



TIFFANY INTRODUCES TSAVORITE

For centuries only giraffes and other African animals knew about Tsavorite, an incredibly brilliant green gemstone that is far more durable and far less expensive than emeralds.

Tiffany was tipped off about it six years ago, but it proved impossible to remove it from Tanzania where it was found.

Teaming up with Scottish geologist, Campbell Bridges, who had a hunch that the vein of mineral deposit could be traced across the African range to Kenya, Tiffany pursued the tantalizing jewel.

Like all good adventure stories this one has a successful ending. Mr. Bridges was right, and the stone was re-discovered in Kenya with all its sparkling greenness intact.

Tiffany named the beautiful gemstone Tsavorite for the Tsavo River and for the Tsavo National Park where it was found.

Now, with the help of Tiffany's designers and craftsmen, the world's largest and finest collection of Tsavorite is finally available to all, and not just closed-mouthed giraffes.

Come in and discover it for yourself.

TIFFANY & CO.



FIFTH AVENUE & 57TH STREET • NEW YORK