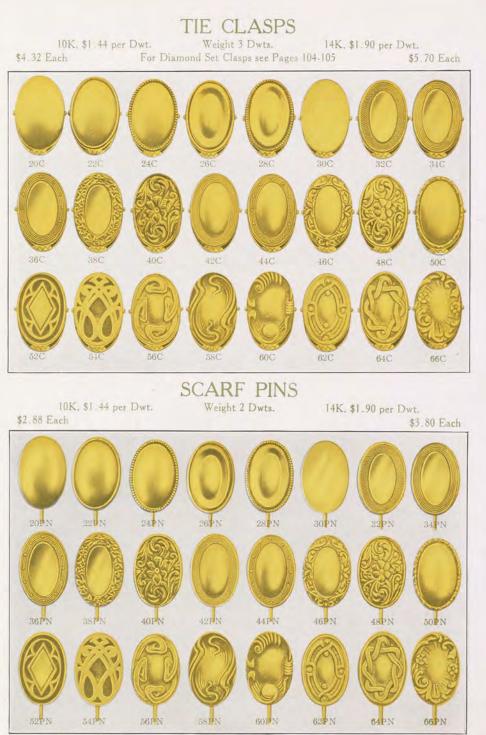




See Pages 104-105 For Diamond Set Links 100







Tie Clasps and Scarf Pins of all Cuff Button and Link Patterns carried in stock Emblem Tie Clasps or Scarf Pins \$1.00 Extra. See Page 132

DIAMOND CUFF BUTTONS, LINKS, TIE CLASPS AND SCARF PINS

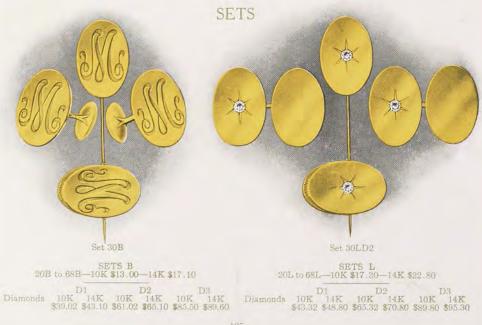
SET WITH FINE, BLUE WHITE, WELL SPREAD, SNAPPY WESSELTON DIAMONDS



DIAMOND CUFF BUTTONS, LINKS, TIE CLASPS AND SCARF PINS

SET WITH FINE, BLUE WHITE, WELL SPREAD, SNAPPY WESSELTON DIAMONDS

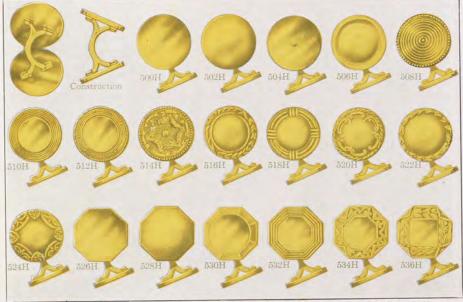




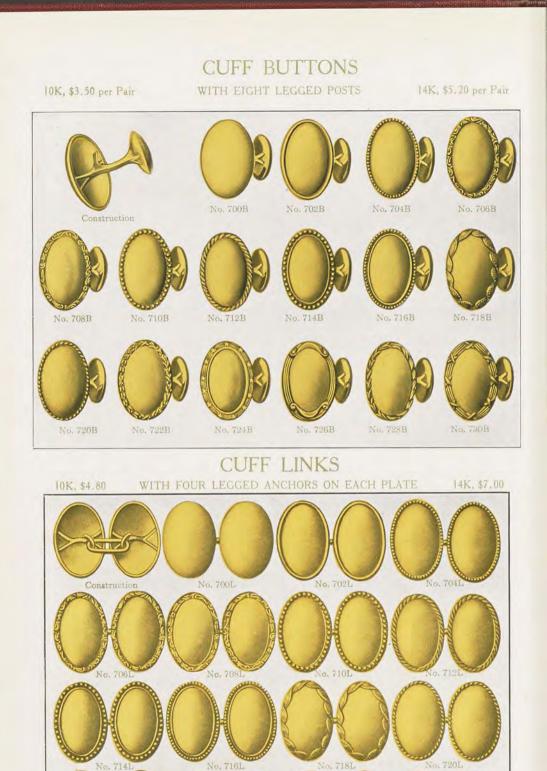


CUFF LINKS 10K, \$1.44 per Dwt. Weight, 5 Dwts. 14K, \$1.90 per Dwt. \$9.50 per Pair \$7.20 per Pair CONSTRUCTION No. 500L No. 508L No. 512L No. 518L No. 520L No. 516L No. 526L No. 528L No. 524L No. 522L 22 No. 523L No. 530L HINGED POST CUFF BUTTONS

HINGED POSI COFF BUTIONS 10K, \$1.44 per Dwt., \$7.20 per Pair Weight, 5 Dwts. 14K, \$1.90 per Dwt., \$9.50 per Pair



See Pages 104 and 105 for Diamond Links and Buttons-Same prices for same weight links and buttons



No: 724L

No. 722L

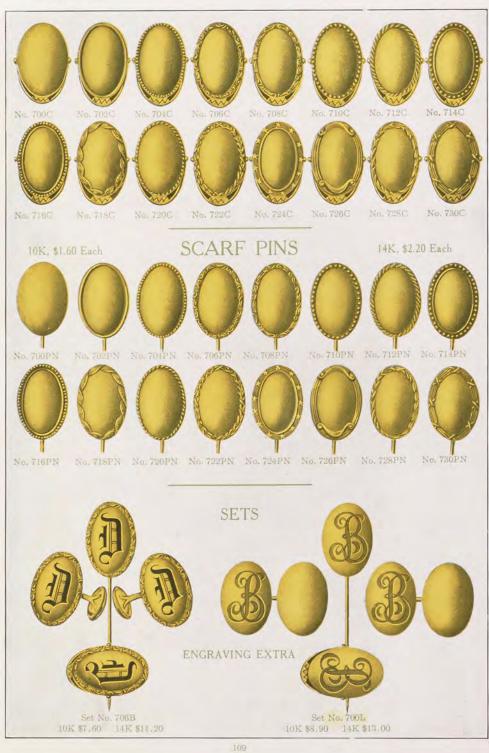
No. 726

No. 7:

TIE CLASPS

10K, \$2.50 Each

14K, \$3.80 Each

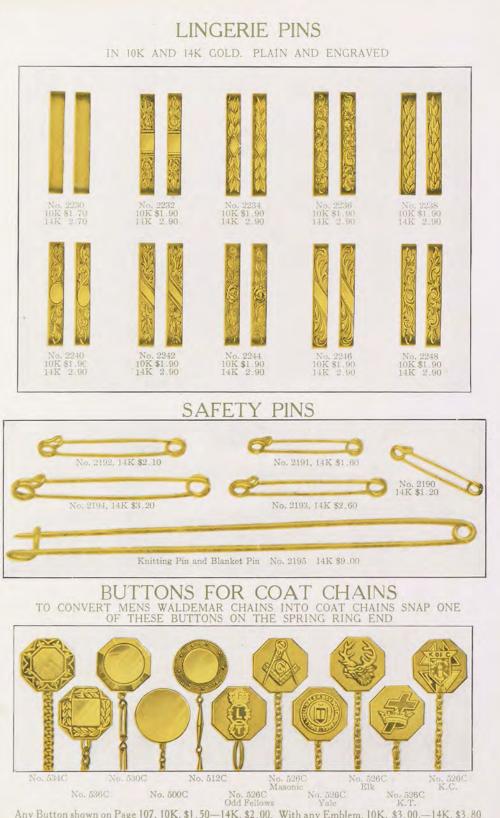


HINGED CUFF BUTTONS

PLAIN AND ENGINE TURNED

14K



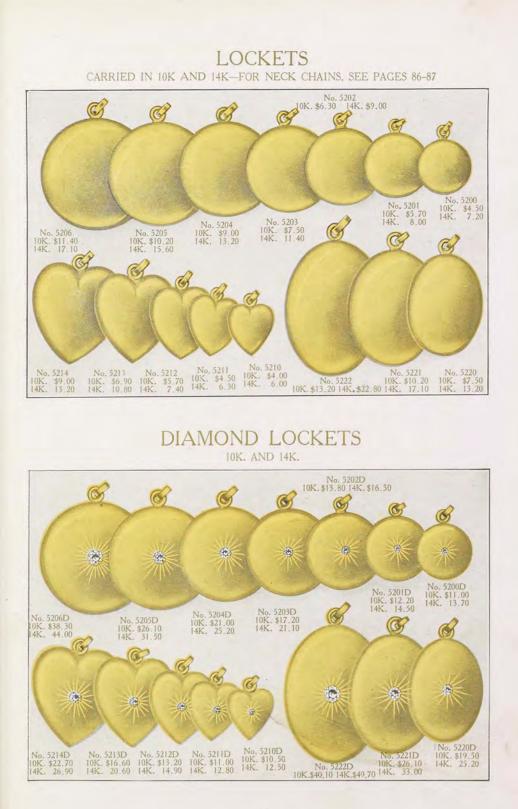


Any Button shown on Page 107, 10K, \$1.50-14K, \$2.00. With any Emblem, 10K, \$3.00,-14K, \$3.80 For Waldemar Chains, See Page 86.

HEAVY SOLID CROSSES

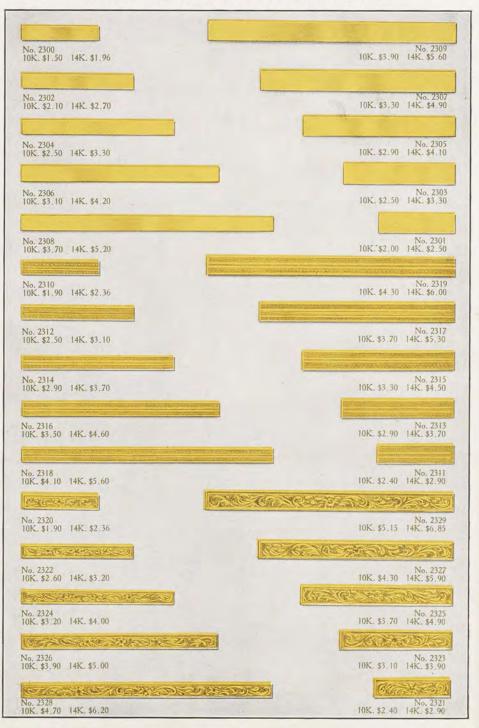
IN 10K AND 14K GOLD-METAL LAPPED





BAR PINS

PLAIN, HAND ENGINE TURNED AND HAND ENGRAVED



CLASS RINGS

PRICES 4800 TO 4803 ARE FOR ONE OR MORE RINGS. PRICES 4804 TO 4827 ARE FOR MINIMUM ORDERS OF ONE DOZEN RINGS. SMALLER ORDERS AT PROPORTIONATELY HIGHER PRICES



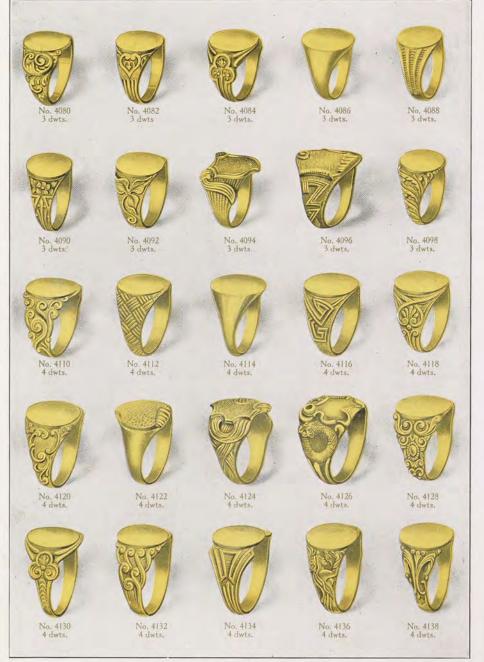
10K and 14K THESE RINGS ARE HIGH GRADE COLD DROP FORGINGS 10K, \$1.44 PER DWT. 14K, \$1.90 PER DWT. FURNISHED PLAIN POLISHED, ENGLISH FINISH, ROMAN OR ROSE COLORED

SIGNET RINGS



SEE PAGE 120 FOR STYLES OF ENGRAVING





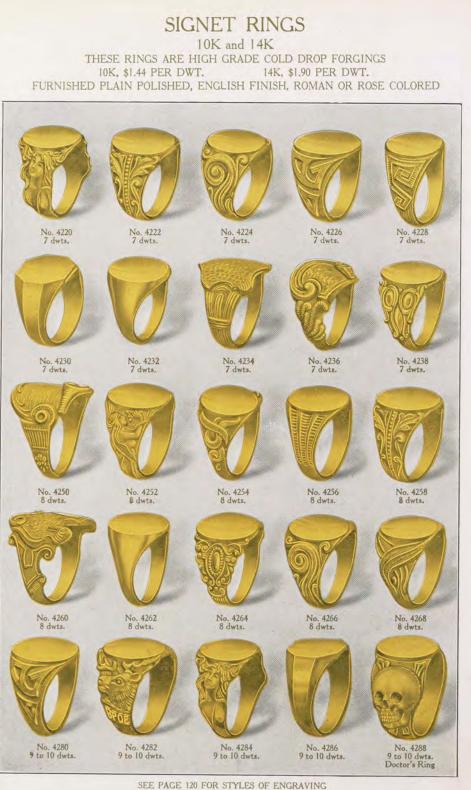
SEE PAGE 120 FOR STYLES_OF ENGRAVING 117

SIGNET RINGS

10K and 14K THESE RINGS ARE HIGH GRADE COLD DROP FORGINGS 10K. \$1.44 PER DWT. 14K. \$1.90 PER DWT. FURNISHED PLAIN POLISHED, ENGLISH FINISH, ROMAN OR ROSE COLORED



SEE PAGE 120 FOR STYLES OF ENGRAVING

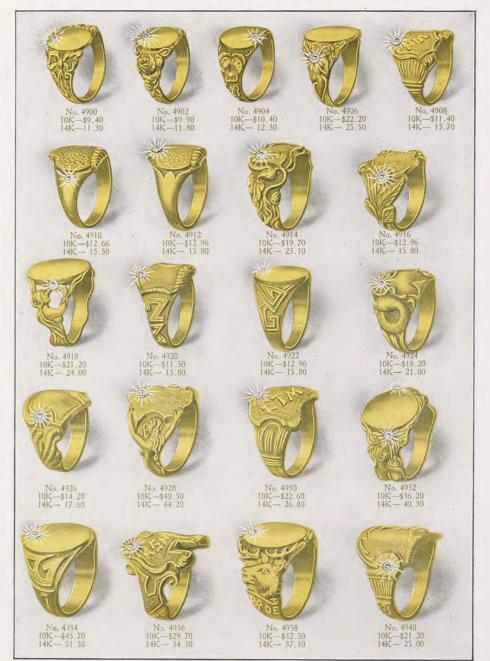


ENGRAVING STYLES FOR SIGNET RINGS, CUFF BUTTONS AND CUFF LINKS, TIE CLASPS AND SCARF PINS



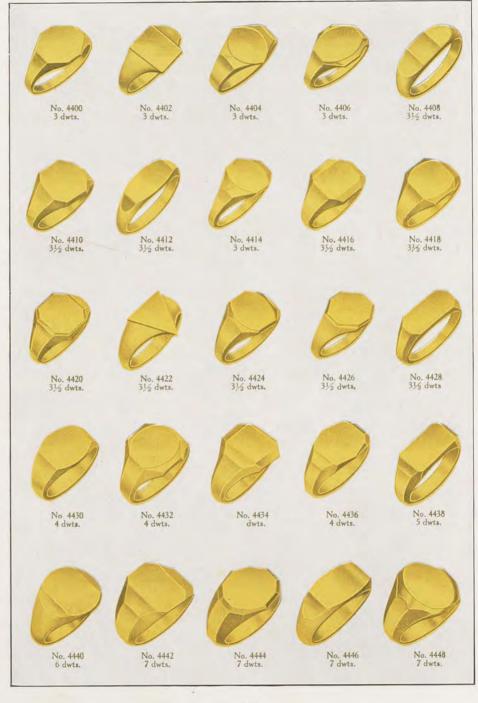
DIAMOND SET SIGNET RINGS

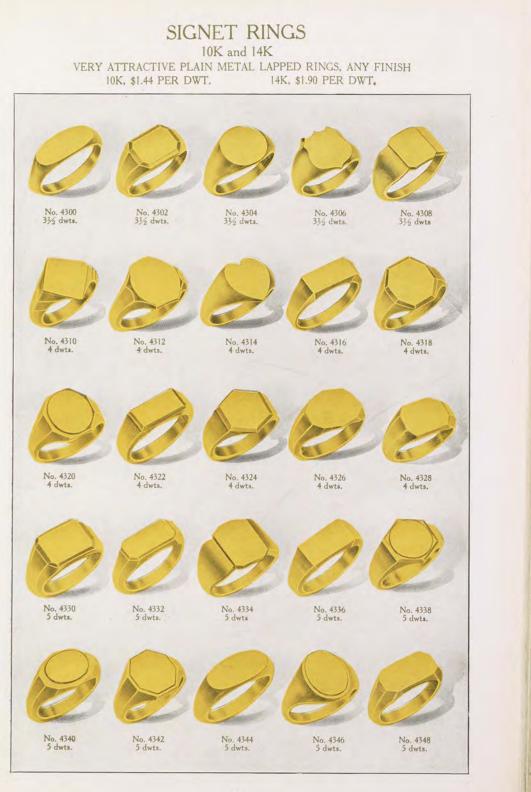
DIAMONDS ARE FINE, SNAPPY, WELL SPREAD, BLUE WHITE WESSELTONS Carried in stock in yellow gold only-Green gold to order, same prices



SIGNET RINGS

VERY ATTRACTIVE PLAIN METAL LAPPED RINGS. ANY FINISH 10K. \$1.44 PER DWT. 14K. \$1.90 PER DWT.

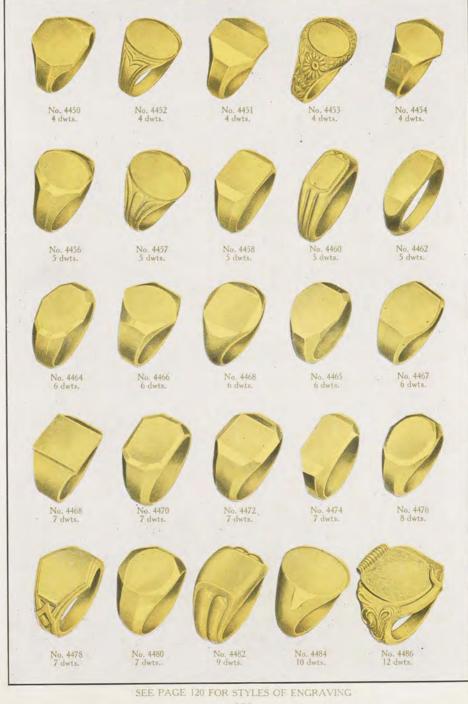




SIGNET RINGS

PLAIN METAL LAPPED AND EMBOSSED. ANY FINISH 10K, \$1.44 PER DWT. 14K, \$1.90 PER DWT.

.



SIGNET RINGS 10K and 14K VERY ATTRACTIVE PLAIN METAL LAPPED RINGS, ANY FINISH 10K, \$1.44 PER DWT. 14K, \$1.90 PER DWT.



No. 4380 7 dwts. No. 4382 7 dwts. No. 4384 7 dwts. No. 4390 7 dwts. No. 4392 7 dwts. No. 4394 7 dwts. No. 4386 7 dwts.

> No. 4396 7 dwts.

No. 4388 7 dwts.



SEE PAGE 120 FOR STYLES OF ENGRAVING 125

t

No. 4358 5 dwts.

No. 4368 6 dwts.

No. 4378 6 dwts.

SIGNET RINGS

BEAUTIFULLY HAND ENGRAVED-PLAIN POLISHED OR ENGLISH FINISH 10K, \$1.64 PER DWT. 14K, \$2.10 PER DWT.



No. 4410X 3 dwts.



No. 4302X 3½ dwts.



No. 4314X 4 dwts.



No. 4450X 4 dwts.





No. 4322X 4 dwts.



No. 4400X 3 dwts.



No. 4304X 3½ dwts.



No. 4324X 4 dwts.



No. 4114H 4 dwts.



No. 4341X 5 dwts.



No. 4434X 3½ dwts.





No. 4414X 3 dwts.



No. 4300X 3½ dwts.



No. 4306X 3½ dwts.



No. 4308X 3½ dwts.



No. 4316X 4 dwts.





No. 4312X 4 dwts.



No. 4450C 4 dwts.









No. 4450H 4 dwts.

No. 4320X 5 dwts.

126

No. 4336X 5 dwts.

No. 4318X 4 dwts.















SIGNET RINGS

BEAUTIFULLY HAND ENGRAVED PLAIN POLISHED OR ENGLISH FINISH 14K. \$2.10 PER DWT. 10K. \$1.64 PER DWT.



No. 4340X 5 dwts.



No. 4332X 5 dwts.



No. 4362X 6 dwts.



No. 4230X 7 dwts.



No. 4470X 7 dwts.



No. 4342X 5 dwts.



No. 4352X 5 dwts.



No. 4360X 6 dwts.



No. 4394X 7 dwts.



No. 4232X 7 dwts.



No. 4346X 5 dwts.



No. 4344X 5 dwts.



No. 4374X 6 dwts.



No. 4230H 7 dwts.



No. 4476X 7 dwts.



No. 4330X 5 dwts.



No, 4358X 5 dwts,



No. 4372X 6 dwts.



No. 4448X 7 dwts.



No. 4396X 7 dwts.



No. 4334X 5 dwts.



No. 4348X 5 dwts.



No. 4160X 6 dwts.



No. 4390X 7 dwts.



No. 4392X 7 dwts.



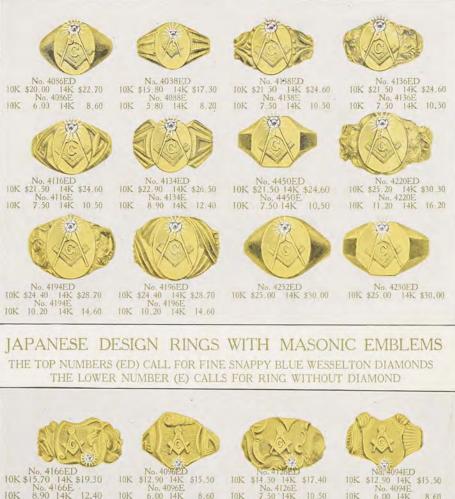






EMBLEM RINGS

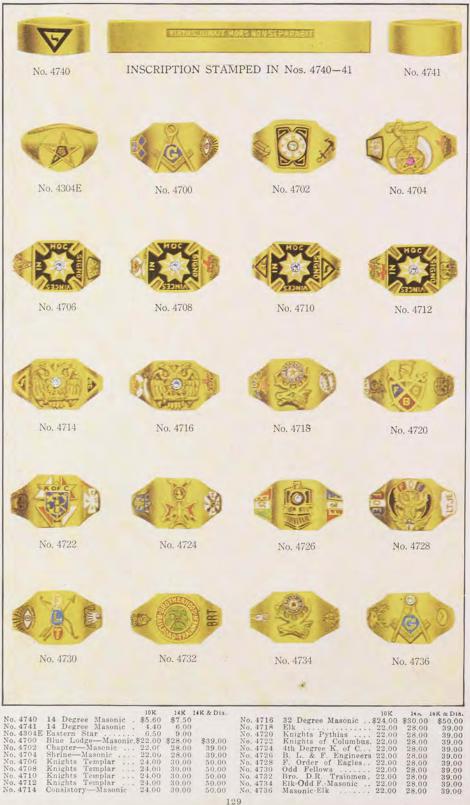
THE TOP NUMBERS (ED) CALL FOR FINE SNAPPY BLUE WESSELTON DIAMONDS THE LOWER NUMBER (E) LISTS RING WITHOUT DIAMOND





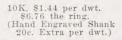
EMBLEM RINGS

IN 10K AND 14K-ALSO 14K SET WITH FINE SNAPPY DIAMONDS





No Extra Charge For Emblems on Rings Weighing 7 Dwts. and Over See Page 132 For Other Emblems 130

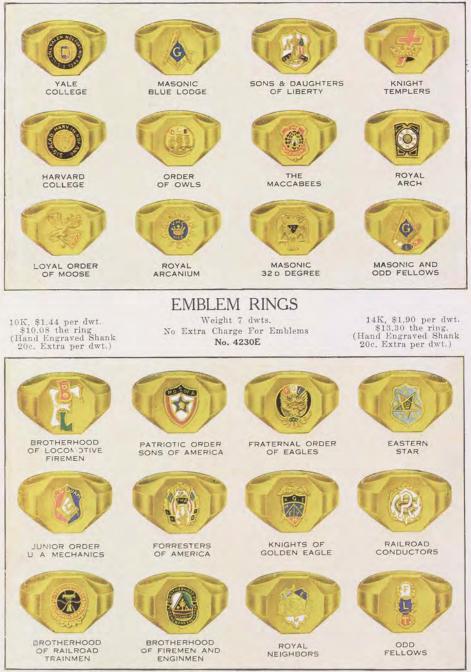


ų

EMBLEM RINGS

Weight 4 dwts. \$1.00 Extra For Emblem No. 4450E

14K, \$1.90 per dwt. \$8.60 the ring. (Hand Engraved Shank 20c. Extra per dwt.)



To Order With Any Other Style Ring Shanks Shown on Pages 117 to 127 See Page 132 For Other Emblems 131

EMBLEMS

FOR RINGS, SCARF PINS, THE CLASPS, CUFF BUTTONS AND LINKS, LAVALLIERES, BAR PINS, LAPEL BUTTONS, ETC.



MEN'S 14K HAND CUT AND ENAMELED EMBLEM MOUNTINGS AND SIGNET RINGS



NO 35 TG



NO 35 ST



NO 35 PB



NO 35 KP



NO 35 KC



NO 37 TS

NO 1 SE

NO 5 SE



NO 35 FC

NO 38 ST

NO 42 EB

NO 2 SE

NO 6 SE



NO 35 OF



NO 38 TG

NO 36 TG

NO 3 SE



NO 35 EB



NO 37 EK



NO 36 TB



NO 4 SE

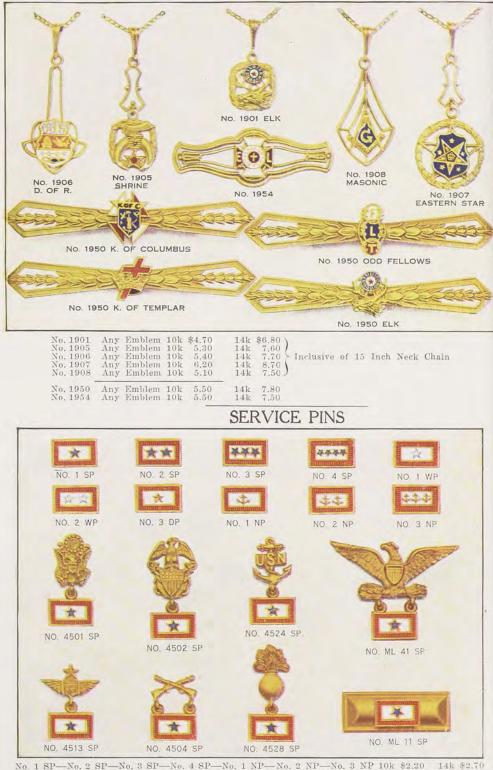


NO 7 SE NO 8 SE

	14.1gct.	34-1ct.	112-2ct.		14-12ct.	34-1ct.	112-2ct.	
No. 35 TG	\$11.00	\$16.00	\$22.50	No. 36 TG	\$15.50	\$21.50	\$29.00	No. 1 SE \$21.00
No. 35 ST	14.00	18.50	24.50	No. 36 TB	22.00	28.00	34.00	No. 2 SE 24.00
No. 35 PB	12.50	17.00	24,00	No. 37 EK	15.50	21.50	29.00	No. 3 SE 24.00
No. 35 KP	14.40	19.00	25.00	No. 37 TS	15.50	21.50	29.00	No. 4 SE 30.00
No. 35 KC	14.40	19.00	25.00	No. 38 ST	15.50	21,50	39.00	No. 5 SE 30.00
No. 35 FC	14.40	19.00	25,00	No. 38 TG	15.50	21.50	29.00	No. 6 SE 23.00
	14.40	19.00	25.60	No. 42 EB	15.50	21.50	29.00	No. 7 SE 24.00
	18.00	24.00	30.00	No. 43 TG	12.00	17.00	23.00	No. 8 SE 25.00

LADIES' EMBLEM LAVALLIERES AND BAR PINS

ALSO FURNISHED WITH SERVICE FLAGS-SAME PRICES



No. 1 SP-No. 2 SP-No. 3 SP-No. 4 SP-No. 1 NP-No. 2 NP-No. 3 NP 10k \$2.20 No. 1WP (Wounded) No. 2 WP (Two Wounded) No. 1 DP (Death) 10k \$2.20 Pins With Two or More Stars With One Wounded or One Death 50 Cents Extra

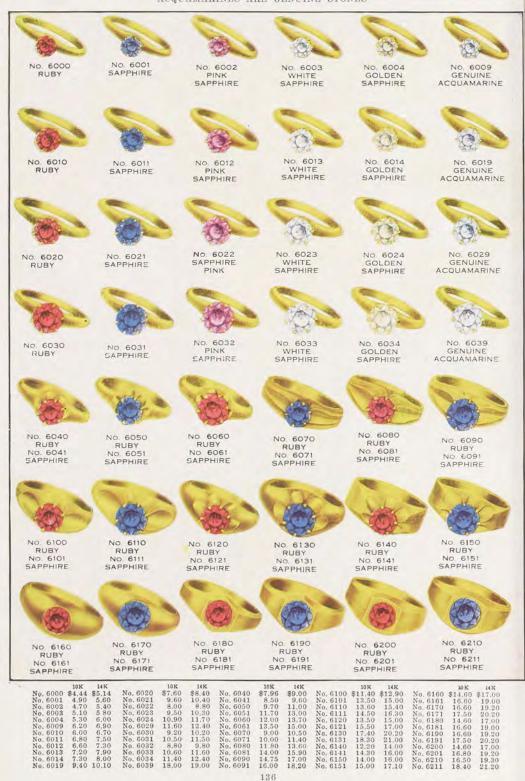
No. 4501 SP-No. 4502 SP-No. 4524 SP | Or Any Military Emblem 10k \$4.50 14k \$5.90 No. 4513 SP-No. 4504 SP-No. 4528 SP | Or Any Military Emblem 10k \$4.50 14k \$5.90 No. ML 11 SP Silver \$3.00 10k \$7.00 14k \$9.60 No. ML 41 SP Silver \$3.50 10k \$7.60 14k \$10.60

SERVICE RINGS ALSO SET WITH FINE SNAPPY WESSELTON DIAMONDS. (MOURNING RINGS LAST COLUMN)



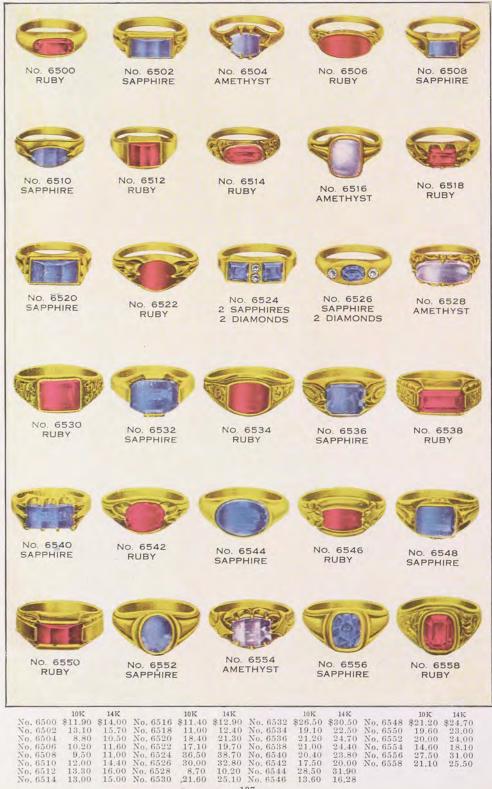
SELECTED RECONSTRUCTED OR SYNTHETIC STONES

MOUNTED IN HEAVY WEIGHT 10K AND 14K RING MOUNTINGS ACQUAMARINES ARE GENUINE STONES



LADIES' AND GENTLEMEN'S RINGS

WITH SELECTED RECONSTRUCTED RUBIES AND SAPPHIRES. GENUINE AMETHYSTS AND DIAMONDS. HEAVY, SUBSTANTIAL 10K AND 14K MOUNTINGS



LADIES' AND GENTLEMEN'S RINGS

WITH SELECTED RECONSTRUCTED RUBIES AND SAPPHIRES. GENUINE AMETHYSTS AND DIAMONDS. HEAVY, SUBSTANTIAL 10K AND 14K MOUNTINGS

2
4
T
5
2
2
2
13.90
13.20 15.40 14.80 13.60

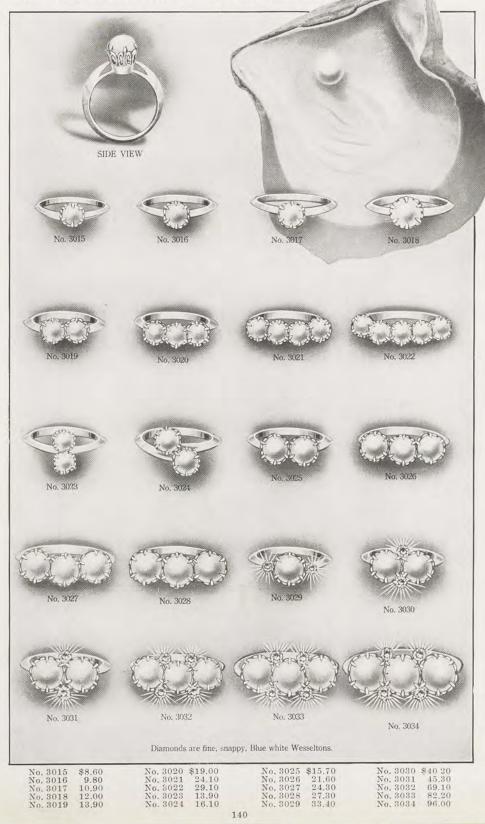
LADIES' AND GENTLEMEN'S RINGS

WITH SELECTED RECONSTRUCTED RUBIES AND SAPPHIRES HEAVY SUBSTANTIAL 10K AND 14K MOUNTINGS

		TOP		
No. 6630 Sapphire	No. 6632 Sapphire	No. 6634 Pink Sapphire	No. 6636 Pink Sapphire	No. 6638 Ruby
				0
V	()	NO E	NED	
No. 6640 Sapphire	No. 6642 Ruby	No. 6644 Sapphire	No. 6646 Ruby	No. 6648 Ruby
00	97			
		VOP		0
No. 6650 Pink Sappfire	No. 6652 Sapphire	No. 6654 Ruby	No. 6656 Sapphire	No. 6658 Sapphire
		ST G		
No. 6660	No. SSE2			
Sapphire	Nos 6662 Ruby	No. 6664 Ruby	No. 6666 Pink Sapphire	No. 6668 Sapphire
		-		(2)
No. 6670	No, 6672	No. 6674	No. 6676	No. 6678
Ruby	Sapphire	Ruby	Ruby	Ruby
YOF	TOF		T	
No. 6680 Ruby	No. 6682 Ruby	No. 6684 Sapphire	No. 6686 Sapphire	No. 6688 Ruby
	-			
				ALLA
No. 6690 Ruby	No. 6692 Sapphire	No. 6694 Ruby	No. 6696 Ruby	No. 6698 Sapphire
10K 14K 10.6630 \$15.90 \$18.60 10.6640 .22.80 25.90 10.6650 16.00 18.70	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	10K 14K No. 6634 \$19.80 \$22.80 No. 6644 22.30 25.60 No. 6654 22.20 25.50	10K 14K No. 6636 \$15.90 \$18.40 N No. 6646 23.80 27.20 N No. 6656 17.40 19.40 N No. 6656 25.20 29.80 N	16K 14K 0.6638 \$21.40 \$25.30 0.6648 22.00 25.40 0.6658 21.60 24.60
	No. 6662 17.40 20.00 No. 6662 23.90 27.30 No. 6682 24.20 26.90 No. 6692 34.00 38.00	No. 6644 22:30 25:60 No. 6654 22:20 25:50 No. 6664 23:60 26:00 No. 6664 23:60 26:00 No. 6674 20:20 23:00 No. 6674 20:20 23:00 No. 6694 31:70 35:70 13:9	No. 6666 25.20 29.80 N	$\begin{array}{cccccccccccccccccccccccccccccccccccc$

HIGHEST GRADE JAPANESE CULTURED PEARLS

SET IN ATTRACTIVE HAND-MADE 14K MOUNTINGS WHITE GOLD BASKET SETTING WITH YELLOW GOLD SHANK



14K LAVALLIERES

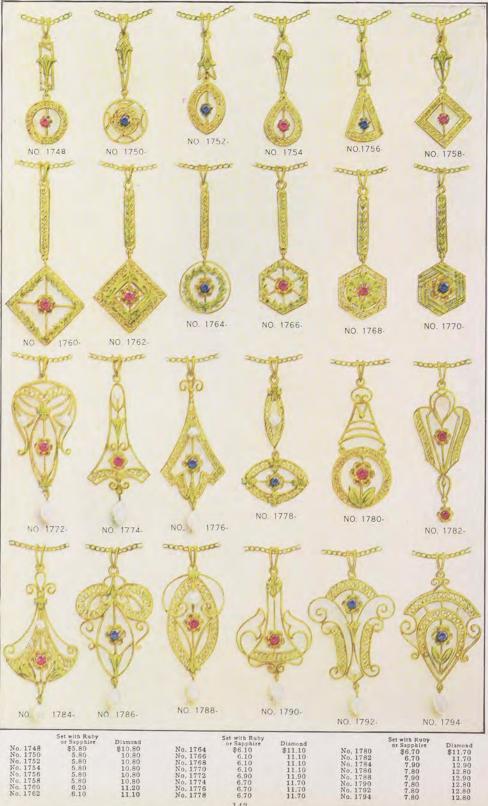
COMPLETE WITH 15 INCH NECK CHAIN GREEN AND YELLOW GOLD WITH ENGRAVED WHITE GOLD BORDERS SET WITH FINE, SNAPPY BLUE WHITE WESSELTON DIAMONDS AND BAROQUE PEARLS UNUSUALLY ATTRACTIVE—ORIGINALLY MADE WITH PLATINUM BORDERS



10K LAVALLIERES COMPLETE WITH 15 INCH NECK CHAIN SET WITH GOOD SNAPPY DIAMONDS AND BAROQUE PEARLS ALSO CARRIED WITH SELECTED RECONSTRUCTED RUBIES OR SAPPHIRES AND BAROQUE PEARLS 24 NO. 1710-NO. 1700-NO ____ 1706-1704-NO. NO 1702-NO. 1708-NO. 1716-NO. 1718-NO. 1714-NO. 1712-NO. 1720-NO. 1722-GY C NO. 1724-NO. 1732-1730. NO. 1728-NO. 1734-NO NO. 1726-NO. 1736-NO. 1740-NO. 1742-NO. 1738-NO. 1746 NO. 1744-Ruby or Sapphire \$4.10 4.20 4.20 4.10 4.20 4.10 5.40 5.30 Ruby or Sapphire \$5.30 5.30 5.40 6.40 6.40 6.50 6.60 Ruby or Sapphire \$6.50 6.40 6.80 7.00 6.80 6.90 6.80 6.80 6.80 Diamond \$9.10 9.20 9.20 9.10 9.10 9.10 10.40 10.30 Diamond \$10,30 10,30 10,40 11,40 11,40 11,50 11,60 Diamond \$11.50 11.40 12.00 11.80 11.90 11.80 11.80 11.80 No. 1700 No. 1702 No. 1704 No. 1706 No. 1708 No. 1710 No. 1712 No. 1714 No. 1716 No. 1718 No. 1720 No. 1722 No. 1724 No. 1726 No. 1728 No. 1730 No, 1732 No, 1734 No, 1736 No, 1738 No, 1738 No, 1740 No, 1742 No, 1744 No, 1746

142

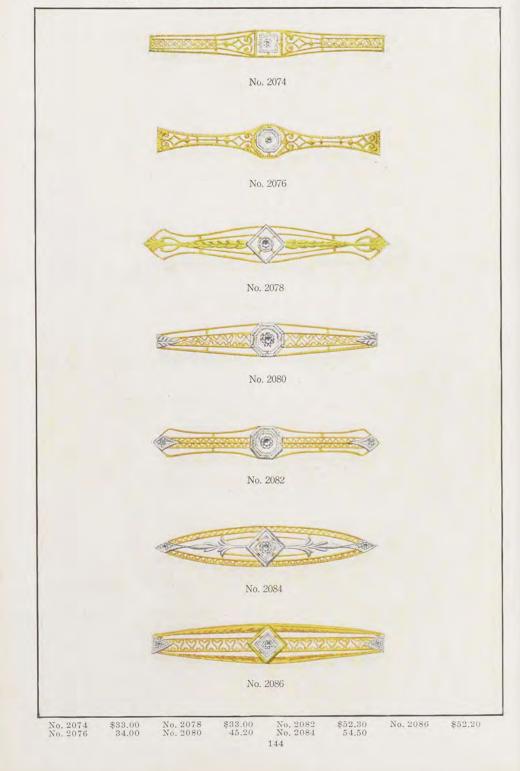
10K LAVALLIERES COMPLETE WITH 15 INCH NECK CHAIN SET WITH RECONSTRUCTED SAPPHIRES, RUBIES AND DIAMONDS PEARLS ARE BAROQUE



143

14K BAR PINS

IN COMBINATION OF GREEN, WHITE AND YELLOW GOLD SET WITH FINE, SNAPPY, BLUE WHITE, WESSELTON DIAMONDS



K

ARMY OFFICERS' RANK INSIGNIAS

(ALL PINS HAVE SAFETY CATCHES) [IN STERLING SILVER, 10K AND 14K GOLD

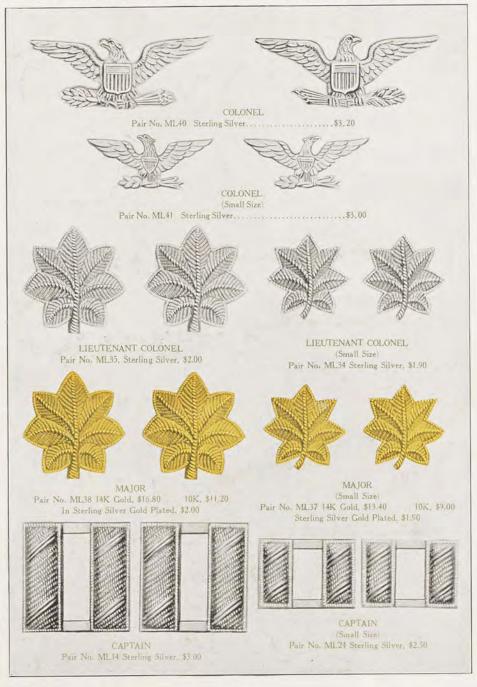


臣

ARMY OFFICERS' RANK INSIGNIAS

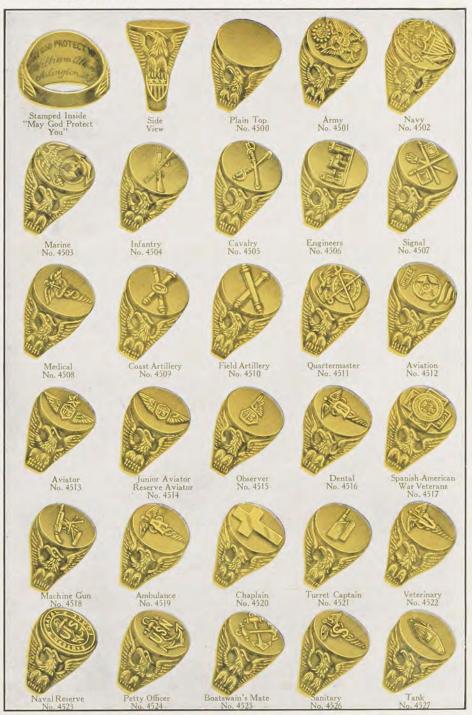
(ALL PINS HAVE SAFETY CATCHES)

IN STERLING SILVER, 10K AND 14K GOLD, ALSO STERLING SILVER GOLD PLATED



ARMY OFFICERS' RANK INSIGNIAS (ALL PINS HAVE SAFETY CATCHES) IN STERLING SILVER, 10K AND 14K GOLD, ALSO STERLING SILVER GOLD PLATED CAPTAIN (Small Size) Pair No. ML25 Sterling Silver, \$2.50 CAPTAIN Pair No. ML15 Sterling Silver, \$3.00 FIRST LIEUTENANT FIRST LIEUTENANT Pair No. ML10 Sterling Silver, \$2.00 Pair No. ML11 Sterling Silver,]\$2.00 FIRST LIEUTENANT (Small Size) FIRST LIEUTENANT (Small Size) Pair No. ML20 Sterling Silver, \$1.80 Pair No. ML21 Sterling Silver, \$1.80 SECOND LIEUTENANT SECOND LIEUTENANT Pair No. ML16 14K Gold, \$14.90 10K Sterling Silver Gold Plated, \$2.00 10K, \$10.00 Pair No. ML17 14K Gold, \$14.90 10%, \$10.00 Sterling Silver Gold Plated, \$2.00 SECOND LIEUTENANT (Small Size) SECOND LIEUTENANT (Small Size) Fair No. ML18 14K Gold, \$11.00 10K, \$7.50 Pair No. ML19 14K Gold, \$11.00 10K, \$7.50 Sterling Silver Gold Plated, \$1.80 Sterling Silver Gold Plated, \$1.80

ARMY AND NAVY RINGS INSCRIBED WITH THE GIVER'S EARNEST PRAYER "MAY GOD PROTECT YOU" 10K \$1.44 PER DWT. \$10.80 THE RING WEIGHT, 7½ DWTS. STERLING SILVER, \$2.10 \$14K \$1.90 PER DWT. \$14.25 THE RING





EMBLEM-MILITARY RINGS

10K \$1.44 PER DWT. WEIGHT, 712 DWTS. 14K \$1.90 PER DWT. WITH TWO SOCIETY EMBLEMS ON SHANK, \$2.00 EXTRA



Series 4500E furnished with any Society Emblem. (See page 132.)

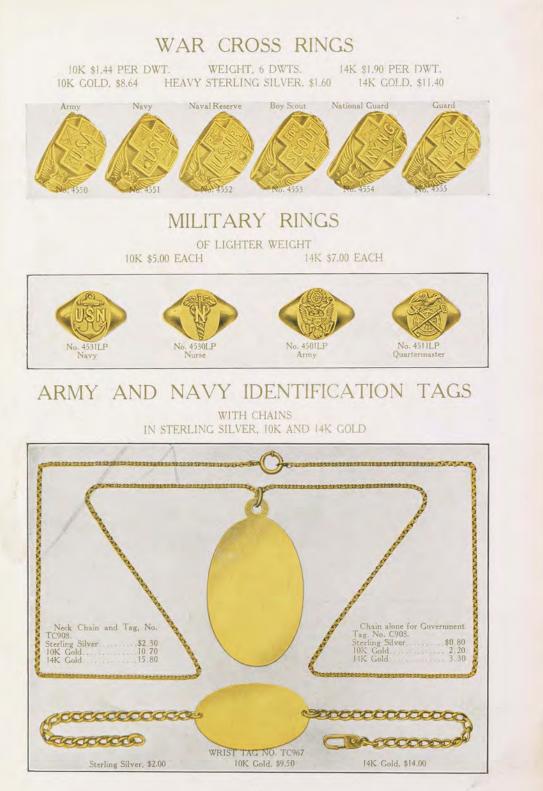
*

Series 4500XE and Series 4500WE furnished with any Army or Navy Emblem in combination with Y. M. C. A., Odd Fellows, Elk, Knights of Columbus or Masonic Emblems on shank (emblems on both sides of ring shank), \$2.00 extra.

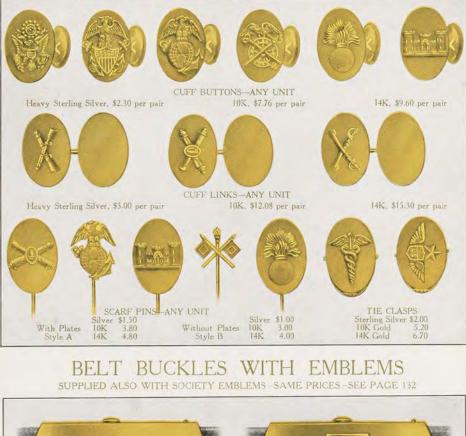
MASSIVE OFFICERS RINGS

10K \$1.44 PER DWT. \$18.72 THE RING WEIGHT, 13 DWTS. \$24.70 THE RING



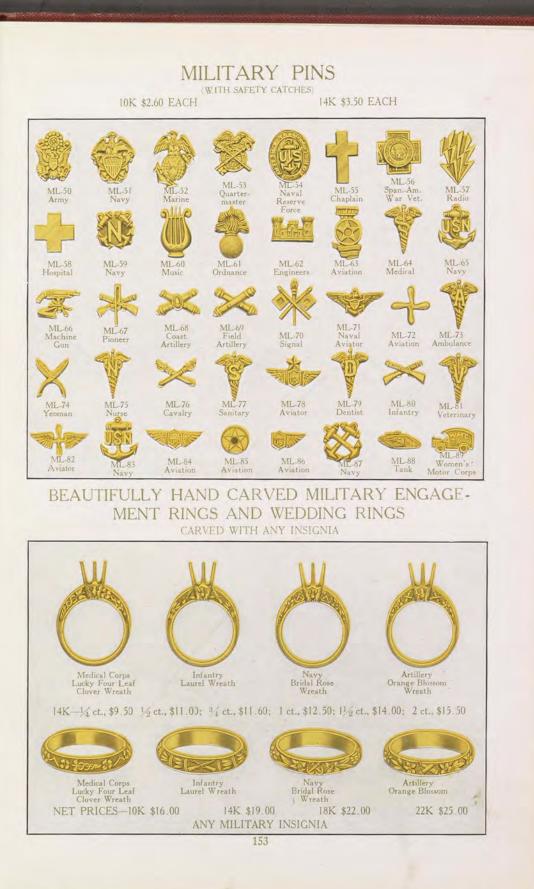


MILITARY CUFF BUTTONS, LINKS, TIE CLASPS AND SCARF PINS





For those who desire us to supply leather belts with the buckles, we carry one style in high grade leather, sizes 28 to 44, at \$1.70 each.



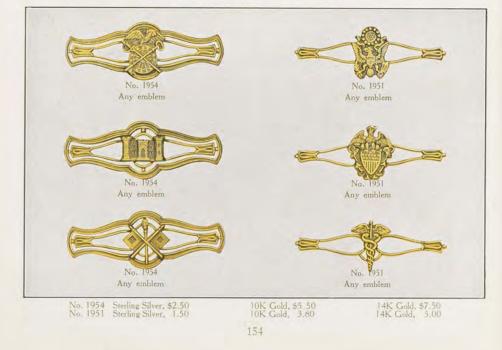
ARMY AND NAVY BAR PINS

CARRIED IN STERLING SILVER, 10K GOLD AND 14K GOLD



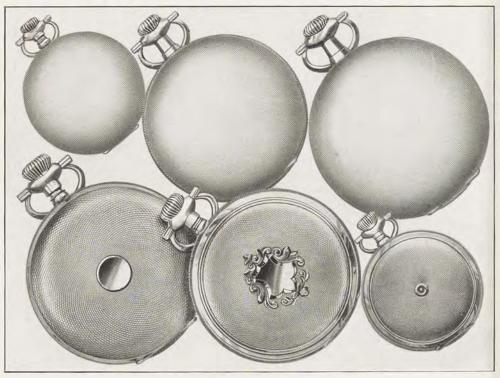
ARMY AND NAVY BAR PINS

STERLING SILVER-10K AND 14K GOLD





SUPERIOR GOLD FILLED WATCH CASES



PRICE LIST GUARANTEED FOR 20 YEARS

	Hunting	O. F. Jointed	Screw Back and Bezel	Swing Ring Single Joint	Snap Bezel Jointed Back No Cap
O Size, Plain or E. T. O " Engraved 2 " Plain or E. T. 2 " Engraved 6 " Plain or E. T. 6 " Engraved	\$ 8.00 8.80 10.50 11.30 11.00 11.80	\$ 7.50 8.30 9.60 9.50 10.30	\$ 7.50 8.30 *8.00 *8.80	\$ 7 50 8 30 9 00 9 80 9 50 10 30	\$ 6 50 7 30

GUARANTEED FOR 25 YEARS SOLID GOLD BOWS AND JOINTS

	Hunting	O.F. Jointed	Screw Back and Bezel	Swing Ring Single Joint	Snap Bezel Jointed Back No Cap
O Size: Plain or E. T. O "Engraved 12 "Plain or E. T. 12 "Engraved 16 "Plain or E. T. 16 "Engraved	\$ 9.50 10.80 12.00 13.60 14.00 15.60	\$ 8,50 9,30 11,00 12,20 13,00 14,20	\$10.50 11.70 *11.50 *12.70	\$ 8,50 10,50 11,70 12,50 13,70	\$ 7.50 8.30

* Antique or Dust Proof Pendant.

DEVELOPMENT

Covering a period of over half a century in the manufacture of products made from gold, step by step we have carefully developed a process for securing a more thoroughly wrought metal. Gold, as all jewelers well know, is a metal which is extremely difficult to toughen. It is an established and well-known fact that our method toughens gold to a degree where it actually resists wear.

Our many years of success in closely adhering to this process has been the direct cause of our entering the watch case field.

In the designing of our case the first step taken was to determine through accurate assays the exact amount of gold used in every watch case on the market. To the amount of gold found in the case containing the greatest value, we added an additional percentage of gold, subjected it to our toughening process and now offer you a gold filled watch case,

"BUILT TO EXCEED ITS GUARANTEE"

The actual gold and labor put into our case would make it the highest priced case on the market were it marketed in the usual way, through jobbers. Selling direct to you we eliminate all intermediate profit and place direct in your hands a better quality, higher grade case than has ever been marketed, at the cost of ordinary cases when purchased through your jobber.

20-YEAR GOLD FILLED WATCH CASES

MORE THOROUGHLY WROUGHT GOLD-BETTER WEARING QUALITIES



AT YOUR SERVICE

REPAIR DEPARTMENT

We employ a staff of competent repair men who can handle anything from the building up of worn out jewelry to the duplication of delicate lost parts either modern or antique. Old Jewelry made over into modern pieces. Send us your difficult repairs.

COLORING DEPARTMENT

We maintain an up-to-date and highly efficient coloring and plating department. *Call on us if we may assist you.*

ENAMELING DEPARTMENT

Our enameling department is equipped for all classes of jewelry work—new goods or repairs. Send us your enameling jobs.

ENGRAVING DEPARTMENT

We employ specialists in each particular line of work to secure the best possible workmanship. Send us your engraving.

ENGINE TURNING DEPARTMENT

We operate a battery of engine-turning machines which you may call upon at any time. Let us do your engine turning.

ADVERTISING DEPARTMENT

We supply our customers with interesting and appropriate advertising matter in colors. This matter should be enclosed with every statement or letter mailed from your store.

It should be placed in the show window and on your counter for distribution.

The angle at which the various subjects are approached has proven interesting, attractive and unusually successful in boosting the sales of our customers.

Ask about this service which is gratis.

INDEX

	PAGE
absolutely Perfect Dia-	
monds	21
bsolutely Perfect Dia- monds	159
nnoyance of Gold Discol-	~ ~
oring the Skin	126
rmy and Navy Rings 148	130
149, 150,	151
rmy and Navy Rings	13
	0.2
aby Rings	83 40
angle Bracelets	84
ar Pins34, 35, 36, 37,	
38, 39, 47, 114, 141,	154
elt Buckles	152 83
racelets	85
rilliancy of Diamonds 16,	
ady Rings adly Cut Diamonds angle Bracelets ar Pins	19
aptain's Bars146,	147
arved Mountings	60
arved Wedding Rings, 77,	155
hipped Diamonds	40
irclet Rings	33
lass Rings	115
olar of Diamands 16 17	111
18, 18, 18, 18, 18, 18, 18, 18, 18, 18,	19
olored Stone Rings 136,	
aptain's Bars	139
Values	13
ost of Stamping Initials	6
rosses	112
ull Buttons92, 93, 94,	
101, 102, 103, 104, 105	
106, 107, 108, 109,	110
uff Links97, 98, 99,	100
100, 101, 102, 106, 107,	140
utting Diamonds 15. 16.	
17, 18,	19
esigns for Special Order	
Work	50
hamond Baby Rings	83
36, 37, 38, 39, 47	144
iamond Bracelets 34, 84,	85
fiamond Brooches	36
initia Diobencorritie	
iamond Circlet Rings	33
lamond Circlet Rings lamond Cluster Rings27,	33
iamond Circlet Rings iamond Cluster Rings27, 28, iamond Cuff Buttons.104.	33 32 105
iamond Circlet Rings Gamond Cluster Rings27, 28, Jamond Cuff Buttons.104, jamond Ear Rings45,	33 32 105 46
iamond Circlet Rings Gamond Cluster Rings27, 28, Jamond Cuff Buttons.104, jamond Ear Rings45, Jamond Emblem Rings, 128, Teaton Rings, 128,	33 32 105 46 129
iamond Circlet Rings iamond Cluster Rings 28, 14, 20, 20, 20, 20, 20, 20, 20, 20, 20, 20	33 32 105 46 129 42
iamond Circlet Rings 'amond Cluster Rings 'amond Cuff Buttons.104, 'amond Ear Rings45, 'iamond Emblem Rings,128, 'iamond Festoons 'iamond Grading16, 17, 18, 19, 20, 18, 19, 20,	33 32 105 46 129 42 21
iamond Circlet Rings iamond Cluster Rings Piamond Cuff Buttons.104, iamond Ear Rings45, iamond Emblem Rings, 128, iamond Festoons iamond Grading16, 17, 18, 19, 20, iamond LaVallieres40	33 32 105 46 129 42 21
iamond Circlet Rings iamond Cluster Rings27, 28, iamond Cuff Buttons.104, iamond Ear Rings45, iamond Emblem Rings, 128, iamond Grading16, 17, 18, 19, 20, iamond LaVallieres40, 41, 42, 43, 44, 141, 142,	33 32 105 46 129 42 21 143 112
iamond Circlet Rings iamond Cluster Rings 28 iamond Cuff Buttons.104, iamond Ear Rings45, iamond Festoons iamond Grading16, 17, 18, 19, 20, iamond LaVallieres40, 41, 42, 43, 44, 141, 142, iamond Lockets iamond Prices 20	33 32 105 46 129 42 21 143 113 21
iamond Circlet Rings 'amond Cluster Rings27, 28, iamond Cuff Buttons.104, iamond Ear Rings45, iamond Emblem Rings,128, iamond Grading16, 17, 18, 19, 20, iamond LaVallieres40, 41, 42, 43, 44, 141, 142, iamond Lockets20, iamond Recutting20, iamond Recutting.	33 32 105 46 129 42 21 143 113 21 40
iamond Circlet Rings 'amond Cluster Rings	33 32 105 46 129 42 21 143 113 21 40
DJ. DU. LI. DU. DZ. UU. JI.	
10, 20, 27, 20, 27, 00, 01,	33 32 105 46 129 42 21 143 113 21 40 32 14
Diamond Rough	14
Diamond Rough Diamond Scarf Pins47, 48, 49, 104, Diamond Service Rings	14 105 135
Diamond Rough Diamond Scarf Pins47, 48, 49, 104, Diamond Service Rings	14 105 135 40
25, 26, 27, 28, 29, 30, 31, jiamond Rough jiamond Scarf Pins47, 48, 49, 104, hamond Setting Jiamond Setting Jiamond Signet Rings	14 105 135 40 121
Jiamond Rough Jiamond Scarf Pins47, 48, 49, 104, Jiamond Service Rings Jiamond Setting Jiamond Signet Rings	14 105 135 40 121 45
Jiamond Rough Jiamond Scarf Pins47, 48, 49, 104, Jiamond Service Rings Jiamond Setting Jiamond Signet Rings	14 105 135 40 121 45 105 13
iamond Rough iamond Scarf Pins47, 48, 49, 104, iamond Service Rings iamond Setting iamond Signet Rings	14 105 135 40 121 45 105 13 82
iamond Rough. iamond Scarf Pins47, 48, 49, 104, iamond Service Rings iamond Signet Rings	14 105 135 40 121 45 105 13

 PACE

 Ear-Rings
 74

 Earblem Bar Pins
 74

 Emblem Bar Pins
 134

 Emblem Coat Chains
 152

 Emblem Coat Chains
 111

 Emblem Lapel Buttons
 132

 Emblem Lavaliteres
 134

 Emblem Mings
 133

 Emblem Rings
 128, 129, 130, 131

 Emblem Scarf Pins
 49

 Emblem Tie Clasps
 103
Enameled Cuff Links..... 159 Enameling Department.... 159 Enameled Mountings....73, 133 Engraved Ring Mountings, 60 Engraved Ring Mountings, 60 Engraved Signets.....126, 127 Engine Turned Buttons, 93, 94, 110 99 42 89 Four Claw Mountings..... Gents' Diamond Rings, 23, 24, 32 Gents' Mountings, 71, 72, 73, 133 Heraldic Work..... 120 Hinged Bracelets 85 Identification Tags Initials Stamped in Goods.. Interior Views, 4, 5, 8, 9, 10, 11, 6 Ladies' Diamond Rings, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31,

87 Officers' Rank Insignias, Pearl Rings Perfection of Diamonds, 16, 17, 18, Personnel of the Firm.... Plain Band Rings, 78, 79, 80, 140 3 114 6 79 19
 Reconstructed Stone Rings, 136, 137, 138, 139

 Recutting Diamonds
 40

 Repair Department
 159

 Ribbon Fobs
 89

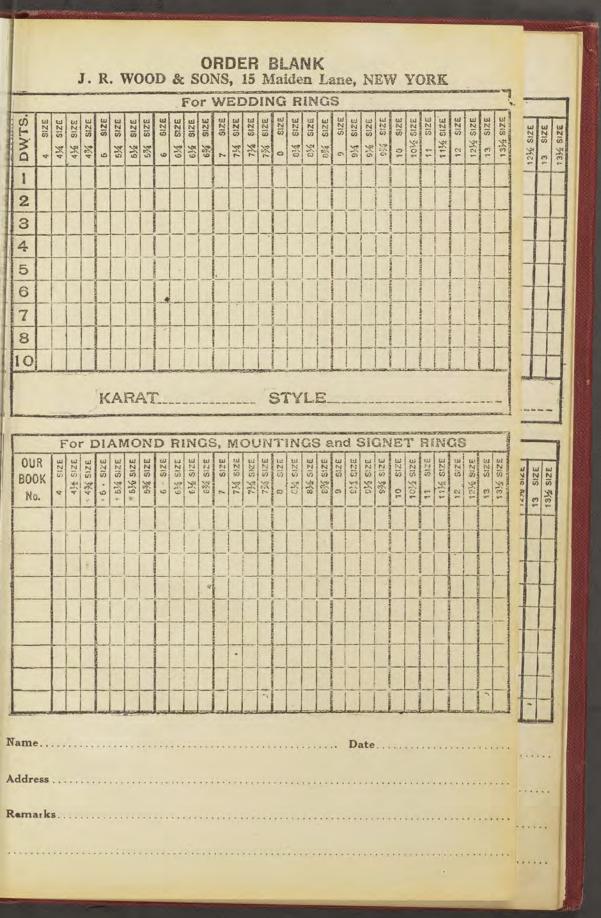
 Ribbon Waldemars
 89

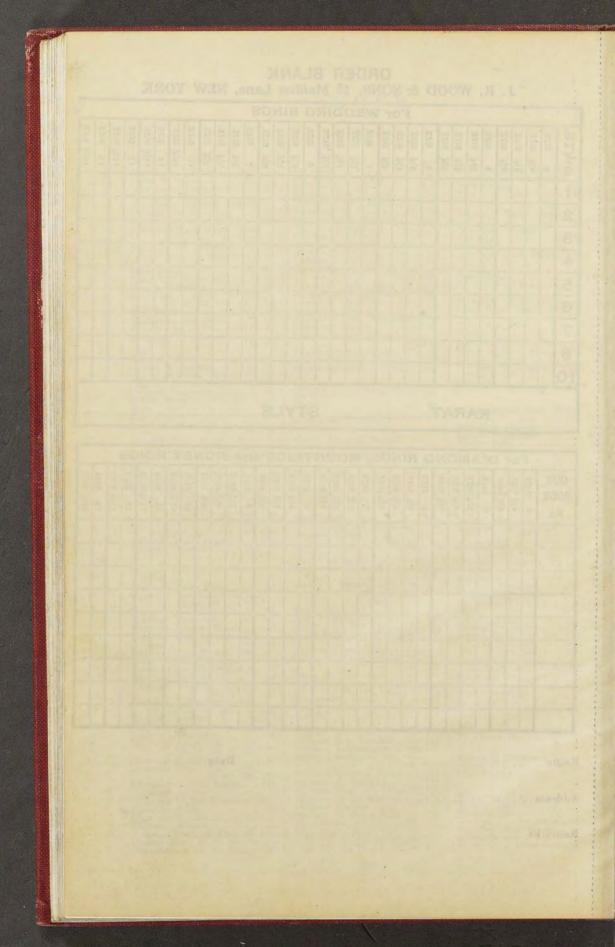
 Ring Mountings, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 75, 76, 133
 80

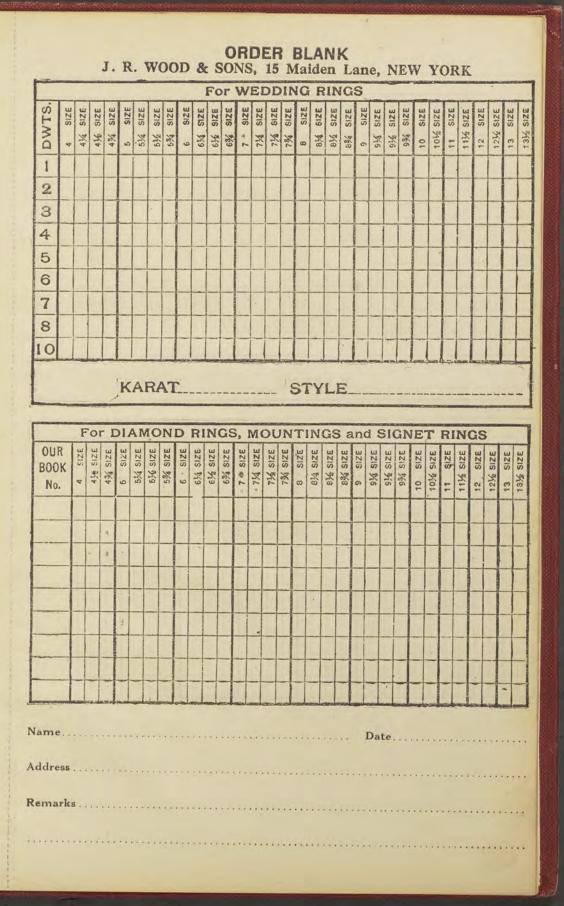
 Rough Diamonds
 14

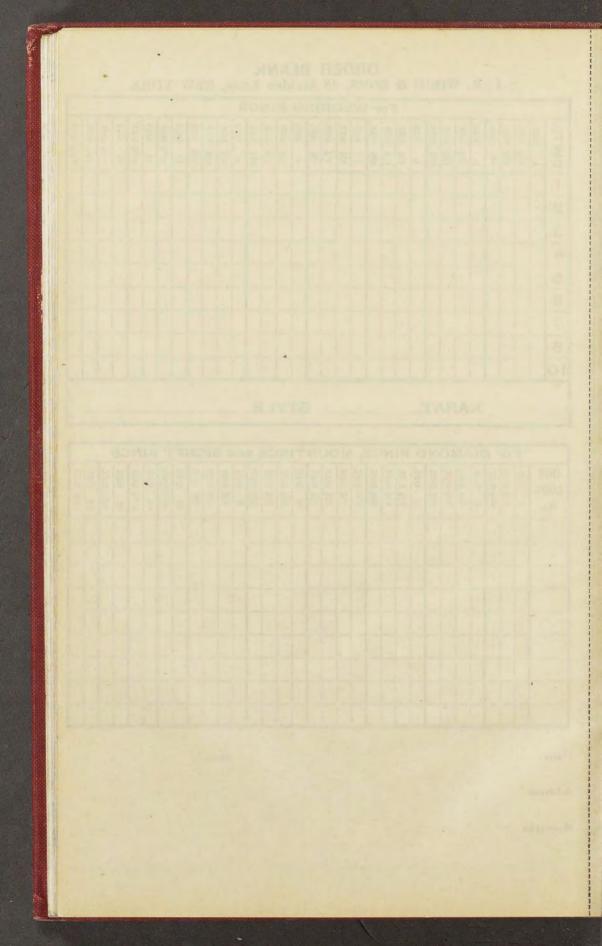
 Ruby Stone Rings 136, 137, 138, 139
 138, 139
 Tags 151 Tie Clasps, 103, 104, 105, 109, 110 Values of Diamonds, 16, 17, 18, 19 87

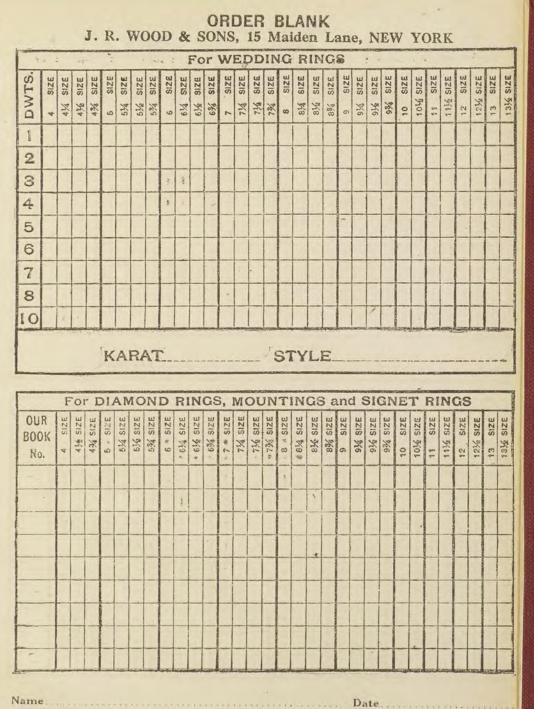
160







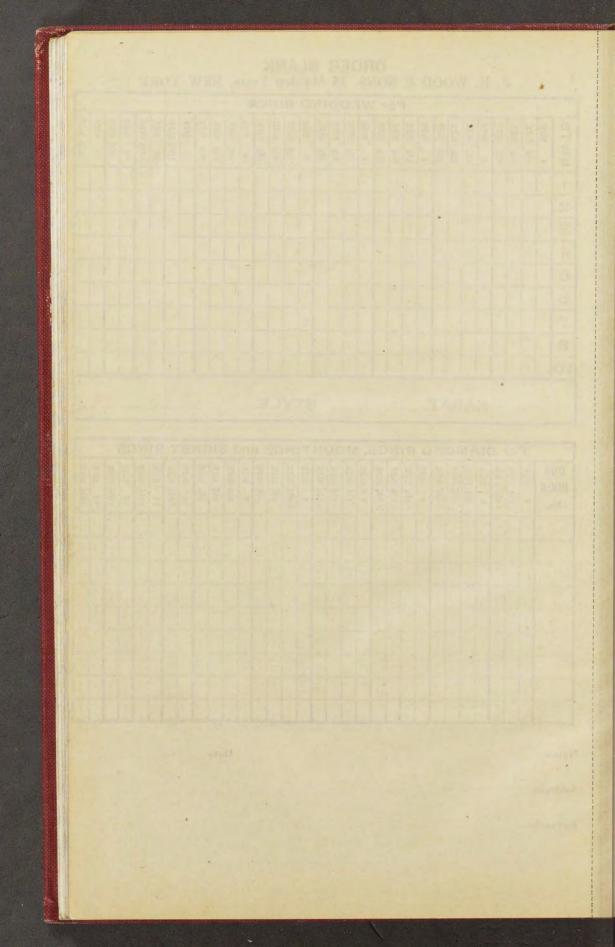


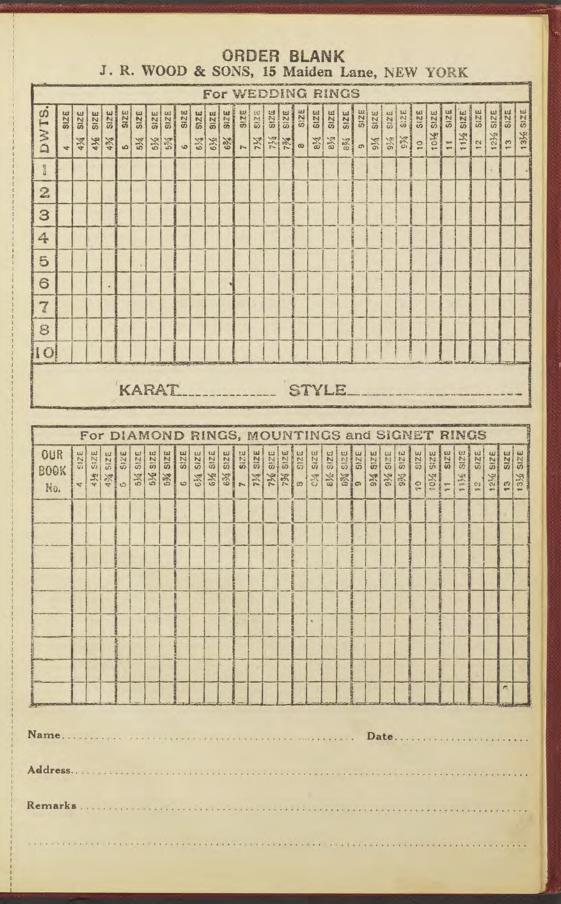


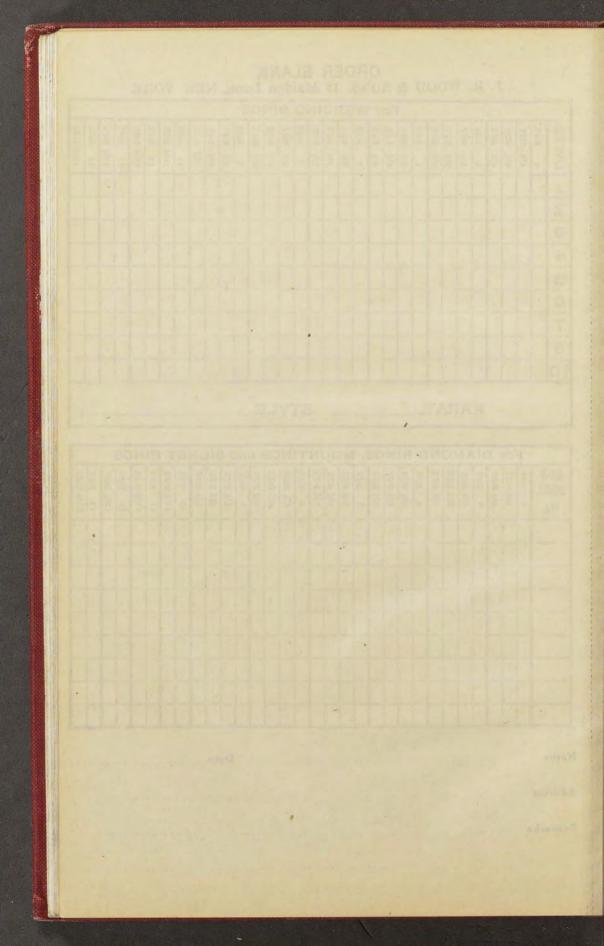
Date

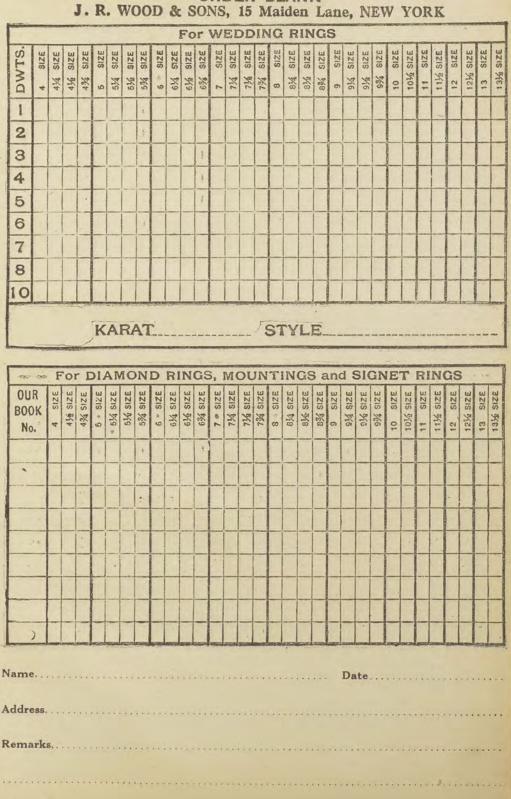
Remarks

Address

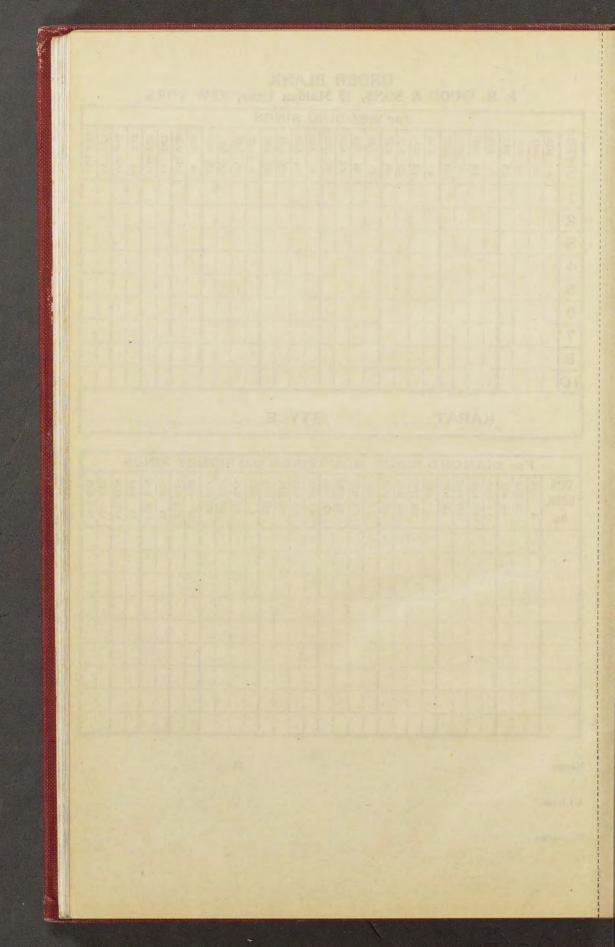


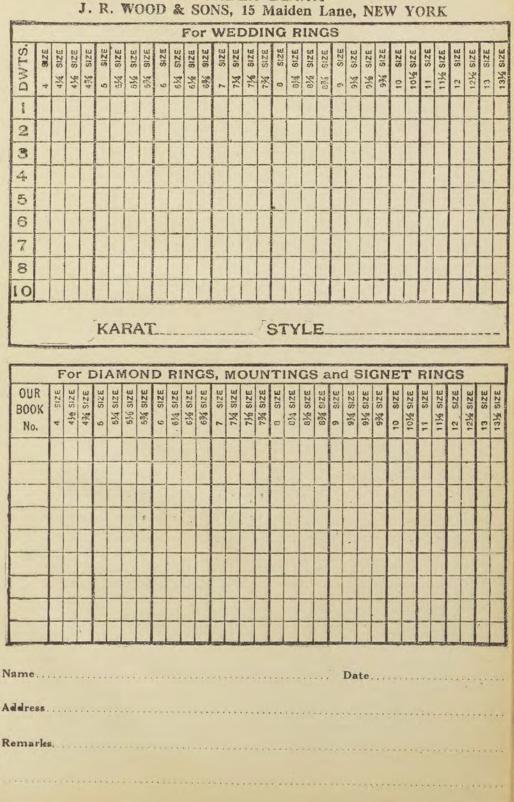




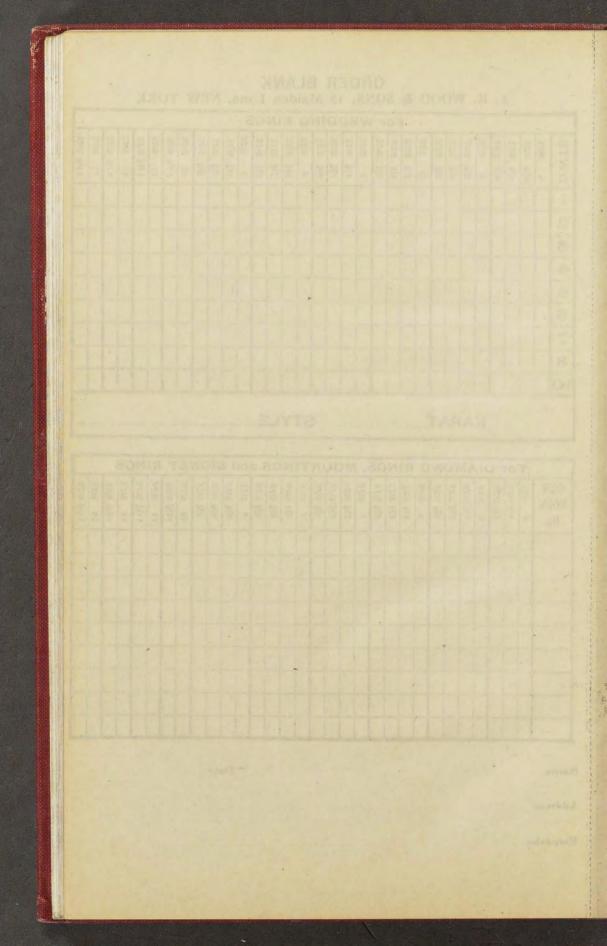


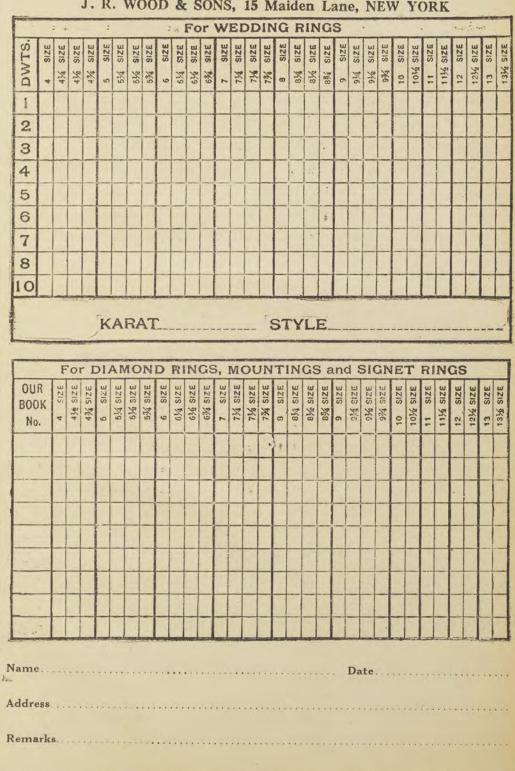
ORDER BLANK



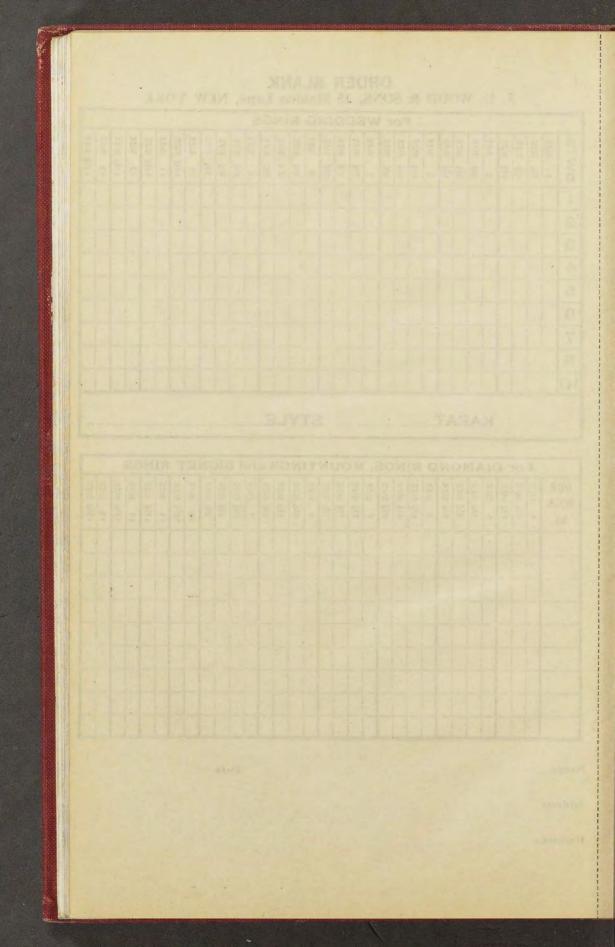


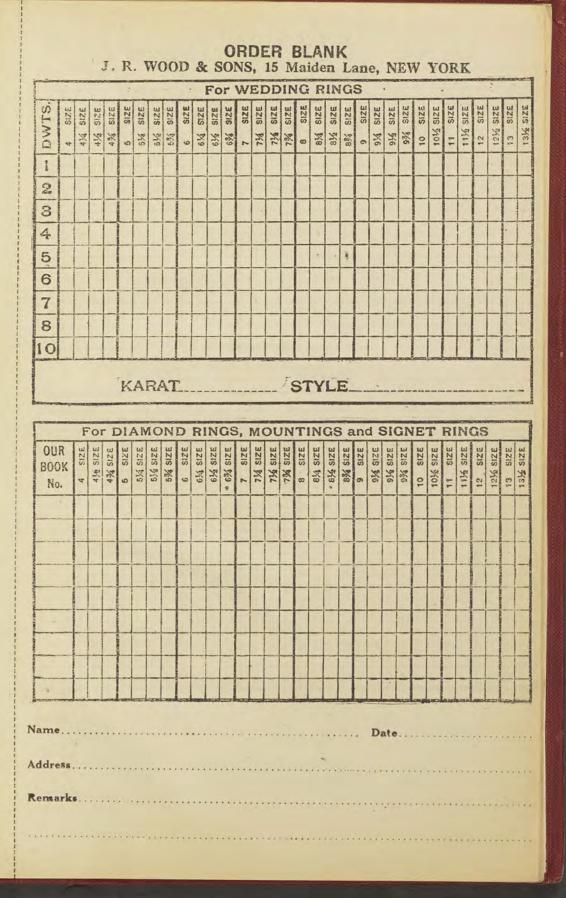
ORDER BLANK R. WOOD & SONS 15 Maiden Lane NEW VOI

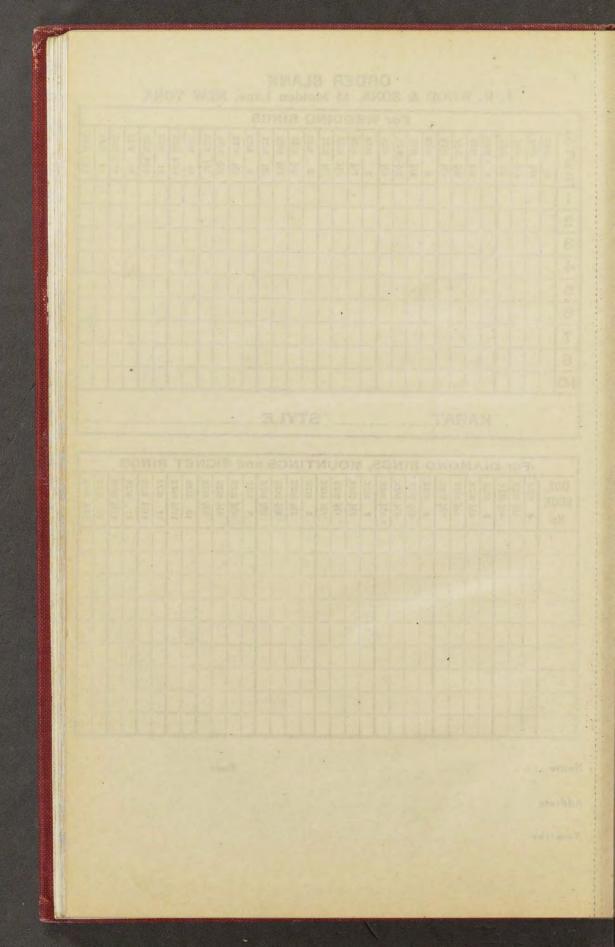


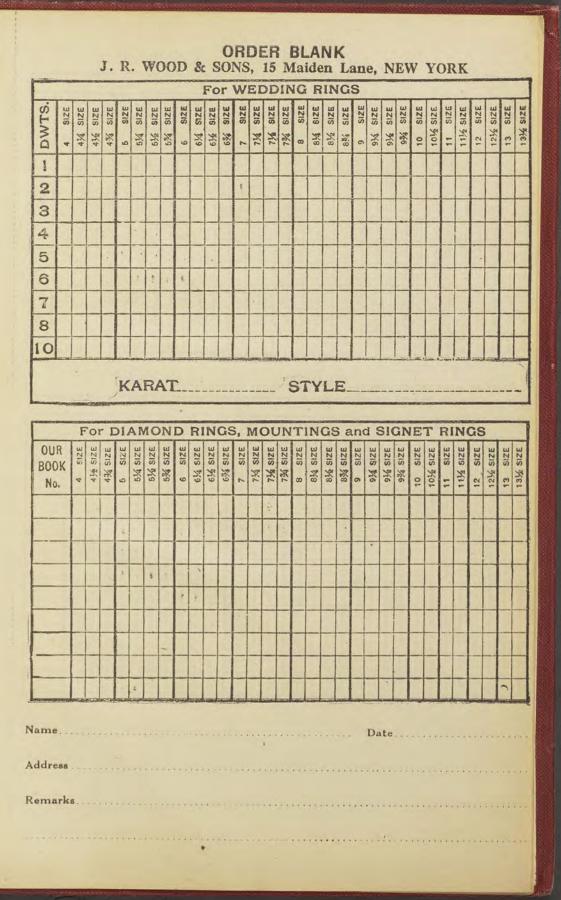


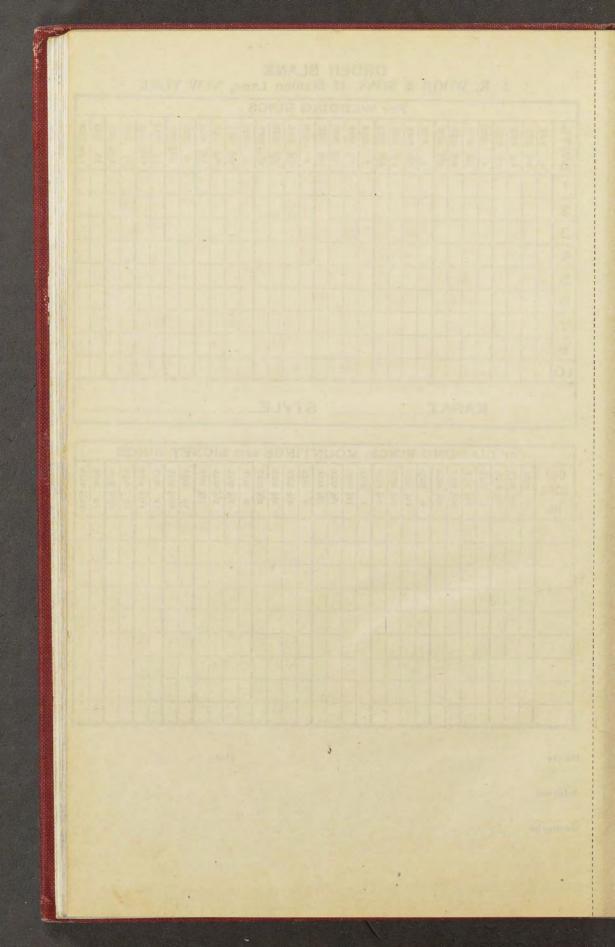
ORDER BLANK J. R. WOOD & SONS, 15 Maiden Lane, NEW YORK

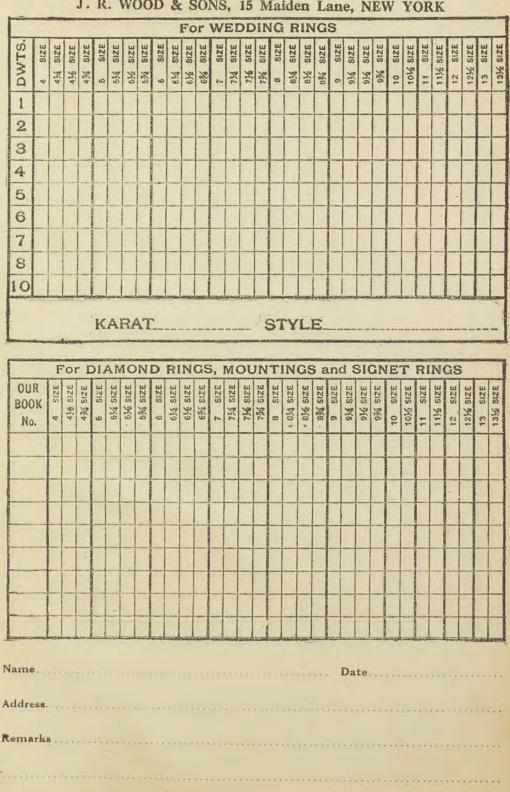






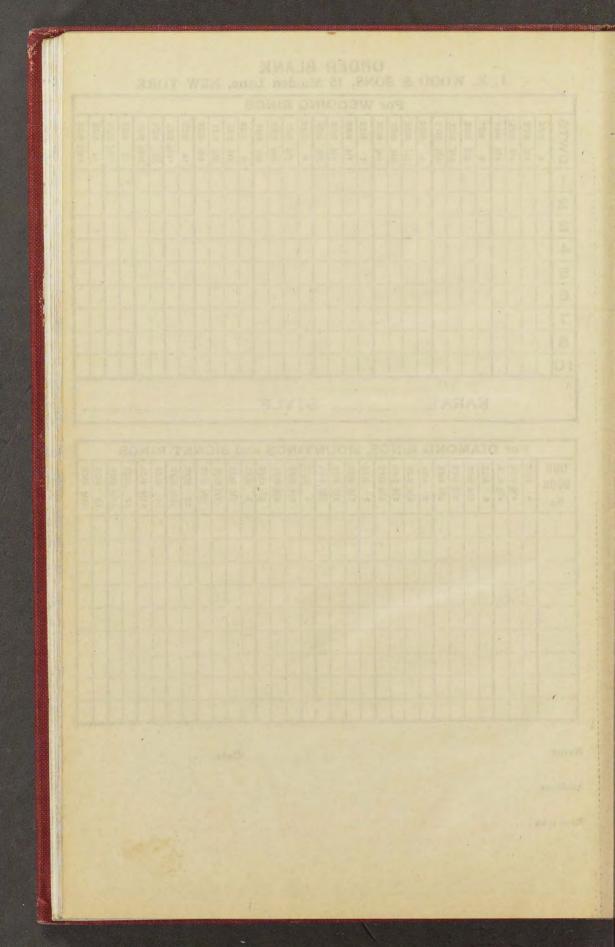


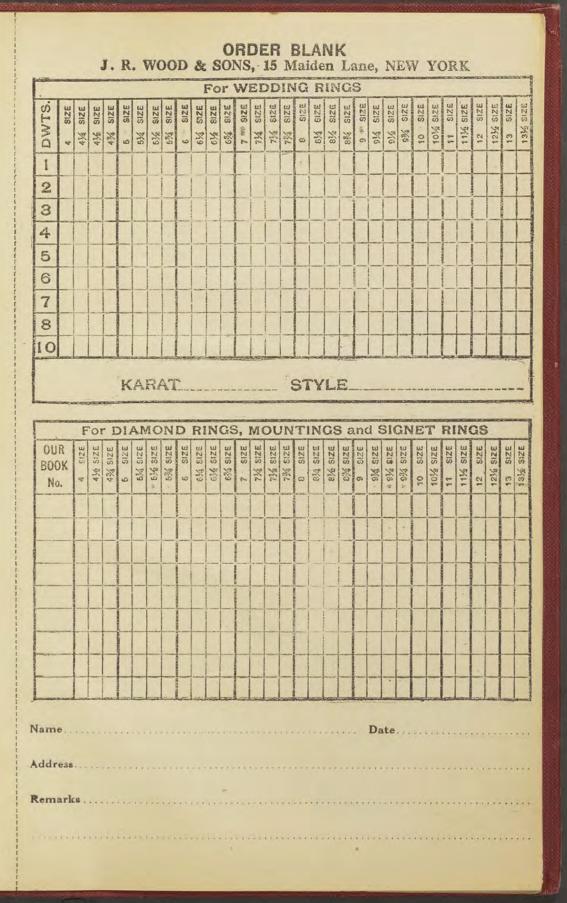


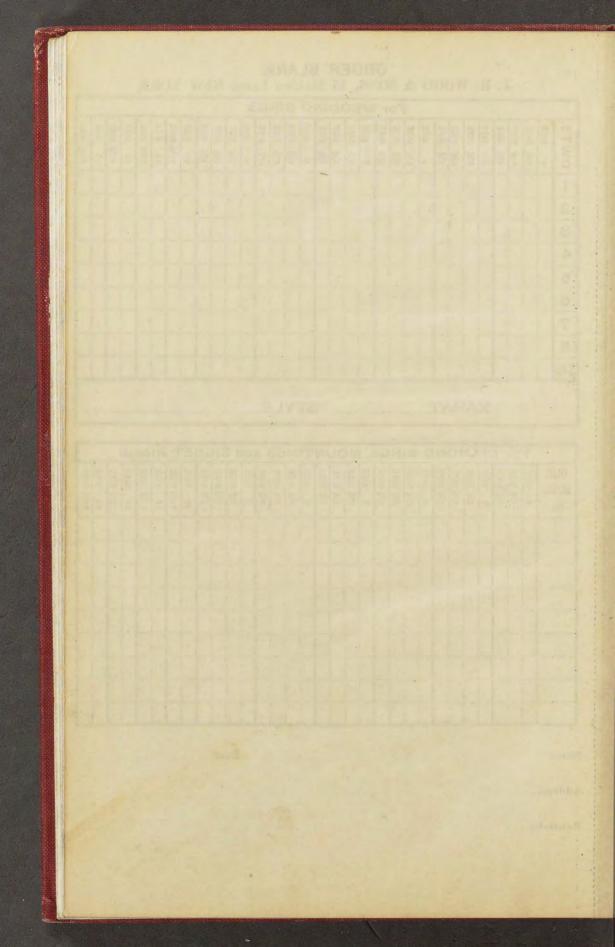


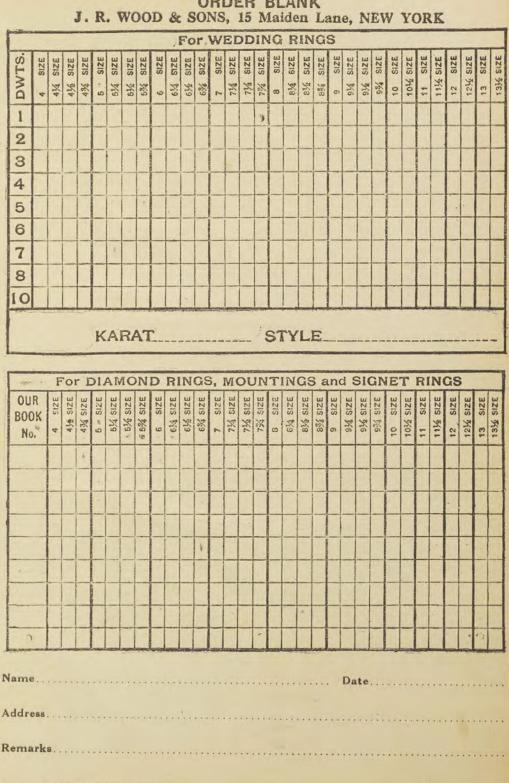
ORDER BLANK J. R. WOOD & SONS, 15 Maiden Lane, NEW YORK

-









ORDER BLANK

