

WHY AN EXCLUSIVE JEWELER?

To enable them to properly regulate the quality of materials used in the manufacture of Theta Chi jewelry—and to insure the fraternity of receiving all earned royalties on jewelry sales, the Grand Chapter of Theta Chi has entered into contract with the L. G. Balfour Company, as follows:

1. Theta Chi Fraternity agrees to purchase all badges, plaques, favors, programs, stationary, etc., of every description, and bearing the Theta Chi name, crest or insignia from the L. G. Balfour Company only.
2. In turn the L. G. Balfour Company agrees to furnish the members of Theta Chi Fraternity with badges, plaques, programs, stationary, etc., at a price no higher than they would be compelled to pay for the same merchandise elsewhere—

And in addition agrees to pay the Grand Chapter of Theta Chi a royalty of 20% of the gross amount of each and every sale.

A royalty of 20% represents the maximum paid by fraternity jewelers and can be maintained only through the united efforts of the chapters in refusing to permit purchases from unauthorized jewelers.

It is the royalty from jewelry sales that keeps the Theta Chi “head tax” at the minimum charged by fraternities. Therefore, when you buy from Balfour you not only help Theta Chi but you receive merchandise approved and recommended by your Grand Chapter as well.

L. G. BALFOUR COMPANY
Attleboro

Massachusetts