


# EATON'S DAILY STORE NEWS 



## The Making of High Grade Jewelry

0NE of man's chief characteristics is the craving for personal adornment, the same craving which impelled the earliest man to decorate his person with beads, shells or teeth, or the monarch to lavish his treasures on the costl iest materials and most exquisite workmanship of his crown and insignia of state. The highest art and skill of all ages have been lavished on the making of jewelry, and, much as we may boast of improved methods and advanced art ir jewelry work, the people of the Nile Valley long ago could engrave, chase and solder their jewelry
 and were complete masters of the most important processes of the modern jeweler.
The first metal used was pure gold-although very limited in decorative design, owing to the only mechanical resources of the prehistoric man being rude hammers of stone -and from that time till the present day the demand for jewelry has grown with the ex

## HOW EATON JEWELRY IS MADE <br> From the melting of the gold till you buy it, this jewelry never leaves our

Upon the sixth floor, away from the noise and bustle of the store and under the most congenial conditions for turning out perfect work, is the EATON-
Jewelry made. Large, bright and airy, these workrooms contain the most modern and improved devices used in jewelry-making, machines that now do in a few minutes and in the simplest manner, work formerly of the most fatiguing kind, which required several men to do, such as forming the gold into sheets and wire sticks, preparatory to cutting it; machines for making tools; machines for forming cuffs buttons-one man can stamp several gross and skilled-in his and every machine operated by a man long experienced and skilled.in his
work. ready for melting, and though a soft metal, with a small percentage of pure ready
silver and copper, it becomes almost unbendable.
silver and copper,
From the furnace, through the hammer, under the ponderous stamperwhich holds the required design, on to the solderer, then through the fire bath, back to the polisher and from one specialist to another goes each piece until the beautiful shining finished article lies in its plush-lined case ready for ent stages in making a ring and a brooch.


A Solid Bar of Pure Gold workroom, and if you could take a walk through this busy factory and see the care and attention given every particle, the marvelous skill and dexterity displayed, and the pride each man takes in keeping up his share of
ard of excellency, you'd marvel at thelow prices they're sold for.

It's this standard of quality that raises EATON-made Jewelry head and shoulders above the ordinary; remember this; that every article turned out, if 14 k , it is genuine 14 k gold through and through - that means solder, pins and every particle of the brooch, ring or pin; this is most important, for you couldn't tell without expert examination whether it was silver solder and only 10 k pins, or not.
You could take a most delicate, fr ail looking brooch, composed of 30 pieces, from the finisher and unless you're extra strong, you could neither cufts links
nor break it-this was tried-the same with those sterling silver cuta sold in the desold in the de-
partment for 25 c



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