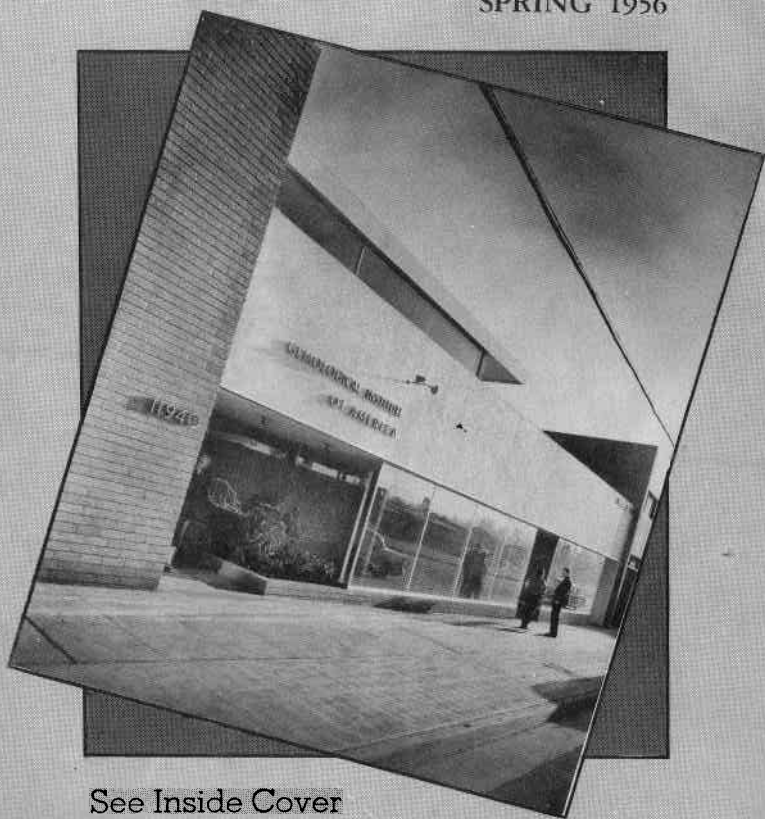


Gems and Gemology

SPRING 1956



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Gems & Gemology

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On the Cover

*The new Headquarters
of the Gemological
Institute of America.
Front entrance facing
San Vicente Boulevard.*

GEMS & GEMOLOGY is the quarterly journal of the Gemological Institute of America, an educational institution originated by jewelers for jewelers. In harmony with its position of maintaining an unbiased and uninfluenced position in the jewelry trade, no advertising is accepted. Any opinions expressed in signed articles are understood to be the views of the authors and not of the publishers. Subscription price \$3.50 each four issues. Copyright: 1956 by Gemological Institute of America, 11910 San Vicente Boulevard, Los Angeles 49, California, U.S.A.

Commemorating Our Silver Anniversary

The Headquarters of the Gemological Institute has a special air of excitement these days. The celebration of its Silver Anniversary climaxes a journey marked by clearly defined milestones of achievement, the latest of which is the beautiful new Institute structure.

From the time of its organization by Robert M. Shipley, in 1931, during the difficult depression days, the Institute has experienced steady progress, with considerable acceleration since World War II. Of the thousands who have completed the Institute's courses of training, over 50% have received their diplomas in the last five years. Nonveteran enrollments have increased year after year. With each step its growth has been built on a solid foundation as the Institute has kept pace with changing needs of the industry. Today there is a dynamic feeling, enhanced by the beautiful new Headquarters structure, plus an administrative staff and faculty convinced of the present and potential value of the organization to

the jewelry industry.

This twenty-five-year point is surely a time to look back with appreciation and forward with anticipation to plans in work and in prospect.

The history of the Institute from 1931 to 1956 is the subject of an article beginning on page 282 of this issue. The following comments are concerned with developments since the 20th Anniversary story appeared in the Summer 1951 issue of *Gems & Gemology* and with a look into the future.

1952

In September, 1952, the first resident class in Jewelry Store Merchandising was offered by the Institute in conjunction with the School of Commerce of the University of Southern California. Although the course was received enthusiastically by those who attended, it was felt that the period of the class had been too short to more than cover the bare essentials. Consequently, it was decided that a correspondence course should

be developed to be completed in 1956. Since that time, *Progressive Retailing for the Modern Jeweler* has been in preparation.

In October of 1952, the Institute's gemological correspondence courses were made available to veterans of the Korean conflict.

1953

In the past five years, the rapid progress in the Institute's educational program has continued. One of the most important advances has been in the expansion of diamond training in grading, appraisal and merchandising. A new diamond appraisal system was developed by the Institute which was offered in the form of a one-week class for the first time in April, 1953. This system takes proportion and finish fully into account in evaluation.

With the exception of a few assignments which were revised, Course #3 (Advanced Gemology) was completely rewritten to cover advanced identification techniques and the application of gemological knowledge in the retail jewelry field. This was completed in 1953. Detailed colored-stone price charts were prepared for use both in the resident program and in correspondence courses. These were added to the Colored-Stone Course (#1) in August, 1953. The other courses continued to receive their regular assignment-by-assignment revision to keep them up to date. In the publication field, *Inclusions as a Means of Gemstone Identification*, by Edward Gubelin, Ph.D., G.G., F.G.A., was published in January, and the third edition of Liddicoat's *Handbook of Gem Identification*, later in the year.

In the Instrument Department the base for the Gemolite was redesigned and improved both in appearance and efficiency.

1954

In 1954, Christian A. Jakobb, of New York City, a famous jewelry designer and teacher of jewelry design for many years at New York's Mechanics Institute and in his own school, reached the middle 70's in age.

Wishing to perpetuate his course in jewelry designing and feeling that the GIA was the organization he wanted to continue his work, Mr. Jakobb asked the Institute to offer his course of instruction in this subject.

In another field, the Institute took part in a program aimed at providing educational hobby kits for children. In this endeavor the Encyclopaedia Britannica and the Chicago Museum of Natural History participated as advisors, with the American Optical Company, Taylor Instrument, Bauer & Black, Radio Corporation of America, and the Institute providing the kits. The book written to include with the Institute's Rock Detective Kit #1 of the Industrial America series utilized a simple system of rock identification for children, which was very well received. This book will soon be published by another publisher in the Middle West.

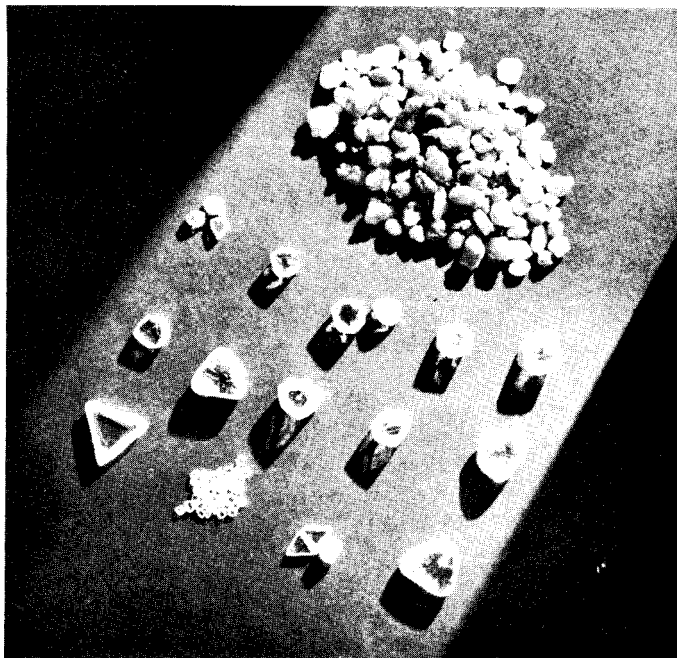
The final decision to build a new home for the Institute was reached by the Board of Governors in January and the land was purchased. The famous architect, Richard J. Neutra, F.A.I.A., was engaged to design the building and he worked with the staff during late 1954 in the planning stages.

1955

The rewriting of the Diamond Course was completed and a well-rounded Diamond Training Program covering diamond grading, appraisal and merchandising was introduced in the correspondence curriculum.

In the instrument field, a versatile Jeweler's Camera, offering a wide range of uses, was shown for the first time. Tooling on the instrument was begun, with a delivery goal to be announced shortly. A diaphragm was added over the Gemolite light source, increasing efficiency materially. In addition, a new Polariscope was introduced with a built-in light source.

In 1955, the Gemological Institute received the magnificent gift from the Diamond Corporation of the Sir Oppenheimer Student Collection of over 1500 carats of rough diamonds. A number of the stones were cut



A portion of the Oppenheimer Student Collection, which was donated to the Institute for educational purposes. A number of the stones have been cut without charge to the Institute by Lazare Kaplan & Son.

without charge to the Institute by Lazare Kaplan & Sons of New York City. The Oppenheimer Student Collection, which was donated to the Institute for educational purposes, will permit a significant expansion of diamond evaluation class presentations throughout the country. In the next two or three years the course will probably be offered in the major cities of the country.

Construction of the new Institute building began in February. The move to the beautiful structure at 11940 San Vicente Blvd. was made late in September.

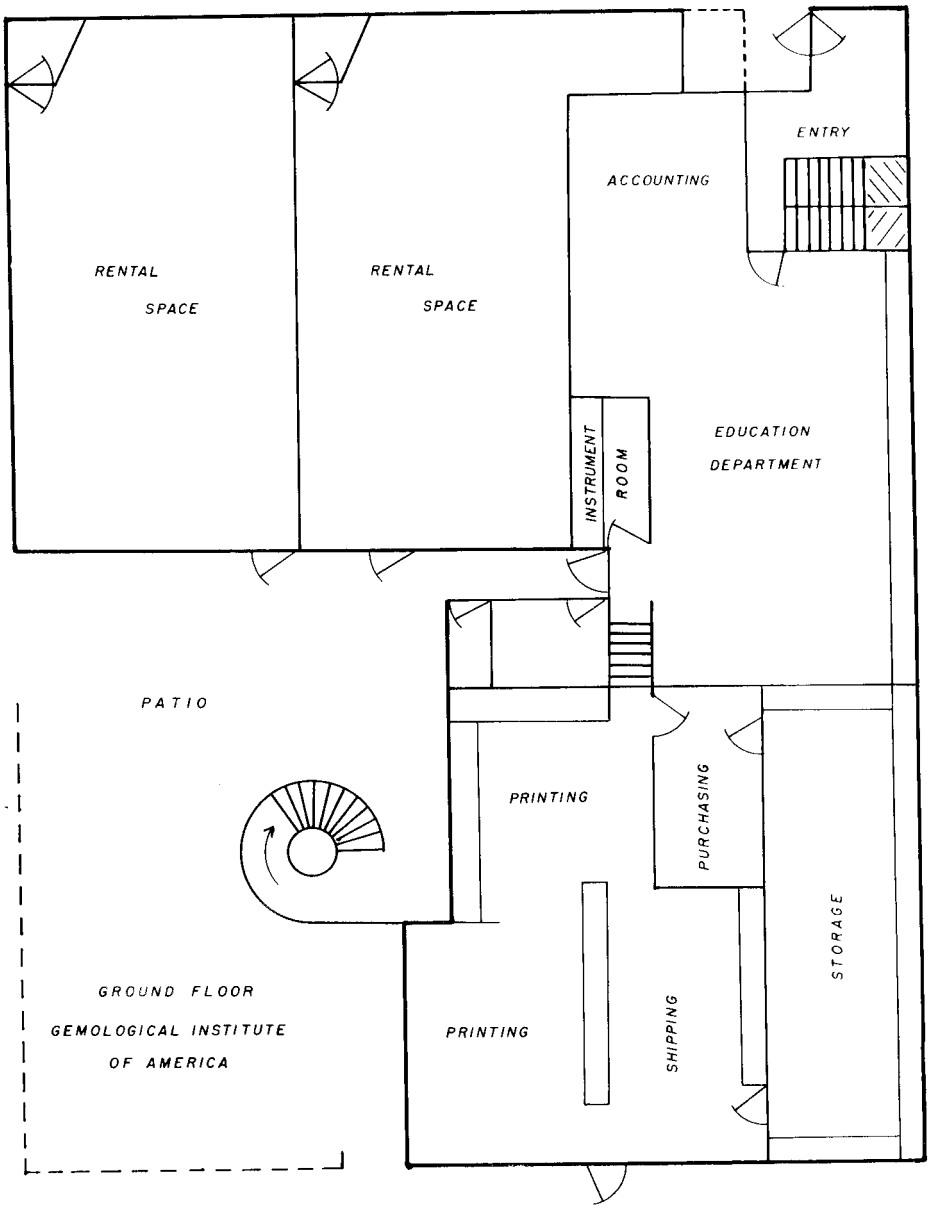
1956

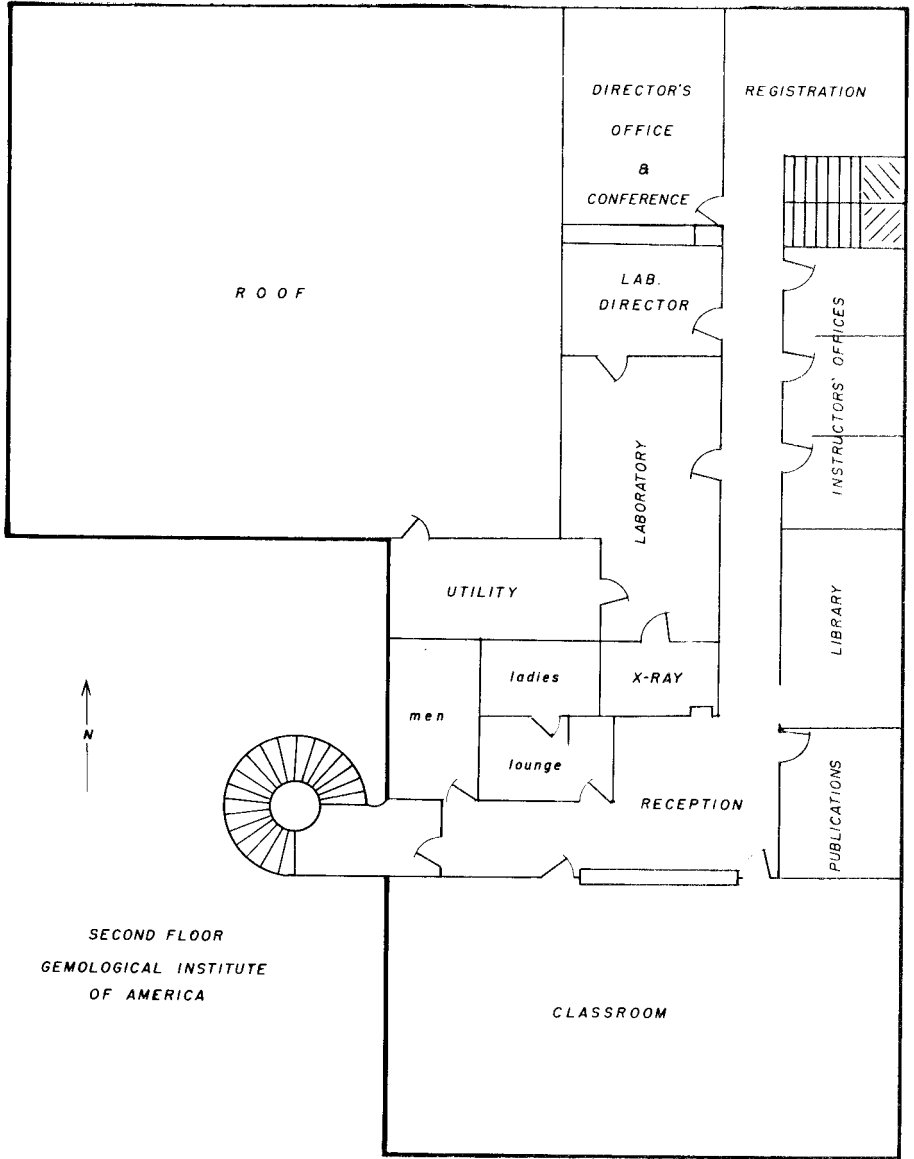
The new building was dedicated on Febru-

ary 28, 1956.

Progressive Retailing for the Modern Jeweler, the course planned in 1952, is nearing completion. The first unit of this four-unit program will be offered this fall and enrollments accepted starting late this summer. The Institute's *Christin Jakob Design Course* also is rapidly approaching completion. It too will be offered in the fall of this year.

These are but additional steps toward a goal of providing for the jeweler a source of training in all essential fields to develop an effective knowledge of the merchandise he handles and the overall operation of a retail jewelry store.

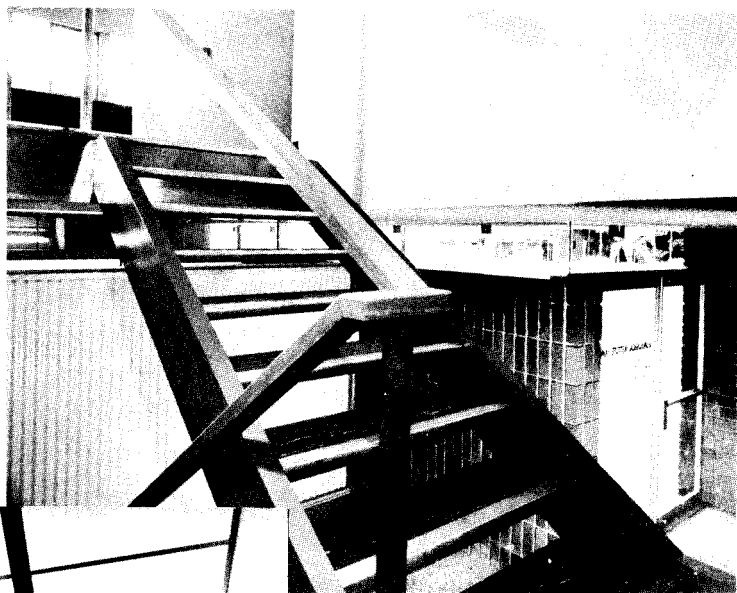






Front entrance from San Vicente Boulevard, facing north.

A Tour of GIA's New Headquarters



Entrance from San Vicente Boulevard, as seen from first landing on stairway, looking north.



An unusual view of the stairway as it appears from the entrance, facing east. Above the staircase is a luminous ceiling. The plaque in recognition of the achievements of Robert M. and Beatrice W. Shipley is out of range to the left.

Looking south through front reception window into Education Department. T. J. Barrows at reception desk.



Accounting Department, facing north. To the right of this area is the San Vicente Boulevard entrance.

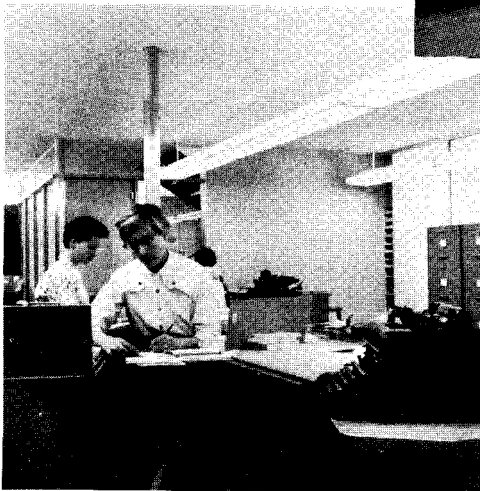
Esther Windish,
Accounting
Department
Manager



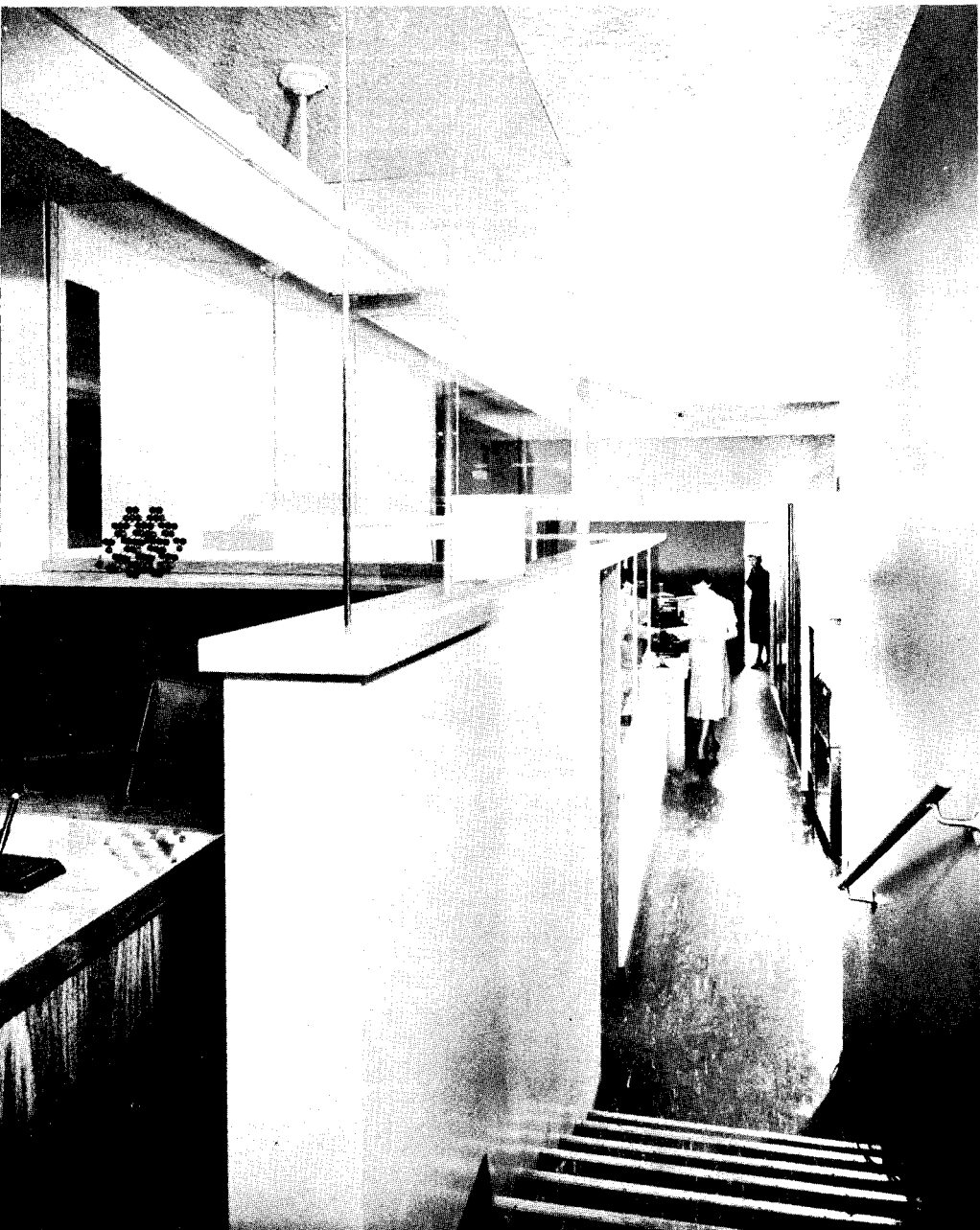


Education Department, facing south. Kenneth M. Moore, Director of Correspondence Courses and Instrument Department.

Education Department, facing south. Bunny Powers in background. Sliding doors on left conceal course assignments.



Education Department, facing north. Jo Ann Harrington, left, and Pat Carter, foreground.

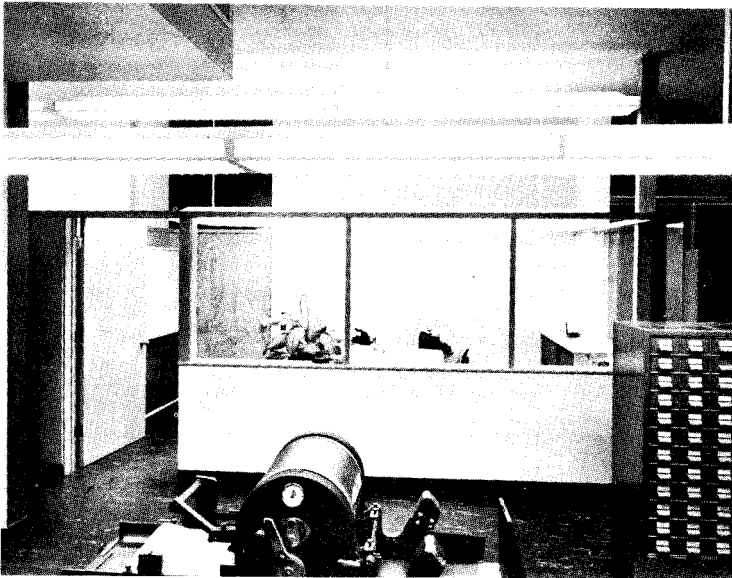


The Purchasing and Shipping Department as seen from the Education Department, facing south. To the right is the Printing Department and to the left are the Purchasing and Shipping Departments.

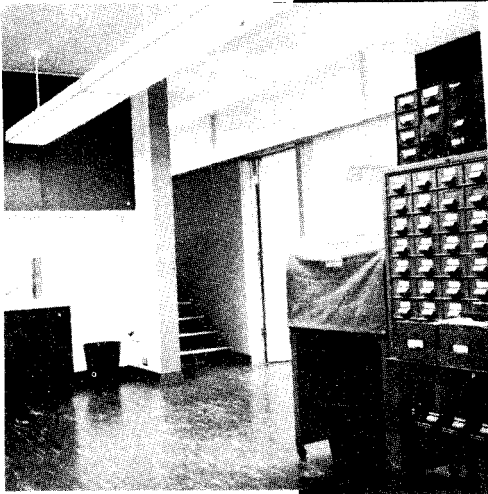


Clare Verdera, Purchasing and Personnel Manager

Purchasing Department, facing northeast.

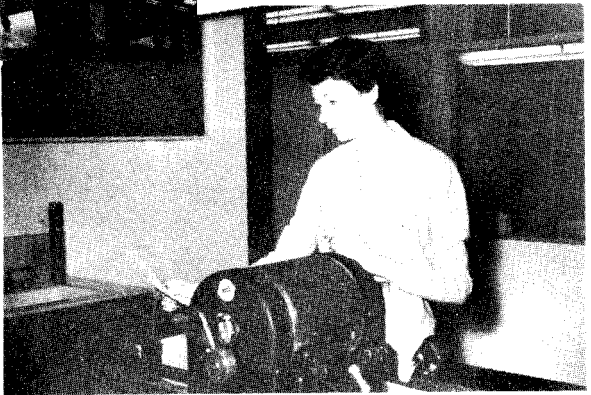


Shipping Department,
facing north.



Area in the Printing Department,
facing north. To the right is seen
the addressograph and the files for
the many stencils used in the Mail-
ing Department. Steps lead to the
Education Department.

Area in the Printing De-
partment, Patience Cony
at the mimeograph.





R. T. Liddicoat, Jr., Director of the Institute



Director's Office and Conference Room, facing northwest.

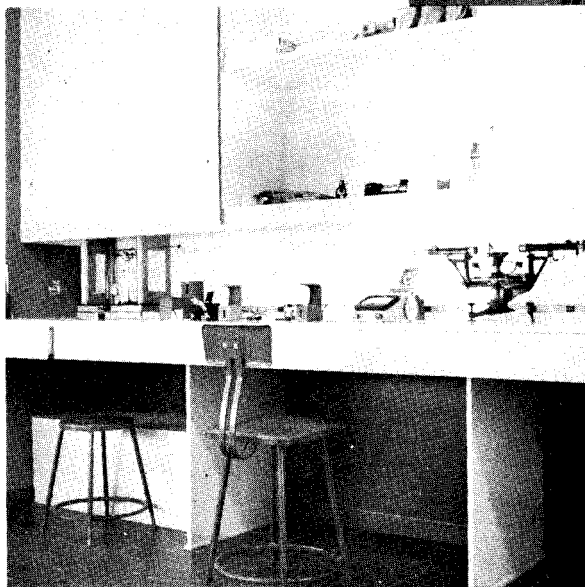


Administration Department, facing north. At left, Dorothy J. Smith, Executive Secretary, and Mildred Howe, Assistant Registrar

Lester B. Benson, Director of Resident Training, in his office.



An area facing north in the well-equipped laboratory. Complete facilities for the scientific identification of gemstones and diamond grading are kept in the laboratory. Plaques seen on the far wall are those dedicating the laboratory to the late Godfrey Eacret and honoring the memory of the late Edward Wigglesworth, Ph.D., G.G., early President of the Institute and Eastern Laboratory Director.



A section of the laboratory, facing west. Scientific instruments used in identification and grading are in view. Sliding doors cover the storage space used for accessories.

X-ray and darkroom. John Ellison, instructor, prepares to test a strand of pearls.





Joseph Murphy, GIA instructor, facing the southeast area of the Instructor's Department. Joe grades Course #012 assignments.

James Coote, GIA instructor. Jim grades Course #1 assignments.

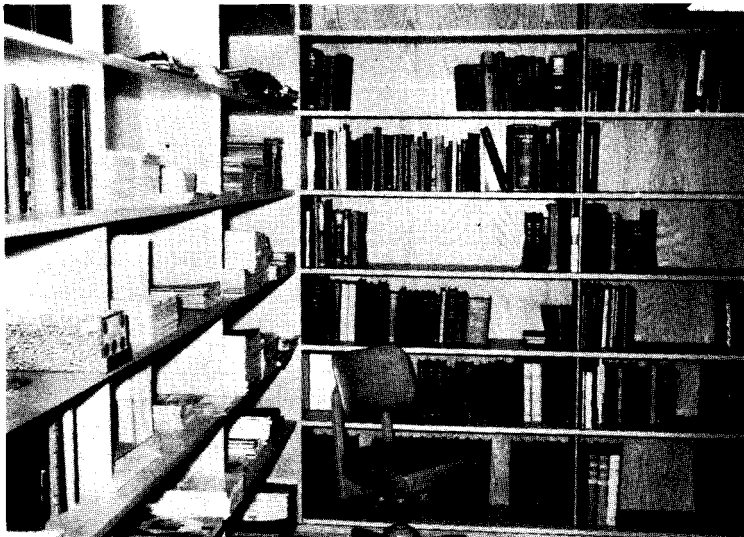




Lenard Peters, GIA instructor. Len grades Course #2 assignments.

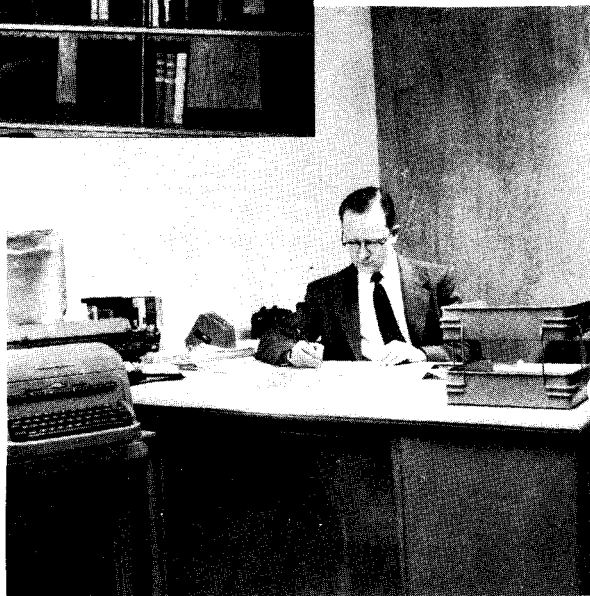
John Ellison, GIA instructor, taken in the classroom. Door to left leads into the reception area. John grades Course #3 assignments.



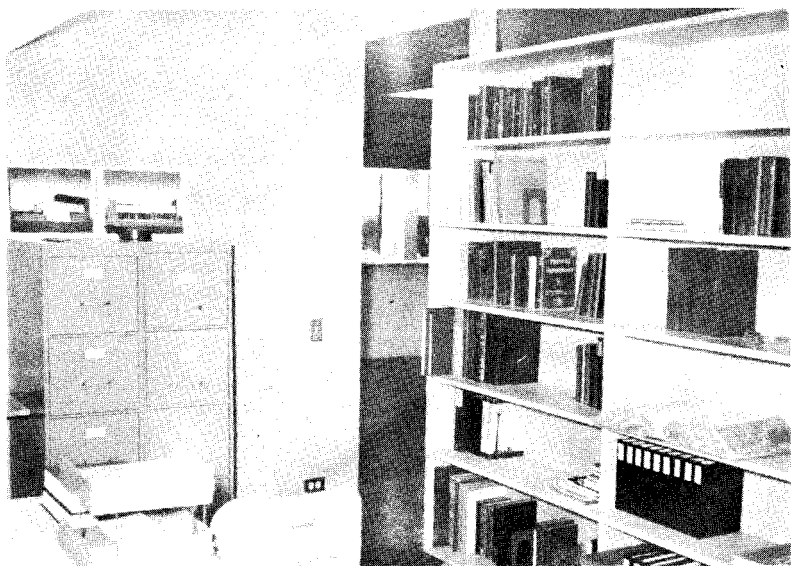


A portion of the Research Library, facing northwest.

L. L. Copeland, Research Librarian and Course Editor. Facing the southeast corner.



Area in library, facing northeast.



Looking southwest. Doorway leads to the reception area.

Reception area facing northeast.
Library seen in background.



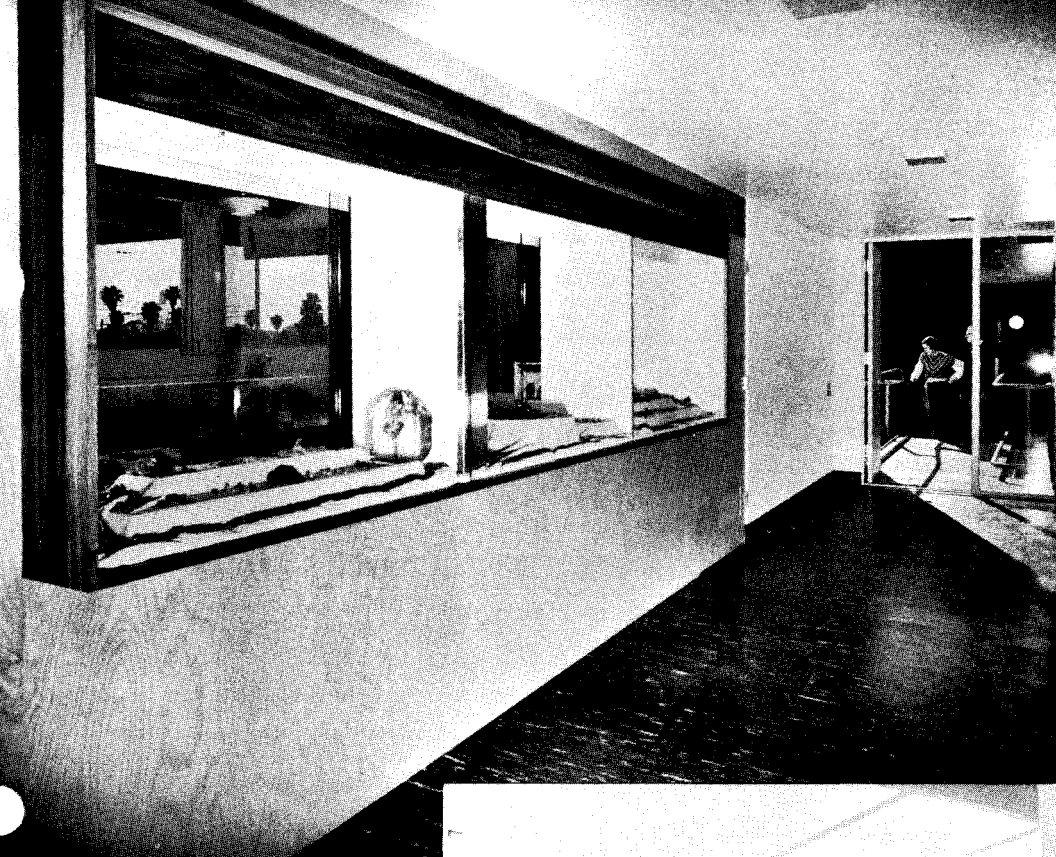
This large classroom may be divided into two rooms readily by drawing the folding door at the left. This was taken toward the southwest and west.



Publications Department in background. Display cases on right.

Publications Department, facing east from the reception area. Jeanne G. M. Martin, Publications Manager.

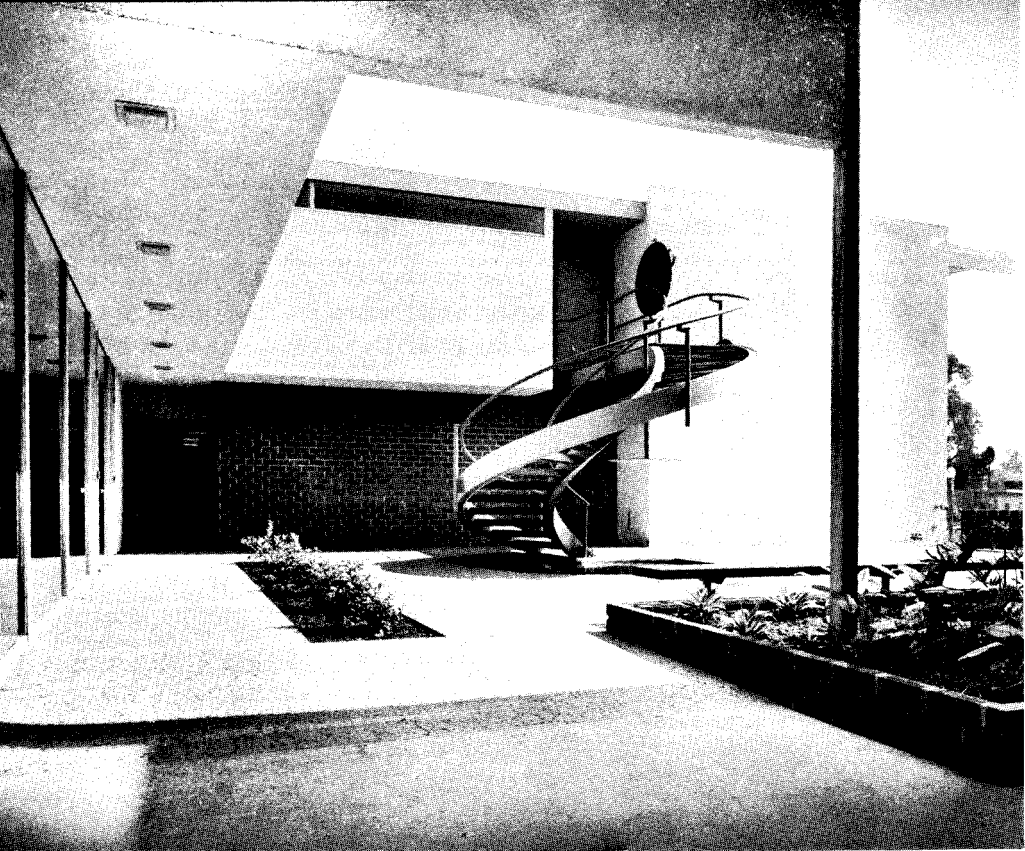




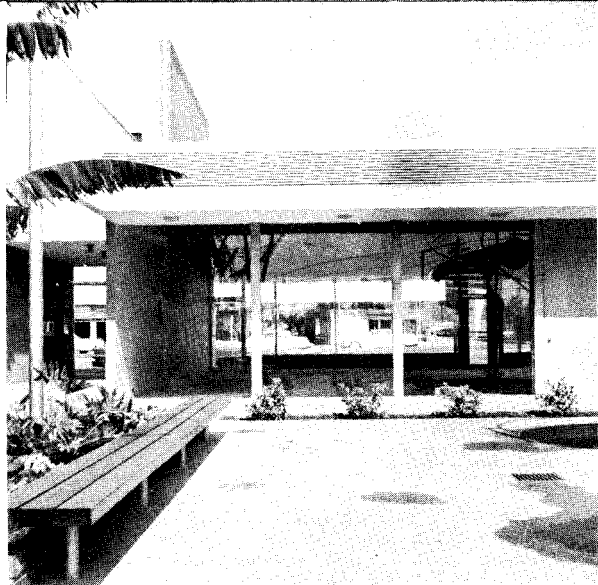
Patio entrance, second floor, facing west. Classrooms to left and reception area to right.



Reception area facing northwest.

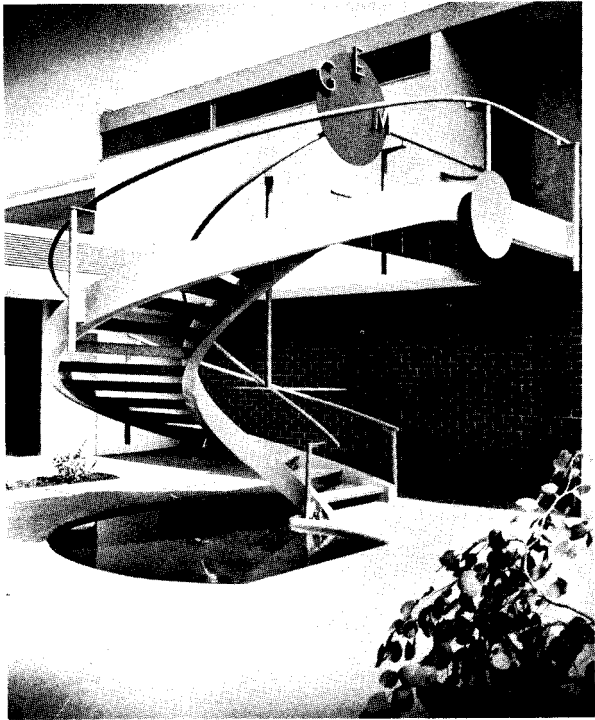


The GIA's unique spiral stairway in patio area looking east.

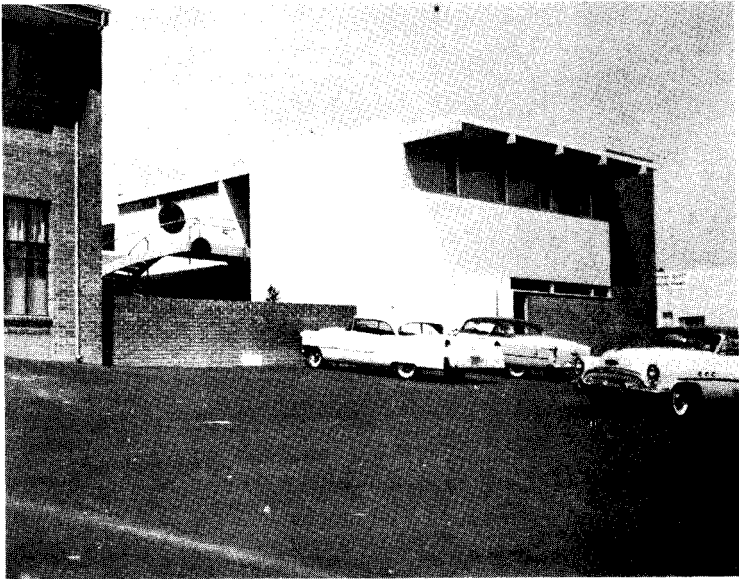


View of patio facing north. Entrance from San Vicente Boulevard can be seen to the left of building. Spiral stairway to second floor is to the right just out of view.

Patio area, facing
northeast.



Patio and rear of building as seen from parking area.



Early Development of the Institute

There may have been many who perceived the need for an educational institution serving the needs of jewelers, but only Robert M. Shipley combined the essential training with the necessary imagination, determination, and drive to establish a Gemological Institute of America. This tremendous undertaking was initiated in the depths of the depression. With the unfailing assistance of Beatrice W. Shipley, the wise counsel and aid of farsighted men in the industry personified by the Board of Governors and others, Robert M. Shipley guided the organization

from its inception until his retirement on March 31, 1952. In 1943, the Shipleys, who had operated the Institute as a nonprofit organization prior to that time, turned the Institute over to the Board of Governors as a nonprofit jewelry-trade-controlled institution. On Shipley's retirement in 1952, Richard T. Liddicoat, Jr., his assistant since 1948 and on the staff since 1940, with the exception of the war years, succeeded him as Executive Director.

Many jewelers and educators gave freely of their time, advice and assistance at the time the Institute was formed as well as in its first quarter of a century. Prominent among these men were the late T. Edgar Wilson, editor of the *Jewelers Circular-Keystone*, and its publisher, Peter M. Fahrendorf. Francis R. Bentley and George Engelhard, of National Jeweler, as well as many others connected with the trade press, likewise gave their wholehearted support. Among jewelers, the late Godfrey Eacret, of Shreve, Treat & Eacret, of San Francisco, according to Mr. Shipley, was, more than any single individual in the retail jewelry business, responsible for the permanent establishment of the Institute. The late Warren Larter also gave major assistance. The late William Wright, of Galt & Bro., Washington, D.C., and the late James D. Dougherty, of J. B. Hudson Co., Minne-



Robert M. Shipley

Mr. and Mrs. Shipley and Clifford Josephson at a dinner given in honor of the Shipleys by the Jewelers' Research Group





Jerome B. Wiss



Richard T. Liddicoat, Jr.



Godfrey Eacret

apolis, were among others who were very active in the early days of the Institute's growth. The scientific director of De Beers Consolidated Mines, Ltd., H. T. Dickinson, with his assistants, carefully examined the early diamond assignments. All through the early period, the Board of Governors, as now, gave freely of their time and counsel. Harold Feuer, of Worcester, Mass., contributed a number of items of expensive laboratory equipment in the early days.

The aforementioned Godfrey Eacret was the first Chairman of the Board of Governors. Subsequent Board Chairmen were George Brock, of Brock & Company, Los Angeles; the late Edward F. Herschede, Sr., of Frank Herschede Co., Cincinnati; Leo J. Vogt, of Hess & Culbertson Jewelry Co., St. Louis; H. Paul Juergens, of Juergens & Andersen Co., Chicago; John S. Kennard, of Kennard & Co., Boston; and Percy K. Loud, of Wright-Kay & Co., Detroit. Since 1955, the Chairman has been Jerome B. Wiss, of Wiss Sons, Inc., Newark. The following is a complete list of the Board of Governors from the first Board until the present time.

Godfrey Eacret, Shreve, Treat and Eacret, San Francisco.....	1933 - 1934
James D. Dougherty, J. B. Hudson, Inc., Minneapolis.....	1933 - 1943
	1947 - 1948
Louis Esser, Louis Esser Co., Milwaukee.....	1935 - 1947
Myron Everts, A. A. Everts Company, Dallas.....	1933 -
Paul S. Hardy, Hardy & Hayes Company, Inc., Pittsburgh.....	1933 - 1949
	1951 -
Frank Heitkemper, Frank A. Heitkemper, Inc., Portland, Ore.....	1933 - 1934
Edward F. Herschede, Sr., Frank Herschede Co., Cincinnati.....	1933 - 1951

Oscar C. Homann, The C. B. Brown Co., Omaha.....	1933 - 1950
Francis A. Keating, Grogan Company, Inc., Pittsburgh.....	1933 - 1934
William G. Thurber, Tilden-Thurber Corporation, Providence.....	1933 - 1934
	1954 -
Leo J. Vogt, Hess & Culbertson Jewelry Co., St. Louis.....	1933 - 1950
	1952 -
George C. Brock, Brock & Company, Los Angeles.....	1935 - 1942
E. W. Hodgson, Hodgson, Kennard & Co., Inc., Boston.....	1935 - 1942
H. A. Maier, Maier & Berkele, Inc., Atlanta.....	1935 - 1944
H. B. McCague, The Cowell and Hubbard Company, Cleveland.....	1935 - 1942
William Elder Marcus, Marcus and Company, New York City.....	1936 - 1941
William H. Wright, Galt & Bro., Inc., Washington, D.C.....	1936 - 1941
Frederick B. Thurber, Tilden-Thurber Corporation, Providence.....	1935 - 1949
Henry G. Birks, Henry Birks & Sons, Ltd., Montreal.....	1939 - 1948
H. Paul Juergens, Juergens & Andersen Co., Chicago.....	1940 -
C. I. Josephson, Jr., C. I. Josephson Jewelers, Moline.....	1940 - 1949
	1950 -
Carleton G. Broer, The Broer-Freeman Company, Toledo.....	1941 - 1948
	1950 -
Nolte Ament, Geiger & Ament, Louisville.....	1942 - 1948
John S. Kennard, Kennard & Co., Boston.....	1942 -
Jerome B. Wiss, Wiss Sons, Inc., Newark.....	1942 - 1944
	1945 -
Percy K. Loud, Wright, Kay & Co., Detroit.....	1942 -
Burton Joseph, S. Joseph & Sons, Des Moines.....	1943 - 1947
	1948 - 1949
John F. Vondcy, Vondcy's, San Bernardino, Calif.....	1943 - 1944
Glynn Cremer, Glynn Cremer Jewelers, La Crosse, Wisc.....	1944 - 1946
	1949 - 1952
William H. Schwanke, Schwanke-Kasten Co., Milwaukee.....	1944 - 1948
	1951 - 1952
J. W. Ware, Ware's, San Diego, Calif.....	1944 - 1945
Herbert E. Reid, Henry C. Reid & Son, Bridgeport.....	1946 - 1947
Geo. Carter Jessop, J. Jessop & Sons, San Diego, Calif.....	1947 - 1951
Charles D. Peacock, III, C. D. Peacock, Inc., Chicago.....	1947 - 1951
	1952 -
J. Lovell Baker, Henry Birks & Sons, Ltd., Montreal.....	1948 -
Charles H. Church, Church & Company, Newark.....	1948 -
Lazare Kaplan, Lazare Kaplan & Sons, New York City.....	1948 -
Eugene A. Kiger, C. A. Kiger Co., Kansas City.....	1948 - 1952
Maurice Adelsheim, S. Jacobs & Company, Minneapolis.....	1949 - 1950
Earl E. Jones, Jones Brothers, Jewelers, Pekin, Ill.....	1949 - 1952
Ernest J. Meyer, Meyer's Jewelers, Grand Island, Nebr.....	1949 - 1952
William P. Kendrick, William Kendrick Jewelers, Louisville.....	1950 -
Robert Bromberg, Bromberg & Co., Inc., Birmingham.....	1952 - 1954
Frederick O. Herz, R. Herz & Bros., Inc., Reno, Nev.....	1952 -
Fred J. Cannon, Koke-Slaudt Company, Los Angeles.....	1952 -
James G. Donovan, Donovan & Seamans Co., Los Angeles.....	1954 -

In addition to Mr. and Mrs. Robert M. Shipley, important staff members in the early days included Robert Shipley, Jr., well known to gemologists both for his assistance to his father in the preparation of the courses and for the development of a number of key gemtesting instruments. The late Anna McConnel Beckley was invaluable in her post as head of literary research. It was Miss Beckley who painstakingly verified and coordinated the facts incorporated in the courses. Miss Beckley remained active until 1947 and passed away in January of 1950.

During the partnership period in the early days of the Corporation's existence, Robert M. Shipley served as President of the Gemological Institute. In 1941, the late Dr. Edward Wigglesworth was elected President



Dr. Edward H. Kraus



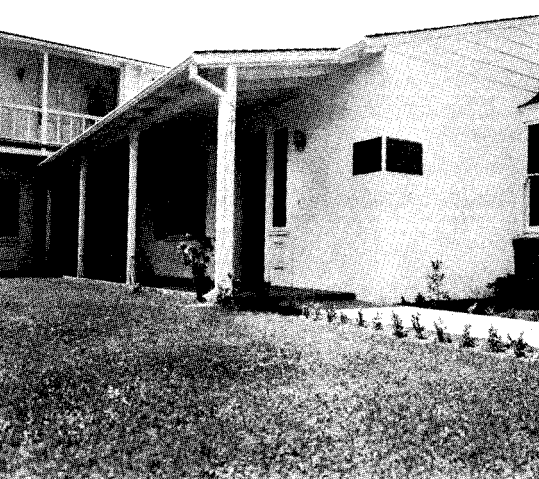
Dr. Edward Wigglesworth

and remained as the first president of the industry-owned corporation, serving in that capacity until his death in 1945. Well known in the east as long-time Director of the New England Museum of Natural History, Dr. Wigglesworth guided the GIA Boston Study Group from its inception until his death. He served for six years as Secretary of the Institute's Examinations Board and for several years as Chairman of the GIA Educational Advisory Board. As Director of the GIA's

Eastern Laboratory, then in Boston, Dr. Wigglesworth joined the GIA staff without salary in 1940, and managed that branch until his death. The Eastern Laboratory was then closed and reopened three years later in New York City.

Succeeding Dr. Wigglesworth as President of the Institute was Dr. Edward H. Kraus, Dean Emeritus of the College of Literature, Science and the Arts at the University of Michigan. Dean Kraus continues in this capacity today, lending inspiration and wise guidance to the Institute. He has acted in many capacities, offering help and encouragement in the difficult early days of the Institute; later as an Honorary Member of the Institute, member of the Examination Standards Board and Chairman of the Educational Advisory Board.

Other prominent scientists and educators who have rendered major assistance to the Institute over the years include Thomas Clements, Chairman of the Department of Geology, University of Southern California, Los Angeles, who criticized the early course



Former headquarters of the Institute located at 541 South Alexandria Ave.



Turning the ground for the new building. Reading from left to right are Allan D. Gill, Richard T. Liddicoat, Jr., James G. Donovan and Fred J. Cannon.

material, lectured at early resident classes and was helpful in many other ways for several years; the late Sydney H. Ball, geologist and for many years compiler of the Diamond Industry Annual Review; the late William F. Foshag, Curator of Mineralogy and Geology at the Smithsonian Institution; George Switzer, Associate Curator of Mineralogy and Geology at the Smithsonian Institution; Paul F. Kerr, Chairman of the Department of Geology, Columbia University; Ralph J. Holmes, Professor of Geology, Columbia University; Chester B. Slawson, Professor of Mineralogy, University of Michigan; Edward Gubelin, mineralogist and jeweler, Lucerne, Switzerland; George F. Wild, Importer and Exporter of Gemstones, Idar-Oberstien, Germany; B. W. Anderson, Director, and Robert Webster, of the Laboratory of the Diamond, Pearl & Precious Stone Trade Section of the London Chamber of Commerce; Professor Dr. Karl Schlossmacher, Director of the Gemstone Research Institute, Idar-Oberstien; and the late Alpheus Williams, author of

Genesis of the Diamond, and for many years a mining engineer for De Beers, Johannesburg, South Africa.

In 1943, to insure the perpetuity of the Gemological Institute, an Endowment Fund was contributed by graduates, students, and many firms and individuals in the industry interested in the future of the Institute. As the result of many months of intensive effort by Mr. Loud and his committee members, the Endowment Fund reached a substantial figure and was presented to the Institute as a nucleus for insuring the continuation of the Institute during the difficult war years. However, the organization was able to continue to offer training without drawing upon the Fund. This original Endowment is now in a Trust Fund, established in 1953 by the Board of Governors and managed by three Trustees: Chairman,

Clifford I. Josephson; Percy K. Loud; and Leo J. Vogt. Mr. Josephson also had served as Secretary-Treasurer of the Institute before assuming this post.

Since 1949, Fred J. Cannon, of Koke-Slaudt Agency, has served as Secretary-Treasurer of the Institute. In addition, he has been a member of the Board of Governors and of the Institute's Operating and Finance Committees. James G. Donovan, Jr., of Donovan & Seamans Co., Los Angeles, and Carleton G. Broer, of The Broer-Freeman Co., Toledo, arranged the transfer of the Institute from the Shipley partnership and its incorporation as a nonprofit educational institution. In later years, Mr. Donovan has served as Chairman of the Finance Committee and both Mr. Donovan and Mr. Broer as members of the Board of Governors. Charles H. Church, of Church & Co., Newark, and George Carter Jessop, of J. Jessop & Sons, San Diego, served for a number of years on the Operating Committee. Mr. Jessop also served for a number of years as a member of the Board of Governors and Mr. Church continues to serve as Governor.

The key administration and educational staff positions are held by individuals who have been with the Institute for a number of years. The Executive Secretary is Dorothy J. Smith, who has been an important staff member since 1932. Lester B. Benson, Jr., has directed Resident Training and the Laboratories for most of the period since joining the staff in 1947. Robert Crowningshield, Director of the Institute's Eastern Branch and the Gem Trade Laboratory, is completing his 9th year with the Institute, as is Kenneth M. Moore, who directs the handling of the correspondence courses and the Instrument Department. Clare Verdera, in charge of Shipping and Personnel, has been with the Institute for more than 10 years. L. L. Copeland, course editor and librarian, is in his 9th year with the Institute.

Chicago and New York instructor Bert Krashes joined the staff in January, 1950. John Ellison was first on the Institute's staff



Eastern Headquarters Staff. Left to right are Eunice Miles, Secretary of the Eastern Laboratory, Robert Crowningshield, Director, and Bert Krashes, Instructor.

in New York City in 1952 and came to the Institute in Los Angeles in 1955. Joseph Murphy, Los Angeles instructor, joined the staff in 1951. James Coote, on the staff in 1949 and 1950, rejoined the Los Angeles staff in 1956 after army service and further retail experience. Lenard Peters, GIA Graduate, with 10 years of retail sales experience, became an instructor in Los Angeles early this year. Graduate Jeanne G. M. Martin has been in charge of the Publications Department for the past two years. Eunice Miles worked with the late Dr. Wigglesworth at the Institute's first Eastern Laboratory in the early 1940's and now serves both as a Gemologist and Secretary of the Eastern Laboratory. Esther Windish, in charge of the Book-keeping Department, came to the Institute in 1950. Mildred Howe, who directed the Publications Department in 1946 and 1947, rejoined the staff in 1951 as Assistant Registrar.

After 25 years of existence, the GIA has thousands of successful graduates and a growing recognition to show for the efforts of all of these people who have contributed so much to its success. Those who today conduct the affairs of the Institute regard with deep appreciation the efforts of Founder Robert M. Shipley and all those who assisted him so generously.