

QUALITY STANDARDS

For Marking Gold Filled and Rolled Gold Plate Articles Other Than Watch Cases

On September 21, 1933, at the instance of the interested manufacturers, a general conference of representative manufacturers, distributors, and users of gold filled and rolled gold plate articles other than watch cases, adopted Commercial Standard CS47-34 for these commodities. The indus-

try has since accepted and approved for promulgation by the Department of Commerce through the Bureau of Standards the standard as shown below.

The standard became effective for new production on January 1, 1934, and for clearance of existing stocks on July 1, 1934.

Full Text of Commercial Standard CS47-34—Issued January 27, 1934

SCOPE

1. This standard covers the marking of gold-covered articles herein defined, other than watch cases, offered for sale in the United States of America.

NOMENCLATURE AND DEFINITIONS

2. "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, or other writing so used or placed as to lend to a reasonable belief that the mark on said writing or writings is meant to be taken as a mark on the article itself.

3. "Gold" includes any alloy of the element gold of not less than 10-karat fineness.

4. "Mark" means any letter, figure, numeral, symbol, sign, or device, or any combinations thereof.

5. "Quality Mark" means any mark as herein defined indicating or purporting to indicate that any article contains gold, or the quality, fineness, quantity, weight, thickness, proportion, or kind of gold in an article.

6. A karat is 1/24th part by weight of fine gold in the gold alloy portion of the article. For example, "10-Karat Gold Filled" means that the gold alloy used on the surface or surfaces contains 10/24ths by weight of fine gold.

QUALITY MARKS

7. The quality mark "Gold Filled" and/or "Rolled Gold Plate" shall refer to articles made of base metal, upon one or more sides or surfaces of which base metal there is affixed by soldering, brazing, welding, or other mechanical means, a sheet or sheets or shell of karat gold, produced by alloying fine gold with other metals, said sheet or sheets or shell of gold being rolled, drawn, or pressed to the marked weight

ratio before uniting with the base metal.

8. "Qualities" for "Gold Filled" and "Rolled Gold Plate" articles other than watch cases shall be designated by and have applied thereto marks which state in terms of fractions and karats the correct proportion of the weight of the alloyed gold to the weight of the entire metal in such articles and the actual karat fineness of the entire gold covering, thus, "1/10 12K Gold Filled," or "1/30 10K Rolled Gold Plate," as the case may be. For example, "1/10 12K Gold Filled" means that the article consists of base metal covered on one or more surfaces with a gold alloy of 12 karat fineness throughout the gold covering, the said covering of gold alloy comprising 1/10 part by weight of the metal in the entire article, exclusive of the exemptions as noted in paragraphs 12 (a) and 12 (b).

9. The fraction shall precede the fineness designation in every case, and the denominator of said fraction shall always be a multiple of five.

10. No article having a gold coating of less than 10K fineness shall have applied to it any quality mark. No article having an alloyed gold content of less than 1/20 shall be marked "Gold Filled." Articles manufactured in accordance with the definitions of paragraph 7, if marked "Rolled Gold Plate," shall be preceded by the fraction and the fineness designation, as specified in paragraphs 8 and 9.

GENERAL REQUIREMENTS

11. *Tolerance.*—The actual gold content of an article shall be not less than the gold content indicated by the quality marks by more than 10 percent.

12. *Exemptions.*—

12 (a). Exemptions recognized in the jewelry trade and not to be considered in any assay for quality include joints, catches, screws, pin stems, pins of scarf pins, hat pins, etc., posts and separable backs of lapel buttons, springs, and metallic parts completely and permanently encased in a non-metallic covering.

12 (b). Exemptions recognized in the optical trade and not to be considered in any assay for quality shall include screws, dowels, cores and/or inner windings of

comfort cable temples, metal parts when completely and permanently encased with zylonite or any equivalent plastic material, and, for oxforids, the handle and catch.

13. *Trade mark.*—Any gold covered 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 article. Initials shall not be used in lieu of a name unless registered as a trade mark as above provided.

14. *Class, pattern, type, or style mark.*—If a gold covered 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 indicia to identify the class, pattern, type, or style of the article, provided such numerals are not incorporated with the quality mark and are not placed or arranged so as to mislead or deceive.

15. In order that the consumer may become familiar with the significance of the quality marks herein defined, all gold covered articles conforming to this standard may be accompanied by a certificate, tag, card, or other label, incorporating the following wording:

"The.....Company guarantees this Gold Filled (or Rolled Gold Plate) article to be marked for quality in strict accordance with the Commercial Standard CS47-34 as issued by the United States Department of Commerce, and approved by the American Standards Association."

16. An alternate wording, as follows, may be used:

"The.....Company guarantees the quality of this Gold Filled (or Rolled Gold Plate) article to be in strict accordance with

the Commercial Standard CS47-34 as issued by the United States Department of Commerce, and approved by the American Standards Association."

HISTORY OF PROJECT

Following some preliminary discussions at the instance of the New England Manufacturing Jewelers' and Silversmiths' Association and the Rolled Gold Platers Association, the cooperation of the Bureau of Standards was requested on March 31, 1933, in the establishment of a Commercial Standard for Marking of Gold Filled and Rolled Gold Plate Articles. It was first proposed that the quality marks be on a basis of thickness of the gold coating, but this was found to be quite impracticable owing to the intricate shapes of many gold covered articles and the fact that thickness would normally be computed from an over-all assay of the gold content and the total area. Therefore, it was the consensus that the ratio of weight of the gold alloy coating to the entire weight of the article should be the basis for the quality mark.

Preliminary conferences were held June 16, 1933, at the Waldorf Astoria, New York, N. Y.; July 13, 1933, at the Providence Biltmore Hotel, Providence, R. I.; and on August 29, 1933, at the Waldorf Astoria, New York, N. Y., in order to harmonize the views of the various branches of the industry.

The general conference held at the United States Chamber of Commerce, Washington, D. C., on September 21, 1933, adjusted the proposed draft to the satisfaction of the distributors and users, and recommended that it be submitted to the industry for written acceptance. The general submittal for written acceptance was sent out by the Bureau of Standards on October 6, 1933, and the announcement of success of the project was issued December 1, 1933.

EFFECTIVE DATES

The standard became effective for new production on January 1, 1934, and for clearance of existing stocks on July 1, 1934.

STANDING COMMITTEE

The following were appointed to serve as a standing committee of the industry to consider revisions of the standard. Each association nominated its own representatives:

New England Manufacturing Jewelers' and Silversmiths' Association:
Edgar M. Docherty (chairman), William C. Greene Co.
Frederick A. Ballou, Sr., B. A. Ballou & Co.
Rolled Gold Platers Association:
Clarence M. Dunbar, Cook, Dunbar, Smith Co.
W. A. Cunningham, Horton Angell Co.
Better Vision Institute:
Frank Shields, American Optical Co.

Samuel Bouchard, Bausch & Lomb Optical Co.
American National Retail Jewelers Association:
Wilson A. Streeter, Bailey, Banks & Biddle Co.
Arthur J. Sundlun, A. Kahn, Inc.
National Wholesale Jewelers Association:
Frank Ryder, W. E. Hayward Co.
American Association of Wholesale Opticians:
Roy Martin.
American Home Economics Association:
Mrs. Mariana T. Nelson.
Jewelers Vigilance Committee:
G. H. Niemyer.
General Federation of Women's Clubs:
Mrs. Edgar B. Meritt.
T. A. Wright, Lucius Pitkin, Inc.

AMERICAN STANDARD

This commercial standard was approved as American Standard Z31-1933 by the

American Standards Association on December 27, 1933.