MARKING OF JEWELRY AND NOVELTIES OF SILVER

COMMERCIAL STANDARD CS118–44

Effective Date for New Production from August 15, 1944

A RECORDED VOLUNTARY STANDARD OF THE TRADE

UNITED STATES
GOVERNMENT PRINTING OFFICE
WASHINGTON : 1944
PROMULGATION

of

COMMERCIAL STANDARD CS118-44

for

MARKING OF JEWELRY AND NOVELTIES OF SILVER

On June 27, 1941, at the instance of the New England Manufacturing Jewelers' and Silversmiths' Association, a conference of representative manufacturers of jewelry and novelties of silver adjusted and adopted a proposed commercial standard for these commodities in the light of written comment. Further circulation to user and distributor organizations and to others directly concerned, brought forth no controversy on the subject. Accordingly, on February 17, 1944, the proposed commercial standard was circulated to the entire trade for written acceptance. Those concerned have since accepted and approved the recommended standard as shown herein, for promulgation by the U. S. Department of Commerce, through the National Bureau of Standards.

The standard is effective for new production from August 15, 1944.

Promulgation recommended.

I. J. Fairchild,
Chief, Division of Trade Standards.

Promulgated.

Lyman J. Briggs,
Director, National Bureau of Standards.

Promulgation approved.

Jesse H. Jones,
Secretary of Commerce.
MARKING OF JEWELRY AND NOVELTIES OF SILVER

COMMERCIAL STANDARD CS118-44

SCOPE

1. This standard covers the marking of silver articles commonly or commercially known as jewelry or novelties (other than flatware, hollowware and toilet ware) offered for sale in the United States.

DEFINITIONS

2. In this standard, unless the context otherwise requires—
   (a) “Apply” or “Applied” includes any method or means of application or attachment to, or of use on, or in conjunction with, or in relation to an article, whether such application, attachment or use is, to, on, by, in, or with
      (1) the article itself,
      (2) anything attached to the article, or
      (3) anything to which the article is attached, or
      (4) anything in or on which the article is, or
      (5) any bill, invoice, order, statement, letter, advertisement, tag, card or display, or anything so used or placed as to lead to a reasonable belief that it refers to the article in question.
   (b) “Sterling”, “Sterling Silver”, “Silver”, or “Solid Silver” means an alloy of silver containing 925/1000ths or more parts of pure silver.
   (c) “Coin” or “Coin Silver” means an alloy of silver containing 900/1000ths parts of pure silver.
   (d) “Mark” means any letter, figure, number symbol, sign or device, or any combinations thereof.
   (e) “Quality Mark” means any mark, as herein defined, indicating or purporting to indicate that an article is composed of silver, or the quality, fineness, or kind of silver in an article.

REQUIREMENTS FOR QUALITY MARKS

3. No article shall be marked “Sterling”, “Sterling Silver”, “Silver”, or “Solid Silver” unless 925/1000ths parts of the metal, purporting to be or having the appearance of silver, of which such article is manufactured, is pure silver.

4. No article shall be marked “Coin” or “Coin Silver” unless 900/1000ths parts of the metal, purporting to be or having the appearance of silver, of which such article is manufactured, is pure silver.

5. No quality marks shall be used on any article covered by this standard other than those herein specified, and not more than one quality mark may be used on any article.
6. The terms "Sterling" and "Coin" shall not be abbreviated, and neither term shall be applied in any manner to a silver-plated article.

GENERAL REQUIREMENTS

7. Tolerance.—The tolerances for fineness shall be those provided by the National Stamping Law.¹

8. Exemptions.—The only exemptions recognized and not to be included in any assay for quality include screws, rivets, springs, spring pins for wrist watch straps; posts and separable backs of lapel buttons; wire pegs, posts and nuts used for applying mountings or other ornaments, which mountings or ornaments shall be of the quality marked; pin stems of badges, brooches, emblem pins, hatpins, and scarf pins; levers for belt buckles; and blades and skeletons of pocket knives.

9. Trade Mark.—Any article herein defined having applied thereto a quality mark, shall also have applied thereto and immediately adjacent to such quality mark, and equally visible, legible, clear, and distinct therewith, the name or a trade mark duly applied for or registered under the laws of the United States, of the manufacturer or seller of such articles. Initials shall not be used in place of a name unless registered as a trade mark, as above provided.

10. Class, pattern, type, or style mark.—If an article herein defined has applied to it the name or a trade mark duly applied for or registered under the laws of the United States of the manufacturer or seller of such article, and a quality mark conforming to the requirements of this standard, it may also have applied to it numerals or other indication to identify the class, pattern, type or style of the article, provided such numerals are not incorporated with the quality marks and are not placed so as to mislead or deceive.

EFFECTIVE DATE

11. The standard is effective for new production from August 15, 1944.

STANDING COMMITTEE

The following individuals comprise the membership of the standing committee, which is to review, prior to circulation for acceptance, revisions proposed to keep the standard abreast of progress. Comment concerning the standard and suggestions for revision, may be addressed to any member of the committee or to the Division of Trade Standards, National Bureau of Standards, which acts as secretary for the committee.

Manufacturers:
Edward O. Otis, Jr. (chairman), New England Manufacturing Jewelers' and Silversmiths' Association, Providence Biltmore Hotel, Providence 2, R. I.
Educational Jewelry Manufacturers Association. (Invited to name a representative.)
G. H. Niemeyer, Jewelers Vigilance Committee, Inc., 82 Fulton Street, New York 7, N. Y.

¹ This Act provides that "There shall be allowed a divergence in the fineness of 4 one-thousandths parts" where the article or part of the article taken for test contains no solder. The Act also provides for an additional test where solder is used—that "The actual fineness of the entire quantity of silver or of its alloys contained in such article, including all solder and alloys of inferior fineness used for brazing or uniting the parts of such article (all such silver alloys and solder being assayed as one piece) shall not be less by more than 10 one-thousandths parts than the fineness indicated by the mark ** * * ."
Marking of Silver Jewelry

THOMAS G. McMahan, 1900 W. Kinzie Street, Chicago, Ill., representing Chicago Jewelers’ Association.

Sterling Silversmiths Guild of America. (Invited to name a representative.)

W. Waters Schwab, J. R. Wood & Sons, Inc., 1225 Atlantic Avenue, Brooklyn, N. Y., representing The Jewelry Crafts Association, Inc.

Distributors:


Miss E. M. Petersen, Sears, Roebuck & Co., Chicago 7, Ill., representing Mail Order Association of America.

American Retail Federation. (Invited to name a representative.)


Jules Labarthe, Jr., Mellon Institute of Industrial Research, University of Pittsburgh, Pittsburgh 13, Pa., representing National Retail Dry Goods Association.

Consumers:

Miss Keturah E. Baldwin, American Home Economics Association, 620 Mills Bldg., Washington 6, D. C.

Mrs. Charlotte Payne, National Council of Women of the United States, 501 Madison Avenue, New York 22, N. Y.


National Federation of Business & Professional Women’s Clubs. (Invited to name a representative.)

League of Women Shoppers. (Invited to name a representative.)

Assay Laboratories:

Louis Pierre Ledoux, Ledoux & Co., Inc., 155 Sixth Avenue, New York 13, N. Y.

Thomas A. Wright, Lucius Pitkin, Inc., 47 Fulton Street, New York 7, N. Y.

HISTORY OF PROJECT

Under date of April 11, 1941, the New England Manufacturing Jewelers’ and Silversmiths’ Association requested the cooperation of the National Bureau of Standards in establishing a commercial standard for the marking of jewelry and novelties of silver, other than flatware, hollowware, and toilet ware.

The draft of the standard as proposed by that Association was circulated on May 3, 1941, for advance comment, to interested distributor and consumer organizations. This comment was reviewed at a conference in New York City, June 27, 1941, which adjusted and adopted the proposed standard in the light of that advance comment. Under date of July 18, 1941, the proposed standard was again circulated to interested distributor and user organizations and to the trade papers, requesting further comment.

Careful consideration was given to a suggestion that the standard recognize lower qualities of silver, but those connected with the trade were strongly opposed to the introduction of additional qualities which would provide greater complications, and preferred to confine the standard to two qualities, namely, sterling and coin silver, in accordance with the traditions of the industry in this country.

There being no controversy on the subject within the trade, the recommended commercial standard was circulated on February 17,
1944, to the entire trade for written acceptance. Following acceptance by a satisfactory majority, in the absence of active opposition, announcement was issued on May 15, 1944 that the standard had been accepted as a recorded voluntary standard of the trade, effective for new production from August 15, 1944.
Acceptance of Commercial Standard

If acceptance has not previously been filed, this sheet properly filled in, signed and returned, will provide for the recording of your organization as an acceptor of this commercial standard.

Date

Division of Trade Standards,
National Bureau of Standards,
Washington, D. C.

Gentlemen:

Having considered the statements on the reverse side of this sheet, we accept the Commercial Standard CS118-44 as our standard of practice in the

Production ¹ Distribution ¹ Use ¹ Testing ¹

of jewelry and novelties of silver.

We will assist in securing its general recognition and use, and will cooperate with the standing committee to effect revisions of the standard when necessary.

Signature of individual officer

(In ink)

(Kindly typewrite or print the following lines)

Name and title of above officer

Organization

(Fill in exactly as it should be listed)

Street address

City and State

¹ Please designate which group you represent by drawing lines through the other three. Please file separate acceptances for all subsidiary companies and affiliates which should be listed separately as acceptors. In the case of related interests, trade papers, colleges, etc., desiring to record their general approval, the words "in principle" should be added after the signature.
TO THE ACCEPTOR

The following statements answer the usual questions arising in connection with the acceptance and its significance:

1. **Enforcement.**—Commercial standards are commodity specifications voluntarily established by mutual consent of those concerned. They present a common basis of understanding between the producer, distributor, and consumer and should not be confused with any plan of governmental regulation or control. The United States Department of Commerce has no regulatory power in the enforcement of their provisions, but since they represent the will of the interested groups as a whole, their provisions through usage soon become established as trade customs, and are made effective through incorporation into sales contracts by means of labels, invoices and the like.

2. **The acceptor's responsibility.**—The purpose of commercial standards is to establish for specific commodities, nationally recognized grades or consumer criteria and the benefits therefrom will be measurable in direct proportion to their general recognition and actual use. Instances will occur when it may be necessary to deviate from the standard and the signing of an acceptance does not preclude such departures; however, such signature indicates an intention to follow the commercial standard where practicable, in the production, distribution, or consumption of the article in question.

3. **The Department's responsibility.**—The major function performed by the Department of Commerce in the voluntary establishment of commercial standards on a Nation-wide basis is fourfold: first, to act as an unbiased coordinator to bring all interested parties together for the mutually satisfactory adjustment of trade standards; second, to supply such assistance and advice as past experience with similar programs may suggest; third, to canvass and record the extent of acceptance and adherence to the standard on the part of producers, distributors, and users; and fourth, after acceptance, to publish and promulgate the standard for the information and guidance of buyers and sellers of the commodity.

4. **Announcement and promulgation.**—When the standard has been endorsed by a satisfactory majority of production or consumption in the absence of active, valid opposition, the success of the project is announced. If, however, in the opinion of the standing committee or the Department of Commerce, the support of any standard is inadequate, the right is reserved to withhold promulgation and publication.
ACCEPERS

The organizations and individuals listed below have accepted this standard as their standard of practice in the production, distribution and use of jewelry and novelties of silver. Such endorsement does not signify that they may not find it necessary to deviate from the standard, nor that producers so listed guarantee all of their products in this field to conform with the requirements of this standard. Therefore, specific evidence of conformity should be obtained where required.

ASSOCIATIONS

American Gem Society, Los Angeles, Calif.
American National Retail Jewelers Association, New York, N. Y.
California Retail Jewelers Association, San Francisco, Calif. (In principle.)
Chicago Jewelry Manufacturers Association, Chicago, Ill.
Cincinnati Association of Purchasing Agents, Inc., Cincinnati, Ohio.
Jewelers Protective Association, Inc., Providence, R. I. (In principle.)
National Association of Credit Jewelers, Syracuse, N. Y.
National Retail Dry Goods Association, New York, N. Y. (In principle.)
Rolled Gold Platers Association, Attleboro, Mass. (In principle.)

 FIRMS

A & B Manufacturing Co., Inc., Providence, R. I.
A & Z Chain Co., Providence, R. I.
Acker & Horstmann, St. Louis, Mo.
Acme Watch Case Co., New York, N. Y.
Albers & Son, Newark, N. J.
Allen Co., T. V., Los Angeles, Calif.
Allied Jewelers, Atlanta, Ga.
Allspeth-Stoller Co., Newark, N. J.
American Diamond Syndicate, Chicago, III.
American Emblem Co., Inc., Utica, N. Y.
American Jewelry Chain Co., Providence, R. I.
American Optical Co., Southbridge, Mass. (In principle.)
Armstrong Chain Co., Providence, R. I.
Artel Jewelry Manufacturing Co., Inc., Providence, R. I.
Artists' Medal & Badge Co., New York, N. Y.
Baker & Co., Newark, N. J.
Ballou & Co., Inc., B. A., Providence, R. I.
Barraso & Blair, Inc., Newark, N. J.
Bardach & Co., Ltd., Indianapolis, Ind.
Barker & Barker, Inc., Providence, R. I.
Barth Co., Inc., The, Minneapolis, Minn.
Bastian Bros. Co., Rochester, N. Y.
Bates & Bacon, Waltham, Mass.
Begby Jewelry Products Corporation, New York, N. Y.
Belove Watch Case Co., Inc., Brooklyn, N. Y.
Bergs Manufacturing Co., Milwaukee, Wis.
Biller Bros., Inc., New York, N. Y.
Black & Co., M., Providence, R. I.
Buhl-Allen Jewelry Co., Denver, Colo.
Bowman's Sons, Ezra F., Lancaster, Pa.
Brier Manufacturing Co., Providence, R. I.
Bristol Seamless Ring Co., New York, N. Y. (In principle.)
Brochen Engraving Co., Chicago, III.
Brodax, Inc., Geo. T., Memphis, Tenn.
Brown & Bigelow, St. Paul, Minn.
Brown & Dean Co., The, Providence, R. I.
Brown & Mills, Inc., Providence, R. I.
Buchroeder & Co., J. A., Columbus, Mo.
Buchshann & Co., S., Chicago, Ill.
Budlong, Docherty & Armstrong, (Formerly Wm. C. Green Co.), Providence, R. I. (In principle.)
Burr, Patterson & Auld Co., Detroit, Mich.
Butterfield Brokers, Portland, Oreg.
Carl-Art, Inc., Providence, R. I.
Carrington Co., Inc., Newark, N. J.
Charles Manufacturing Co., Providence, R. I.
Church & Co., New York, N. Y.
Cincinnati Gold & Silver Refining Co., Cincinnati, Ohio.
Ciner Manufacturing Co., New York, N. Y.
Clark & Co., Chas. H., Denver, Colo.
Clauin & Co., Inc., S. H., Minneapolis, Minn.
Cleveland Metal Specialties Co., Cleveland, Ohio.
Consolidated Jewelry Co., Providence, R. I.
Cook, Dunbar, Smith Co., Providence, R. I.
Cook Plate Co., Edward N., Providence, R. I.
Craft Co., The, Indianapolis, Ind.
Cross Pencil Co., A. T., Providence, R. I.
De Moulins Bros. & Co., Greenville, Ill.
Doe & Co., Thos. J., Chicago, III.
Deknatel & Son, Inc., J. A., Queens Village, L. I., N. Y.
Di Roma Corporation, Providence, R. I.
Dickison, Harry P., New York, N. Y.
Dickson Manufacturing Co., Providence, R. I.
Diegos & Clust, Providence, R. I., and New York, N. Y.
Dodd Co., David C., Newark, N. J.
Dodge, Inc., Chicago, Ill.
Dolan & Bullock Co., Providence, R. I.
Doran & Sons, James C., Providence, R. I.
Dorrey of Boston, Boston, Mass.
Dorst Jewelry Co., The, Cincinnati, Ohio.
Draper Corporation, O. M., N. Attleboro, Mass.
Dunn Bros., Providence, R. I.
Dyer, C. B., Indianapolis, Ind.
Eckert Jewelry Manufacturing Co., St. Louis, Mo.
Edge Jewelry Co., W. C., Providence, R. I.
Eisenstadt Manufacturing Co., St. Louis, Mo.
Ekland Bros., Providence, R. I.
Elm Refining Co., Inc., Stamford, Conn.
Engel Bros., New York, N. Y.
Esterbrook Steel Pen Manufacturing Co., The, Camden, N. J.
Evans Case Co., N. Attleboro, Mass.
F. & V. Manufacturing Co., Providence, R. I.
Fallon & Kappel, Inc., New York, N. Y.
Federal Chain Co., Providence, R. I.
Feedly & Co., Inc., James R., Providence, R. I.
Felch & Co., Providence, R. I.
Fetting Co., A. H., Baltimore, Md.
Folger, Inc., Stephen L., Nebraska, N. Y.
Fontan & Son, L., Kentucky, N. J.
Fortner Chain Corporation, Irvington, N. J.
Foster, Inc., Providence, R. I.
Foster Jewelry Co., Providence, R. I.
Silverman Bros., Providence, R. I.
Sloan & Co., New York, N. Y.
Spartan Jewelers, Inc., Buffalo, N. Y.
Spiegel Corporation, Providence, R. I.
Spiegel, Inc., Chicago, Ill.
Standard Jewelry Co., Inc., New York, N. Y.
Stange Manufacturing Co., St. Louis, Mo.
Star Ring Manufacturing Co., Buffalo, N. Y.
Stein & Elbogen Co., Chicago, Ill.
Sterl & Co., Inc., I., New York, N. Y. (In principle.)
Sterl Co., Louis, Providence, R. I.
Stevenson Manufacturing Co., A. G., Rochester, N. Y.
Stoll, Inc., Robert, New York, N. Y.
Swiss Radium & Dial Painting Co., Inc., New York, N. Y.
Taber's, Inc., Dallas, Tex.
Tammen Co., H. H., Denver, Colo.
Tasca Jewelry Co., Providence, R. I.
Tatchon Co., Providence, R. I.
Taunton Pearl Works, Taunton, Mass.
Taylor & Co., Newark, N. J.
Terheyden Co., Pittsburgh, Pa.
Traub Manufacturing Co., Detroit, Mich.
Triflari, Krussman & Fishel, Inc., Providence, R. I.
Twining Laboratories, The, Fresno, Calif.

Uncas Manufacturing Co., Providence, R. I.
U. S. Victor Fountain Pen Co., Inc., The, New York, N. Y.
Union Plate & Wire Co., Attleboro, Mass. (In principle.)
Universal Chain Co., Inc., Maplewood, N. J.
Van Dell Co., Providence, R. I.
Vollman, Felix B., New York, N. Y.
Von Stehiner & Baumgartner Co., Washington, D. C.
Vessel Co., Wm. J., Chicago, Ill.
Walker Co., The Albert, Providence, R. I.
Wall Co., A. T., Providence, R. I.
Waller Co., Inc., A. E., Providence, R. I.
Ware, J. W., San Diego, Calif.
Waterbury Co's., Inc., Waterbury, Conn.
Watson Co., The, Attleboro, Mass.
Webster Co., N., Attleboro, Mass.
Wendell & Co., Chicago, Ill.
Wheel Trueing Tool Co., Detroit, Mich.
Whitaker Fielding Co., Providence, R. I.
White-Haines Optical Co., The, Columbus, Ohio.
White Manufacturing Co., J. J., Providence, R. I.
Widberg Bros. Smelting & Refining Co., San Francisco, Calif. (In principle.)
Wilmarth Co., Frank L., Providence, R. I.
Wright & Street, Inc., Chicago, Ill.

U. S. GOVERNMENT
Treasury Department, Bureau of the Mint, Washington, D. C.