

# JOE GOLDSTONE, 64, OF PEARL CONCERN

Founder and President of  
Chicago Syndicate Dies—  
Built Up Industry Here

Special to The New York Times.

CHICAGO, Dec. 14—Joe Goldstone, president and founder of the Imperial Pearl Syndicate, died today in Wesley Memorial Hospital after a long illness. His age was 64. He lived at the Ambassador East Hotel.

Mr. Goldstone was a pioneer in the development of the cultured pearl industry in the Orient and the United States. He was recently honored with a luncheon by the Japan Pearl Promoting Society for his contributions to the development of the Japanese cultured pearl trade.

After World War II, Mr. Goldstone helped General of the Army Douglas MacArthur to reorganize the Japanese cultured-pearl industry. In 1947, he was a representative of the Senate's Small Business Committee and investigated trade possibilities in the Far East.

In 1952, Mr. Goldstone had a gown of 10,000 cultured pearls made as a promotion stunt. The gown was valued at \$100,000. It was shown in twenty cities.

With a number of scientists, Mr. Goldstone developed a solution that anesthetized oysters when the irritant that results in the cultured pearl was injected by needle, thus reducing the death rate of the bivalves.

The Imperial Pearl Syndicate has offices in Chicago, Detroit, New York, Los Angeles and Tokyo. Its products are widely retailed here and abroad. In 1950 it was the successful bidder for the famous "Lot 88," composed of the huge store of pearls hidden by Japanese owners during World War II and placed on the block by order of the Supreme Commander of the Allies in the Pacific.

Born in Davenport, Iowa, Mr. Goldstone began his career as a jewelry salesman. He founded the Imperial Pearl Syndicate twenty-five years ago and made many trips to Japan to attend pearl auctions there.

Mr. Goldstone was chairman and past president of the Midwest Chapter of the American Medical Center of Denver, president of the Importers Association of Chicago and a member of the board of the Orthodox Jewish Home for the Aged here. He was a member of the Standard Club.

For many years Mr. Goldstone headed the Chicago jewelry division of the Red Cross. He was a member of the American National Retail Jewelers Association.

Surviving are his widow, Esther, and two brothers, David and Reuben.



Joe Goldstone