

## JABEL

King Transformations

The purpose of this Portfolio is to make it easy for your customers to visualize the beautiful, new rings which they can have in place of the outmoded, old-fashioned pieces which they would like to modernize. With a minimum of effort you can now give to each of your customers a truly *individualized* ring. Each one of the designs illustrated in this Portfolio represents a *hand made* ring.

The cost of each mounting is clearly indicated, so that you can submit a complete estimate to your customer at once. This standardization of prices is a real advantage in cutting the sales resistance which takes place when there are delays.

Ascertain the design which appeals to your customer as well as the number and size of the stones to be set in the ring. Take one of the sheets from the pad on the inside back cover and outline roughly the positions of the stones. It is easy by this process to make any transformation.

As soon as your rough design is finished and approved by your customer, send it to us with the style number of the ring and the result will be a perfect ring transformation.

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#### SPECIAL SKETCHES

There may be cases where the number and size of the diamonds which a customer has necessitates a slight change in the size of the mounting or in the setting. Perhaps your customer can't visualize how it will come out when such changes are involved. In these cases we will be glad to furnish an exact sketch of the finished design without charge. We offer this specialized ring design service in order to cooperate with you and speed up your sales.

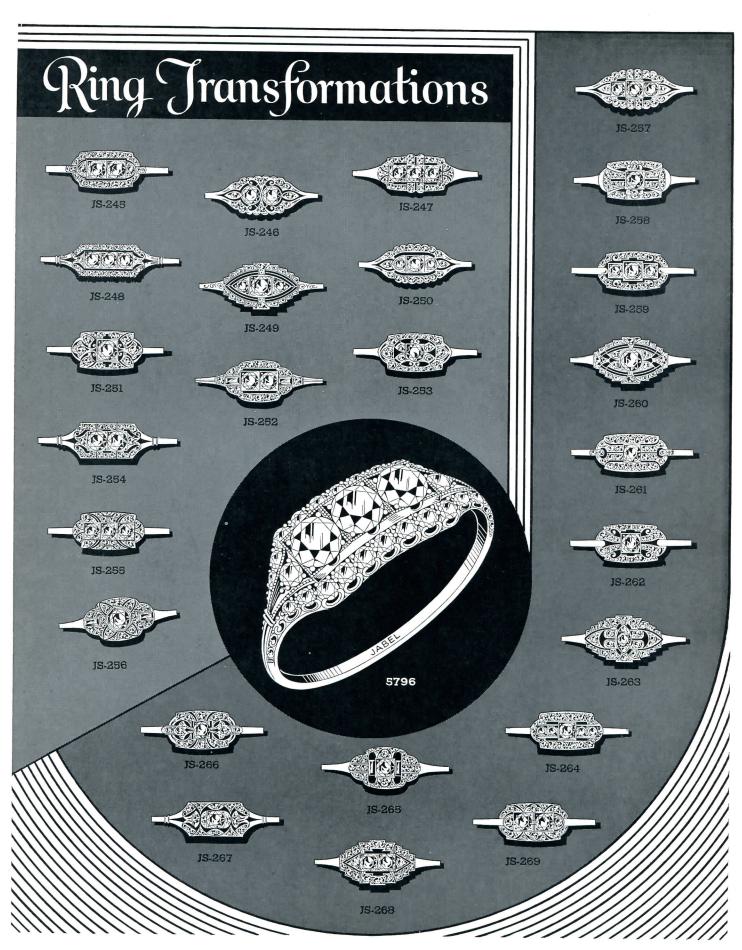
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# JABEL RING MANUFACTURING COMPANY

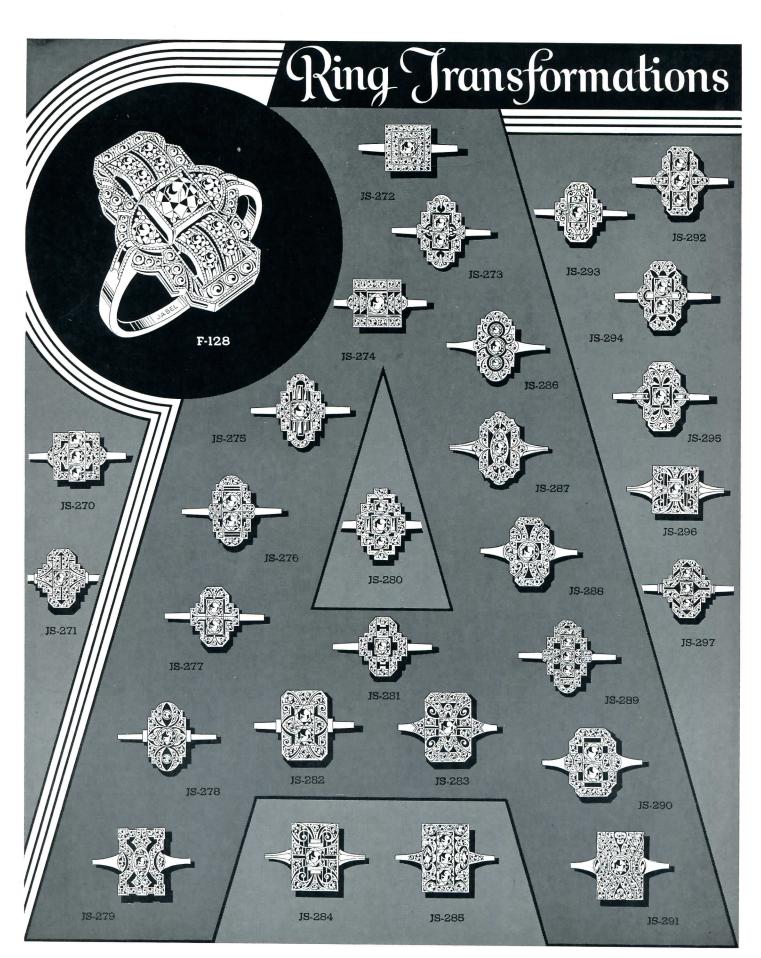
NEWARK, NEW JERSEY

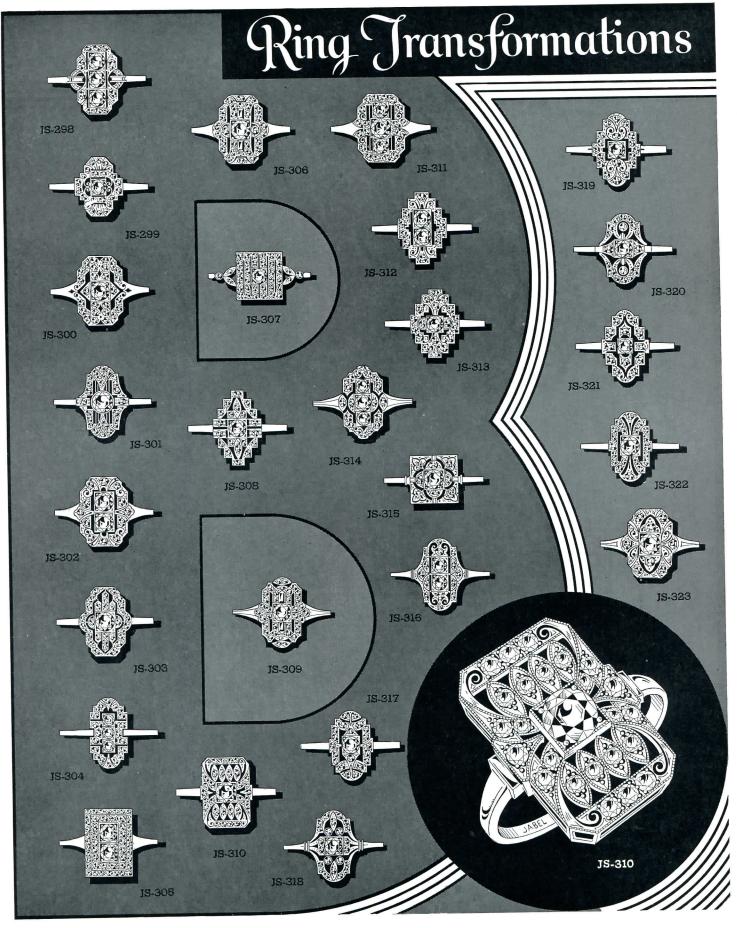
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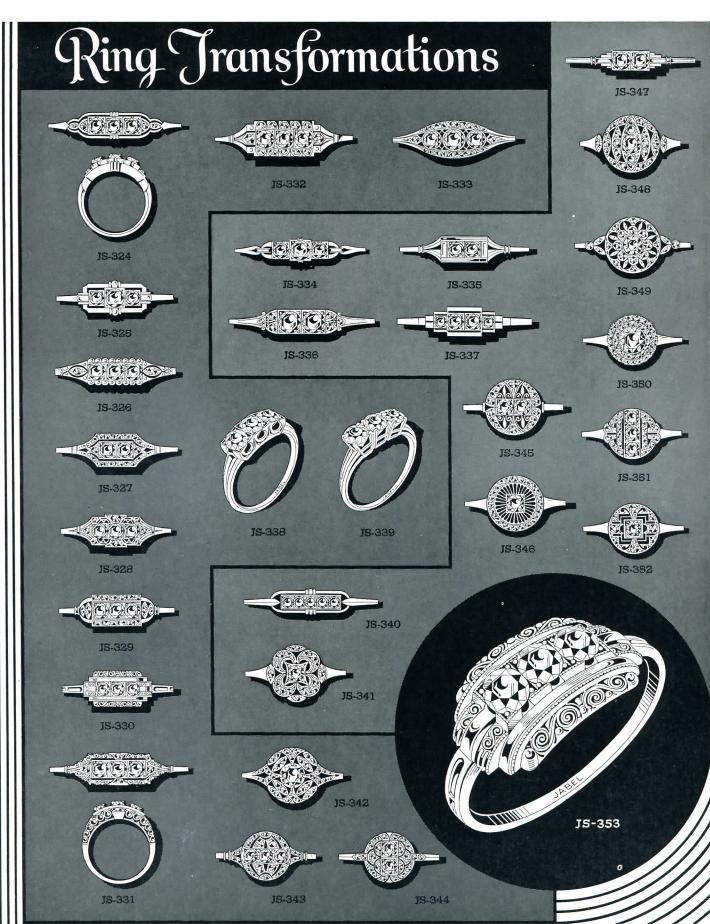


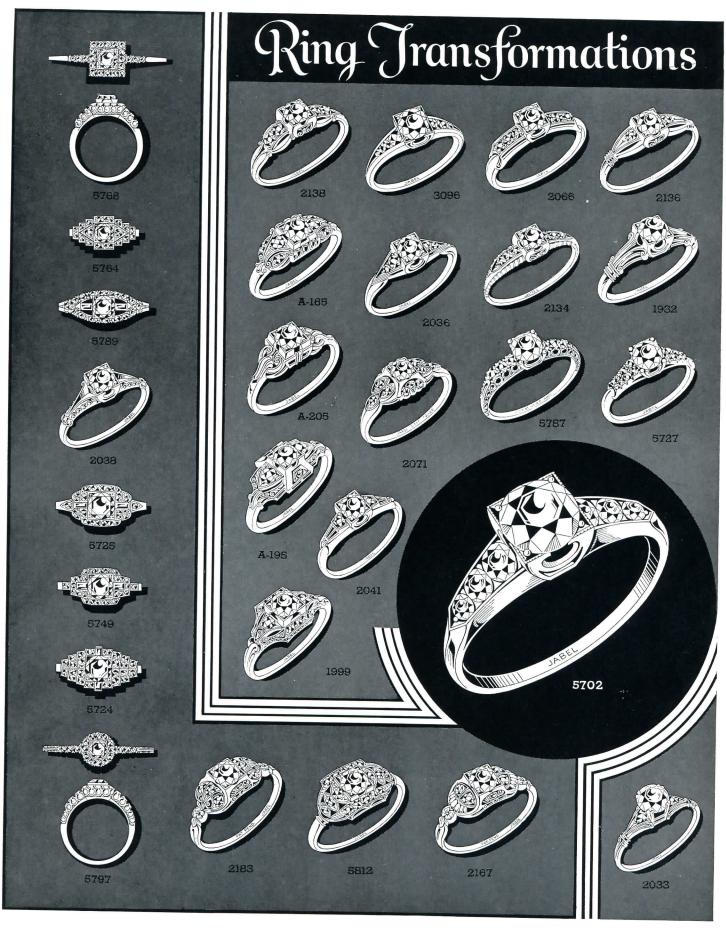




"B" SERIES

"E" SERIES





"L" SERIES