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Seldom does a fairy tale come true for a jeweler, but this one can. We recommend for your reading pleasure "A Christmas Story for Jewelers," by Frank Fortescue, J.C.K. Associate Editor. If the retailer will take this story to heart and act on its message NOW, then—come Christmas time—he will truly be able to say, *Merry Christmas to all, and to all a good day!* And so . . . by all means turn quickly to page 90.

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CONTENTS

OCTOBER 1956

year of East A.S. ad

A CHRISTMAS STORY FOR THE JEWELER 90-1

- Sales Aids That Say Merry Christmas, from the Manufacturers 92-5
- Window Displays That Say Merry Christmas, from Virginia Dixon 96-9
- Merry Christmas from the Jewelry Industry Council 100-1
- The Windows Say, "Merry Christmas, Friend" 102-3
- Merry Christmas from the Jewelers' Circular-Keystone 104

MERCHANDISING AND PROMOTION

- Diamond Room Makes Diamond Sales 108
- A J.C.-K Aid to Selling Fine Jewelry, by Jack Harriton 124
- Proper Training Can Solve Christmas Help Problem 162
- He Sells Free Christmas Wrapping 186
- The Trend for Men—The 'Neats,' by Jerry Gewirtz 154-5
- Showmanship in Business, by Zenn Kaufman 166
- Hi-Fi Selling Pays Off 160
- This Is Art 180-1

CHINA, GLASS AND GIFTWARES

- Table Top Fashions and Home Accessories 176-7
- China, Glass and Giftwares, by Madeline Love 188

TECHNICAL

- 31st Annual Report on the Diamond Industry, by Dr. George Switzer 110
- Green Stones, by Dr. Frederick H. Pough 114
- The Automatic Watch with Roller Bearings, by Henry B. Fried 228-9
- Workshop Questions and Answers 230

DEPARTMENTS

- Speaking of the Jewelry Trade 87
- They're New 156-7, 158
- Briefly: A Summary of the News 204
- News Section 206-227
- Manufacturers' News 237-242
- Editorial 248

GOLD HONORS LESSER

New York City—The Golden Circle organization of jewelry salesmen and executives in the New York area, paid tribute to Charles Lesser, one of its members, at a meeting held September 17.

The group presented Lesser with a plaque, on which was inscribed, "... as a token of our esteem and friendship on the celebration of your fifty years in the jewelry industry."

The presentation to Lesser was



COMING EVENTS

OCTOBER

6-8—Florida State Watchmakers Association, Annual Convention, San Juan Hotel, Orlando, Florida.

7-9—Detroit Jewelry Show, Hotel Statler, Detroit, Michigan.

18—Manufacturing Jewelers and Silversmiths of America, Annual Convention, Sheraton-Biltmore Hotel, Providence, Rhode Island.

21—Arizona Retail Jewelers Association, Annual Convention, Desert Hills Hotel, Phoenix, Arizona.

27-Nov. 4—Fashion-O-Rama, New York Coliseum, New York City.

NOVEMBER

11-20—United Jewelry Show (for wholesalers only) Sheraton-Biltmore Hotel, Providence, Rhode Island.

16-21—Southeast Market Week for Handbags and Jewelry, Empress Hotel, Miami Beach, Florida.

JANUARY 1957

6-9—Miami Beach Gift, Jewelry, Stationery, Toys and Home Accessories Show, Roney Plaza Hotel, Miami Beach, Florida.

8-15—Keystone China and Glass Show, Fort Pitt Hotel, Pittsburgh, Pennsylvania.

8-15—Carlton House Show, Carlton House, Pittsburgh, Pennsylvania.

9-16—Pittsburgh Glass and Pottery Exhibit, William Penn Hotel, Pittsburgh, Pennsylvania.

20-23—Southeastern China, Glass and Gift Show, Municipal Auditorium and Biltmore Hotel, Atlanta, Georgia.

20-25—California Gift Show, Alexandria Hotel, Biltmore Hotel, Brack Shops and Merchandise Mart, Los Angeles, California.

20-25—New York Lamp Show, Hotel New Yorker and New York Trade Show Building, New York City.

20-25—New York Home Furnishing Accessories Show, New York Trade Show Building, New York City.

27-30—Washington Gift Show, Hotel Willard, Washington, D. C.



made by Herman Ostrin (seen in accompanying photo, on left, giving plaque to Lesser), the organization's president.

The meeting was held at the Netherlands Club, 10 Rockefeller Plaza, the Golden Circle's new headquarters.

Lucie's Jewelry in Larger Store

Olean, N. Y.—Lucie's jewelry store moved in mid-August to larger quarters at 110 W. State Street.

The firm, which is owned by the J. W. Lucie Jeweler Corp., was previously at 305 W. State, where it opened in 1952.

The new location has been redecorated and air conditioned, with a small room set aside for bridal consultations.

Federation Outing

(Continued from page 215)

M. Morris, of Norman M. Morris, Inc.

Bottom cut (left to right): Jack Polak, Domaco Co.; Joseph Hester, Empire Trust Co.; Irving Steigrad, Anholt-Steigrad Co.; Ray V. Lawrence, Jewelers Circular-Keystone; Emanuel Abrams; Harry J. Bromley, National Jeweler; Mort Sarett, National Jeweler; Harold N. Leitman and William A. Swartman, Gemex Corp.; Peter M. Fahrendorf, Jewelers Circular-Keystone, and Raymond Abrahams.

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