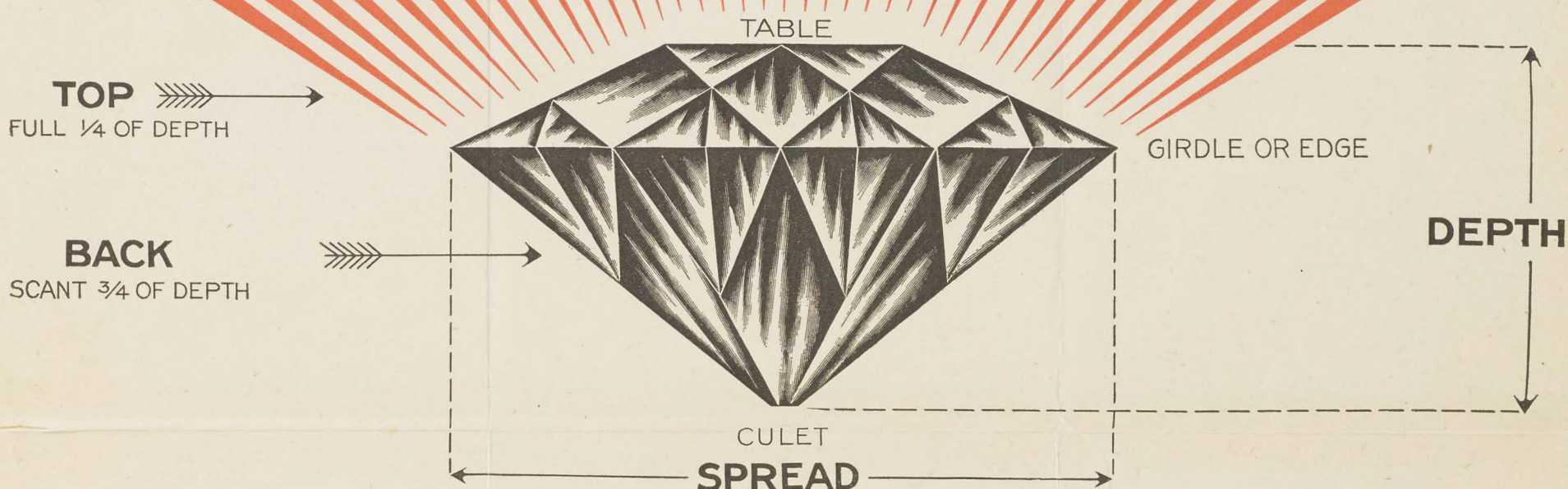


FIRE

LIFE SNAP BRILLIANCY



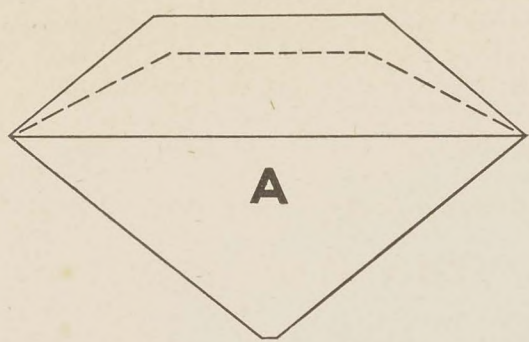
AND WHAT CAUSES IT IN THE DIAMOND

ROUGH DIAMONDS as they are found have little or no brilliancy and must be "cut" in order to reveal their hidden charms.

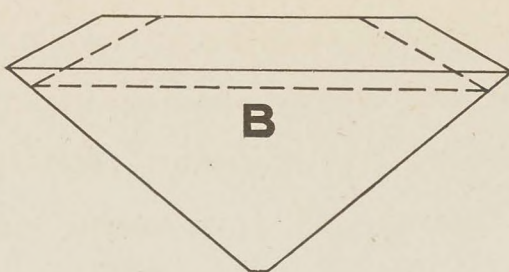
AS THERE CAN BE NO BRILLIANCY without light, science has carefully computed the exact proportions in which the diamond must be cut to secure maximum reflection of all light reaching the stone. These proportions are accurately shown in the above illustration which one would do well to study carefully.

THERE ARE MANY STONES on the market termed "cut for weight", illustrations of which appear below. This class of diamond can be sold at slightly lower prices per carat owing to the additional weight left on the stone, but in each instance the fire, life, snap, the very virtues so much desired, are sacrificed.

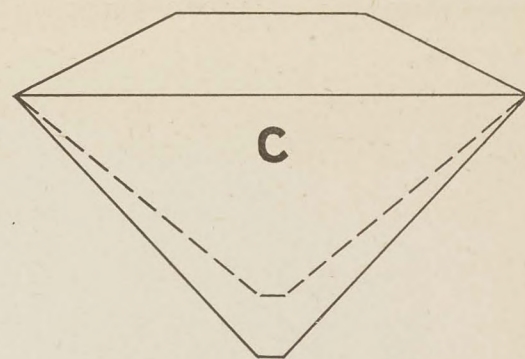
THE SOLID OUTLINES show improperly cut diamonds exactly as they are found on the market. The dotted lines clearly illustrate the amount of material that should have been polished away to liberate, without restriction, the wonderful charms for which the diamond is famous—the supreme beauty of nature's most exquisite creation.



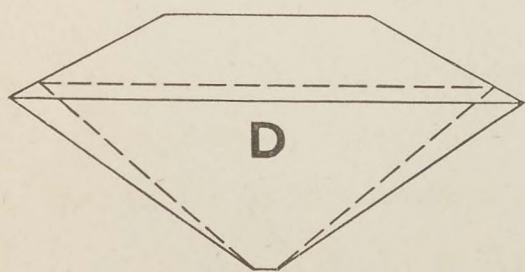
A
TOP TOO THICK
Lacks brilliancy close by.
10% too heavy.



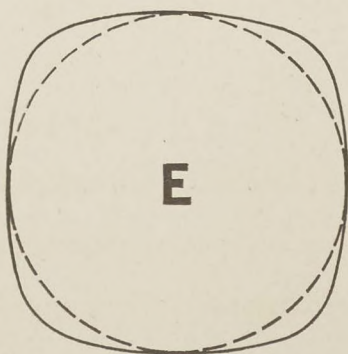
B
TOP TOO THIN
Lacks brilliancy at a distance.
10% too heavy.



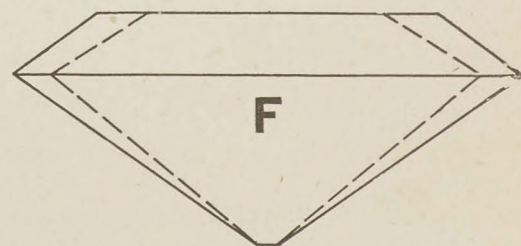
C
BACK TOO THICK
Lacks brilliancy at a distance.
10% too heavy.



D
BACK TOO THIN
Dead centre with rim of brilliancy.
10% too heavy.



E
NOT CUT ROUND.
10% too heavy.



F
TOP TOO THIN—BACK TOO THIN
Greatly Diminished Brilliancy.
20% too heavy.

STEP INSIDE FOR ADDITIONAL INFORMATION.