

The Costs of Mining **DIAMONDS**

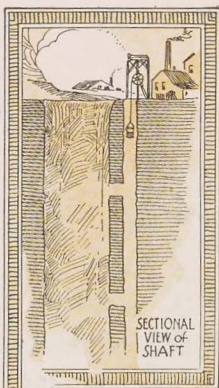
The dazzling beauty of the diamond with its incessant flashes of sparkling brilliancy makes it the most fascinating and most desired of all precious stones, notwithstanding steadily advancing prices year after year.

Facts gleaned from annual reports of the De Beers Consolidated Mines Co. to their stockholders throw considerable light on the subject of costs of producing diamonds.

This company has controlled the source of the diamond supply in South Africa since 1889 and are an authority on matters pertaining to the mining of the most precious of all stones found.

The Richest Diamond Mine in the World

returns but six dollars gross for each ton of diamond bearing rock mined.




From this six dollars must be deducted the costly operations of mining such as drilling, blasting, elevating to the surface, transporting,

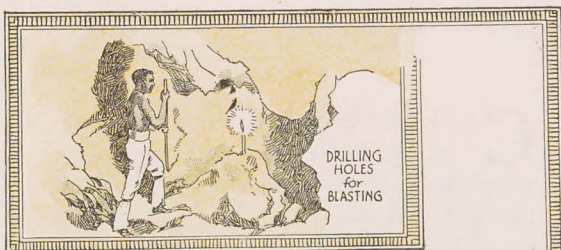
weathering for six to eight months, washing, screening, picking, sorting, etc.

In order to give some basis for comparison—The American contractor receives from \$3.00 to \$5.00 per ton for excavating rock alone.

From thirty-five to forty tons of “blue ground” or diamond bearing rock must be mined and rehandled several times in order to “win” one diamond that is perfect or free from flaws and of good color which will weigh when properly cut one-half of one carat.

A half carat diamond measures about $\frac{3}{16}$ of an inch in diameter or about this size - - - - - 

Each year as the mine shafts are driven deeper into the bowels of the earth the costs of operations become pro-



DRILLING
HOLES
for
BLASTING

portionately greater, while the number of diamonds found to the ton of material removed grow fewer and fewer.

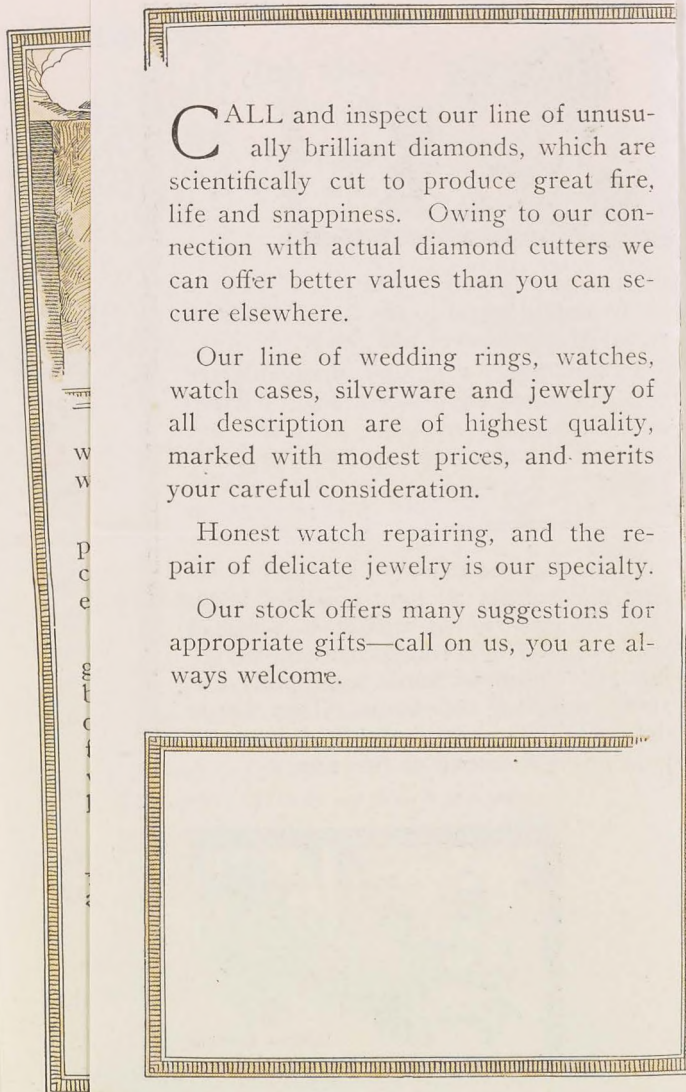
In the rough, as found, diamonds are octahedron, or eight sided, also of irregular shapes, the majority of which are too poor in color, too imperfect or badly broken to be used for personal adornment and are utilized for mechanical purposes.

In cutting the diamond to make it reflect and refract all light possible, about 60% of its original weight is polished away—requiring a rough diamond weighing $1\frac{1}{4}$ carats to finish a properly cut stone weighing $\frac{1}{2}$ carat. Two entire days are consumed by skilled labor in polishing a diamond of this size.

(Copyright, J. R. Wood & Sons, 1915.)



SORTING DIAMONDS



CALL and inspect our line of unusually brilliant diamonds, which are scientifically cut to produce great fire, life and snappiness. Owing to our connection with actual diamond cutters we can offer better values than you can secure elsewhere.

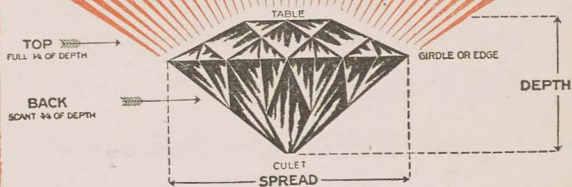
Our line of wedding rings, watches, watch cases, silverware and jewelry of all description are of highest quality, marked with modest prices, and merits your careful consideration.

Honest watch repairing, and the repair of delicate jewelry is our specialty.

Our stock offers many suggestions for appropriate gifts—call on us, you are always welcome.

FIRE

LIFE SNAP BRILLIANCY



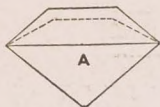
ARE THE VIRTUES

which, of all precious stones, make the diamond nature's most wonderful gem.

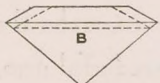
It Is Remarkable how little attention is paid to this the most important of all features in the selection of a diamond.

The Finest Rough Diamond can be either ruined or made a gem of great worth through its cutting. If a diamond is cut too thick or chunky, its brilliancy is impaired. If a diamond

is cut too thin or flat it is a dull or 'dead' stone. If cut according to definite laws laid down by scientific research, the dazzling splendor for which the diamond is cherished reveals itself in all its blazing glory.

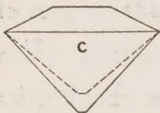


Some Idea of the Delicacy of scientific cutting can be gleaned by noting that a properly cut stone contains fifty-eight facets or sides. Each



of these facets or sides must be of a certain size, in a certain location and at a certain definite angle so that its relation to all other facets or sides on the stone will correctly refract, reflect and diffuse all light reaching the diamond.

This Method of Cutting entails a greater loss of the original rough but produces a gem worth much more than stones exhibiting less brilliancy.



As Diamonds Are Sold by



weight, many are on the market cut with an idea of saving all possible waste, thereby producing a heavier stone which can be sold at a lower price per carat with a larger profit, but bringing a higher total cost for the stone than a scientifically cut diamond.

Illustrations A, B, C, D, E and F,



are samples of improperly cut diamonds. The heavy outlines show the stones as they actually are marketed. The dotted lines clearly show the additional amount of rough which should have been polished away to secure proper refraction and maximum reflection, in



other words a stone of magnificent, radiant, lustre—a GEM.

WE have a reputation for handling diamonds of unusual brilliancy—in fact we sell no other kind.

Give us an opportunity to convince you just how much more snap and fire our diamonds contain than the average stone shown. We can offer you better diamonds at the same cost other stores charge for ordinary stones.

TRY IT.

Engagement rings containing lively, snappy diamonds full of fire, are our specialty, and at prices within the means of anyone contemplating this important step in life.

CALL ON US.