

MEMBER BENEFIT - LENDING LIBRARY

The tapes, DVD's and books listed below are available to rent for a period of four weeks.

Rental is free of charge, except for cost of returning the items.

Contact us for a Lending Library Rental Form.

VHS/DVD's:

Bench Jewelers Certification
Consumers Guide to Bridal Jewelry
Danger on the Road - Traveling with Jewelry
De Beers 4 C - The Quality Sale
Detecting Irradiated Diamonds
Diamond Anniversary Bands
Diamond Product Knowledge
Diamond Value Factors: The Four C's
Diamonds
Diamond's For Men (2 copies)
Easy Step by Step Graver Sharpening
Gemstones of America - Nature's Originals
Gemstones & Diamonds
Get Certified-Jewelry Store Manager Cert. Program
Gold Jewelry Manufacturing Techniques
(Chain, Die Striking/Stamping, Lost Wax
Casting, Electroforming)
Gold Jewelry Product Knowledge
(Karats, Colors, Finishes)
Gold Lance Training
Grown in the U.S.A. II (The Next Generation)
How to Close Sales
How to Replace Watch Batteries
How to Sell Higher-Priced Diamond Engagement Rings
Using the Two Month's Salary Guideline
I Hate Watches or How To Stop Hating Them and Love
the Profits
Internal Theft: The Secret Crime
Inverness Ear Piercing System
It's All About Trust
Make Your Sales Soar (Linda Abell)
Managing Your Business for Profit
Masters' Mentoring Series: Flush Setting Round
Gemstones
Masters' Mentoring Series: Setting Pear Shaped
Gemstones in Prongs
Ney Ultrasoniks
Nothing to Hide (Doug Hucker)
Nutra Gold
Princeton Powersaw
R.T. Stamping System

VHS/DVD's CONTINUED:

Retail Theft: The Preventable Crime
Rio Disc Finisher
Robbery: Anytime, Anywhere
Roto Bench System
7 Secrets of Success
Security: A Traveling Necessity
Selling \$1000+ Diamond Jewelry
Selling with Security
Showcase Security
Sparkie II: Instructional Video
The 101 Greatest Sales Tips Ever! (David W. Richardson)
The Black Hills Gold Story.
The Colorful World of Gemstones
The Diamond Engagement Ring
The Key Steps in Selling Jewelry
The Mystique of Diamonds
The New Jewelers of America
The Story of Landstrom's Original Black Hills Gold
Creations
Watch Battery Basics (The Basics of Selling and
Replacing Watch Batteries)
Watch Bracelet Adjusting and Sizing
Wedding Ring Manufacturing
What is a Gem. How Gems Form. Gem & Color
What You Should Know About Buying Diamonds
What You Should Know About Buying Jewelry
What You Should Know About . . .JA Shows & Service

AUDIO TAPES:

Excellence in Management (by David W. Richardson)
Excellence in Selling (by David W. Richardson)
Make Yourself Famous

BOOKS:

Jewelry and Gems Buying Guide
Modern Jeweler's Gem Profile - The First 60
Platinum Source Book IV
The Complete Guide to Buying Gems

**For more information, contact the Jewelers Association
Office at 800-669-8547.**