

Preliminary Inventory of the  
J. Walter Thompson Company. Diamond  
Information Center Vertical File, 1930s-1980s

The John W. Hartman Center for Sales, Advertising & Marketing History

David M. Rubenstein Rare Book & Manuscript Library

Duke University

Durham, North Carolina



Preliminary Inventory of the J. Walter Thompson Company. Diamond Information Center Vertical File,  
1930s-1980s

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**Abstract**

The J. Walter Thompson Company (JWT), founded in 1864, is one of the largest and oldest enduring advertising agencies in the United States. The Diamond Information Center (DIC) operates as the public relations division of the diamond marketing group at J. Walter Thompson on behalf of De Beers Consolidated Mines, Ltd.

The Diamond Information Center Vertical File spans the years from the 1930s to the 1980s and is chiefly an informational file of printed materials. The file was originally created when the N.W. Ayers advertising agency handled the De Beers account. The vertical file was transferred to JWT along with the account. JWT currently handles the advertising for De Beers diamonds. The file is organized into numbered, topical sections that cover a broad range of subjects relating to diamonds, the diamond industry, and the fashion design industry. Topics include: famous diamonds; the annual Diamonds International Awards; diamonds, diamond mining and trade in Africa (especially Angola and South Africa), Brazil, India, Russia and the United States; the analysis, classification, grading and cutting of gem-quality and industrial diamonds; public and private collectors, collections and exhibitions of diamonds, gems, precious stones and jewelry, including the crown jewels of European (particularly Great Britain), Russian and Indian monarchies; the history, advertising and marketing of diamonds, gems, precious stones and jewelry; the manufacture and mechanical properties of artificial diamonds and other precious stones; and the history, cultural and social aspects of the clothing and fashion design industry, with folders on individual designers, merchandisers, and fashion shows.

## **Descriptive Summary**

**Collection Title:** J. Walter Thompson Company. Diamond Information Center Vertical File, 1930s-1980s

**Creator:** J. Walter Thompson Company. Diamond Information Center.

**Extent:** 34.5 Linear Feet About 31,050 Items

**Language of Material:** Material in English.

## **Information for Users**

### **Access Restrictions**

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### **Preferred Citation**

[Identification of item], J. Walter Thompson Company. Diamond Information Center Vertical File, 1930s-1980s, David M. Rubenstein Rare Book & Manuscript Library.

### **Provenance**

The Diamond Information Center Vertical File was transferred to the David M. Rubenstein Rare Book & Manuscript Library from the J. Walter Thompson Company in 1998.

### **Processing Information**

Machine-readable finding aid created by: Angela McClendon

Accession 1998-0370 is described in this finding aid.

Descriptive sources and standards used to create this inventory: *DACS*, *EAD*, *NCEAD* guidelines, and our local *Style Guide*.

## **Historical Note**

The J. Walter Thompson Company (JWT), founded in 1864, is one of the largest and oldest enduring

advertising agencies in the United States. The Diamond Information Center (DIC) operates as the public relations division of the diamond marketing group at J. Walter Thompson on behalf of De Beers Consolidated Mines, Ltd.

## **Collection Overview**

The Diamond Information Center Vertical File spans the years from the 1930s to the 1980s and is chiefly an informational file of printed materials. The file was originally created when the N.W. Ayers advertising agency handled the De Beers account. The vertical file was transferred to JWT along with the account. JWT currently handles the advertising for De Beers diamonds.

The file is organized into numbered, topical sections that cover a broad range of subjects relating to diamonds, the diamond industry, and the fashion design industry. The numbered subjects reflect the original classification schema used by the Diamond Information Center. Some high-level subjects have been added to improve readability; these have been inserted within brackets, and follow the numerical pattern previously established by the Center. Topics include: famous diamonds; the annual Diamond International Awards; diamonds, diamond mining and trade in Africa (especially Angola and South Africa), Brazil, India, Russia and the United States; the analysis, classification, grading and cutting of gem-quality and industrial diamonds; public and private collectors, collections and exhibitions of diamonds, gems, precious stones and jewelry, including the crown jewels of European (particularly Great Britain), Russian and Indian monarchies; the history, advertising and marketing of diamonds, gems, precious stones and jewelry; the manufacture and mechanical properties of artificial diamonds and other artificial precious stones; and the history, cultural and social aspects of the clothing and fashion design industry, with folders on individual designers, merchandisers, and fashion shows.

## **Subject Headings**

These are searchable subject entries for this collection. Performing a search on these subjects in the Duke University Libraries online catalog will bring up other related research materials.

J. Walter Thompson Company.  
De Beers Consolidated Mines.  
Diamonds International Awards.  
Advertising--History.  
Advertising--Research.  
Crown jewels.  
Crown jewels--Great Britain.  
Diamond industry and trade.  
Diamond industry and trade--South Africa.  
Diamond jewelry--History.  
Diamond mines and mining.  
Diamond mines and mining--South Africa.

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Diamonds.

Diamonds--Africa.

Diamonds--Analysis.

Diamonds, Artificial.

Diamonds--Brazil.

Diamonds--Classification.

Diamonds--Collectors and collecting.

Diamonds--Cutting.

Diamonds--Grading.

Diamonds--History--Exhibitions.

Diamonds--India.

Diamonds--Industrial.

Diamonds--Russia (Federation)

Diamonds--South Africa.

Fashion design--History--20th century.

Fashion designers--History--20th century.

Gems--Collectors and collecting.

Gems--Marketing.

Jewelry--Advertising.

Jewelry--Collectors and collecting.

John W. Hartman Center for Sales, Advertising & Marketing History.

## List of Series

Accession 1998-0370 (23 boxes)

## Contents of Collection

### Accession 1998-0370

(23 boxes)

#### [100. Diamond Jewelry]

#### Box 1

100. Diamond Jewelry

110.ELL. *Elle* Encyclopedia: December 1969: "Les Bijoux: rêves, amours et drames"

#### 110. Women's Jewelry

111.AUC. Auctions of diamond jewelry

#### 111. Rings

111.1. Hands

111.1. Etiquette regarding engagement and wedding

111.1. Symbolism

111.1.GUA. Guards for rings

111.1.GUIL. Ring Guild of America

111.1. Photos of rings

111.1.1. Eternity rings

111.1.1. Signet

111.1.2. Engagement ring mountings

111.1.2. Engagement or keeper rings

111.1.2.1.0.HIS. History of the engagement ring

111.1.2.1.0.STY. Styles of engagement rings

111.1.2.CEL. Engagement rings of celebrities

111.1.2.1. Solitaires

111.1.2.1.1. Brilliant cut

111.1.2.1.2. Emerald cut

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111.1.2.1.3. Marquise cut

111.1.2.1.4. Oval cut

111.1.2.1.6. Heart shaped

111.1.2.2.1. Cluster rings

111.1.2.2.2. Illusion setting

111.1.2.2.3. Pear shaped

111.1.2.2.3. Wide band

111.1.3. Wedding rings

111.1.3. Wedding rings used in war

111.1.3.WID. Widow's rings

111.1.4. Matched sets

111.1.4.LOC. Locked rings

111.1.5. Friendship rings

111.1.6. Anniversary rings

**111.2. Brooches, Pins, and Clips**

111.2.2. Brooches and clips

**111.3. Earrings**

111.3. Earring, photos

**111.4. Necklaces**

111.4.2. Necklaces

111.4.3. Pendants

111.4.4. Collars

**111.5. Bracelets**

111.5.2. Bracelets

111.5.2. Bracelets, photos

111.5.4. Hand ornaments

**111.6. Watches**

111.6.1. Watches

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111.6.GUB. Gubelin watches

**Box 2**

111.6.2. Watches, photos

**[111.7. Tiaras and Hair Ornaments]**

111.7. Hair ornaments

111.7.5. Ferroniere

111.7. Tiaras

**111.8. Miscellaneous Jewelry**

111.8.PAT. Patek Phillippe's reinvention of jewelry

111.8.2. Belts (jeweled)

111.8.3. Monogram jewelry

111.9. Military Jewelry

111.9.1M Military jewelry, photos

111.9.2. Add-to-jewelry

111.9.3. Charms

111.9.4. Floral jewelry

**[112. Men's Jewelry]**

112.1. Rings

112.2. Cuff links for men

112.5. Men's jewelry

112.6. Other

112.7. "The Diamond Eaters"

112.8. Sources

112.9. Fashions

112.10.1. Releases

112.10.2. Releases

112.11. Research

**[113. Crowns, Swords, Religious and Ceremonial Jewelry]**

113.1. Crowns



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113.1.GRB. Crowns of Great Britain

113.2. Swords

113.4.REL. Religious jewelry

113.5.MOO. Moon plaque (ceremonial jewelry)

118.4.ADO. Body adornment

**121. Style Trends**

121.0. World history of jewelry

121.1. Ancient beliefs about jewelry

121.2. Medieval jewelry

121.3. Renaissance jewelry

121.4. 16th century jewelry

121.6. 18th century jewelry

121.7. 19th century jewelry

121.7. Edwardian

121.7. Victorian

121.8.A. Art objects made into modern jewelry

121.8.A. Animal jewelry (1960s)

121.8.ANT. Antique jewelry

121.8.BIR. Bird and animal jewelry

121.8.MER. Merry widow mounting

**[122. Jewelry Traditions]**

122. Jewelry traditions, 1900-1929

122. Jewelry traditions of the 1930s

**Box 3**

122. Jewelry traditions of the 1940s

122. Jewelry traditions of the 1950s (2 folders)

122. Jewelry traditions of the 1960s

122.1.BRO. Broken engagements

122.1.ES. Engagement status (1959 study)

122.2.STA. Marriage statistics

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123. Gifts of jewels

123. Gift occasion: Mother's Day

130. "Fancy Fever" article, *Modern Jeweler*, 1984

**[131. Crown Jewels]**

131.1.1. Crown jewels (general)

131.1.2. European crown jewels (miscellaneous)

131.1.4. Crown of the Andes

131.1.1.TAV. Jean Baptiste Tavernier

131.1.3.IND. India-Mogul emperors

131.2.1. Crown jewels of Austria-Hungary

131.2.2. Denmark--crown jewels

131.2.3. French crown jewels

131.2.4. Crown jewels of Great Britain (descriptive)

131.2.4.GRE. Crown jewels of Great Britain (photos)

131.2.4.MAR. Queen Mary--crown jewels, etc.

131.2.4. Crown jewels/Princess Di

131.2.4. Great Britain, Charles, Prince of Wales-Coronet for Investiture, July 1969

131.2.4. Tower of London (crown jewels)

131.2.5. Iranian crown jewels

131.2.6. Italy--crown jewels--House of Savoy

131.2.9. Russian crown jewels (2 folders)

131.2.11. Swedish crown jewels

131.2.12. Crown jewels of India

**132. Queens and Royalty**

132.1.1Z. Queen Zenobia

**132.2. Royal Pieces and Collections**

Arranged by names of countries and rulers.

132.2.1. Geraldine of Albania

132.2.2.MAR. Maria Theresa

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132.2.2E. Elizabeth of Austria

132.2.3. Belgium royalty

132.2.4. Royal family of Denmark

[132.5. France]

132.2.5.E. Eugenie of France

132.2.5.F. Royal Families of France

132.2.5.J. Josephine of France

132.2.5.LOUIX. Louis IX, King of France

132.2.5.5L,XIV. Louis XIV of France

132.2.5.5L,XV. Louis XV of France

132.2.5L. Mary Louise of France

123.2.5.MAR. Marie Antoinette, Queen of France

**Box 4**

132.2.5.MAR. Marie Antoinette necklace

132.2.5.M. Medici Family as French royalty

132.2.5.N. Napoleon's family

132.2.5.SOR. Agnes Sorel

[132.2.6. Great Britain]

132.2.6.ALE. Alexandra, Queen of England

132.2.6.ALEX. Alexandra (Princesses and Queen)

132.2.6.ANN. Princess Anne

132.2.6.BRI. British brides--wedding gifts and customs

132.2.6. Charles (Prince, son of Elizabeth II)

132.2.6. Duchess of Kent (Marina and Katharine)

132.2.6. Duchess of Windsor

132.2.6. Edwardians

132.2.6. Queen Elizabeth I

132.2.6. Elizabeth II, Queen Mother of England

132.2.6. Queen Elizabeth II jewelry--general

132.2.6.ELI. Elizabeth II, Queen of England--badges

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- 132.2.6.ELI. Elizabeth II, Queen of England--bracelets
- 132.2.6.ELI. Elizabeth II, Queen of England--brooches
- 132.2.6. Coronation of Elizabeth II ( 1953) (3 folders)
- 132.2.6.ELI. Queen Elizabeth II of England--diamond presentation, 21st birthday
- 132.2.6.ELI. Elizabeth II, Queen of England--earrings
- 132.2.6. Elizabeth II--life and reign
- 132.2.6.ELI. Elizabeth II, Queen of England--necklaces
- 132.2.6.ELI. Elizabeth II, Queen of England--portrait photos
- 132.2.6.ELI. Elizabeth II, Queen of England--stomachers
- 132.2.6.ELI. Elizabeth II, Queen of England--tiaras
- 132.2.6. Elizabeth II--Tours and jewels she wears on them--Australia
- 132.2.6. Elizabeth II--Tours--Canada, New York, Williamsburg (1957)
- 132.2.6. Elizabeth II--Tours--France (1957)
- 132.2.6. Elizabeth II--Tours--India, Iran, Pakistan
- 132.2.6. Elizabeth II--Tours--South Africa (1947)
- 132.2.6.ELI. Elizabeth II, Queen of England--watches
- 132.2.6.ELI. Elizabeth II, Queen of England--wedding and wedding gifts

**Box 5**

- 132.2.6.GEO. Georgian Kings of England
- 132.2.6.GEO. George VI--coronation
- 132.2.6.HEN. Henry VIII
- 132.2.6.MAR. Princess Margaret
- 132.2.6.MAR. Queen Mary of England
- 132.2.6. Queens, British royalty
- 132.2.6.RF. British Royal Family relatives
- 132.2.6. Victoria and Albert Museum
- 132.2.6.VIC. Victoria, Queen of England
- [132.2.7. Greece]
- 132.2.7. Anne Marie, Queen of Greece
- 132.2.7F. Frederika, Queen of Greece

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- 132.2.8. Hawaiian Royalty
- [132.2.9. India]
  - 132.2.9. Indian Princes
  - 132.2.9S. Shah Jehan and Taj Mahal
- 132.2.10. Iranian Royalty
- 132.2.26. Medici Family in Italy
- 132.2.11. Japanese Royalty
- 132.2.15. Mary of Burgundy (Luxembourg)
- 132.2.12. Princess Grace of Monaco
- 132.3.13. Nepalese Royalty
- 132.2.14. Netherlands Royalty
- 132.2.23. [Persia] Aga Khan and Family
- 132.2.30. Poland--crown and crown of Madonna
- 132.2.28. Portugal
- 132.2.16. Prussian Royalty
- [132.2.24. Russia]
  - 132.2.24. Catherine the Great, Empress of Russia
  - 132.2.24. Russian Royalty
- 132.2.27. Roumanian Royalty
- 132.2.29. Jewels of Saxony
- 132.2.20. Scandinavian Royalty
- [132.2.17. Scotland]
  - 132.2.17. Scotland
  - 132.2.17. Mary Queen of Scots
- 132.2.18. Sikkim Royalty
- [132.2.19. Spain]
  - 132.2.19G. Spanish Royalty (general)
  - 132.2.19I. Isabella of Spain
- 132.2.21. Thailand Royalty
- 132.2.22. Queen of Tonga

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132.2.28. Turkey .. Topkapi Palace, Istanbul

**[133-134. United States]**

133. First Ladies' jewelry

133.COO. Coolidge Diamonds

134. White House jewelry

**140. Museum and Public Collections**

140.BOS. Boston Museum of Fine Arts

140.CHI. Chicago Natural History Museum

140.CNY. City of New York Museum, old gown photos

140.F. Fabrege Easter Eggs

140.FIN. Finch College Art Museum's International Jewelry Collection

140.HAR. Harvard University Mineral Collection

140.MET, NYC. Metropolitan Museum, NYC

140.MUN. Munich Royal Residence, treasury in .. (2 folders)

140. National Estate Presentations, Inc. Collection

140.NY. The World of Gems - New York State Museum Exhibition

140.ROM. Royal Ontario Museum

140.SMI. Smithsonian Institute, gem and jewelry

**Box 6**

140. University of Pennsylvania .. Evans Collection

140.VAT. Vatican Museum

141. Diamonds in the arts

**150. Private and Individual Pieces and Collections**

Arranged alphabetically by person or collection.

150.PRI. Private and individual collections

150.A-F. Personalities, miscellaneous (A-F)

150.AG. Astors & Goulds

150.ALL. Gracie Allen

150.ALP. Mme. Herve Alphan

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150.ARD. Elizabeth Arden  
150.BEA. Cecil Beaton  
150.BEN. Constance Bennett  
150.BER. Sarah Bernhardt  
150.BLY. Ann Blyth  
150.BRA. Mrs. Omar Bradley  
150.BRA. Diamond Jim Brady  
150.BUF. Buffalo Bill  
150.CAF. Gwen Cafritz  
150.CRA. Joan Crawford  
150.DAC. Lily Dache  
150.DAH. Arlene Dahl  
150.DAV. Marion Davies  
150.EIS. Mamie Eisenhower  
150.FAR. Geraldine Farrar  
150.FOR. Mrs. Henry Ford, II  
150.FRA. Arlene Francis  
150.FRA. Brenda Frazier  
150.G-L. Personalities, miscellaneous (G-L)  
150.GAB. Gabor Sisters  
150.GAR. Mrs. Jack Gardner  
150.GOD. Paulette Goddard  
150.HAM. Lady Emma Hamilton  
150.HAR. Lady Pamela Harlech  
150.HEN. Sonja Henie  
150.JOH. Mrs. Lyndon Johnson and daughters  
150.KEN. Mrs. Edward Kennedy  
150.KHR. Mme. Khrushchev and daughters  
150.LAF. Lafayette  
150.LAN. Lily Langtry

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150.LAW. Gertrude Lawrence  
150.LES. Mrs. Frank Leslie  
150.LIN. Mary Todd Lincoln  
150.LIN. Jenny Lind  
150.LUC. Clare Booth Luce  
150.M-R. Personalities, miscellaneous (M-R)  
150.McC. John McCormack  
150. McCullagh, Eveline  
150.MAH. Maharaja Runjit Singh, Ruler of Punjab, 1791-1839  
150.MAR. Mary Martin  
150.MEL. Nellie Melba  
150.NEL. Lord Nelson  
150.NIX. Mrs. Richard Nixon and daughter  
150.OBE. Merle Oberon  
150.ONA. Jacqueline Onassis  
150.OPE. Opera singers (general)  
150.OTE. La Belle Otero  
150.PAL. Mrs. Potter Palmer  
150.PAT. Adeline Patti  
150.PER. Eva Peron  
150.POS. Marjorie Merriweather Post  
150. Private Collections of Americans  
150.Q. Queen of Diamonds  
150.RHO. Cecil Rhodes  
150.ROC. Rockefellers  
150.ROO. Roosevelts  
150.RUB. Helena Rubinstein  
150.RUS. Lillian Russell  
150.RUS. Rosalind Russell  
150.S-Z. Personalities, miscellaneous (S-Z)



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150.SAB. Sabine Heritage Collection

150.SHE. Norma Shearer

150.SIN. Nancy Sinatra, Jr.

150.SOR. Ex-Queen Soraya

150.STA. Henry Morton Stanley

150.STE. Rise Stevens

150.SWA. Gloria Swanson

150.SWA. Gladys Swarthout

150.TAB. Baby Doe Tabor

150.TAV. Jean Baptiste Tavernier

150.TAY. Elizabeth Taylor (Burton)

150.THU. Tom Thumb and wife

150.TRU. Trumans

150.TWA. Mark Twain

150.VAN. The Vanderbilts

150.WAG. Mrs. Robert Wagner

150.WHI. Mrs. C.V. Whitney

150.WIL. Dr. John Williamson

150.YOU. Loretta Young

**[160. References for General Information on Famous and Large Diamonds]**

160.ALPHA. Alphabetical lists of diamonds

160. Famous diamonds [general information]

161.AME. American discovered diamonds

161.BAU. Baumgold Collection

161.CAM. Cambridge Diamond

161.CHA. Charts for "Notable Diamonds of the World"

161.COR. Correspondence for "Notable Diamonds of the World" (2 folders)

**Box 7**

161.COR. Correspondence for "Notable Diamonds of the World," contined

161.ENCY. Encyclopedia, famous diamonds

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161.FDP. Famous diamonds: black-and-white photos

161. Large diamonds

161.MIS. Miscellaneous famous diamonds

161.MIS. Miscellaneous for "Notable Diamonds of the World" (2 folders)

161.HIS. Histories of famous diamonds

161.OWN. Owned in the United States

161.WIN. Winston Stones

See ARCOTS under A's; See WESTMINSTER tiara behind the TIARA folder in JEWELRY

161.1 Replicas of famous diamonds (2 folders)

**[162. Famous Diamonds (Individual)]**

Arranged alphabetically.

162.A. Arcot Diamonds

162.AGR. Agra Diamond

162.AKB. Akbar Shah Diamond

162.ALG. Algeiba Star

162.ALK. Alkaid Star

162.ALS. Al Shams Diamond

162.AME. American Women who Own Diamonds

162.A. Arkansas diamonds

162.ASH. Ashberg Diamond

162.AUS. Australian diamonds

162.AUS. Austrian Yellow Diamond

162.1.B. Black Orloff

162.BLA. Black Star

162.BLU. Blue diamonds

162.BLU. Blue Lily

162.3.B. Briolette of India

162.4. Bouelle Diamond

162.2.B. Braganza

162.CAR. Cartier Diamond

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162.1. Louis Cartier Diamond  
162. Colenso Diamond  
162.1.C. Cleveland Diamond  
162.CON. Constantin  
162.2.C. Copenhagen Blue  
162.3.C. Cuban Capital Diamond  
162.C. Cullinan  
162.5.C. Cumberland Diamond  
162.1.D. Darya-i-nur  
162.DEB. De Beers Diamond (2 folders)  
162.2.D. Deepdene Diamond  
162.DES. Desert Star  
162.DIA. Diamond Arrow  
162.3.D. Dresden Green Diamond  
162.D.B.W. Dresden White  
162.DUD. Star of South Africa Diamond (Dudley)  
162.DUT. Du Toit  
162.1.E. Earth Star Diamond  
162.EMP. Empress Josephine Brooch  
162.2.E. English Dresden Diamond  
162. Engraved diamonds  
162.EUG-BLUE. Eugene Blue Diamond  
162.EUG. Eugenie Diamond  
162.4.E. Eureka Diamond  
162.5.E. Excelsior Diamond  
162. "Fifty Years of Aeroflot," 232-carat Russian diamond  
162.1.F. Flame of Gold Diamond  
162.FLA. Flaming Star  
162.2.F. Florentine Diamond  
162.1.G. Gaby Deslys Diamond

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162.GEM. Geminies (One and Two)

162.2.G. Golconda d'Or Diamond

162.GOL. Golden Door

162.3.GM. Golden Maharajah

162.4.C. La Grande Couer d'Africa

162.3.G. Grand Condé Diamond

**Box 8**

162.4.G. Great Chrysanthemum Diamond

162.GRE. Great Harry Diamond

162.5.G. Great Mogul Diamond

162.GTD. Great Table Diamond

162.G. Grima Diamond

162.GUG. Guggenheim Diamonds

162.GUI. Guise Diamond

162.HAL. Halphen Red Diamond

162.HA. Harlequin

162.HIS. Histories of some famous diamonds

162.HOPE. Hope Diamond

162.IDO. Idol's Eye Diamond

162.IND. Star of Independence

162.IND. Indian Diamond

162.IV. Ivory Moon

162.JAC. Jacob Diamond

162.JAH. Jahangir Diamond

162.JEH. Jehangir Diamond

162.JON. Jonker Diamond

162.JUB. Jubilee Diamond

162.JUN. June Briolette Diamond

162.KEN. Kenmore Diamond

162.KHE. Khedive Diamond

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162.KIM. Kimberley Diamond  
162.KOH. Koh-i-noor Diamond  
162.KRG. Kruger Diamond  
162.KRU. Krupp Diamonds  
162.LAB. La Belle Helene  
162.LES. Lesotho Diamond  
162.LIG. Light of Peace Diamond  
162.MAX. Maximilian Diamond  
162.MAZ. Mazarin (2 folders)  
162.McF. McFarlin Canary Diamond  
162.MEI. Meister Diamond  
162.MOO. Moon of Baroda and other moon diamonds  
162.MOO. Moon of the Mountains Diamond  
162.MOU. Mounce Diamond  
162.MS. Mountain of Splendour  
162.NAS. Nassak Diamond  
162.NAV. Navangar Diamond  
162.NEP. Nepal Diamond  
162.NIA. Niarchos  
162.NIZ. Nizam Diamond  
162.NOS. North Star Diamond  
162.NUR. Nur-ul-ain Diamond  
162.OPP. Oppenheimer Diamond  
162.ORL. Orloff Diamond (2 folders)  
162.ORT. Ortlepp Diamond  
162.PAS. Pasha Diamond  
162.PAU. Paul I Red Diamond  
162.PIG. Pigott Diamond  
162.POL. Polar Star Diamond  
162.POR. Porter-Rhodes

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162.POR. Regent of Portugal Diamond  
162.PORT. Portuguese Diamond  
162.PRE. Premier Rose Diamond  
162.PRI. Prince Edward of York Diamond  
162.PRI. Princie Diamond  
162.FRE. Queen Fredrica Diamond  
162.QUE. Queen of Holland Diamond  
162.REG. Regent Diamond  
162.ROJ. Rojtman Diamond  
162.RUG. Russian diamonds general  
162.SAN. Sancy Diamond  
162.SHA. Shah Diamond  
162.PER. Shah of Persia Diamond  
162.SHE. Shephard Diamond  
162.SIE. Sierra Leone stones  
162.SOL. Sol et d'Or  
162.ASI. Star of Asia  
162.DEN. Star of Denmark  
162.STA. Star of the East Diamond  
162.EST. Star of Este Diamond  
162.SIE. Star of Sienna Leone Diamond  
162.SOU. Star of the South Diamond  
162.STA. Star of Texas  
162.STE. Stewart Diamond  
162.SUL. Sultan of Moracco Diamond  
162.SUN. Sunrise Diamond  
162.TAB. Tabert Diamond  
162. Taylor Heart  
162. Taylor-Burton  
162.TIF. Tiffany Diamond

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162.TRA. Transvaal Diamond

162.TUR. Turkey Diamond I and II

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162.VAR. President Vargas

162.VIC. Victoria Diamond

162.WAL. Walska Heart-Walska Briolette

162.WHI. White Saxon Brilliant

162.WIL. Williamson Pink Diamond

162.WIN. Winston Diamond - Jagersfontein

162.WIT. Wittelsbacher Diamond

162.WOY. Woyie River Diamond

163. Color Chart of Diamonds - Modern Jeweler

163.COL. Colored diamonds

163. Diamonds - Lust, Love and Power

164. Unnamed diamonds

170.DOL. Colleen Moore's "Doll House"

**171. Jewelry Exhibitions [including Diamonds International Awards]**

171.ADO. Art of Personal Adornment (exhibition)

171.AGE. Ageless Diamonds (exhibition)

171.ART. Art in Jewelry (exhibition)

171.BIR. Exhibition of Gemstones & Jewellery (Birmingham, England, 1960)

171.BRI. British exhibition in New York

171. Brooklyn Museum, Greek Gold, 1966

171.BRU. Brussels-World Fair Exhibit, 1958

171.COO. "Nineteenth Century Jewelry," Cooper Union Museum, 1955

171.COU. Court of Jewels, 1949

171.CRY. Crystal Palace exhibition, 1851

171.DIA. Diamond in Art & Industry

171.DIA. Diamonds International Awards, miscellaneous

171.1.INT. Diamonds International Academy

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171.INT. Diamonds International Awards

171.INT. Diamonds International Awards (entrants), 1968-1978 and 1982 (12 folders)

171.INT. Diamonds International Awards (records)

Note: Diamonds International Awards material continues in Box 10.

171.LIS. Listings of exhibitions

171.LON. London, Jewel of the Year, 1962

171.LOU. Ten Centuries of French Jewelry, Louvre, 1962

171.RAN. Rand Easter exhibits, 1963-1967

**172. Jewelry Competitions**

172.COM. Jewelry competitions [general]

172.CP and 172.PEA. Cultured pearl contests (2 folders)

172.DER-F. Diamond engagement ring competition, France, 1969

172.DIA. Diamonds-International Awards Catalogs

172. Diamonds-Today Collection, Royal Ontario Museum, 1973

172.ITA. Italy

172.JAP. Japan engagement ring competition

172.JAP. Jewelry competition - Japan

172. London contest, jewelry design, 1970

173.AMS. Amsterdam diamond exhibition, June 1949

173.DEB. De Beers exhibit, World's Columbian Exp. Chicago, 1893

173.GJF. Golden Jubilee Fashion Show, 1948

173.IDS. International Diamond Show, Amsterdam, 1957

173.N.Y.W. New York World's Fair, 1939

**Box 10**

171.INT. Diamonds International Awards (booklets, 1958-1978)

**200. Diamond Markets [General]**

200. Diamond marketing

210. General marketing

210.SMU. Diamond Smuggling: a chapter from *The Smugglers*, by Timothy Green, 1969



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- 211.DIA. "The Diamond Industry," by L.J. Burke, Diamant, 1967
  - 211.OPP. "The Marketing of Rough Diamonds," by P.J. Oppenheimer, 1967
  - 212.BBB. Better Business Bureaus
  - 212. Consumer research: the gem diamond, 1960
  - 212.NYT. "Diamonds Aren't Necessarily Forever," by Anthony Carthew
  - 213. Ernest Oppenheimer
  - 213.EO. Sir Ernest Oppenheimer
  - 213.HO. Harry Oppenheimer, photos
  - 213.LO. Louis Oppenheimer (miscellaneous material)
  - 213.NIC. Nicholas Oppenheimer, Harry's son
  - 213.PJO. Philip J. Oppenheimer (miscellaneous material)
  - 213.SPI. Sidney Spiro
  - 213. Women in diamond marketing
  - 214.JCK.1-4. Jewelers Circular-Keystone Annual Reports on the Diamond Industry, 1925-1969  
(4 folders)
    - 214.JCK-1. 1925-1969
  - 220.GHA. Ghana diamonds
  - 220.RUS. Russian sales agreement with DeBeers
  - 221.DTC. "Diamond Cutter Buys Diamonds" at DTC in "Kimberly," photo story circa 1945
  - 222. Rough Diamond Sales--Statistics and Reports
    - 222.1. Annual Report .. Diamond Industry, prepared by Jewelers Circular Keystone
    - 222.1. Gem stones, U.S. Bureau of Mines
  - 223.CSO. Evolution of the central selling organization for diamonds
  - 223.De B. De Beers Consolidated Mines, Ltd. (miscellaneous articles)
  - 223.MON. Monopoly of industry--De Beers
  - 223.SLE. Government Diamond Office--Sierra Leone
- Box 11**
- 230. Wholesale Diamond Marketing
    - 230.DOB. Dobson Diamond Distributor
    - 230. Whole Sales--47th Street
  - 231. Sales methods

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- 232. Statistics of Diamond Marketing
  - 232.TEE. Teenage statistics and reports
  - 232.1.ISR. Israel--imports and exports
  - 232.1.US. Diamond imports (U.S.)
- 233.1. 47th Street (NYC) Diamond Center
- 233.DCA. Diamond Council of America
- 233.1. Diamond Corporation of America
- 233.1.DMI. Diamond Manufacturers & Importers
- 233.1.HAT. Hatton Garden Diamond Service
- 233.HFO. Harry F. Oppenheimer (miscellaneous articles)
- 233? International Diamond Sales, Antwerp
- 233.1.MAI. Maiden Lane
- 240. Diamond Retailing**
  - 240. Gemological Institute of America
  - 240. How to Sell More Diamonds [booklet]
  - 240. Retail Prices .. quarterly surveys
  - 241.APP. Appraisals
  - 241. Buying diamonds - retail
  - 241. Department stores .. jewelry departments
  - 241.CLUB. Diamond Club
  - 241.2.CRE. Credit buying
  - 241.INV. Diamonds for investment
  - 241.LEA. Leased departments
  - 241.S. Security in retail stores
  - 242.BL. Black [African-American] market
  - 242.JO. Jewelers Outlook
  - 242.2.PRI. Upward swing in diamond prices
  - 242. Retail Jewelers Survey, 1954-1955, 1960, 1966-1968
  - 242. Retail sales .. statistics and reports
  - 242.1. Statistics and reports, annual

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242.2.JCK. Typical engagement ring sale, Jeweler's Circular-Keystone, October 1969

242.2.TEENS. Teenage market

**243. Diamond Retailers -- Organizations**

243.AGS. American Gem Society

243.BEL. Leon R. Bellis

243.HEF. Elleard B. Heffern, Inc., St. Louis

243.JBT. Jewelers Board of Trade

243.1.CAL. California Retail Jewelers Association

243.1.CONN. Connecticut Retail Jewelers Association

243.1.JIC. Jewelry Industry Council

243.1.JVC. Jewelers Vigilance Committee

243.1.RJA. Retail Jewelers of America

**243.2. Diamond Retailers -- Individual**

243.2.ARG. Argenzio Brothers

243.2.ARG. Argo & Lehne

243.2.BAL. Henry B. Ball Co.

243.2. Myer B. Barr

243.2.BEN. Bennett Brothers

243.2. Bixler's

243.2.BS&G. Black, Starr & Gorham

243.2.CAL. J.E. Caldwell & Co.

243.2.CAR. Cartier

243.2.HAR. Hardy & Ames (Pittsburgh)

**Box 12**

243.2.BUC. Bucherer

243.2.CHA. Chaumet

243.2.COO. F.J. Cooper

243.2.DON. Donovan & Seamans Co. (Los Angeles)

243.2.EVE. Arthur A. Everts Co.

243.2.GAL. Galt & Bro., Inc.

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243.2.GAR. Garrards (Britain's Crown Jewelers)  
243.2.GOOD. A.D. Goodman & Bros.  
243.2.GOR. Gordon Traditional Stores (Houston, Texas)  
243.2.HAA. Haack  
243.2.HAN. Hand of Gold Originals  
243.2.HIM. Marvin Hime  
243.2.HUD. J.L. Hudson  
243.2.JAC. Mermod Jaccard King  
243.2.JBS. Jewel Box Stores  
243.2.JES. Jessop & Sons  
243.2.KAT. Katz & Lourie  
243.2.KER. Rene G. Kern  
243.2.KIG. C.A. Kiger Co.  
243.2.SKL. S. Klein  
243.2.KOS. Nat Koslow  
243.2.KRA. Sidney Krاندall & Sons  
243.2.LAM. Lambert Brothers  
243.2.LAY. Laykin & Co. (West Coast)  
243.2.LEV. Harry Levinson  
243.2.LIN. Lindemann Jewelry Co. (San Francisco)  
243.2.LINZ. Linz (Dallas, Texas)  
243.2.LIT. Litwin Co.  
243.2.MAR. Marchal  
243.2.MAY. L&C Mayers Co.  
243.2.MIS. Miscellaneous Retail Jewelers: Modest Priced Diamonds  
243.2.OST. Ostier, Inc.  
243.2.PAR. Parke-Bernet (Auction House)  
243.2.PEA. C.D. Peacock  
243.2.PER. Perel & Lowenstein  
243.2.PLA. John Plain & Co.

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243.2.PRI. Primavesi & Kaufmann

243.2.SEL. Selco, Inc.

243.2.SIM. Simon's

243.2.SOG. Arthur C. Sogno Co. Jewelers (R.C.A. Building, New York)

243.2.S&F. Spritzer & Fuhrmann

243.2.STE. Sterling Silversmith Guild

243.2.STE. Hans Stern

243.2.TIF. Tiffany

243.2.TIL. Tillander (Helsinki)

243.2.WAN. Wander & Co.

243.2.ZALE. Zale Corporation

**250. Advertising and Promotion (U.S.)**

250.COU. Courtenay Jamison Advertising

250. *Lapidary Reporter*, 6 September 1969

250.1. Christmas

251.1. Ethyl tie in

251.2. Gift newspaper ads (local)

252.GEN. Gene Moore (Tiffany display man)

252.WAN. Wanamaker displays

252.1. Display: diamond tools and dies

252.3. Diamond rooms (2 folders)

253.1. Bridal shows

252.4.CUT. Cutting demonstrations

255.DOR. Dorothy Lewis Dolls (2 folders)

255.DOR. Dorothy Lewis Dolls-- "Little Queens and Big Diamonds"

255.ENG. Engagement ring promotion material

255.2. Promotion to stores

255.2. Local newspaper advertising

255.2. Kingsley Gift Book

**260. Advertising and Promotion (abroad)**

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- 260.AUS. Australia
- 260. Canada
- 260.CAN. Canadian Jewelers Association
- 261. Canadian Diamond Surveys, 1956-1967
- 262. France
- 263. Germany
- 264. Great Britain

**Box 13**

- 268. Advertising and promotion in New Zealand and Australia
- 271. Jewel robberies and fingerprinting
- 272. Insurance for diamonds (2 folders)
- 274. Excise taxes
- 273. Better Business Bureau

**300. Diamond Jewelry Manufacturing**

- 320. Manufacture of jewelry (general)
- 321.BAL. Ballard & Ballard
- 321.ELE. Electroforming gold
- 321. Mountings and settings
- 321.SET. Diamond setting
- 322. Finishes, Gold Filled Mfgr. Assoc.
- 322. Metals in jewelry

**330. Manufacturers and Designers**

- 330.ALB. Gilbert Albert
- 330.ANN. Anneke Schat
- 330.ANT. Barbara Anton
- 330.BAL. Charles Baldinger (designer)
- 330.BEC. Friedrich Becker
- 330.BLA. Roger Blanton (designer)
- 330.BOH. Bohnenburger
- 330.BRA. Braque

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330.BRY. Irena Brynner  
330.BUC Nadja Buckley  
330.CIP. Aldo Cipullo (designer)  
330.COL. Helen Fletcher Collins  
330.DAL. Salvador Dali/Dali Jewelry (3 folders)  
330.DIN. Jean Dinh Van (designer, Cartier's)  
330.DIO. Christian Dior (precious jewelry)  
330.DON. John Donald  
330.DUQ. Tony Duquette (designer)  
330.ERM. Engagement ring manufacturers  
330.FAB. Faberge  
330.FEA. Feature Engagement Ring Co.  
330.FRE. French jewelers and designers  
330.G-L. Gensler-Lee  
330.GEY. Anne Geyer  
330.GRI. Andrew Grima  
330.HAM. Hamilton Watch Co.  
330.HEA. George Headley  
330.HEY. Oscar Heyman  
330.HOLZ. Nathan Holz  
330.ITA. Italian jewelers  
330.JAB. Jabel Ring Manufacturers  
330.J. Japanese jewelry designers  
330.JOS. Mrs. Joan Castle Joseff  
330.JOY. Isabelle Joyce  
330.K&B. Karlan & Bleicher, Inc.  
330.KIG. C.A. Kiger  
330.KOV. Marc Koven  
330.KRU. Mary Kruming  
330.KUNZ. Dr. George F. Kunz

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330.LAL. Ganeshi Lall & Son  
330.LAN. Kenneth L. Lane (costume jewelry)  
330.LIN. Peter Lindeman  
330.LIN. Robert Lindemann  
330.OGD. Ogden  
330.OSM. Louis Osman (designer)  
330.PEA. Erwin Pearl  
330.PER. Sigurd Persson  
330.PON. Pond Ring Co.  
330. Fulvio Scavia  
330.SCH. Seaman Schepps  
330.SCH. Mary Schimpff  
330.SCH. Jean Schlumbweger (designer)

**Box 14**

330.SEA. Sears & Roebuck Diamond Department  
330.SIE. Patrick Dennis Sieler  
330.TRA. Traub Ring Co.  
330.VAN. Van Cleef & Arpels  
330.WEB. David Webb  
330.WER. Jack M. Werst  
330.WIN. Harry Winston (2 folders)  
330.WOO. J.R. Wood  
330.1. References to diamonds in literature  
330.2. Design information: titanium, nobium and tatalum  
331. Manufacturers and designs  
332. Manufacturer groups  
    332.DMI. Diamond Manufacturers & Importers Association  
    332.GOL. Goldsmith's Hall, London  
    332.GRA. Granat Brothers .. Manufacturers-Retailers  
    332.MAN. Manufacturers of Engagement Rings



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**333. Jewelry Designers**

- 333.ALL. Jane Allen (DIA)
- 333.AME. American Designers
- 333.BER. Wesley Bergen
- 333.BUL. Bulgari
- 333.DUN. Henry Dunay
- 333.EMI. Ms. Emis
- 333.HAY. Maggie Hayes
- 333.HIS. Yasuhiko Hishida
- 333.HVO. Theresia Hvorslev
- 333.ISH. Hikoji Ishii
- 333.ISR. Leon Israel
- 333.LUC. Roger Lucas
- 333.MER. Rex Steele Merten (Dia winner)
- 333.MIT. Takao Mitsuyasu
- 333.PET. Hans-Leo Peters (DI Academy)
- 333.SUZ. Sachiko Suzuki
- 333.TAK. Kotaku Takabatake
- 333.WOO. Helen Woodhull
- 333.YAM. Tsuyoshi Yamada

**400. Diamond Cutting**

- 400.LAP. Lapidary Journal (gem cutting magazine)
- 411.GBR. History of cutting in Great Britain
- 411.HIS. History of Diamond Cutting
- 412.AME. American Cut (American School of Diamond Cutting)
- 412.AMS. Amsterdam Diamond Center
- 412.ANT. Antwerp Cutting Center
- 412.BEL. Belgium
- 412.BER. "Socio-Economic Considerations in Shifts of the Diamond-Cutting Industry," Mildred Berman

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412.GEN. Location of diamond-cutting industry  
412.GEN. *Optima* article on centers in general  
412.HOL. Diamond cutting factories in Holland  
412.IDA. Idar Oberstein article  
412.IND. India as cutting center  
412.ISR. Israel Cutting Center  
412.PR. Puerto Rico (cutting center)  
414. Cutting theory

**Box 15**

421.CUT. Cutting steps--Baumgold  
421.CUT. Cutting steps--Photos and negatives  
421.EAR. Earth Star steps in cutting at Baumgold Bros. plant  
421.ILL. Illustrated Steps in Cutting  
421.MAC. Machines for cutting (grinding)  
421.MAR. Marking  
421.PLA. Plant interiors--Cutting operations  
421.POL. Polishing diamonds  
421.REP. Replicas of Cutting Steps  
421.SAW. Diamond sawing  
421.THA. Thailand--Cutting center  
422. Cuts & Shapes (general)  
    422.BAG. Baguette cut  
    422.BAR. Barion cut  
    422.BRI. Brilliant cut  
    422.EME. Emerald cut  
    422.HEA. Heart cut  
    422.HIG. Highlight cut  
    422.HUI. Huisman Brothers cut  
    422.MAR. Marquise cut  
    422.MUL. Multiple cuts and trademark cuts

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- 422.OVA. Oval cut
- 422.PEA. Pear cut
- 422.PRO. Profile cut
- 422.QUA. Quadrillion cut
- 422.ROSE. Rose cut
- 422.TRI. Trilliant cut
- 424. Recutting
- 425. "Automatic Diamond Polishing Machine"

**430. Cutters and Cutting Organizations**

- 430.ASS. Asscher Family
- 430.BUE. Abel Buell
- 430.DEH. Bernard de Hann
- 430.DEM. Demonstrator Cutters
- 430.DES. Maurice S. Dessau Co.
- 430.DIN. Dinhofer Diamond Cutting Works
- 430.KAP. Lazare Kaplan & Sons (Leo & George)
- 430.KAT. Gustave Katz (Katz Cutting Works)
- 430.MIS. Miscellaneous Cutters
- 430.VAN. Van Moppes & Son (Amsterdam cutter)
- 430.WES. Maurice Westreich (Cutter of MOUW Diamond Cutting Works)

**500. Diamond Mines**

- 500. Diamond mining
- 500. Diamond mining--Methods and chambering
- 510. Cleaving
- 510. Diamond Dictionary Research
  - 510.EMJ. Diamond Mining and Recovery (Eng. & Min. Jr. Nov. 1969)
  - 510.HOI. Hoist
  - 510.KIM. Kimberly Mine Museum
- 511. Open Cast Mining
- 512. Alluvial Mining (West Africa)

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513.Types of mines

513.MOON. Moon Mining Tektites

513.1.(66) Beach Mining .. Marine Diamond Corp at C.D.M., 1966

513.1.(67) Beach Mining .. Marine Diamond Corp at C.D.M., 1967

513.1.SEA. Sea Background Material: Sea Mining

513.1.SEA. Sea Diamond Corporation Ltd.: 1964, 1967 Annual Reports

**Box 16**

513.2.SEA. Pomona - photos (Sea Mining)

513.3.SEA. Colponton - photos (Sea Mining)

513.3. Offshore diamonds

513.4.SEA. Sea barges used in sea mining - photographs

514. Mining Processes

514. Central Recovery Plant at Kimberly for Bultfontein, Dutoitspan, Wesselton mines

514. Mining and cutting photos

514. Ore processing

514. Recovery or pulsator process step-by-step photos

514. Tipping

514. Washing

514.X-Ry. X-Ray Recovery

[515. Shipping and Sorting Processes]

515. Crushing

515.SHI. Diamond shipping

515. Sorting .. De Beers

515. Central sorting office .. photos

516. World Diamond Production Statistics

516. Production statistics - 1971

516.JCK. Diamond production (JCK annual story)

516.WPF. World Production Figures - 1968 (confidential)

516.1969. World Diamond Production - 1969

517. De Beers Mine hostels

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**520. Diamond Mining Areas**

Arranged alphabetically by geographic location.

- 520.ANG. Angola
- 520.ANT. Diamond Mining in Antarctic
- 520.BEL. Belgian Congo
- 520.BRA. Brazil
- 520. Diamond mining in Canada
- 520.CON. Congo
- 520.GOL. Golconda, India
- 520.IND. India
- 520.KOS. Kostern, Western Transvaal
- 520.LIC. Lichtenburg District
- 520. Meteorites .. Diamonds in ...
- 520.NAMA. Namaqualand Diamonds
- 520.RHO. Rhodesia
- 520.RUS. Russian - mining area
- 520.SIE. Sierra Leone
- 520.KIM. Kimberley Town [South Africa] photographs
- 520.SLE. Sierra Leone mining area
- 520. Mining areas .. South America
- 520.SPA. Diamonds found in Spain
- 520.U.S. Mining in the U.S.
- 520. Vall River Mining
- 520.VEN. Venezuela
- 520. West Coast Mining, photos

**530. Individual Diamond Mines**

Arranged alphabetically by name of mine.

- 530.BAR. Barkly West
- 530.BUL. Bulfontein Mine
- [530.CDM. Consolidated Diamond Mines of Southwest Africa]

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530.CDM. Consolidated Diamond Mines of Southwest Africa  
530.CDM. Consolidated Diamond Mines of Southwest Africa, before 1967  
530.CDM. Consolidated Diamond Mines of Southwest Africa, 1967 photos

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530.CDM. Consolidated Diamond Mines of Southwest Africa, 1971 photos  
[530.DEB. De Beers Mine]  
530.DEB. De Beers Mine  
530.DEB. De Beers Original Mine, 1872  
530.DEB. De Beers Mines (early scenes)  
530.DEB. De Beers - Debswana's mines Jwaneng  
530.DEB. De Beers .. Mining Blueground  
530.DEB.IND. De Beers Industrial Corp. Lit. Ann. Rep., 1965-1967  
530.DUT. Dutoitspan Mine  
530.DUT. Workers and housing conditions at Dutoitspan Mine  
530.F. Finsch Mine (2 folders)  
530.GOL. Golconda Mine  
530.GUY. Guyana  
530.IND. India  
530.JAG. Jagersfontein Mine  
[530.KIM. Kimberley Mine]  
530.KIM. Kimberley Mine (3 folders)  
530.KIM. Kimberley Mine (early photos)  
530.KIM. Kimberley Mine (today -- photos)  
530.KIM. Kimberley (Diamond Centenary Celebration photos)  
530.KIM. Kimberley Mine (written material)  
530.KLE. Kleinzee Plant  
530.KOF. Koffiefontein Mine  
530.KOF. Koffiefontein Mine - photos  
530.LES. Lesotho Mine  
530.LIC. Lichtenburg Diggings

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- 530.MUR. Murfreesboro, Arkansas mine
- 530.MWA. Mwadui
- 530.NOO. Nooitgedacht
- 530.O. Orapa Mine, Botswana (background material)

**Box 18**

- 530.O. Orapa Mine, Botswana (photographs)
- 530.PRE-PREM. Premier Mines (2 folders)
- 530.PRE. Premier annual reports
- 530.WES. Wesselton Mine
- 530.WIL. Williamson Mines
- 530. Anita Viksne/Barbara Gleason, South African photos
- 531.SA. South Africa jewelry designers

**[540-542. Mining Companies]**

- 540. American Brazilian Investment Co. (George Bruce, Atlanta)
- 540.CHA. Chamber of Mines of S.A. [South Africa]
- 540.CHA. Jack Chapman .. De Beers employee
- 540.COR. Diamond finder .. J.O. Cornelissen ..
- 540.KLA. Klaas Mosekimang .. worker diamond finder
- 540.SIM. Simon Lugulwana
- 541.BAR. Barney Barnato
- 541.RHO. Cecil J. Rhodes
- 541.RUS. Maurice Rush, Ex. Dir. Anglo Am.
- 542.CDM. Consolidated Diamond Mines of South-west Africa, Ltd.: annual reports
- 542.DEB. De Beers Mining Company
  - 542.DEB. De Beers Company (miscellaneous)
  - 542.DEB. De Beers Consolidated Mines: annual reports
  - 542.DEB. De Beers Consolidated Mines (to 1900)
  - 542.DEB. Harry Oppenheimer's "Industrial Africa," *Fortune*, May 1960
- 543.DEB. De Beers Consolidated Mines: 1965 Mining Annual Review

**600. Industrial Diamonds**

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- 621. Metal working
- 621. X-Ray orientation of diamonds for diamond tools
- 622.C&C. Industrial diamonds in concrete and construction
- 623.CER. Industrial diamonds in the ceramics industry
- 623.CER. Industrial diamonds in the stone industry
- 624.GLA. Industrial diamonds in the glass industry
- 626.OCA. Other cutting application: plastics and rubber
- 627.NCU. Non-cutting uses of industrial diamonds
- 630.GD. Diamond grinding
- 630.IDR. Industrial research: De Beers
- 650.IDC. Industrial Diamond Congress (Paris, May 1962)
- 660.M&RD. Mining and recovery of industrial diamonds

**700. General Diamond Information**

- 700.CAR. Carats
- 700.GEN. General diamond information: investment
- 711. Hardness of diamonds
- 711. The physics of diamond
- [712. Color]
  - 712. Color in diamonds
    - 712.1. Color in diamonds .. natural (2 folders)
    - 712.2. Color in diamonds .. treated
- 713. Gemprint
- 720.M. Diamonds on the moon
- [721?]. Objects d'Art

**Box 19**

**[730-739. General Information (Print and Multimedia Resources)]**

- 730.CUS. U.S. Customs: history and general information
- 730. "Composition of Diamond" (CU [Consumers Union] article), 1950
- 730. Federal Trade Commission rulings
- 730.PUB. Publicity, early history: De Beers Mines



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731. Books ... for Jewelers

731.CHA. Sally Chase

731.CVA. .. Diamonds all over the world

731. Occurrence mining and recovery of diamonds by Lindolm [empty folder]

**[732. Print Articles and Photographs]**

732.BAL. "How Diamonds Reach You," by Iain Balfour

732.BARRON'S. "Not Just for the Carriage Trade," *Barron's*

732. "Diamonds," by Stewart Robertson, *Family Circle*, October 1946 [empty folder]

732. "But What Does a Diamond Do For You," by H. Market in *Family Circle*, June 1967  
[empty folder]

732. Article, "Diamonds Hands & Hearts," for *Lady Beautiful*

732. Review of "The History of Diamond Production and the Diamond Trade"

732. "Diamonds" .. *Geographical Magazine*, June 1965

732. For Forbes article on diamonds [empty folder]

732.1. *Forbes* Four Hundred

[732]. Diamond bibliography

732. "Capsule History of Diamonds," *Holiday*, June 1965

732.EOH. "Diamonds Are Big Business," E.O. Hauser

732. "Exploring the World of Gems"

732.FIR. "First Thing for the Third Finger," article for Dell Publishing .. wedding book

732.GEN. Diamond articles -- general

732.GGR. "South Africa's King of Diamonds," *Reader's Digest*, 1964

732.GUY. "Three Quarters of a Century in the Diamond Trade," by Guy Young, March  
1962

732.HAN. "Diamond Mining & Recovery Today," *Gems and Gemology*, 1963.

732.HOW. "How to Buy a Diamond," *Bride and Home*, 1959

732.KEL. "The Lapidary of the Learned King"

732.MBC. .. "How to Tell Gems from Junk," Murray Boltinoff, *Cue*, 7 February 1953

732.MCL. "Diamonds Are a Girl's Most Overpriced Friend," Joe McCarthy, *McCall's*,  
March 1969

732.MIN. *Minerals Quarterly* (2 folders)

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732. "Nervous Ice" .. *Saturday Evening Post*, 1941

732.NY. "Diamond," by Emily Hahn, *New Yorker*, 1956

[732]. "Diamonds Linked to Earth Eruptions," *New York Times*, March 1973

732.PAR. *Paris Match*

732.SWI. "The Many Sided Diamond," by George S. Switzer, *National Geographic*, 1958

732.WARD. Fred Ward article/photos, *National Geographic*, January 1979

**[733. Television]**

733.ABC. "Diamonds," John Gunther, "The High Road," ABC TV, 26 December 1959

733.BC. "King of Diamonds," Broderick Crawford (never produced)

**[734. Film]**

734. *A Diamond is Forever* - film

734. Films .. on diamonds

734. *The Eternal Gem* - film

736. Willems catalog of books about gems

**[737. Lectures]**

737.HAN. 1950 tour, B.G. Hannaford (many photos of mining steps)

737.HAN. Women lecturers

737.VER. "Infinite Versatility of Jewelry," slide lecture, 1969

737.WHI. Lecture on diamonds (industrial), Bill Whitehead

741. Diamonds in songs

**[750. Holiday Themes]**

750.APR. April .. Diamond Month

750.CHR. Christmas

750.EAS. Easter

750. Gift books

750.LEA. Leap Year

750.SAD. Sadie Hawkins Day

750.VAL. Valentine

751. Jubilees

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**Box 20**

- 760. Oddities in diamonds
- 771. Postage stamps with diamonds
- 772. Prizes, diamonds
- 780. Diamonds at ascot

**800. Miscellaneous (jewelry)**

- 811. Lazed diamonds
- 811.DIAM. Diamonair (simulated diamonds) Airtron division, Litton Industries, Saks Fifth Avenue
- 811. General Electric--Industrial
- 811. General Electric Synthetic (gem diamond)
- 811.LIP. "Lipsitz diamond" (phony)
- 811. Simulated diamonds (2 folders)
- 811. Wellington
- 812.1.CHA. Chatham emeralds
- 812.2.HOPE. Hope Star sapphire (syn)
- 812.3.KAS. Kashan ruby
- 813. Costume jewelry
- 813. Swarovski Awards
- 820. Colored stone jewelry
- 820.BUR. Burma (booklet: "Gem Hunting in Burma")
- 821. Linde Stars (synthetic emeralds)
- 822. Pearls
- 830.GEM. Gemstones (other than diamonds)
- 830. Birthstones
- 830.PER. Peridot and sinhalite
- 830.TAN. Tanzanite

**900. Miscellaneous (non-jewelry)**

**910. Fashions--general**

- 911.1. General history--fashion

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911.1.1. Old fashion plates

911.1.45-70. Fashion notes, 1945-1970 (10 folders)

**911.2. Fashion Trends and Influences**

911.2.ANA. Anatomy influencing fashion

911.2.0.DEC. Decline of haute couture

911.2.1. Nude look

911.2.3. Hemlines

911.2.4. Hotpants

911.2.4. Pants

911.2.5. Sleeves

911.2.6. One shoulder look

911.2.7. Discotheque fashions, 1964-1965

911.2.7. Blouses, 1947-1949

911.2.8. Art and fashion

911.2.9. Chemise, 1958-1959, 1972

911.2.10. Empire trend

911.2.11. "New Look" - down to the ankles

911.2.12. Fashion fads

**911.3. Fashion Showings**

911.3.1. Annual fashion showings--American, 1960-1963 (4 folders)

**Box 21**

911.3.1. Annual fashion showings--American, 1964-1970 (7 folders)

911.3.2. Annual fashion showings--European, 1945-1970 (12 folders)

911.3.3. Fashion--Post-War Paris

911.3.3. Paris--Postwar America getting back in step with Paris

911.3.4. Italy--Fashions

911.3.5. White House Fashion Show (first)

911.3.6. United Kingdom--Designers

911.3.7. Eastern Influences, 1965-

**911.4. Museum Fashion Collections**

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911.4. Museum fashion collections [general]

911.4. Smithsonian

**911.5. Fashion Retailing**

911.5.1. Stores

**911.6. Fashion awards**

911.6.1. Coty Awards

911.6.2. Neiman Marcus Awards

**911.7. Fashion Publications**

911.7.1. Publications

911.7.3. Photographers

**911.8. Fashion Terminology**

911.8.1. Color titles and color reproduction

**[912. Clothing and Accessories]**

912.1. Evening Wear

912.1.1. Formal evening wear, 1945-1953

912.1.2. Informal evening wear, 1945-1957

912.2. Streetwear

**Box 22**

912.2.2. Sportswear

[912.3. Outerwear]

912.3.1. Furs, 1948-1959

912.3.2. Rainwear, 1956-

[912.4. Head Ornamentation]

912.4.1. Hats, 1945-

912.4.2. Scarves [and] babushkas

912.4.3. Headbands

912.4.4. Ribbons

912.4.5. Wigs

912.4.6. Snoods

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912.4.7. Hoods

912.5. Underwear

[912.6. Clothing Accessories]

912.6.1. Shoes - boots

912.6.1. Shoes

912.6.1. Shoes and boots .. footwear

912.6.2. Hosiery

912.6.3. Gloves

912.6.4. Belts .. the waist

912.6.4. Belts

912.6.5. Eyeglasses

912.6.6. Fans

912.6.7. Tassels

912.6.9. Eyebrow pencil

912.6.10. Handbags

912.6.11. Shawls

912.6.12. Umbrellas

**[913. Couture]**

913.1.1. Best dressed models and best dressed women

913.2.1. New York Couture Council

913.2.2. New York Fashion Group

**913.3 Individual Couturiers and Designers**

913.3.AAA. Fashion designers (in groups)

913.3. Balenciaga

913.3. BAM. [Balmain, Pierre]

913.3. BEA. [Beene, Geoffrey]

913.3. BLA. [Blass, Bill]

913.3.BRO. [Brooks, Donald]

913.3. Burke-Amey

913.3. Cardin, [Pierre]

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913.3. Cassini, Oleg  
913.3. Chanel  
913.3. Chapman, Ceil  
913.3. Courreges  
913.3. De La Renta, Oscar  
913.3.DIG. Marion Digney  
913.3. Dior, Christian (New Look, 1946: Bohan, Dior)  
913.3. Estevez, Louis  
913.3.FAT. Fath, Jacques  
913.3. Fontayne  
913.3. Fox, Seymour  
913.3. Galanos, James  
913.3. Gardin, Annemarie  
913.3. Gernreich, Rudi  
913.3.GIV. Givenchy, Hubert de (Paris designer)  
913.3. Halley, George  
913.3. Heim, Jacques  
913.3. James, Charles  
913.3. Kleibacker, Charles  
913.3. Lucille .. Lady Duff Gordon  
913.3. Luksus, Tzaims  
913.3. Mainbocher  
913.3. Molyneux, Edward  
913.3. Moore, John  
913.3. Norell, Norman  
913.3.PAT. Patou, Jean  
913.3. Pertigaz (Spain)  
913.3. Quant, Mary (London)  
913.3. Quirk, Barbara  
913.3.RIC. Ricci, Nina

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913.3.ROD. Rodrigues (2 folders)

913.3.RU. Rouff, Maggy

913.3. Sarmi, Nando

913.3. Scaasi, Arnold

913.3. Sharaff, Irene

913.3. Simpson, Adele

913.3. Stavropoulos, George

913.3. Tiffeau, Jacques

913.3. Trigere, Pauline

913.3. Valentina

913.3.WOR. Worth, designer

913.3. Zuckerman, Ben

913.4.CUS. Mildred Custin

913.5.SIN. Singer sewing machines

**Box 23**

914.1. Fabrics and textiles

914.4. Buttons

915. Individual hairstyles

916. Makeup trends

916.2. Cosmetics

[917. Brides and Weddings]

917.1.CUS. Bridal customs

917.1. Bridal customs and etiquette

917.1.WED. Wedding etiquette

917.2. Bridal fashions

917.2. War brides

917.3. Bridal services

917.7.2. Individual editors and writers

933. Anglo American Corporation of South Africa, Limited

920. Men's clothing



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- 925. Accessories for men .. jewelry
- 930.C. Consolidated Gold Fields, Ltd.
- 933. Anglo American Corporation of South Africa, Ltd.
  - 933. Anglo American Annual Report, 1965
  - 933.AAC. Anglo American Corp. of South Africa - annual reports
  - 933.AAI. Anglo-American Industrial Corporation
  - 933.ANG. Anglo American Corp.
  - 933.ANG. Anglo-American Corp. 50th anniversary, *Optima*, September 1967
  - 933.ANG. Anglo-American Corporation, 1969 Annual Report
- 934. Oppenheimer Hospital
- 940.1. Fashion, influenced by economy
- 941. South Africa economic data
  - 941.1.SA. South Africa