

ALL IS NOT REAL THAT GLITTERS

The fabulous jewels worn by the stars in movies look like the real thing, but they are all paste. Most of this fake splendor is produced by Joan Castle Joseff of Hollywood, whose factory turns out 90 per cent of the jewelry used in pictures. Sometimes an order must be filled in twenty-four hours, to avoid holding up a costly production.

Jewelry of almost every description and of nearly all periods of history is included in Joseff's collection of over 3,000,000 pieces.

Movie studios know they can count on Joseff's for authentic reproductions of historical and period jewels, and for original designs, no matter how impossible.



Hayworth, Tallulah, Shearer all wore this necklace in movies. Model is Naga Norgen



Greta Garbo wore this necklace when she played "Camille." Naga is again the model



When Rita Hayworth starred in "Salome" she wore the jewelled bib pictured here

Pat Medina with trappings worn by John Barrymore in "Romeo and Juliet," by Ronald Colman in "The Prisoner of Zenda"



Joan Castle Joseff with part of \$5,000,000 collection of jewels she makes for the movies