

JEWELRY ON DISPLAY, 3rd edition

By MariAnn Couthie, 107 pp., illus.,
publ. by ST Publications, Cincinnati,
OH, 1989. US\$23.95*

Jewelry on Display is an excellent reference that will help every jeweler create displays that are both attractive and sell merchandise. In this book, Couthie clearly and thoroughly presents information on designing a display. She covers the composition of symmetric and asymmetric displays and why these standard arrangements are effective. She also points out that a designer works not only with the individual pieces of jewelry, the presentation displays, and the props, but also with the space or area of the display.

The most important information that this "handbook" provides is the psychology behind creating a display. The book clarifies aspects of a display that one may not have been conscious of before. For example, just as planned lighting can direct the customer to shop in certain areas of the store, it can also cause a viewer's eye to focus on a particular area of a display. In addition, the use of certain color combinations can produce a balance in the color scheme, and can influence one's emotions when viewing the display. The author warns that if some of these factors are overlooked when designing a display, it could reduce the display's overall effectiveness.

Couthie discusses signage as well, and provides many excellent guidelines on size, layout, lettering, and typefaces to help make signs more noticeable, legible, and informative. Also mentioned here is the value of exterior signs.

Another section gives necessary and descriptive information on window and showcase dimensions, and on how to cover and keep presentation displays and flooring in good condition. Included, too, are discussions of basic store planning, security, and photographing window displays.

Many black-and-white photographs, along with a section of color

BOOK REVIEWS

Elise B. Misiorowski and
Loretta B. Loeb, Editors

photographs, visually clarify some of the items discussed in the chapters, making this book a treat to the eye. One may find several useful ideas in the chapters on "Themes," "Special Promotions," and "Christmas."

A helpful addition might have been examples of displays that didn't work and a critique of why they were not effective selling tools. However, this is a small caveat given the considerable amount of information included in this useful book. *Jewelry on Display* is a "must" for every retail jeweler.

HOLLI LUTHER
Jewelry Display
Home Study Instructor
GIA, Santa Monica

WORLD MAP OF GEMSTONE DEPOSITS

By Dr. Edward Gübelin, publ. by the
Swiss Gemmological Society, Lucerne,
Switzerland, 1988. US\$24.00
(paper), US\$59.95 (laminated)*

At last we have a definitive world map that gives the locations of nearly all major gemstone deposits. The 36 in. × 51 in. (91 cm × 125 cm) map follows a conformed Mercator projection colored with light blue seas and soft green land surfaces. Two formats are available: a flat "frameable" version and a convenient fold-out. Brightly colored symbols depicting the particular gemstones found at each mine location stand out in good relief. To maximize its usefulness, all text is provided in English,

German, French, Italian, Spanish, and Portuguese.

The legend at the bottom of the map identifies the individual gem species or groups to which the 34 coded symbols refer; of necessity the symbols are small (3 mm in diameter). The various gems are separated into four sections: precious gems, collectors' gems, ornamental gems, and rare ornamental gems. Each gem species is awarded a particular color or group of colors. On the map itself, different exterior configurations are given to each gem symbol to indicate the type of geologic deposit that produced the gem. Confusing? A little, but with a few moments of study the system begins to unfold into a clever plan that places considerable data into a relatively small area—a factor to be appreciated by the reader.

The reverse side of the map contains attractive full-color photos of 240 cut gems and carvings. Accompanying the gems are 40 color photos that beautifully illustrate gem mines and mining activities from around the world. Again, the descriptive text is provided in six languages. The gem materials and photographs are from the fabulous private collection of Dr. Gübelin. It is a pity that the back of the map cannot be seen easily without flipping it over, but the wise jeweler/gemologist can solve this problem by displaying two maps.

The *World Map of Gemstone Deposits* can be a valuable tool for the jeweler who wants to "ready a customer to buy." In fact, it is a welcome source of information for all gemologists, as well as for those travelers who seek the unusual.

DR. PETER BANCROFT
Author: The World's Finest
Minerals & Crystals
and Gem & Crystal Treasures
Fallbrook, CA

*This book is available for purchase at the GIA Bookstore, 1660 Stewart Street, Santa Monica, CA 90404. Telephone: (800) 421-7250, ext. 282.