

# Jewelry craftsman started small, grew

**United Press International**  
KERRVILLE — James Avery leans back in his chair, throws his feet on his desk and declares he is not interested in making a profit with his jewelry business.

"The basic thing about me is that I'm not driven by greed, by accumulating great wealth," he says. "I don't know whether that's security or a weakness."

Sales of Avery's meticulously crafted jewelry raked in \$14.5 million in 1982. But he considers 45 percent growth for James Avery Craftsman Inc. the past two years to be no great shakes.

The white-haired, blue-eyed Avery has gotten used to exponential growth since he first sawed and polished a couple of silver crosses in his Kerrville garage in 1954.

"I don't consider myself first a businessman," he said. "Fortunately, I was brought up with some common sense. You have to know how much things cost and how much to get for them."

But he would rather talk philosophy than numbers.

The business, Avery said, grew out of his personal search for meaning in life. First a humbling divorce led him back to the church and a Christian commitment that still survives, he said.

"I'd been an agnostic for years, pretty egocentric," he said. "A lot of artists tend to be this way and can be pained. I came back in the church and

*"The basic thing about me is that I'm not driven by greed, by accumulating great wealth." — jewelry craftsman James Avery*

got really involved and thought now was the time to get my life simplified a little bit."

Then he acknowledged his professional dissatisfaction after eight years of teaching industrial design at universities in Iowa, Colorado and Minnesota. The snow in Minnesota finally drove him south to the Texas Hill Country, his second wife's home.

"I got to thinking maybe it's important to choose the place you're going to live rather than let your vocation pick the place you live," he said.

If Avery had had any money to invest in Kerrville, he would have gone into furniture manufacturing, he said. But he settled for a jewelry

bench, some hand tools and the idea that maybe he could make some jewelry.

His first customers were the young daughters of Texas' wealthiest families who came to Kerrville for summer camp each year. He also began selling his crosses through Episcopal book stores.

"I knew there was a market there of something I felt very strongly about," he said. "There was integrity about the whole thing."

He grossed \$5,500 the first year working out of his garage. Compliments and letters of appreciation kept him going, he said.

The second year he grossed \$7,500 and had enough basic math that he could realize the percentage was good.

Letting the business grow naturally, Avery incorporated in 1965 and finally moved from the garage to a 26-acre office and factory complex just outside Kerrville. Its stone buildings are angled among the gnarled live oaks he will not cut down.

Avery now presides over three plants, 420 employees, 22 retail stores in four states and the sale of nearly 1 million crosses, chains, charms, rings, bracelets, pendants, key chains, tie tacks, belt buckles and earrings a year.

# Chicago collector finds telegraph inventor's art

**United Press International**  
WASHINGTON — Leaning against a basement wall in a building at New York's Syracuse University, wrapped in brown paper and virtually forgotten, Samuel F.B. Morse's painting "The Gallery of the Louvre" was rediscovered by Chicago collector Daniel J. Terra.

Morse, whose fame as a painter was dimmed by his development of the telegraph, painted the huge oil in Paris in 1832. But when the artist brought it back to America for exhibition, it was greeted with indifference.

A gift to Syracuse University, where it once hung in the library, it was a virtual castoff in 1948 when Terra stood before it with his wife, Adeline. Last year Terra purchased the oil from the university for \$3.25 million, the highest price ever paid for an American painting.

"I have never forgotten the look on Adeline's face," Terra recalled on a recent visit to Washington when "The Louvre" was displayed at the National Gallery of Art. "There was a tear that dropped out of one eye. She said 'That's an icon of America.'"

The huge painting depicts the grand gallery of the Louvre and 38 of its paintings by such masters as Rembrandt, Rubens and

Da Vinci. A young American girl is shown copying one of these works, aided by Morse, with his friend James Fenimore Cooper in the background.

It symbolizes America in the presence of its European cultural heritage.

Daniel and his wife built an impressive collection of American art that eventually will be housed in a new \$25 million museum Terra is building in Chicago. Terra is President Reagan's ambassador at large for culture and was the president's chief fundraiser during his campaign for the White House.

Terra is a slight but spry 71. He has snow-white hair, a neatly clipped white moustache, and luminous gray eyes that reflect the excitement and pride of his achievements in business and the arts.

As a young man and with a \$2,500 loan from a friend, Terra developed a printing ink mechanism that accelerated costly publishing time. It is the basis of the vast success of his synthetic products printing enterprise, Lawter International.

The Terras' first painting was an English landscape that cost about \$60. Terra was out of town and sent the money to his

bride to buy furniture for their new home. Instead she bought the painting.

As their affluence grew and their tastes developed, they expanded to Flemish works, to French Impressionists and, ultimately, American art of the 19th and 20th centuries, including the valued "Jolly Flatboatmen No. 2" by George Bingham.

Ultimately they established a small museum in Chicago and thought of the painting languishing in Syracuse.

"Adeline said we must have the 'Gallery of the Louvre,'" Terra said. "I said, 'My dear, how can you buy anything from a university? It is not in private hands.' She said, 'What do you have to lose? Why don't you go see them?'"

A university official told Terra he doubted the painting would ever be sold. Terra persisted.

"Around Labor Day of 1981, somehow, at one of their meetings, they decided that maybe they could dispose of that painting," Terra said. "It was a good time to sell American paintings; they had become so valuable. And they needed something for their library."

# Valentine: Be my gorilla?

**United Press International**  
BROOKFIELD, Ill. — Samson the gorilla is not known for his monogamous relationships with females, but he has a proposition for anyone who will listen: "Will you be my prime-mate?"

Samson, a 450-pound silver-

back gorilla, holds a special place in Brookfield Zoo history. The big ape, on breeding loan from Buffalo, N.Y., in 1979 became the first father in the zoo's Tropic World gorilla mountain.

To honor Samson and his first steady, Babs, the zoo

announced it has named the prime-mate pair its Valentine couple of the year.

As for Samson and Babs, the romance has ended.

Soon after their close encounter, Samson turned his attentions to Babs' mother, Alpha.

Their union also was blessed with an offspring.

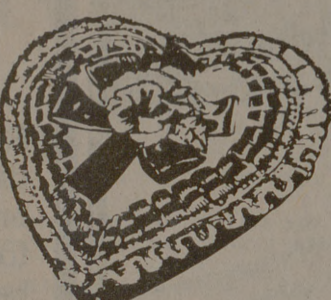
And now Samson is courting Mesou, a female on loan from the Detroit Zoo.

So far, no baby gorillas are expected. But the zoo is optimistic — when Samson met Mesou, he just went ape.

AMERICA'S FAMILY DRUG STORE



Remember Your Valentine on Feb. 14



**WHITMAN'S NYLON PLEATED HEART BOX CHOCOLATES**  
1-LB. #516/543  
YOUR CHOICE  
Reg. 10.50 ..... **6<sup>97</sup>**

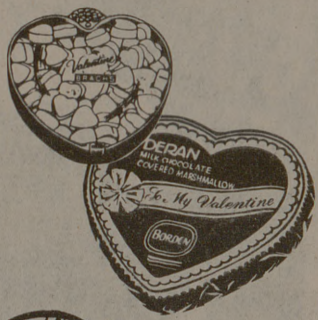
**ELMER'S SATIN DECORATED HEART**  
#60132 14-OZ. Reg. 8.25  
**4<sup>97</sup>**

**PALMER'S GIFT BOX OF CHOCOLATE HEARTS**  
3.5-OZ. Reg. 1.49  
**99<sup>c</sup>**

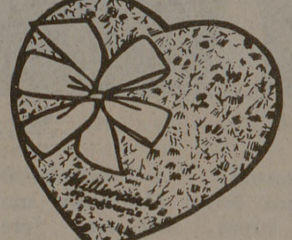
**15% OFF**  
REGULAR PRICES OF ANY FRAGRANCE, GREETING CARD, JEWELRY or WATCH WITH PURCHASE OF ANY HEART-SHAPED BOX OF CHOCOLATES.

WHILE QUANTITIES LAST. LIMIT RIGHTS RESERVED.

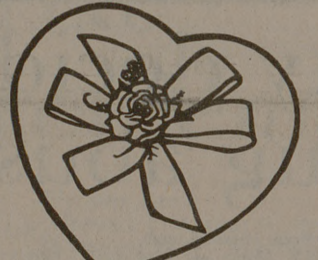
**BORDEN MARSHMALLOW or BRACH'S CONVERSATION HEARTS**  
Reg. to 29<sup>c</sup> ea.  
YOUR CHOICE  
**5 FOR 1<sup>00</sup>**



**PANGBURN'S MILLIONAIRES HEART**  
8-OZ. Reg. 5.50  
**3<sup>47</sup>**



**PANGBURN'S RED & WHITE BOW HEART BOX CHOCOLATES**  
26-OZ. Reg. 11.95  
**8<sup>97</sup>**



**PALMER'S CHOCOLATE HEART & FLOWERS**  
6-OZ. Reg. 1.49  
**99<sup>c</sup>**



**FRANKFORD CHOCOLATE CUPID HEART or LOVE TOKENS**  
Reg. 99<sup>c</sup> YOUR CHOICE  
**77<sup>c</sup>**



1.75-oz. Cupid Heart, 5-oz. Love Tokens.

## PAVILION SNACK BAR

Located on Spence Street next to the CREAMERY

Hamburgers, Sandwiches, Drinks, and Snacks

Breakfast Donuts, Eggs, Sausage and Hot Coffee

Open Mon.-Fri.  
7:30 a.m. to 3:30 p.m.

"QUALITY FIRST"

**ECKERD COUPON**

**2<sup>00</sup> OFF YOUR NEXT SYSTEM 2 PHOTO PROCESSING**

OR

**ULTRALAB 35 PHOTOPROCESSING ORDER**

System 2, processing for twice the prints. UltraLab 35, when you're serious about 35mm! Present coupon with order. Limit 1 original-roll. Coupon Good Thru Mon., Feb. 14th/2/83

**ECKERD COUPON**

**CHARLIE or JONTUE SPRAY COLOGNE**

Reg. 6.00  
**3<sup>99</sup>**

YOUR CHOICE .....  
.4-oz. Charlie or .6-oz. Jontue. Limit 2 of each please. Coupon Good Thru Mon., Feb. 14th

**ECKERD COUPON**

**STETSON or CHAPS MEN'S COLOGNE**

2-OZ./55-ML. Reg. 7.50  
**5<sup>99</sup>**

YOUR CHOICE .....  
Limit 2 of each please. Coupon Good Thru Mon., Feb. 14th

**Eckerd's Pharmacy ... Senior Citizen Discounts and generic drugs make our low prices even lower!**

**OPEN DAILY 9 to 9, SUNDAY 10 to 7. Sale Prices good thru MONDAY, February 14th. We reserve the right to limit quantities.**