

# PIERRE CARTIER, JEWELER, IS DEAD

## Member of Noted French Family Founded Store Here

Special to The New York Times

GENEVA, Oct. 28 — Pierre C. Cartier, founder of Cartier's on New York's Fifth Avenue and a member of the family of French jewelers, died at his lakeside residence here yesterday. He was 86 years old.

### Opened Here in 1908

Starting in 1908 in a tiny office on Fifth Avenue near 56th Street, Pierre Cartier built a jewelry firm of international distinction. The store's customers have included Rockefellers, Fords and Astors and Mrs. John F. Kennedy, the Duchess of Windsor and Princess Grace of Monaco; among the jewels it sold were the Hope Diamond, earrings given by Napoleon to Josephine and a marriage crown worn by the last three Russian czarinas.

"Mr. Cartier started from practically nothing and built the store into one of the biggest in New York," one long-time employe at the store, at 653 Fifth Avenue, said last night. "He was a real merchant; he knew jewelry from A to Z and he had a wonderful personality. That combination made Cartier's what it is today."

During the 1920's and 1930's, Mr. Cartier made several extended trips to Europe, seeking rare jewels. "The Russian revolution and the disastrous situation in Austria have brought into the market a large number of the world's most beautiful and renowned jewels," he said in Paris in 1922. "Many of these have found their way to America, and others will follow."

### An Emerald of Catherine II

At the time one of the rarest jewels in Mr. Cartier's possession was a 100-carat emerald said to have formed the centerpiece of a priceless historic necklace worn by Catherine the Great. The stones were set in a double row of diamonds. The chain had a diamond clasp and a large single diamond hung between each emerald plaque. From each plaque fell a long, pear-shaped cabochon.

Holding up the diamond-studded jewel, Mr. Cartier said to a reporter: "I cannot help escape a certain feeling of sadness at the thought that this historic work must be destroyed and the stones parted with singly. But the last rightful owner is dead and all he has left to his descendants is the title."

Mr. Cartier was a soft-spoken man of medium build who talked with his employes in a quiet, paternal tone. He spent most of his life working in family jewelry houses. His grandfather, Louis, founded the house of Cartier in Paris in 1847. In addition to the establishment there, branches were opened in London, New York, Palm Beach and other cities.

As soon as Mr. Cartier arrived in the United States, he began playing an active role in efforts to spur better relations between France and the United States. He served with the Alliance Francaise of New York, the French Chamber of Commerce in the United States and the Museum of French Art and he donated several scholarships to the Sorbonne.

### Worked for 'Sister Countries'

"I have used my best efforts to promote and develop, through Franco-American organizations, the closest economic and cultural relations between the United States and France," he said in 1942. "To me, France and America are sister countries and they will always remain so."

During World War II he served with the Coordinating Council of French Relief Societies here and the jewelry division of the National Service Fund of Disabled American Veterans, and was treasurer of the United Committee for French Relief.

In 1944, he sold his 19-acre estate with a 35-room manor house in Roslyn Harbor, L. I. After the war he retired and moved to Lake Geneva. During the 1955 summit conference there he was host to President Dwight D. Eisenhower.

In 1962, Cartier's Fifth Avenue was sold to a syndicate that owned Black, Starr & Frost, Ltd.

Mr. Cartier was a commander of the Legion of Honor. He belonged to the New York Yacht and Metropolitan Clubs.

Mr. Cartier leaves a daughter, Mrs. Marion Claudel-Cartier, five grandchildren and two great-grandchildren.

A memorial mass will be offered tomorrow at 9 A.M. in the Lady Chapel of St. Patrick's Cathedral.

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