

# JEWEL CITY!

## Fair's Pet Name Chosen

From the S. F. Call-Post, Wednesday, January 27, 1915

### "Jewel City," Says Field

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### Gives Reasons for Name

By CHARLES K. FIELD,  
Editor of Sunset Magazine

Of the names that are proposed I favor Jewel City. We must have a name that will embody the physical aspects of the Exposition as well as the esthetic idea with which it is permeated. The name must suggest the color, the magnificence and the distinction of the fair. It must be a general title, suggestive of the gayety and of the brilliance, as well as of the architectural charm of the splendid undertaking.

The color of the fair may be expressed by the word jewel, for the jewel flashes by night and day, just as the fair will be brilliant in the sunlight and glittering in the night under the spell of illumination. The word jewel conveys the idea of magnificence.

The world uses it in one of its forms to express what is beautiful, as Cuba is called the Pearl of the Antilles and the Hawaiian Islands are the Pearls of the Pacific.

Then in the Tower of Jewels, as the dominating architectural feature of the Exposition, we have the realization of the word.

No suggestion I have heard comes so closely to expressing the idea given by the Exposition as the phrase Jewel City, and I am unqualifiedly in favor of selecting that name as the name by which the Panama-Pacific International Exposition should be known.

name "Jewel City," and every day the  
exhibition name and four in his

name!

Jewel City it is and Jewel City it shall be in the heart of America when it feasts its eyes on the rich loveliness of the building and feels the sparkle of the Exposition spirit.

When the committee met yesterday

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## EDITORIAL PAGE OF THE

# THE SAN FRANCISCO CALL

F. W. KELLOGG, President and Publisher, JOHN D. SPRECKELS, Vice Pres. and Treas.

## The Jewel City==That Is The Name

A Euphonious Word, a Sparkling Phrase to Allure Visitors to the  
Exposition.

Three points in affirmation stand out conspicuously to improve the title of Jewel City given to the Panama-Pacific International Exposition by the judges selected to decide which of the hundreds of suggestions received by The Call and Post best conveyed the idea of the fair.

One important consideration is the spontaneous popularity of the name. Immediately upon the informal opening of the symposium, and before the public had been invited to suggest a name, two readers of these columns, acting independently, sent in the suggestion that the fair be called the Jewel City, and more than a score of others who participated in the discussion sent in that name. It is apparent that people seeing the fair grounds and buildings think of jewels.

Another reason for the pertinence of that name is that it is taken from the most striking architectural feature of the fair, the Tower of Jewels. So far as we know, this architectural masterpiece is new, not only in the history of expositions, but in the history of buildings. There have been towers erected from the earliest periods of architecture, towers possibly as graceful and as ornate as that which spans the main entrance to the Exposition and its courts, but never was there a tower hung with jewels that sparkle like small suns in the sunlight, that match the stars in mystery and aloofness under the inspiration of the moon's rays, and that, when played upon by the searchlights at night, glitter with the brilliancy of diamonds and the iridescence of opals. There is the great jewel, the clusters of "novagems," which will be greeted by travelers as the most brilliant architectural device ever employed by man.

A third point in favor of the name chosen is its brevity, its euphony, its picturesqueness and its intrinsic opulence.

Jewel is a word of beauty in itself, and its meaning is consistent with its present employment, for Webster defines it, in one of its corollary meanings, as "an object regarded with special affection, a precious thing."

Jewel is a bigger word than gem, a word of more magnificence and suggestive of greater glory and wealth.

And so the Panama-Pacific International Exposition shall go into literature as the Jewel City.

# “NOVAGEMS”

## Official Jewel Souvenir of the “Jewel City”

### **The Feature of the Exposition and the Wonder of the Century**

The Tower of Jewels is acknowledged the most wonderful and beautiful feature of the Exposition. Decorated with 102,000 Novagems, flashing their scintillating colors, ranging from the palest violet to the deepest red, it is the first time in the world's history that jewel lighting has ever been attempted.

Of the many souvenirs for sale, what could be more appropriate for a keepsake than one of these beautiful Novagems in exact duplicate in size, color and style of mounting, of the jewels decorating this beautiful structure.

Novagems are also reproduced in miniature, mounted in rings, scarf pins, hat pins, paper cutters, buttons, fobs, lapel chains, la valieres, brooches and numerous other jeweled novelties.

Do not fail to secure one of these Novagem jeweled souvenirs. They will become famous as momentos of the “Jewel City” and will always be a pleasing reminder of your visit to the world's greatest exposition,

#### **Exposition Locations:**

East Indian Tower, Concession District.

Kiosk “A,” South Garden, West of Entrance  
Tower of Jewels.

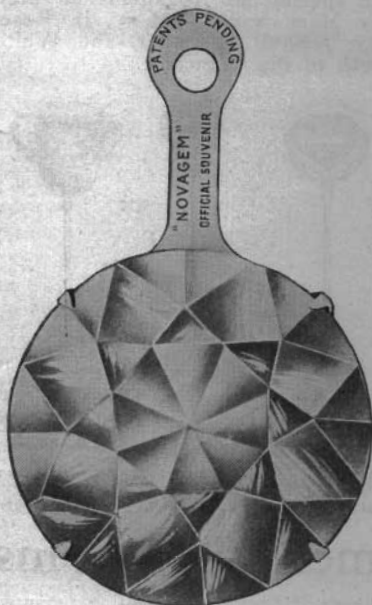
Kiosk “B,” Avenue of Progress, opposite Main  
Entrance, Machinery Hall.

—  
**Also on sale at**

**Hale Bros., 5th and Market Sts.**

**Emporium, Market St., Bet. 4th and 5th**

# Novagems



Exact duplicate in sizes, color and style of mounting of Novagems on the "Tower of Jewels"

Colors:

- White
- Rose Tourmaline
- Ruby
- Jonquil (Canary)
- Amethyst

Packed in a satin lined box stamped with the official seal of the Exposition.

Appropriate ornament for a dresser or mantel,

## Millimeter sizes with diameter in inches:

47	Millimeter, diameter in inches, 2	.....	Price. \$2.75
41	" " " "	" 1 <sup>5</sup> / <sub>8</sub> .....	" 2.25
34	" " " "	" 1 <sup>3</sup> / <sub>4</sub> .....	" 1.75
26	" " " "	" 1 .....	" 1.25
21	" " " "	" <sup>3</sup> / <sub>4</sub> .....	" 1.00
	(Unmounted Novagems in above sizes 25c. less)		
17	" " " "	" <sup>5</sup> / <sub>8</sub> .....	" .60
14	" " " "	" <sup>1</sup> / <sub>2</sub> .....	" .50
	Small Novagems from 1 to 3 karats, each	"	.50

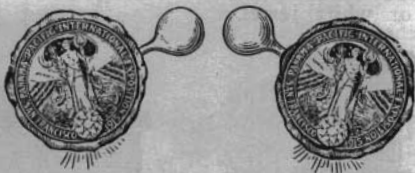
Novagems are also used extensively for dress, hat and costume decorations and for this purpose are specially mounted and are easily attached and detached.

Anita Peters Wright in her dance at the Civic Auditorium Ball, January last, before 25,000 people, in which she used over 300 Novagems, received many favorable press comments.

## Cuff Links

Rose gold finish containing Exposition seal and mounted with one-half karat Novagem in either ruby or white.

Price \$1.50



No. 116

## Vestigram

One-half inch Silk Ribbon, gold-filled links and watch clasp with Exposition seal, poppy design, in rose gold finish, mounted with one-half karat Novagem in either ruby or white.



No. 121

Price \$1.50

# Novagem Rings

All rings are gold filled, drawn from a single bar without seam



457



3681

## Ladies' and Children's

### HIGH TIFFANY EFFECT

Single stone, in following colors: White, Topaz, Ruby, Rose Tourmaline, Amethyst Emerald, Blue Sapphire.

Illustrations are actual size.



267



3527

No. 457.....	Price, \$1.00
No. 267.....	" 1.50
No. 268.....	" 1.75
No. 269.....	" 2.00
No. 270.....	" 2.50

## LADIES'

Color Combinations:  
 White, Blue and White  
 White and Emerald  
 White and Amethyst  
 White and Rose

No. 3527.....	Price, 2.00
No. 3681.....	" 2.50



263



3068

## GENTS

Semi Tiffany effect

Colors:

White, Emerald and Ruby

No. 3068, Heavy Groove	.....2.25
No. 0356, Medium Plain	.....2.00

Send string for ring measure  
 These rings are mounted with special cut small Novagem and excell in brilliance many of the genuine stones.



270



0356

**Any article in this Catalogue sent prepaid to any address on receipt of price**

**POPPY BROOCH AND SEAL BUTTON**

In rose gold finish, containing official seal of the Exposition with Novagem in either ruby or white. Suitable for lapel or waist.

50c.

75c.



No. 112



No. 114

**LUCKY WISH-BONE RINGS**



No. 876

Multiple Stones, \$2.50

Seventeen miniature Novagems

Color combinations:

Amethyst and White

Emerald and White

Ruby and White

Blue Sapphire and White



No. 827



No. 122

**LAPEL CHAIN**

Price \$1.50

Single Stone, \$2.00  
In Ruby or White

## Watch Fobs

With the official seal of the Exposition and mounted with one-karat "Novagem" in either ruby or white jewel.



No. 117



No. 120

Suede Strap in Bronze, Rose, Oxidized Silver or  
Antique Effect

Price \$1.00

Ribbon in Rose Finish, gold-filled buckle and  
clasp.

Price \$1.50



# Hat Pins

Mounted with special cut Novagems in three sizes: SS-44, 14 M/m. and 17 M/m., in Rose, Amethyst, Ruby, Jonquil (Canary), and White Sapphire. Length of pin, 7 inches.



No. 128



No. 127.



No. 126



No. 124

No. 128.	Large Size Stone,	Price, \$1.00
No. 127.	Medium " "	.75
No. 126.	Small " "	.50
No. 124.	California Poppy Pin	.75

(Reproduced in natural colors of California's famous flower)

# Gentlemen's Stick Pins

Gold-filled pin, high Tiffany effect setting, mounted with three-quarter and one karat Novagems in your favorite color. White, Canary, Rose, Ruby, Emerald, Topaz and Blue Sapphire.



No. 142



No. 141



Bangle

No. 142.	Large Size Stone,	Price, \$1.50
No. 141.	Small " "	1.00
Bangle Pin, with 3 Karat Novagem		1.00

(A novel and attractive decoration for waist or lapel)

# Envelope Opener

In three finishes, Bronze, Oxidized Silver, and Antique Brass; containing the official seal in button and poppy brooch effect, mounted with one-half karat "Novagem" in either ruby or white. A useful souvenir.



No. 170

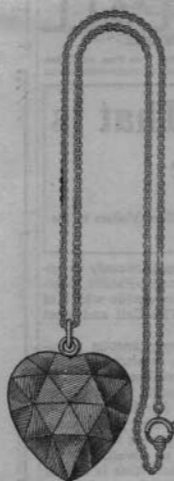
No. 171

No. 172

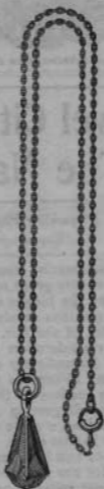
No. 170.	Exact	Size,	9 inches,	Price	\$1.00
No. 171.	"	"	8 "	"	.75
No. 172.	"	"	5 <sup>3</sup> / <sub>4</sub> "	"	.50

# La Valiere

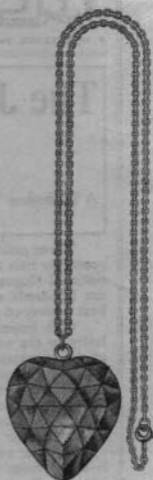
Gold-filled chain, mounted with special cut Novagem, heart or pendant design, in Rose, Topaz, Emerald, Blue Sapphire, and Amethyst.



No. 152



No. 150



No. 151

No. 152.	Heart, Large Size,	Price,	\$3.00
No. 151.	“ Small “	“	2.50
No. 150.	Pendant	“	2.00

## Poppy Bar Pin

California poppy effect, in two finishes, rose gold and antique; mounted with one and one-half karat “Novagem” in either canary or white.



No. 115

Price \$1.00

# “NOVAGEMS”

THE WONDER OF THE CENTURY

**Official Jewel Souvenir**

of the

Panama Pacific International Exposition 1915

Officially Named:

**“JEWEL CITY”**



**TOWER OF JEWELS**

**THE FEATURE OF THE EXPOSITION**

Containing 102,000 Novagems

Rights Controlled by

**Novagem Jewel Company, Inc.**

**Office, 1037-1038 Phelan Bldg.**

**San Francisco, Cal.**

Under concession from Panama Pacific International  
Exposition

For the exclusive sale of the “Novagem,” the  
Official Exposition Souvenir Jewel.