

















*The  
Glorification of the  
Diamond*



*Dedicated in  
recognition of their  
enthusiastic encouragement to our  
discriminating clientele*

BY

*Ansen & Company, Inc., 580 Fifth Avenue, New York*

\$29.99

ELECTIBLES / JUDY COLBERT

2/10



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remembering with pride the success of former offerings, this fresh assemblage of diamonds of modern cut, is here pictured and described for the consideration of the discerning jeweler.

The spirit of the diamond, queen of gems, has been defined and glorified for all time by these new cuttings. In this new faceting we see exquisite beauty beyond any heretofore attained by the gem-cutter's art.

The list is remarkable for its inspiring variations. Here are the Square and the Cut-Corner Triangle; the Lozenge of the myriad changes, the stately Marquise, the obliging Baguette; the Keystone diamond, a thrice welcome newcomer, with its enticing and endless possibilities; Pentagons for emphasis and distinction; the Half Moon for soft sheen and rounded line; the entrancing Kite and the fiery Triangle; the solitaire diamond of newest form, the Hexagon; the pleasing Trapeze and another origination, the Epaulet, an adaptable design maker, and the Emerald-Cut, the diamond of supreme grandeur.

An enviable array this, a veritable treasure trove of suggestions for the modern designer.

Combined in groups or used separately, these new diamond cuttings assure absolute satisfaction.





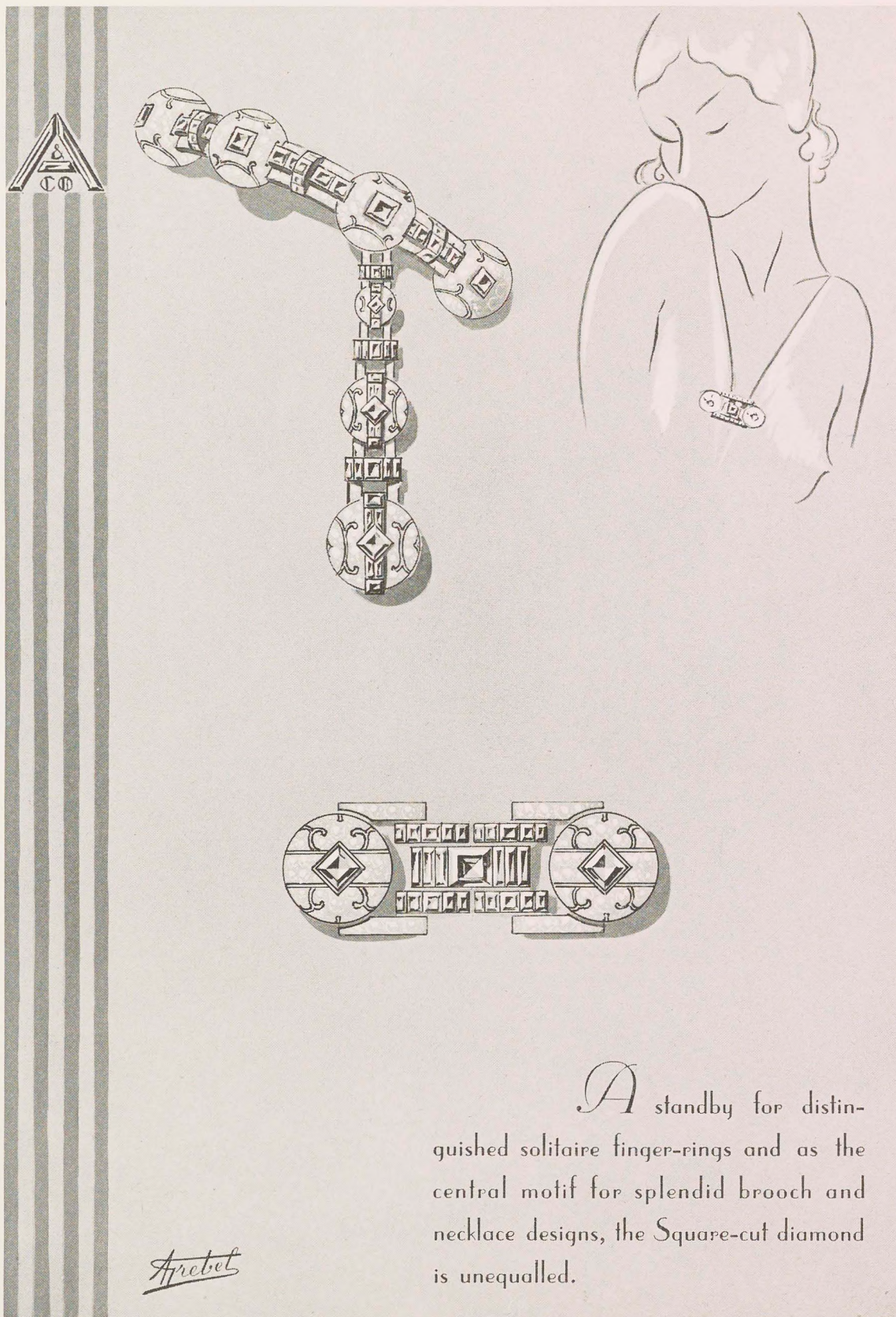
**SQUARE**

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EXCLUSIVELY

**580 FIFTH AVENUE**  
NEW YORK

A. GIEBEL PARIS









# CUT CORNER TRIANGLE

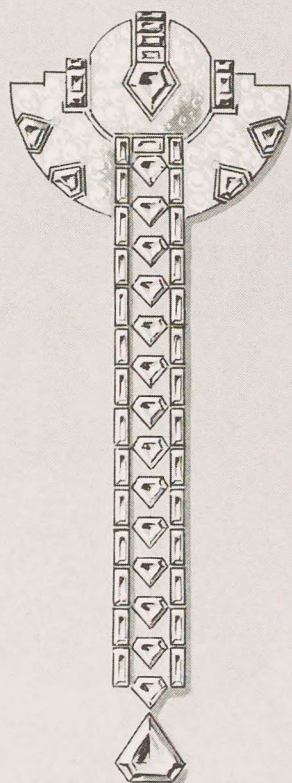
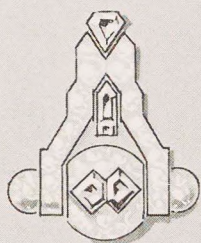
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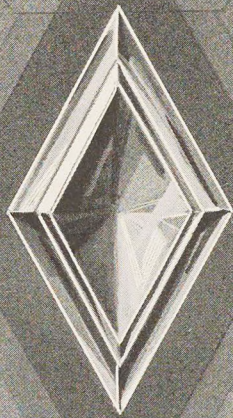


*Arrebet*

The corners of this diamond are blunted to bring complete adaptability and added variety to the more usual tri-corner cut. They are excellent in this new ladder pendant and the two engaging dress ornaments.



LOZENGE



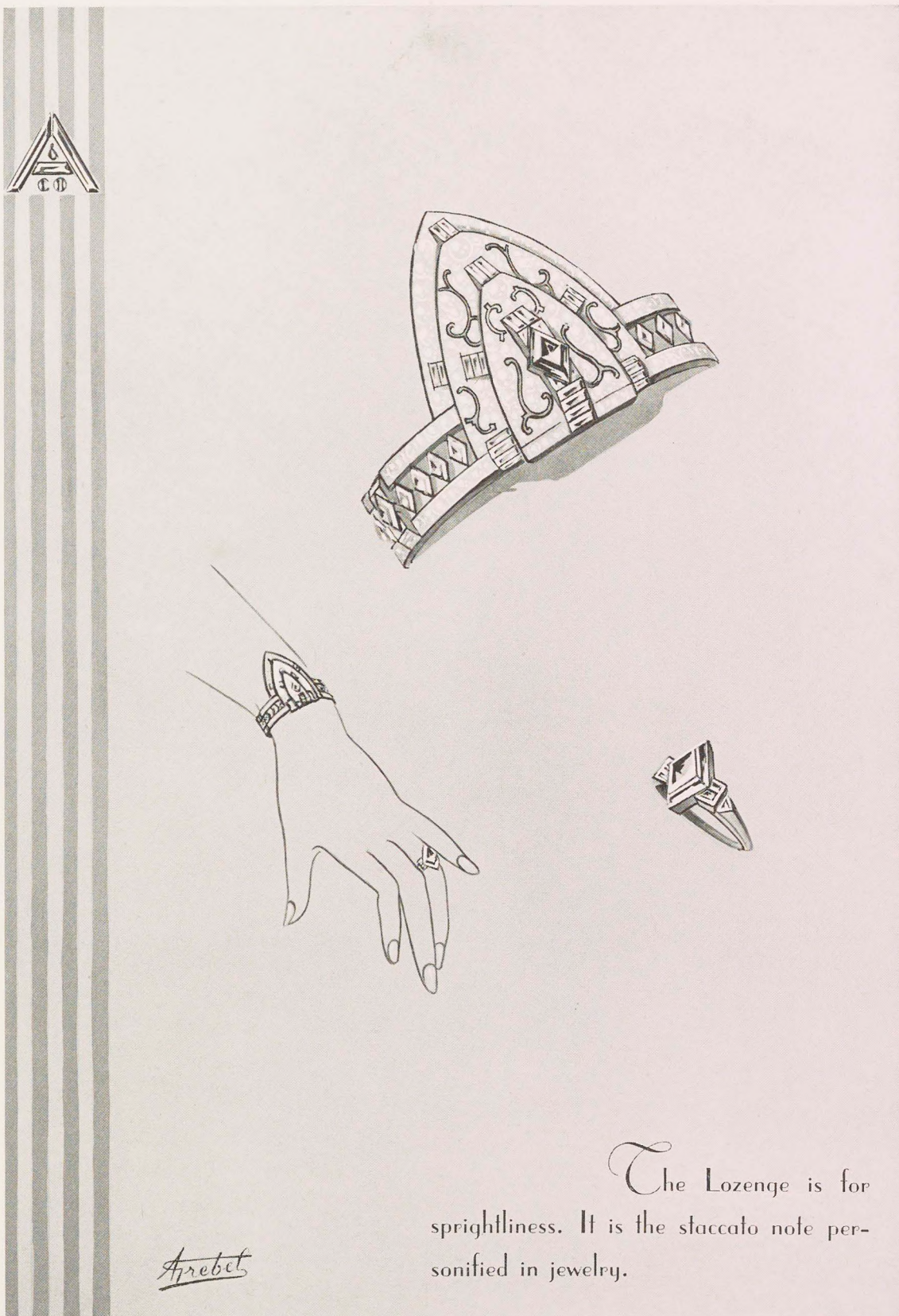
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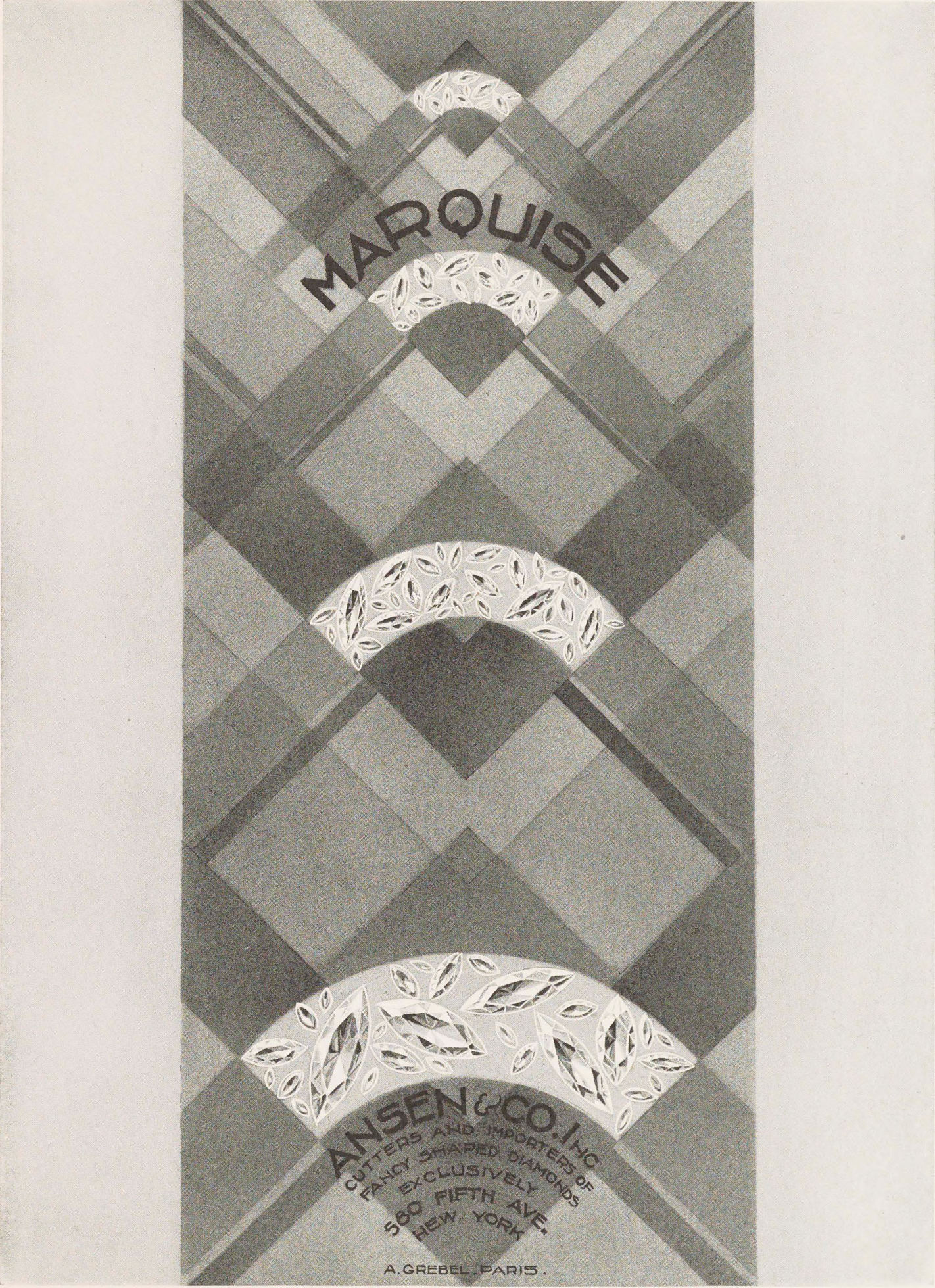
A. GREBEL, PARIS





The Lozenge is for  
sprightliness. It is the staccato note per-  
sonified in jewelry.



The advertisement features a central vertical panel with a background of interlocking diamond shapes in various shades of gray. Overlaid on this background are four semi-circular decorative elements, each containing a pattern of stylized leaves or smaller diamonds. The word 'MARQUISE' is written in a bold, sans-serif font, arched over the second decorative element from the top.

MARQUISE

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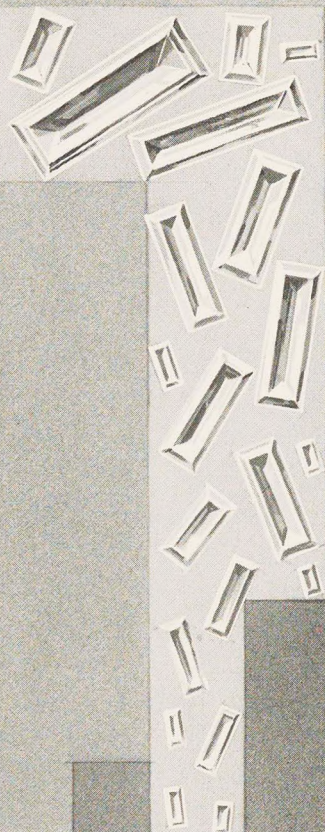
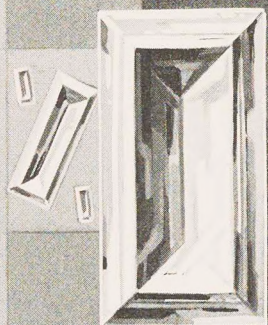


The royal Marquise,  
noblest of gems, and most highly favored  
of all diamonds for setting in that im-  
portant jewel, the great dinner ring, and  
in the necklace with the long side drop,  
the latest conceit of the mode.

*Arebet*



# BAGUETTE

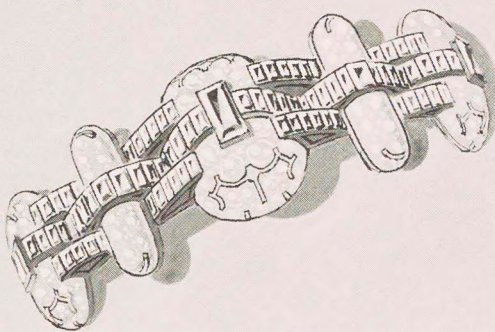
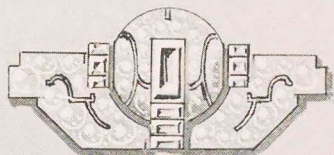


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*Aretet*

The utility shape,  
the Baguette, the basis for all jewelry  
designs in the modern mode.



The background of the advertisement is a complex, abstract graphic design. It features several concentric, overlapping arcs in shades of gray, creating a sense of depth and movement. Scattered throughout these arcs are numerous small, stylized diamond shapes, some of which are larger and more prominent than others. The overall effect is one of elegance and sophistication, reflecting the high-end nature of the jewelry being advertised.

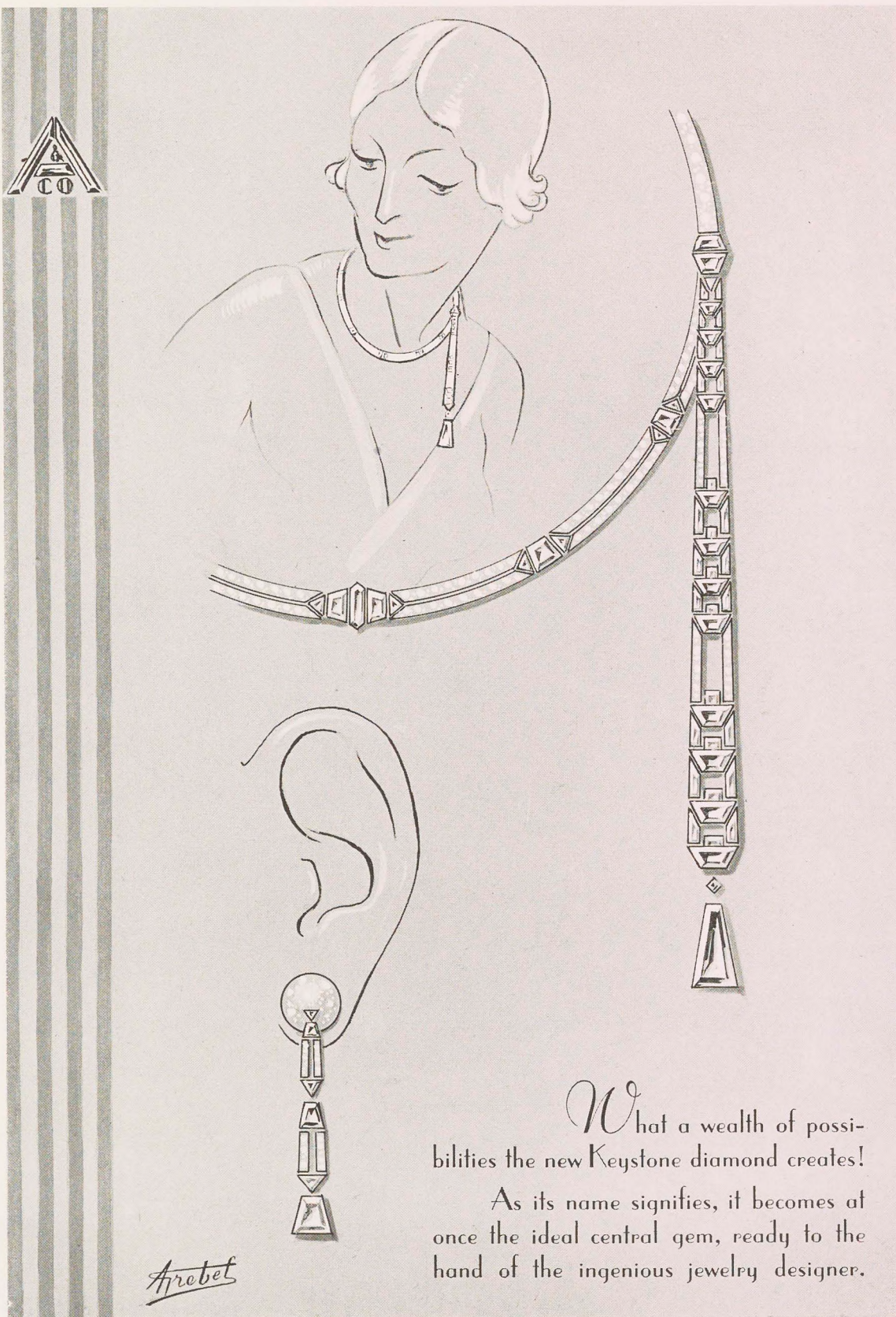
# KEY STONE

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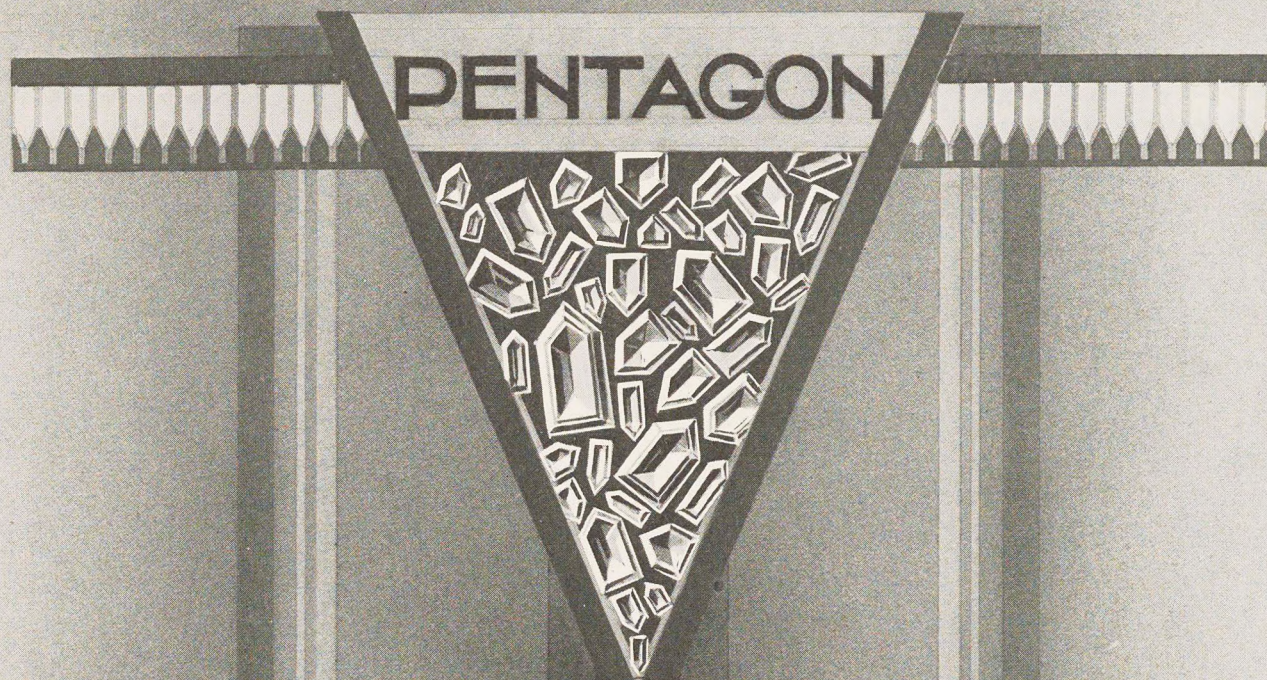




What a wealth of possibilities the new Keystone diamond creates!

As its name signifies, it becomes at once the ideal central gem, ready to the hand of the ingenious jewelry designer.



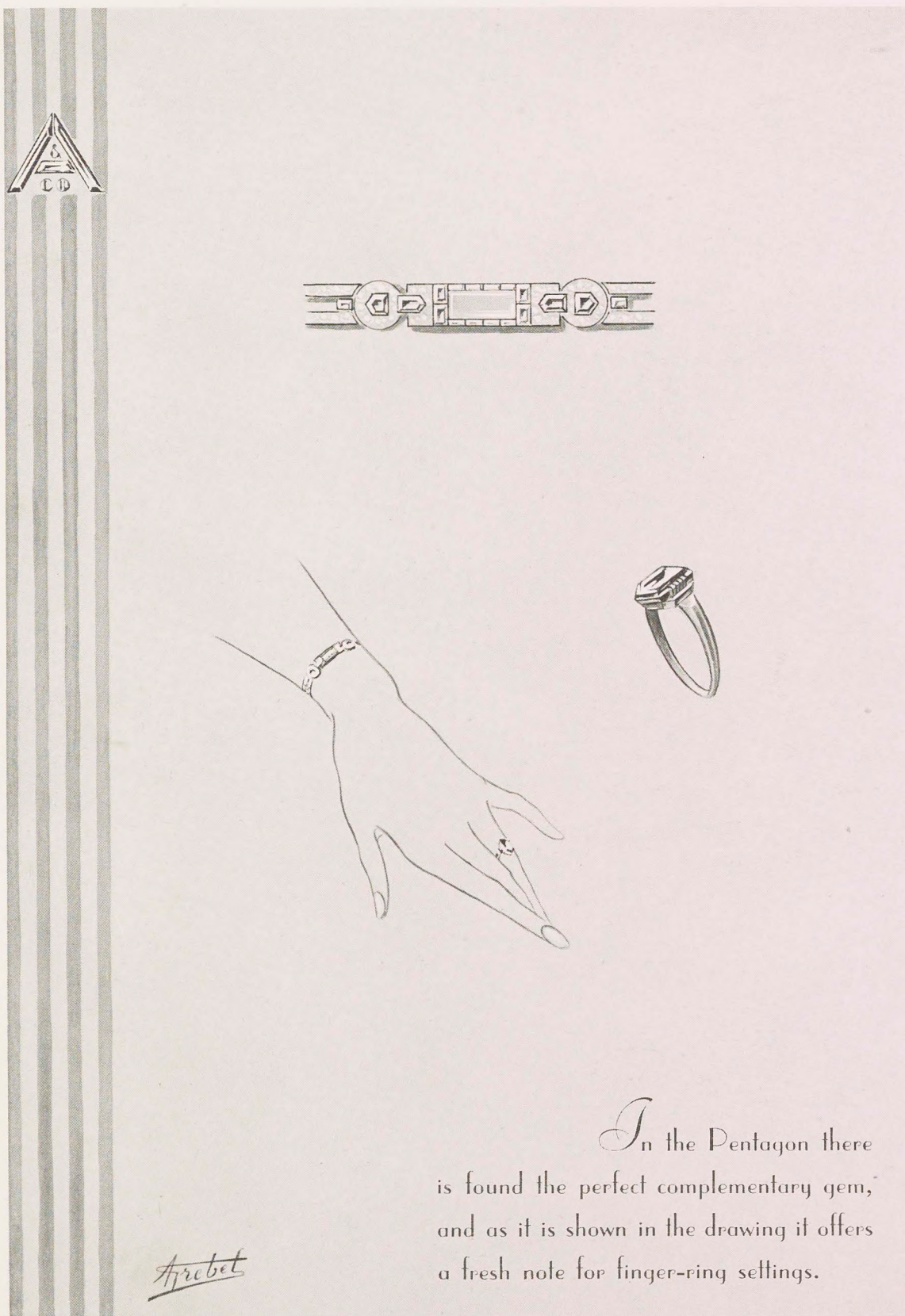


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In the Pentagon there  
is found the perfect complementary gem,  
and as it is shown in the drawing it offers  
a fresh note for finger-ring settings.



The background of the advertisement is composed of several vertical stripes of varying shades of gray. Overlaid on these stripes are three large, semi-transparent circles. The top circle is centered behind the text 'HALF MOON'. The middle circle is positioned behind a vertical rectangular bar that contains a pattern of diamond shapes. The bottom circle is partially visible behind the address text.

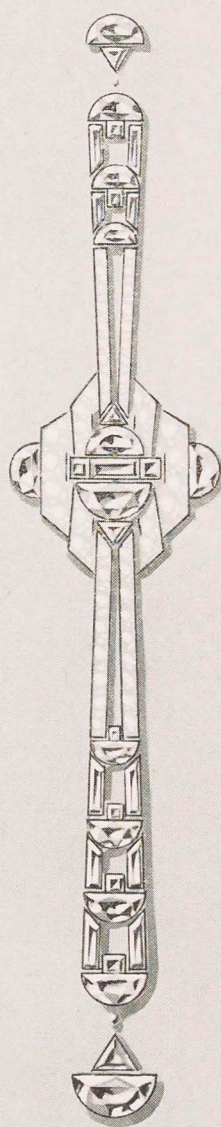
HALF MOON

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Enticing texture the Half-Moon brings to these new designs for an earring of smart three-quarter length and a double pendant shoulder ornament.

*Arretel*



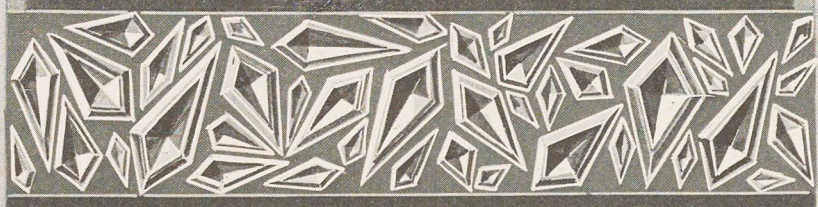


KITE

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A. CREDEL . PARIS





A gem like a glistening  
drop of water, the Kite is gracious as a  
pendant, splendid as an upright finial.

*Arebet*



# TRIANGLE

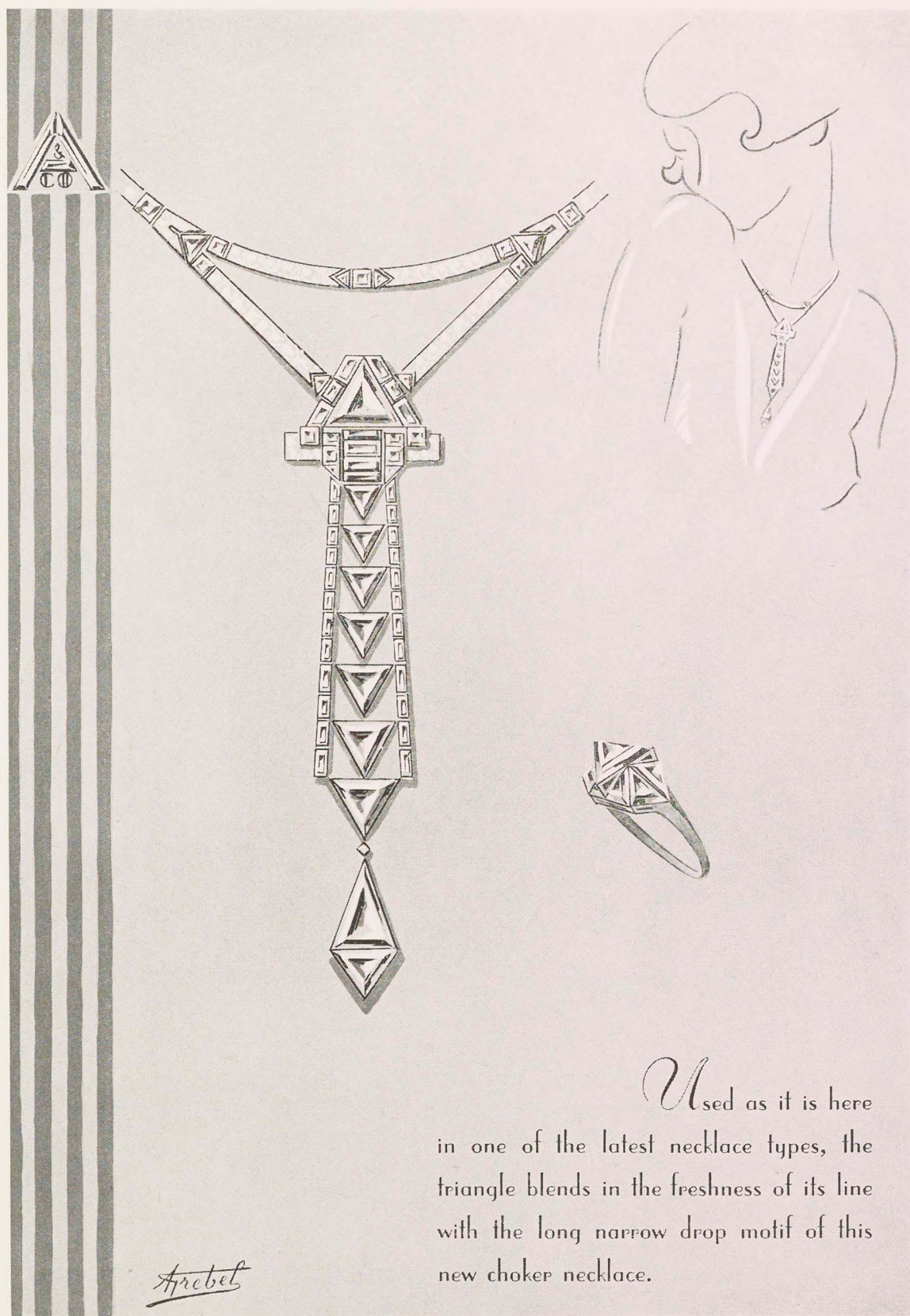


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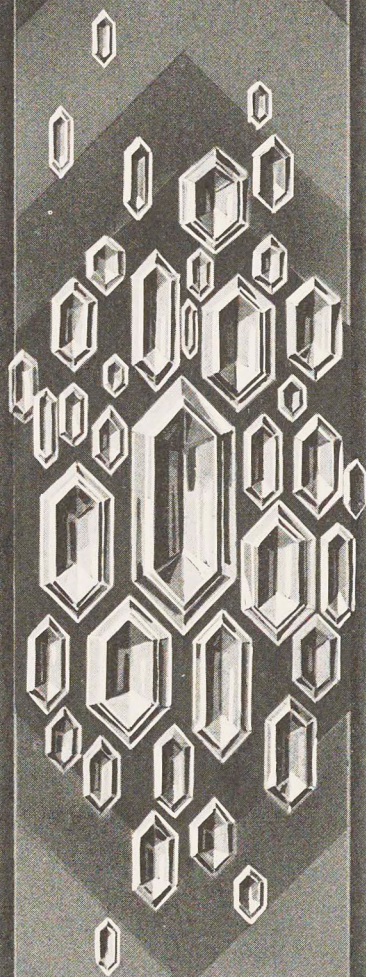
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# HEXAGON



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The Hexagon as solitaire, drop or central unit, proves its worth as an essential gem in finest jewels.



TRADEZE

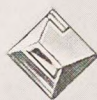
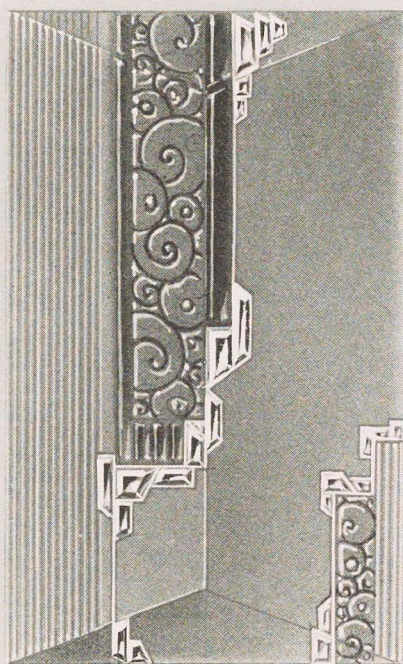
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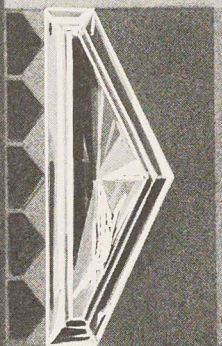
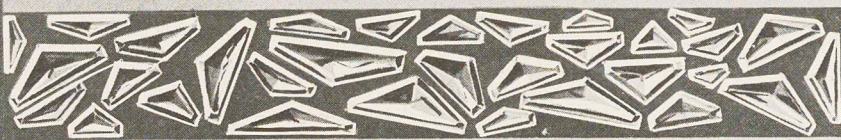




*Apricot*

With gleam and color,  
the Trapeze gives that much-to-be-desired  
texture contrast to the flat surface of the  
cigarette case and light-and-shade again  
to the cuff-link pictured here.





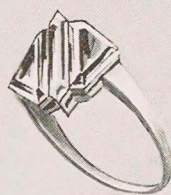
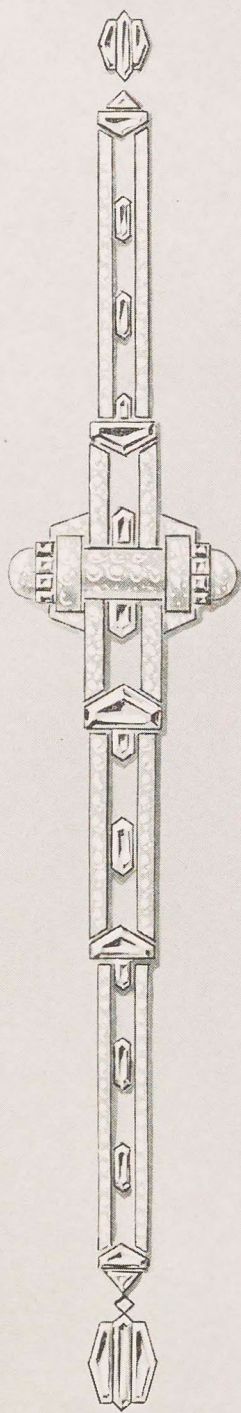
# EPAULET



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The Epaulet, the newest achievement in gem-cutting, brings character and distinction to the latest jewelry style interpretations.

*Arbit*





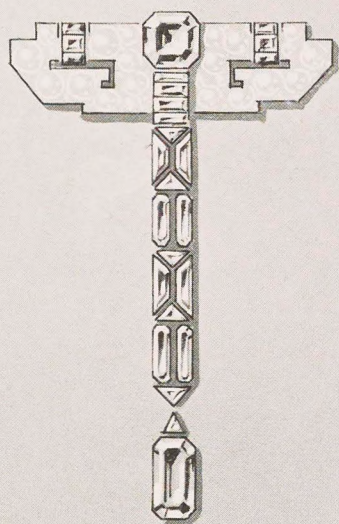
# EMERALD CUT

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And here is the majestic  
Emerald-Cut diamond to enhance the  
simplest design or the most magnificent  
jewel.

*Cartier*



