

# "TEXAS JEWELERS ASSOCIATION NEWS"

The Voice of  
The Retail Jewelers of Texas

308 West 15th Street

Austin, Texas 78701

January 12, 1968

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### I.

#### NEW OFFICERS AND DIRECTORS

New Officers and Directors assume the duties of office as of January 1. Since September, President-elect Vim Rye and his committees have been laying the foundations for TJA 1968 activities. The complete list of officers and directors is included on the single sheet of TJA letterhead enclosed.

As Bob Mitchell becomes your immediate past-president after two dedicated terms as chief executive officer for TJA, he may well look upon several major accomplishments among the many satisfactions of his tenure.

Under President Mitchell, TJA membership increased over 20%. Your association's cash on deposit has quadrupled, annual conventions have been scheduled as family events apart from market time, and TJA became an affiliate of TRF as of January 1.

To Bob and Lucille, our deepest appreciation is due. They have labored well and tirelessly; without thought of any reward or recognition beyond the personal satisfaction that comes from work that bears fruit for the future.

(I wonder how many of us might take a moment to write a card or letter to Bob Mitchell today, expressing your thanks for his work? Even if you've never met, you share common benefits. Write: Robert Mitchell, Mitchell Jewelers, Henderson, Texas)

### II.

The Texas Retail Federation and your Texas Jewelers Association are officially affiliated as of January 1, 1968. After many months of committee study, and after deliberation of the Boards of both organizations, the decisions of both bodies were unanimous in approving affiliation.

What does this mean to TJA.....to you as a member of the TJA-TRF-RJA team? First, a more professional approach to association management. Second, a greater opportunity for growth in membership and services to members. Third, the opportunity for a more vital voice in shaping the events that affect your business.

TRF is most capably administered by Executive Secretary Michael R. Moore, with offices at 308 West 15th Street, Austin. This office is now your TJA office. Mr. Moore and his full time staff will handle the affairs of your association.

The Texas Retail Federation, with Austin offices, is the state level expression of what the American Retail Federation is at the Federal level with offices in Washington. TRF is the organizational descendent of what was once known as COTRA, the Council of Texas Retail Associations. Your Texas Jewelers Association was for many years an integral part of COTRA, along with the several other retail trade associations in Texas.

Your dues are in no way altered by this affiliation. TJAs relationship to RJA is in no way altered by our new affiliation with TRF. Your association is adding to its sphere of involvements so that your interests may be better served.

Dues will continue to be remitted in the customary manner to RJA. RJA handles our billing by automation and remits TJA dues monthly to your Treasurer. The distinct identity of TJA will be maintained.

I have tried to touch base on the major points of anticipated questions about TJA-RJA-TRF affiliation. If you have others, please do not hesitate to inquire.

### III.

The fourth weekend in June, 1968 is TJA Convention weekend in San Antonio. Beginning Friday noon, June 28 and continuing through Sunday noon, June 30, this convention is your once in a lifetime opportunity to combine a business, educational, family vacation, and Worlds Fair, all into one trip.

Last July TJA acquired confirmed space in the new Palacio Del Rio Hotel now under construction, just two blocks from Hemisfair grounds. There are 100 rooms set aside for TJA convention attendees pre-registration.

ALL RESERVATIONS ARE ON A FIRST COME, FIRST SERVED BASIS. ALL RESERVATIONS FOR ROOMS MAY BE MADE DIRECTLY TO THE PALACIO DEL RIO, SAN ANTONIO, TEXAS. The Hotel is already sold out -- to get a reservation you must state that you are registering for the TJA Convention. A minimum deposit of one nights room rental is required with your reservation.

A card is enclosed for your convenience. If you plan to attend, make your reservation now.

President Vim Rye, Convention Chairman Herb Serota, and committee members will be contacting you further about convention events and programs.  
DON'T WAIT---Get your room reservation in now.

#### IV.

Enclosed with this lengthy epistle are two contracts for page sponsorship in the 1968 Jewelers Handbook. Every member is being asked to sell at least two sponsorships at \$75.00 each. This is your association's sole means of sustaining your convention and other activities. Get the advertising copy, engraving, or glossy proof from your supplier. Get the contract signed. Get all mailed in by February 10. Your TJA office will bill the participating manufacturer, wholesaler, or supplier in June. WE NEED THE ADVERTISEMENTS NOW.

If there are any questions about the space contracts, or if you need more, Contact Al Golding, Hertzberg Jewelers, San Antonio, or President Vim Rye, Tetts Jewelers, Bay City. Bulova, Rolex, Eisenstadt, and Harteveltdt are already in.

#### V.

For about two years, Mrs. Pauline Burbrink and her staff of the Extension Division of the University of Texas have been working on a set of five training manuals for the retail jeweler. It is estimated that well over \$100,000 has been invested in this project.

Myron Everts, Bill Koen, other Texas Jewelers and I have worked with Mrs. Burbrink and her associate, Mr. Robert Luter in the development of this material.

Every organization within our industry nationally has cooperated magnificently in this work. Manufacturers, GIA, JIC, the Silversmiths Guild, and, of course, RJA have supplied tons of information.

The product of this effort, the five manuals, is the only comprehensive compilation of its kind. The career guidance committee of RJA considered the project of sufficient merit to recommend a \$7,500 grant from RJA to the University of Texas toward the completion of the books. The grant has now been received by Mrs. Burbrink's office and two of the five books are off the press.

Within a few weeks, it is hoped, you will be able to order these manuals for the more professional training of your employees.

#### VI.

Jack Barker, Director of Affiliate Services for RJA, visited your TJA office on December 28. It's always good to see Jack and hear of RJA plans for 1968. Among the items of interest...more study by the RJA Committee on Data Processing, headed by Ed Wolf of Pennsylvania; a possible big break in the class ring business for retail jewelers in 1968 (RJA will publish full particulars in due course); a bigger than ever 1968 trade show in New York next August...and a planned RJA Regional Conference in Texas next June.

Also heard is the welcome word that Chase Holland is much improved.

Zale Corporation is reportedly negotiating with Butler Shoe Corporation for a stock exchange giving Zale Corp. the additional 200-plus Butler stores to add to its over 700 other retail units.

If you have managed to read to this point, you are aware that there's enough information included for 30 or 40 newsletters.

This is my last newsletter to write for TJA, so perhaps I can be forgiven for its length. I'm writing this on December 31, my last day as your Executive Director. As of January 1, I will begin serving TJA as Secretary-Treasurer.

Since 1954 it has been my pleasure to share intimately in the affairs of our association. The greatest joys have been the personal experiences of working with so many of you.

It's dangerous to single out individuals for special mention, because it's impossible to mention everyone; however, I must pay my respects to a few among the many who have nurtured your association for much of its 61-year history.

To Myron Everts my deepest appreciation for his encouragement and for the personal example of how to live which he sets before all men.

To Bob Armstrong, my thanks for his wise counsel and ready wit.

To Dick Reiner, Bob Morrow, Jerry Fisher, Bob Corrigan, Herb Serota, Dalton Billings and Chase Holland, my thanks for their considered judgements and consistent work.

Bob Mitchell, I have already mentioned, and I must remark again -- it has been an enriching personal experience to work with him.

As a final word, let us all be reminded that the greatest sins are the sins of omission. The most weakening attitude is that of apathy. The most destructive force in the world has always been moral lassitude.

Just as people get the kind of government they deserve....it's nothing more or less than is demanded....., you can have whatever sort of trade association you want it to be. Personal involvement is still the most effective way to have the Jewelers Association you want.

It is my earnest hope that 1967 has been a good business year for you and that 1968 will be even better. Beyond that hope there is an even more important one, the hope that your inner needs of the spirit are met by the life you lead and that you know the One in whom you can place your trust.

DELL M. SHEFTALL