

# Bulletin of the Mineralogical Society Of Southern California



---

Volume 84 Number 888 August 2012

---

The 889th Meeting of the Mineralogical Society of Southern California

**Annual Picnic Potluck with Fallbrook Society**  
*Saturday, August 11, 2012*

**Fallbrook Gem & Mineral Society's Museum**  
**123 W. Alvarado St., Suite B,**  
**Fallbrook, CA 92028**  
**In this issue:**

*Program:*

<i>Program:</i> Annual Picnic & Potluck at the Fallbrook Museum 11 am to 1 pm	2
Swap Meet after Potluck	2
Meanderings from the President - Ann Meister	3
Geo-Literature Resources - Mindat by Linda Elsnau	4
Minutes of the 7/13/2012 General Meeting	6
Read in the Newspaper Saturday 7/21/2012	7
CFMS Directors Report	8
What Price is the Right Price	10
Calendar of Events	16
Society Officers	18
About MSSC	19

## **Annual Picnic Potluck with Fallbrook Society, Saturday, August 11, 2012**

The potluck will run from 11 a.m. to 1 p.m. at the Fallbrook Gem & Mineral Society's Museum (123 W. Alvarado St., Suite B, Fallbrook, CA 92028). The swap meet will run from 1 p.m. to 4 p.m. The building will be opened at 11 a.m. for arrival and setup. Sorry, no selling/trading until the potluck has ended. Info / RSVP to [fgms@sbcglobal.net](mailto:fgms@sbcglobal.net); phone [760-728-1130](tel:760-728-1130).

Please feel free to attend even if you don't plan to sell or trade (you can still eat and still buy). If you have not been to the museum before, it is a real treat. You've all been to potlucks before so you know what to do. We will be eating indoors with air conditioning. FGMS will supply plates, cups, napkins, knives, forks and spoons and will also supply beverages and ice. It is suggested you bring any serving utensils and mark them so you're sure to get them back. Let's see what delicacies turn up this year!

---

### **THE SWAP MEET! After the Potluck on August 11, 2011**

You may bring a limited amount of items to sell or trade that are related to gems/jewelry, lapidary, minerals or fossils. Table space is limited and you may only get half of a table to set up on. You may also put boxes or flats underneath your allotted table space. Please do not bring items that you do not intend to sell or trade. If an item is sold or involves a cash & trade arrangement we ask you to make a 10% contribution (not to exceed \$100) to the FGMS building fund to help keep events like this to continue in the future. Please bring your own change for your transactions as we will not be playing banker. Also, we are providing a place so that a mineral swap meet can

occur but will not be responsible for any transactions or trades that occur.

**This event is open to all members of the Societies invited and their guests.**

**RSVP BY AUGUST 3, 2011 to [fgms@sbcglobal.net](mailto:fgms@sbcglobal.net)**

---

## **MEANDERINGS FROM THE PRESIDENT**

**by Ann Meister**

I'd like to start with THANK YOU's. My first Thank You is to long-time member Kay Robertson who provided the first member submission to the Geo-Literature Resources column. I tried to get the book Rough-Hewn Land by Keith Heyer Meldahl from the library, but the copy at the Altadena Library was checked out, and of two copies at the Pasadena Library, one was out and the other on the hold shelf. Sounds like it is a good read! Again, thank you Kay for alerting us to this new geo-literature resource.

My second Thank You is to Fred and Linda Elsnau for the [mindat.org](http://mindat.org) website review in this issue of the Bulletin. It's a great introduction to an excellent resource for researching minerals and localities. It's also great for meeting collectors all over the world.

See folks, it's not that hard, and it's certainly useful. To paraphrase a credit card commercial, "What's in your library?"

My third Thank You is to the MSSC members who have donated their time and energy this year to support the Society by holding various offices, board positions, and committee positions, and of course the Bulletin editor who

works every month to get this publication out on time. Some of these positions are open for new volunteers. Instead of an official Nominating Committee (at least at this time), I've asked the holders of these various positions to find their own replacements if they are not willing to continue for another term. Elections are coming up. Please volunteer. If you don't, we have no MSSC. An important position to fill is Programs. Dr Bruce Carter has held the job for many years. Other obligations are filling up his calendar. We need a Program Chairman or committee. How about a chairman with 11 committee volunteers? Each one is responsible for one month, with the chair coordinating so that they don't all go after the same speaker and book programs for the same month? We're flexible; there are some elected office positions that have specific duties and legal requirements, but other than that, we can organize activities as we wish. C'mon guys, do you want to see the MSSC disappear?.

---

## **GEO-LITERATURE RESOURCES**

### ***Have you met “mindat” yet?***

by Fred & Linda Elsnau

If you have ever looked up a mineral on the internet, chances are whatever search method you use, you will have ended up on mindat. <http://www.mindat.org/>

Created about 11 years ago by Jolyon Ralph, a mineral enthusiast, mindat.org has become most likely the largest single online repository of mineral information and pictures to be found. Minerals and locations are searchable and each mineral and location is well explained. Members contribute pictures by the thousands, (over 470,000 pictures

at this writing!) as well as location information worldwide. The site has articles contributed by the members on topics as varied as how to photograph minerals, mineral show reports, specific mineral articles, field collecting stories and so much more.

There are Message Board topics on almost anything mineral you may want to know or ask about and an excellent search engine to look up any topic you may wish. You don't have to be a member of the mindat community to participate in the message boards, to post or respond to topics. You do, however, need to be a member to post pictures or articles to the site. As with other public forums, courtesy is appropriate and if anyone is too mean in their postings, the offending messages may be removed and if similar message continue, the writer may be blocked by the moderators. There is a group of knowledgeable member/moderators worldwide that strive to keep the site both civil and accurate. (If someone posts incorrect information, members and moderators are not slow to point out the error of their ways!). Do check the mindat.org manual for the rules and how-tos of the site.

In order to keep the site free to the members, it is supported by a combination of funding methods. Mineral dealers pay to advertise and include their website links on the site. Members can sponsor a mineral or location page for a year at a nominal cost. The site hosts its own mineral auction where you can sell minerals for a small fee. There is also a small number of mindat merchandise available to purchase

Mindat.org has become the first place we go when we want to research a mineral or location. We recommend that if you haven't already; spend some time exploring this very helpful mineral resource.

**MINUTES OF THE JULY 2012 MEETING**

The 889th meeting of the Mineralogical Society of Southern California was held on Friday, July 13, 2012 at Pasadena City College, Pasadena, CA. President Ann Meister called the meeting to order at 7:38 p.m.

The president entertained a motion made by Jim Kusely, seconded by Leslie Ogg to approve the minutes of the June 8, 2012 regular meeting as published in the July 2012 Bulletin.

**Announcements**

- The CFMS show is on this weekend (July 13-15) in Riverside.
- Nevada Minerals and Books is sponsoring another field trip to the Oceanside Mine in San Diego Co. on July 22. Contact Walt Lombardo.
- The annual picnic with the Fallbrook Society is on August 11. See details in the Bulletin.
- Volunteers are needed to fill MSSC officer and other positions for 2013.

**Show & Tell**

The book Kay Robertson reviewed in the Geo-Literature Resources column was checked out of the library so there is no copy to show you, but copies of the full book review from the LA Times are available.

**Program**

President Ann Meister introduced our speaker for the evening, Wayne Leicht of Kristalle in Laguna Beach CA and a past president of MSSC (1971-72). He showed excellent pictures of his gold collection, and specimens that he has handled, and discussed the various mines in the California gold country. He started with an introduction to the crystallography of gold and continued with a discussion of the crystal habits and associations that are found in specific mines.

After a lively question and answer session, Dona Leicht (past secretary of MSSC 1973) reported on the impending closure of the California Mining and Mineral Museum at the Mariposa County Fairgrounds. It is on the "State Park closure list" but has received a 6 week reprieve until mid-August. Original closure date was July 1, 2012. Unless a financial sponsor is found, the collection, which is rich in CA gold specimens, will be boxed up (carefully?) and stored (hopefully) in a safe location. Let's hope the State doesn't try to make up its budget deficit by selling the collection.

Meeting was adjourned at 8:55 p.m. and followed by refreshments.

Respectfully submitted,  
Ann Meister, Secretary pro tem

---

## **Read in the Newspapers Saturday 7/21/2012**

The California Department of Parks and Recreation found \$54 million dollars in two funds: one intended to finance the purchase and upkeep of properties for off-road vehicle recreation, the other for general park maintenance restoration. The money came from user fees, rentals and fines. This, at a time when only \$22 million dollars were needed to keep the planned 70 parks open. The governor's budget office is being directed to look into the matter. *(with all the maintenance that needs to be done, it makes one wonder...)*

### **Also in the news:**

The aquifer under the Mojave Desert contains hexavalent chromium also known as chromium 6 a toxic heavy metal. Cadiz Inc. wants to sell this Mojave Desert groundwater to

Southland suburbs. There are currently no federal or state standards for hexavalent chromium in drinking water. But the state, citing international research that drinking water exposure has been linked to an increase in stomach tumors and liver cancer deaths, last year set a public health goal that will be used in the development of a regulatory standard. The goal will be .02 parts per billion and the Cadiz water has 14 to 16 parts per billion.

Metropolitan Water is refusing to carry untreated water from Cadiz Inc. in its aqueduct.

*Condensed from Los Angeles Times 9/21/2012 and Pasadena Star News 9/21/2012*

---

## **CFMS Director's Report**

This year the CFMS Show was in the Riverside Auditorium. This is because the Convention Center is in the middle of a remodel that is expected to be finished sometime in 2015. According to the CFMS Show Committee, the Show was well attended. The Show was on two levels, with all dealers in the basement or level 1.

Level 2 was the main entrance, some seating that could not be moved, all cases, demonstrators, kids section, face painting, etc.

I was a judge again this year. There were 25 cases in competition. I was with the team that included the AFMS President, Lauren Williams and we judged the Open Category, Petrified Wood and Educational Case. These were excellent cases--as were the others. If you did not go, you really missed out.

Since Debbie Bun had major illness in her family she gave



up the chairmanship of the Museum Committee and I took over. We tried to have all the museum collections that are on loan at the Show. We did have the Golden Bear and Benitoite specimen from the LA County Museum of Natural History, two cases from the Buena Vista Museum, Bakersfield. I had hoped that the mineral specimens currently on loan to the Keck Museum in Reno could come down, but that did not happen. The CFMS also has a case of Petrified Wood Specimens that was donated by Les Darling. When I went to get it, what I got definitely was not that, in fact two of the items were not even wood! So my next project is to find out what happened. I expect it is a case of personal turn-over at the facility where it was on loan, volunteer help that procrastinates and now several years later it is a mystery. (On Sat. 7/21/2012 I went to Jurupa and looked at their museum--where I found the "missing" petrified wood in a case labeled "Donated to CFMS by Les Darling, and each specimen was labeled. The Director, Mark Yeager, and I were relieved.

As usual, we had a quorum--barely! Many clubs do not send anybody, and eventually this may catch up. But for now we have Director's representing several clubs and everything is ok.

A fund was set up in Bill and Izzy Burn's name for donations to the Earth Sciences Program currently at ZZYZX and Camp Paradise. More information on this fund will be in future bulletins. Currently the fee to attend either of the programs for one week is \$375.00 which includes a bed & mattress, all meals and instruction. Sort of like camping except you are sleeping inside. The instruction is wonderful and gives everyone a chance to either improve their skills (lapidary, silver smithing, carving, field trips, etc) or try out a new skill to see if you

like it. The people make the whole thing worth while.

As I am also on the Scholarship Committee (not the Chairman), I had the honor to sit at the table with two of our awardees. Christa is from Santa Cruz and Chris is from UCLA. Chris, originally from China, grew up in Nebraska, received his undergraduate degree from Minnesota and is now studying at UCLA. He is said he was always curious about the beginnings of life and would like to study it more--perhaps on Titan. He also always wanted to be an astronaut.

Next year's CFMS Show will be in Ventura, hosted by the Oxnard, Conejo and Ventura Clubs. In a skit to advertise the Show, Jim Brace-Thompson (Past President) came in a rock costume--he was supposed to be Serpentine, the California State Rock. His costume consisted of a very large bright green plastic bag that a local store is handing out. Two holes cut for legs, stuffed with paper and his arms went through the two "handles". After pictures, he took the costume off (something to see for sure) then some needed one more picture. So he put the costume on again. I must admit it looked a little bit like a diaper or pull ons with the upper extension for the arms and bib. He was a sight. Jim is blessed with the panache to pull this off. The audience had a good laugh.

---

### **What Price Is the Right Price?**

by Karen M. Burns, Houston Gem & Mineral Society

From: *The Backbender's Gazette*, 4/2010  
(2<sup>nd</sup> Place – AFMS Original Adult Articles)

**T**he question came up again the other day—how do I figure my cost of goods sold, and how do I price my jewelry for sale?

**Figuring Costs:** For the hobby jewelry maker who is not selling \$100,000 or more per year, figuring costs is simple. It is what you paid for materials. If you are doing wire wrap and fabrication, you can weigh or measure the materials, and using a conversion chart such as the one in the Rio Grande catalog or one of the online conversion charts, multiply it times the per gram cost of your purchases.

If you make and use cabochons or faceted stones, use the cost of the rough as the cost of the stone. Any waste that you use later has a cost of \$0. Keep track of what you purchased and what you have at the end of the year. The difference is your cost of goods sold for tax purposes.

**Figuring Costs for Tax Purposes:** For tax purposes, there are also administrative costs and overhead such as postage and travel, stationery and envelopes, advertising and tools and equipment. Anything less than \$100-200 of purchases is just added into overhead. Big purchases are prorated by the number of years of expected use—usually 3-5 years. This should supply the information needed to file a schedule C for federal taxes.

**Pricing Your Jewelry:** Pricing your jewelry requires a few more steps. Estimate the manufacturing costs by measuring or weighing the metals you use, and count the beads and findings and multiply them times your purchase price. These are your material costs for each item. Then include a factor for overhead and administrative costs, utilities, etc. Multiply this by three, and add your hourly wage. **This is your manufacturing cost. Double your manufacturing**

**cost for a wholesale** cost, and that is the lowest price that you should charge for your finished jewelry. If you employed someone to make your finished jewelry, there would be no profit for you at this point.

**Profit and Artistic Merit:** Profit is a very subjective amount and is what I call the value of "artistic merit," which is the result of your particular choice of materials, your creativity in designing the piece, and your skill in creating the piece of jewelry. The total should be in the neighborhood of three times the manufacturing cost estimate. **Never underestimate the value of artistic merit.** Then look at the piece and adjust the price to what you might be willing to pay. That is the full retail sales price of your jewelry.

**Hints on Selling Your Jewelry:** Setting prices is an art, not a science, and it depends upon many subtleties, the primary one being the market in which you sell. Set your price, and don't offer discounts—EVER. Forget three for the price of two, etc.—refer to the third sentence. That is simply re-pricing your merchandise. If you want to entice sales, offer something extra such as a pair of earrings or a simple finger ring, something with a low cost that doesn't lower the value of the more expensive piece.

**"But my things aren't selling, and my prices are really low."** The answer may be, your prices are too low. There is a perception of value for the purchaser—if the price is too low, as in "if it's too good to be true, it probably is," so the perception may be that the materials are cheap, the workmanship shoddy, and the design is poor. Raise your prices to be in keeping with the precious metals and handcrafted work that you are selling.

Consider these two scenarios as examples of pricing and how it can affect sales. The prospective purchaser is holding your jewelry but can't decide and finally says, "I really like it, but it's a little out of my price range. Can you lower the price? After thinking it over a minute—really wait—you lower it by saying, "For the next five minutes and just for you, I will lower it \$XX, because I can see how much you like it." You are making a special, unadvertised deal for this one customer. Or as an alternative, you can offer a pair of earrings or a ring saying, "What if I include this pair of earrings or this ring?" You are selling one-of-a-kind and/or limited edition pieces, and one reduction won't affect your whole inventory.

This is not re-pricing your inventory. The next customer will not expect the same price or gift unless you choose to make the offer. Don't do this routinely, or you are again re-pricing your inventory.

On the other hand, suppose your purchaser is holding your jewelry and says, "I can't believe you're only asking SX, it's so beautiful." It is too late to increase the price when she has it in one hand and her credit card in the other. Price high. You can always lower it if it is really overpriced. How can you tell? If you have too many customers like the first and none of the second.

Sales is an art, and the most highly-paid employees in many businesses are the sales people on commission who have a good product to sell.

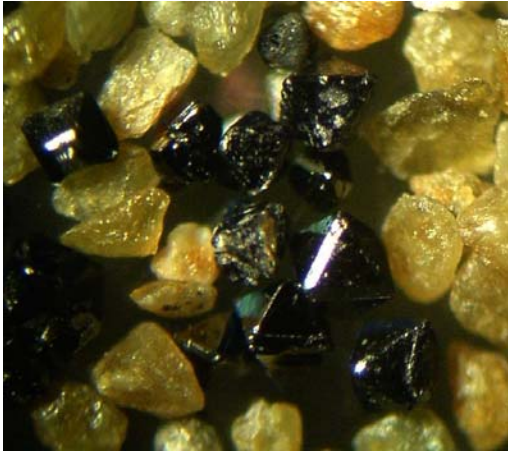


Calcite on Basalt  
Paulilatino, Oristano prov., Sardinia, Italy  
140 mm x 115 mm x 90 mm  
[www.minfind.com](http://www.minfind.com)



Chromite.  
Specimen size: 6 x 4 x 3.5 cm.  
From "Los Congos" Mine, Atos Pampa District,  
Calamuchita Department, Province of Córdoba,  
Argentina.  
Collected in 70's.

Raúl Jorge Tauber Larry's collection.  
[www.mindat.org](http://www.mindat.org)



Chromite grains panned from the Red Hill sluicing area. The green-yellow greasy grains are talc. Field of view 5mm.

[www.mindat.org](http://www.mindat.org)



Clear Creek area, Picacho Peak, New Idria District, Diablo Range, San Benito Co., California, USA

Two nice little nuggets of magnetic chromite, covered with a small coating of bright green serpentine. 2x1.5"x.5" and 1.5"x1"x.5"

[www.mindat.org](http://www.mindat.org)

## Calendar of Events

### **August 3 - 5: NIPOMO, CA**

Orcutt Mineral Society, Nipomo High School  
525 North Thompson Ave.  
Hours: 10 - 5 daily

### **August 4 - 5: SAN FRANCISCO, CA**

San Francisco Gem & Mineral Society  
Building 1, Treasure Island  
1 Avenue of the Palms  
Hours: Sat 10 - 6; Sun 10 - 5

### **August 31 - September 3: FORT BRAGG, CA**

Mendocino Coast Gem & Mineral Society  
Town Hall  
Corner of Main & Laurel Street  
Hours: Fri-Sun 10 - 6; Mon 10 - 4

### **September 8 - 9: DOWNEY, CA**

Delvers Gem & Mineral Society  
Woman's Club of Downey, 9813 Paramount Blvd.  
Hours: 10 - 5 daily



Twinned Spinel with Calcite  
Pei Pyit, Mogok, Mandalaym, Myanmar  
[www.minfind.com](http://www.minfind.com)



# WEST COAST GEM & MINERAL SHOW ~ Fall

NOV. 9 - 11, 2012

Holiday Inn - Orange County Airport

2726 S. Grand Ave., Santa Ana, CA 92705

(Take 55 Fwy exit 8 for Dyer Rd. to S. Grand Ave.)

Just 2 miles from our former Costa Mesa location



*Benitoite - Frederick Wilder©*

*Fabulous Holiday Shopping!*

**80 Top Quality Dealers!**

*Minerals • Fossils • Gemstones • Jewelry  
Beads • Decorator Pieces • Meteorites • Lapidary • Metaphysical*

**FREE ADMISSION & PARKING • WHOLESALE • RETAIL**

**Show Hours:** Fri. & Sat. 10 - 6 • Sun. 10 - 5

Martin Zinn Expositions, L.L.C., P.O. Box 665, Bernalillo, NM 87004

Fax: (303) 223-3478, [mzexpos@gmail.com](mailto:mzexpos@gmail.com), [www.mzexpos.com](http://www.mzexpos.com)

MSSC Advertisement Policy: **Mineral-related ads have always been acceptable in the bulletin. Below is the price per month**

Business Card	\$5.00
1/3 page	\$10.00
1/2 page	\$20.00
Full Page	\$35.00

In addition, any advertiser who purchases 12 months of space in advance will receive a discount of 12 months for the price of 10 months. The copy for the ads should be e-mailed to the editor at [bulletin@mineralsocal.org](mailto:bulletin@mineralsocal.org) and the payment should be sent to the MSSC Treasurer at 1855 Idlewood Road, Glendale, CA 91202-1053. The Bulletin Editor reserves the right to decline requests for space if material submitted is judged to be inappropriate

**OFFICERS**

President	Ann Meister	<i>president@mineralsocal.org</i>
Vice	Bruce Carter	<i>programs@mineralsocal.org</i>
President		
Secretary	Angie Guzman	<i>secretary@mineralsocal.org</i>
Treasurer	Jim Kusely	<i>treasurer@mineralsocal.org</i>
CFMS	Jo Anna Ritchey	<i>bulletin@mineralsocal.org</i>
Director		
Past Pres.	Geoffrey Caplette	

**DIRECTORS**

2010-2011	Geoffrey Caplette	
2010-2011	Leslie Ogg	<i>webmaster@mineralsocal.org</i>
2010-2011	Linda Elsnau	<i>publicity@mineralsocal.org</i>
2010-2011	Fred Elsnau	

**COMMITTEE CHAIRS**

<i>Facilities</i>	<b>Vacant</b>
<i>Publicity</i>	Linda Elsnau (See Director)
<i>Membership</i>	Jim Kusely (See Treasurer)
<i>Program and Education</i>	Bruce Carter (See VP)
<i>Show</i>	<b>Vacant</b>
<i>Webmaster</i>	Leslie Ogg (see Director)
<i>Bulletin Editor</i>	Jo Anna Ritchey (See CFMS)

**2012 PACIFIC MICROMOUNT CONFERENCE COMMITTEE**

Chairman	Bob Housley
Speakers	Bob Housley
Pre-registration	Bob Housley
Electrical	Alan Wilkins
Sales Table	Garth Bricker
Give-away Table	Gene Reynolds
Food	Ann Meister & Sugar White

**About the Mineralogical Society of Southern California** Organized in 1931, the Mineralogical Society of Southern California, Inc. is the oldest mineralogical society in the western United States. The MSSC is a member of the California Federation of Mineralogical Societies, and is dedicated to the dissemination of general knowledge of the mineralogical and related earth sciences through the study and collecting of mineral specimens. The MSSC is a scientific non-profit organization that actively supports the geology department at Pasadena City College, Pasadena, California. Support is also given to the Los Angeles and San Bernardino County Museums of Natural History. The Bulletin of the Mineralogical Society of Southern California is the official publication of the Mineralogical Society of Southern California, Inc. The MSSC meetings are usually held the second Friday of each month, January, February and August excepted, at 7:30 p.m. in Building E, Room 220, Pasadena City College, 1570 E Colorado Boulevard, Pasadena, California. The annual Installation Banquet is held in January, and the annual Picnic and Swap Meeting is held in August. Due to PCC holidays, meetings may vary. Check the Society website for details. The Society also sponsors the annual Pacific Micromount Symposium held at the San Bernardino County Natural History Museum during the last weekend of January. Annual Membership dues for the MSSC are \$20.00 for an individual membership, \$30.00 for a family membership. The Society's contact information: **Mineralogical Society of Southern California 1855 Idlewood Rd., Glendale, CA 91202-1053 E-mail: [bgbrdpen@earthlink.net](mailto:bgbrdpen@earthlink.net) Web: <http://www.mineralsocal.org> The Mineralogical Society of California, Inc.** Permission to reproduce and distribute material originally published herein, in whole or in part, for non-commercial purposes, is hereby granted provided the sense or meaning of the material is not changed, the editor is notified, and the author's notice of copyright is retained. Permission to the material reprinted here in from other sources must be obtained from the original source. **DISCLAIMER: The Mineralogical Society of Southern California, Inc. is not responsible, cannot be held responsible or liable for any person's injuries, damages or loss of property at or traveling to or from any general meeting, board meeting, open house, field trip, annual show or any other MSSC event**