

# 1956

## SPRING AND SUMMER CATALOG SUPPLEMENT

# Houston Wholesale Jewelers

DIAMOND IMPORTERS



ENTRANCE LOCATED IN LOBBY  
HOUSTON CLUB BUILDING  
TRAVIS AND RUSK STREETS  
HOUSTON, TEXAS  
Telephone CApitol 2-6343

TIMELY PROMOTION GIFTS FOR MOTHER'S DAY, GRADUATIONS,  
FATHER'S DAY, JUNE BRIDES, ANNIVERSARIES, BIRTHDAYS

DIAMONDS  
WATCHES

JEWELRY  
SILVERWARE

ELECTRICAL  
APPLIANCES

LUGGAGE  
CAMERAS

# our guarantee

HOUSTON WHOLESALE JEWELERS' guarantee is aimed to protect our customers in all ways. Merchandise is guaranteed to be exactly as represented in this catalog, and to give satisfaction. Quality is guaranteed both by the manufacturer and Houston Wholesale Jewelers.

## HOUSTON WHOLESALE JEWELERS

1956 SPRING and SUMMER CATALOG

is distributed to...

MERCHANTS  
MANUFACTURERS  
WHOLESALE  
INSTITUTIONS  
ORGANIZATIONS  
ASSOCIATIONS  
UNIONS  
INDUSTRIAL AND  
COMMERCIAL CONCERNS

to supply their  
merchandise needs for...

RESALE  
CONTEST PRIZES  
PREMIUMS  
INCENTIVE AWARDS  
PRESENTATIONS  
PERSONNEL NEEDS  
GIFTS

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## CONFIDENTIAL PRICE SHEET

### YOUR COST IS CODED

#### HOW TO FIND YOUR COST:

Your cost is part of the code number, and immediately follows the single identifying letter "S". Illustrated below is a typical line taken from our catalog showing our method of coding.

#### MAIL ORDERS

For complete information regarding ordering by mail, turn to Page 2.



**ZEPHAIRE CARPET SWEEPER**  
Sweep clean and easy with glide-action. Deluxe, streamlined beauty, finished in rich royal blue with chrome trim.  
100 5463 ..... Retail \$6.95

#### QUANTITY PRICES

Many items in this catalog are available at greater savings when purchased in quantity. These particular items are marked both in single wholesale price and quantity wholesale price. For example: Page 41, Dominion Automatic Toaster.

1120 1-\$11.10; 6-\$10.59 ..... Retail \$16.95

↑                      ↑  
Single price      Quantity price

This means that your cost for one of this item is \$11.10 and for 6 or more is \$10.59.

100 5463

Retail \$6.95

↑ \$4.63  
CODE NO.      ↑  
YOUR COST

↑  
RETAIL PRICE

#### FEDERAL EXCISE TAXES

Retail prices shown in this catalog DO NOT include federal excise taxes unless otherwise specified.

#### COST PRICES DO NOT INCLUDE FEDERAL TAXES

10% Federal Excise Tax must be added to your cost on the following merchandise if not for resale: Diamonds, Watches, Jewelry, Silverware (except plated flatware), Luggage, Leather Goods, Clocks, Binoculars, Theatre Glasses.

NOTE: Signed exemption certificates must be presented when merchandise subject to tax is bought for resale.

WE RESERVE THE RIGHT TO LIMIT QUANTITIES  
ALL PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE

#### SHOPPING HOURS

DAILY AND SATURDAY 9:00 A.M. to 5:30 P.M.  
OPEN MONDAY NIGHTS UNTIL 8:30

**Retailers' Exemption Certificate**

The undersigned purchaser hereby certifies that he is engaged in selling, at retail, articles subject to retailers' excise tax, under the name and at the address specified below; that the article or articles specified and fully identified in the accompanying order are purchased from Houston Wholesale Jewelers for resale; and that the retailers' excise tax payable in respect of retail sales luggage, etc., under section 1651 of the Internal Revenue Code, and in respect of sales of jewelry, etc., furs and toilet preparations under sections 2400, 2401 and 2402 respectively as amended, will be reported in returns filed by the undersigned with the Collector of Internal Revenue, at the locality named below.

The undersigned understands that he must be prepared to establish by competent evidence, that the articles were actually purchased for the purpose stated and that the tax due thereon was paid to the Government.

It is also understood that the fraudulent use of this certificate to secure exemption will subject the undersigned and all guilty parties to a fine

of not more than \$10,000, or to imprisonment for not more than five years, or both, together with costs of prosecution.

Firm name \_\_\_\_\_

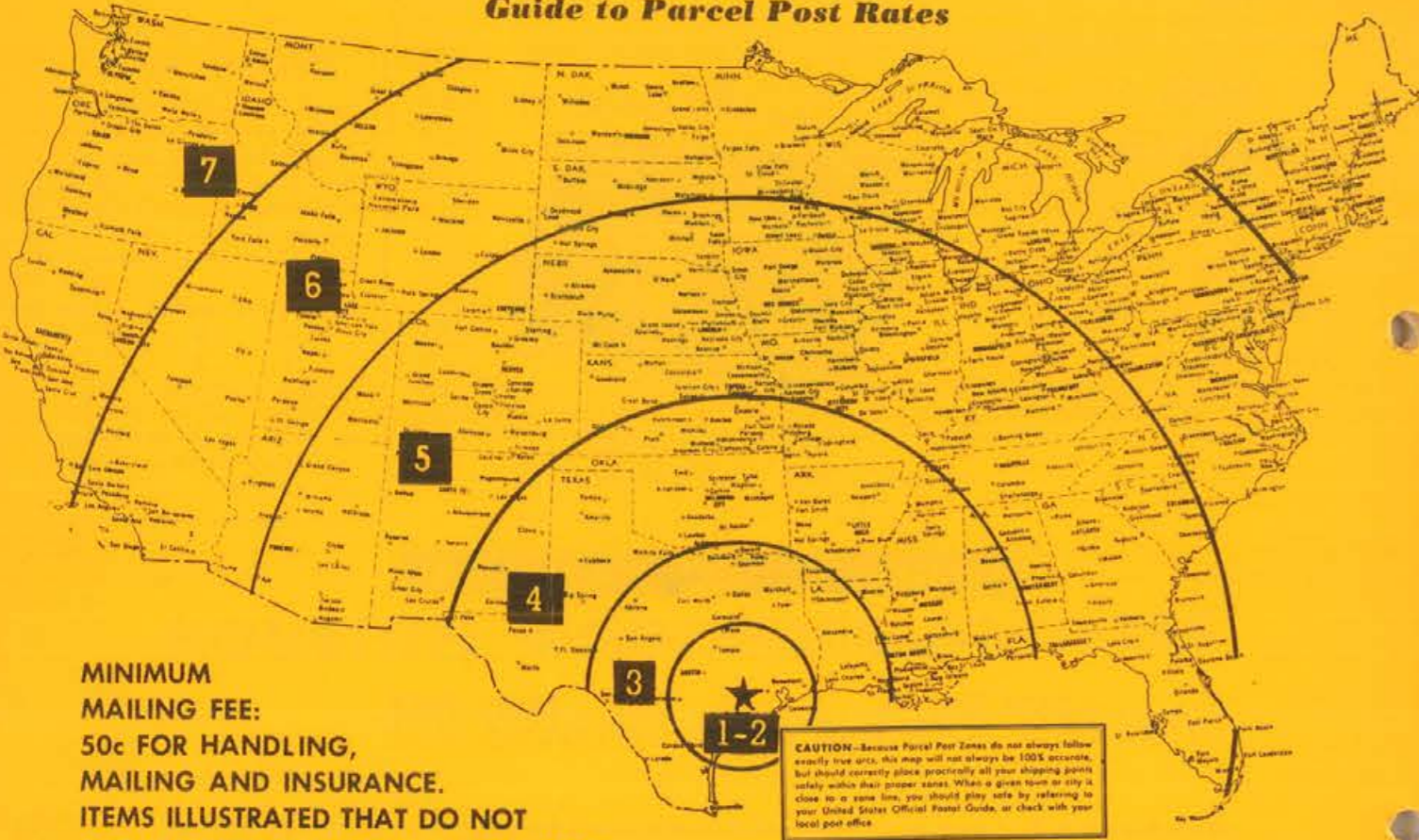
City and State \_\_\_\_\_

Signed by \_\_\_\_\_ Date \_\_\_\_\_

City and State of Collector of I R \_\_\_\_\_

(IMPORTANT ... not valid unless the 4 lines above are correctly filled in)

**Guide to Parcel Post Rates**



**MINIMUM MAILING FEE:**  
50c FOR HANDLING,  
MAILING AND INSURANCE.  
ITEMS ILLUSTRATED THAT DO NOT  
SHOW SHIPPING WEIGHT, WEIGH LESS  
THAN ONE (1) POUND. USE MINIMUM MAILING  
FEE OF 50c FOR THESE ITEMS.

**CAUTION**—Because Parcel Post Zones do not always follow exactly true arcs, this map will not always be 100% accurate, but should correctly place practically all your shipping points safely within their proper zones. When a given town or city is close to a zone line, you should play safe by referring to your United States Official Postal Guide, or check with your local post office.

**HOW TO FIGURE POSTAGE**

First determine in what Postal Zone your city is located. Next, add up the weights of the articles selected and refer to the chart at the left. Example: If you are in zone 3 and your purchase totals 15 lbs., postage amounts to \$0.96. To this amount, add insurance or C.O.D. fee and you have an accurate estimate on transportation charges for your shipment. All shipments by Express or Freight are made charge collect.

**INSURANCE FEE**

All parcel post shipments (not C.O.D.) are insured. Determine your fee as follows:

Value up to \$5.00	\$0.05
Value \$5.01 to \$10.00	.10
Value \$10.01 to \$25.00	.15
Value \$25.01 to \$50.00	.20
Value \$50.01 to \$100.00	.30
Value \$100.01 to \$200.00	.35

**PARCEL POST C.O.D. FEE**

Up to \$5.00	\$0.30
From \$5.01 to \$10.00	.40
From \$10.01 to \$25.00	.60
From \$25.01 to \$50.00	.70
From \$50.01 to \$100.00	.80
From \$100.01 to \$150.00	.90
From \$150.01 to \$200.00	1.00

An additional money order fee is collected upon delivery.

Weight in Pounds	ZONES							
	LOCAL	1-2 Up to 150 Miles	3 150-300 Miles	4 300-600 Miles	5 600-1000 Miles	6 1000-1400 Miles	7 1400-1800 Miles	8 Over 1800 Miles
1	\$0.18	\$0.23	\$0.23	\$0.24	\$0.26	\$0.28	\$0.30	\$0.32
2	.20	.27	.29	.31	.36	.40	.46	.51
3	.21	.31	.34	.38	.45	.52	.61	.69
4	.23	.35	.39	.45	.54	.64	.76	.87
5	.24	.39	.44	.52	.63	.76	.91	1.05
6	.26	.43	.49	.59	.73	.88	1.06	1.23
7	.27	.47	.54	.66	.82	1.00	1.22	1.41
8	.29	.51	.60	.73	.91	1.12	1.37	1.59
9	.30	.55	.65	.80	1.00	1.24	1.52	1.77
10	.32	.59	.70	.87	1.10	1.36	1.67	1.95
11	.33	.63	.75	.93	1.19	1.48	1.82	2.13
12	.34	.67	.80	1.00	1.28	1.60	1.98	2.31
13	.36	.71	.85	1.07	1.37	1.72	2.13	2.49
14	.37	.75	.90	1.14	1.47	1.84	2.28	2.67
15	.39	.79	.96	1.21	1.56	1.96	2.43	2.85
16	.40	.83	1.01	1.28	1.65	2.08	2.58	3.03
17	.42	.87	1.06	1.35	1.74	2.20	2.74	3.21
18	.43	.91	1.11	1.42	1.84	2.32	2.89	3.39
19	.45	.95	1.16	1.49	1.93	2.44	3.04	3.57
20	.46	.99	1.21	1.56	2.02	2.56	3.19	3.75

**BE SURE TO INCLUDE INSURANCE FEE AS WELL AS POSTAGE ON ALL PARCEL POST SHIPMENTS.**

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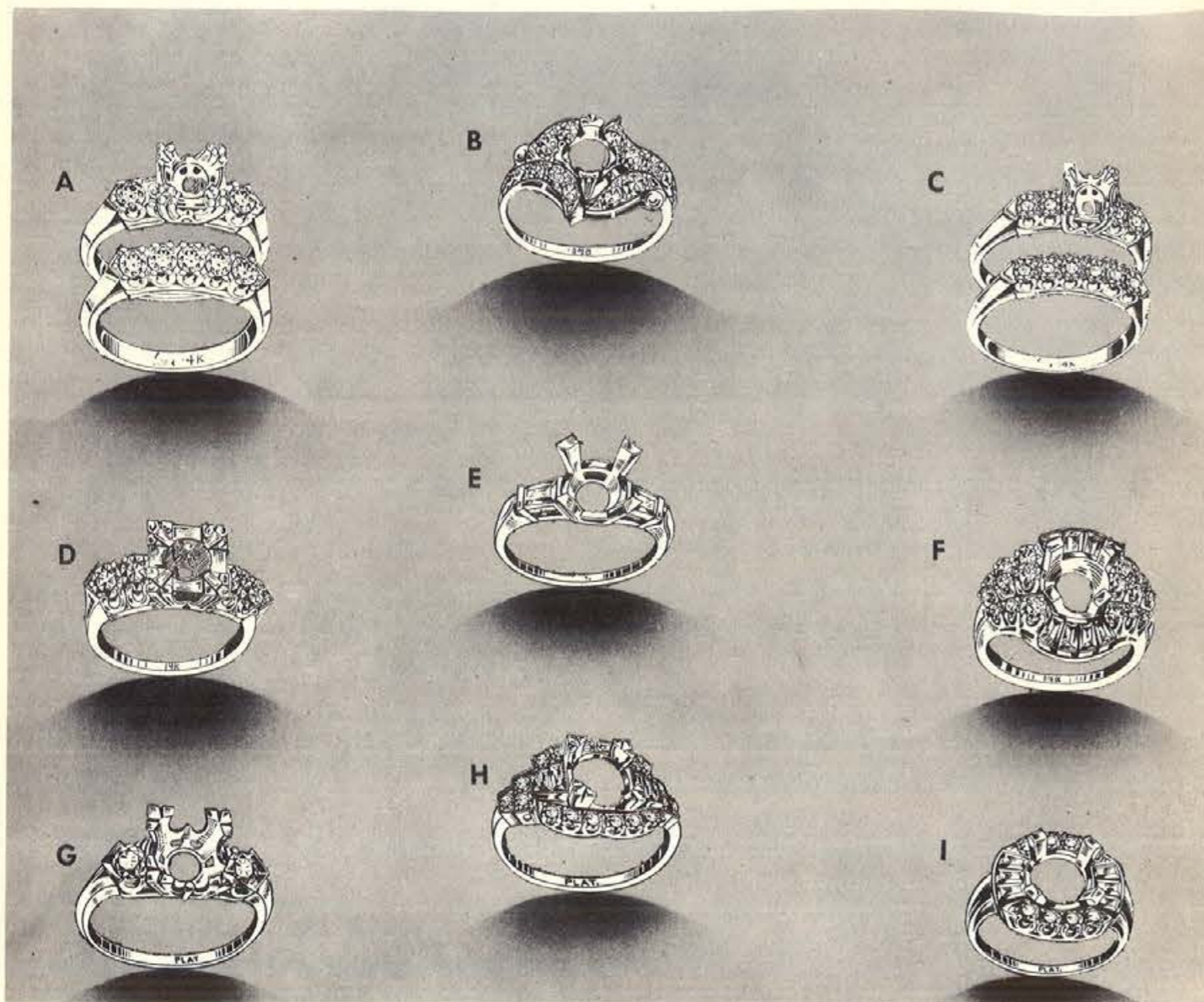
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**OUR REPUTATION IS YOUR SAFEGUARD**

You may order with complete confidence.

Nationally advertised, nationally known brands. Brands that you know. Always the latest, the newest models. For our responsibility, refer to Dun & Bradstreet, Jewelers Board of Trade and Bank of The Southwest.

## Diamond Mountings in 14K Gold and Platinum



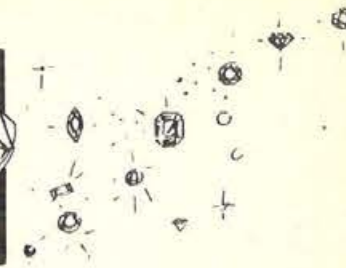
- |   |  |  |
|---|--|--|
| <p><b>A. 2 DIAMONDS</b><br/>14K White Gold<br/>Total weight .20 ct. AAA<br/>1020 55920.....Sug. Retail \$120.00<br/>Matching 5 Diamond Band<br/>Total weight .51 ct. AAA<br/>1020 513175.....Sug. Retail \$263.50</p> | <p><b>B. 10 DIAMONDS</b><br/>14K White Gold<br/>Total weight .15 ct. AAA-1<br/>1702/MM 55425.....Sug. Retail \$108.50</p>                      | <p><b>C. 4 DIAMONDS</b><br/>14K White Gold<br/>Total weight .16 ct. AAA<br/>1006 55000.....Sug. Retail \$100.00<br/>Matching 6 Diamond Band<br/>Total weight .24 ct. AAA<br/>1006 56825.....Sug. Retail \$136.50</p> |
| <p><b>D. 4 DIAMONDS</b><br/>14K White Gold<br/>Total weight .24 ct. AAA<br/>1016/5B 56825.....Sug. Retail \$136.50</p>  | <p><b>E. 2 TAPERED BAGUETTES</b><br/>Platinum<br/>Total weight .17 ct. AAA<br/>P594 510000.....Sug. Retail \$200.00</p>                        | <p><b>F. 8 BAGUETTES, 18 ROUND DIAMONDS</b><br/>14K White Gold<br/>Total weight .76 ct. AAA-1<br/>229 523545.....Sug. Retail \$450.00</p>  |
| <p><b>G. 2 ROUND DIAMONDS</b><br/>14K White Gold<br/>Total weight .20 ct. AAA-1<br/>2024/30 55925.....Sug. Retail \$118.50</p>  | <p><b>H. 6 BAGUETTES, 18 ROUND DIAMONDS</b><br/>Platinum<br/>Total weight .58 ct. AAA-1<br/>225/691/3B<br/>523175.....Sug. Retail \$463.50</p> | <p><b>I. 6 BAGUETTES, 8 ROUND DIAMONDS</b><br/>Platinum<br/>Total weight .59 ct. AAA-1<br/>225/977 525400.....Sug. Retail \$495.00</p>   |

AAA-1, AAA—See page 5 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS

# Diamonds



ALL OUR DIAMONDS ARE SOLD ON A 30-DAY MONEY BACK GUARANTEE!

## DIAMOND CLASSIFICATIONS

Our Diamonds are carefully selected and much time and care put into the examination of these gems before purchasing. Our large diamond business is the result of the confidence of thousands of satisfied customers.

Remember weight only does not determine values. Other factors — such as Purity, Color and Perfection in Cutting — affect the prices of diamonds, regardless of size or weight.

### PURITY

The degree of brilliance of a diamond is determined by the excellence of its proportions and the quality of cutting. A correctly proportioned diamond should have 2/5ths of its weight above the girdle and 3/5ths below. A properly proportioned diamond has maximum brilliance over its entire surface.

### COLOR

There is a wide range of color from finest blue white to fine white, white, yellow and brown.

### PERFECTION

A perfect diamond is one without any imperfections whatsoever. The degree of perfection is a major factor in determining the value of a diamond. Some imperfections in diamonds can be seen by the naked eye; others can be seen only by a trained expert using a powerful magnifying glass (10X magnification).

### GRADING OF DIAMONDS ILLUSTRATED IN CATALOG

**AAA-1.** Identifies extra fine quality and blue-white color. This grade is so fine that even under ten-power magnification it is very difficult for anyone except a diamond expert to detect the faintest type of imperfection. Proportions and quality of cutting are the very finest obtainable . . . resulting in the greatest beauty and brilliance possible. This grade is often sold for perfect or flawless.

**AAA.** Identifies very fine quality and color . . . equal to the AAA-1 Grade in every respect except in a slight degree of perfection and color. This grade under ten-power magnification reveals the faintest of flaws if critically examined. In appearance it is the equal of the absolutely perfect diamond.

**AA.** Identifies good color diamonds of slightly less perfection than Grade AAA but equal in quality of cutting and brilliancy. The two, or three, very small flaws in most cases can only be seen under a jeweler's magnifying glass and even then are not obvious. This grade of diamonds is especially appealing to those desiring a larger stone with no sacrifice in beauty and brilliancy.

**A.** Identifies diamonds of average quality and color. This grade has flaws, visible to the naked eye if critically examined. The quality of cutting and brilliance is of a slight degree under the above grade.

### BEWARE OF MISREPRESENTATION

The term "perfectly cut" does not apply to the perfection of a diamond. It describes the cutting only, and is therefore misleading if used to infer quality. Do not be misled.

## LOOSE DIAMONDS

WE CARRY A VERY LARGE STOCK OF LOOSE DIAMONDS IN ALL WEIGHTS AND GRADES