




*The*  
**DIAMOND**



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★ OF GEMS & GEM-CUTTING ★



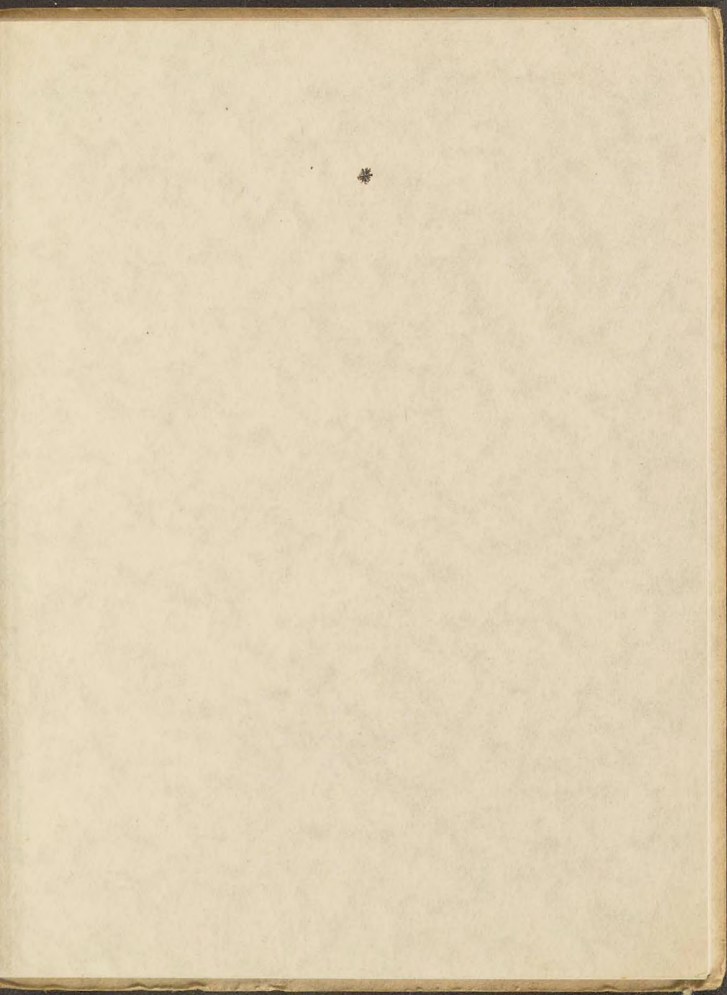
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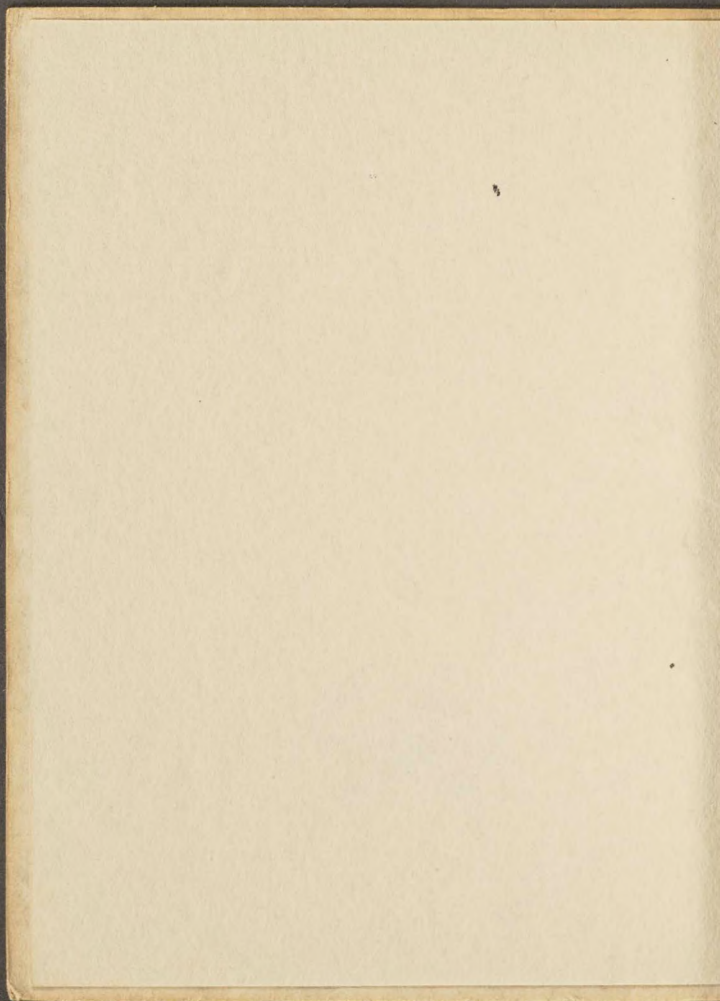
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# The Diamond

WHERE IT IS FOUND  
HOW IT IS CUT

FAMOUS DIAMONDS OF THE WORLD

[Livermore & Knight Co.]

The  
**HALLMARK**  
Store

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## The Diamond



FIRST among precious stones stands the Diamond. A lump of crystalline beauty, formed with infinite patience in Nature's workshop, cut and polished by highly skilled artisans to bring out the flaming, imprisoned splendor, it is the most sought after jewel that Mother Earth has revealed to mankind.

No other precious stone has received such universal approbation as the Diamond. In ancient days none but a few of the kings knew of it, but as time passed and its wonderful beauty and hardness became known, the Diamond almost immediately advanced to the position of the most coveted of gems.

Scientists have tried in vain to duplicate this marvel of Nature's workshop. They have taken the common

carbon, the substance of which Diamonds are composed, and at great expense fitted out laboratories for experiment. They have tried to do in a short space of time that which has required thousands of years for the natural forces to perfect, and therefore have succeeded in manufacturing only the tiniest crystals at prohibitive cost. Man, skilled and wise as he may be, cannot compete with Nature's chemistry.

Made molten by the vast heat in the earth's center, perhaps the carbon was hurled through some volcanic crater into the chilling air and cooled, and by the secret process of the ages, was transformed under titanic pressure into the Diamond. No one has yet discovered this secret process, but, although scientists differ as to the origin of the stone, all are agreed that the development was very slow and that tremendous pressure was a vital factor.

The Diamond is found in material derived from the wasting away of old rocks thousands and thousands of years ago. With it have been found gold, platinum, garnet, sapphire, topaz, tourmaline, chalcedony and similar stones and precious metals. In the South African mines the so-called "blue earth," in which the Diamonds are found, lies in a series of pipes or large trenches, where it was probably thrown by some pre-historic upheaval.

## The Qualities of the Diamond

There are many qualities that go to make the Diamond valuable, chief among them being its hardness, its brilliant lustre, the tendency to split up each ray of light into many parts, and its power of dividing light into colored rays.

*Hardness*

The Diamond is so hard — the hardest known substance — that only a Diamond will cut a Diamond. A tiny crystal, too small for personal adornment, if fitted into a glass cutter, while making an incision only one two-hundredth of an inch deep, will permit the easy breaking of glass along the incision.

From this unusual hardness springs an ancient Greek legend. It was supposed that if a Diamond were placed upon an anvil and struck with a hammer that both the anvil and hammer would be splintered or broken into fragments.

*Brilliancy*

The wonderful brilliancy of the Diamond far exceeds that of any other jewel. The smallest ray of light striking the Diamond's surface will be reflected back by the internal faces, as if the center were hung with many tiny mirrors.

*Splitting  
the light rays*

Those fascinating flashes of prismatic hues which hold us enchanted before a jeweler's window or show case as the scintillating gems throw out their

flaming rainbow colors, are due to the Diamond's surpassing property of dividing the light into colored rays. Usually the richest in this flashing quality are the colorless and pure white diamonds.

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### Colors

*Transparent* Perfect specimens, of which there are few of large size, are transparent. Any foreign substance in any form will mar a Diamond, and the more of this foreign matter there is, the less valuable becomes the Diamond. The same qualities of reflection that make a pure stone so attractive tend to multiply the defects in other stones. Pure stones are becoming very scarce, and diamonds without tint or flaw are rare indeed.

*White, yellow, brown* White Diamonds are the most numerous and also the most sought, and show to the best advantage during the daylight hours. Next in point of numbers are the various yellows and browns which are in a great variety of shades. Some are only tinged while others are more pronounced. For evening wear, a yellow tinge is often favored, as some of this shade are more brilliant in artificial light.



*Other colors* Greens are quite often found, and give a touch of individuality to the wearer. Red stones in strong tints, blues, blacks, milky and opalescent hues are very rare, while only occasionally is a garnet, hyacinth, rose, peach blossom, lilac or cinnamon color found.

### Value

The different valuations placed upon Diamonds are influenced by several conditions. Chief among these are the brilliancy and purity, the color and shade, the size and shape, and, of course, the intrinsic value of some special stone. There can be no arbitrary rule for pricing these gems. It is not like gold, silver or platinum, which can be reduced to a certain pure state and then valued at so much a pennyweight. Each gem has its own peculiar merits and demerits, and many factors have to be taken into account prior to announcing a price.

*Brilliant-cut* The brilliant-cut diamond is the most expensive and at the same time the most beautiful style. This mode of cutting is the more difficult, but it brings out the full splendor of the stone as no other method will, and it is well worth the extra cost.

*Rose-cut* A rose-cut stone of the first water is worth about four-fifths as much as a brilliant-cut diamond of the same quality. Those of the "first water" are the ones without flaw or tint, while a "second water" stone shows a very slight imperfection.

*"Third water"* "Third water" is a term applied to gems which depart from the colorless ideal or which have more apparent flaws. Then, of course, there are those "fancy stones" of unusual beauty and color which cannot be valued according to any rule. Some of the cheaper diamonds are merely genuine diamonds of small size or odd shape, placed over some other stone of lesser value.

*Increasing in value* Diamonds are steadily increasing in value — especially the better quality stones — and are therefore not only a means of personal adornment, but they will prove a perfectly sound business investment. The increased valuation placed upon the diamond is due to a growing demand all over the world, and especially in America, and to the limited area to which diamond production in large quantities is confined.

*Easy to realize upon* Many a time the owner of a diamond has been saved from embarrassment by realizing upon the gem. Even kings and other members of the royal households of foreign lands, have secured funds

to temporarily tide them over a tight place during some emergency, by exchanging their valuable jewels for cash. No matter where you may be — in France or England, Germany or Austria, China or India, Japan or South America — a diamond may be the means of preventing you from being beholden to someone else — perhaps a stranger.

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### Sources

#### *Golconda*

Golconda, which has now become a by-word for wealth and luxury, was the ancient source of all diamonds. The famous mines of Golconda, in India, were situated in groups at from one hundred to two hundred miles distant from the town, but Golconda, as the distributing center, gave its name to the whole region. This, in all probability, is the region where the earliest stones were found, although it is not definitely known just where the first diamonds were discovered in India.

It was here, on one of the Golconda groups, known as the Mines of Kollur, that the Koh-i-Noor, the "blue" Hope and the Great Mogul Diamonds were supposed to have been uncovered. In some places in this region,

diamonds were often found loose on the surface after a rain storm, having gradually worked their way up through the loose sand and gravel to the top.

*Brazil*

It was in 1778 that another diamond-bearing locality was brought to the attention of the world. Miners who were washing the river sands for gold in the State of Minas Geraes, Brazil, found some curious crystals in their pans. For some time they did not know them to be diamonds, and it is claimed that a monk who had watched the diamond mining operation in India was the first person to recognize the Brazilian stones which were daily being discarded in the search for gold.

Immediately after the news of this valuable discovery became known, the King of Portugal seized, in the name of the Crown, as much land as was believed to contain the gem. The largest diamond found in Brazil up to date is the "Star of the South," which was picked up in 1853, near Bagagem.

Borneo has also produced a certain number of marketable stones.

*South Africa*

The history of the famed South African Diamond Mines begins with the story of a little white pebble that lay sparkling on the shores of the Vaal River.



One of the children of Daniel Jacobs, a Boer farmer, brought this white pebble into the house one day, and the unusual brilliancy attracted the attention of the farmer's wife. Although not caring sufficiently to pick up the crystal, she spoke of its peculiar flashing qualities to a neighbor, Schalk van Niekirk, who requested to see it. Upon examination, Van Niekirk offered to buy the pebble, but thinking the valuable treasure was nothing more than a common stone, the child gave it away.

Van Niekirk is accredited with having shown the stone to a trader who tried to sell it. Not being able to realize anything upon it, the trader would have thrown the stone away but for the timely arrival of a civil commissioner to whom it was shown. The commissioner sent it to an expert for examination, and received word that the gem was a real diamond and worth about five hundred pounds.

So it came about that a little child was the indirect means of revolutionizing the diamond trade of the world, of changing the map of South Africa, and of removing the price regulation of these precious gems to the hands of a London syndicate. The Boer War, which hinged upon the discovery of diamonds on the Vaal River, is now history.

The news of the discovery spread like wildfire, and although ten months passed before a second stone was found, the search was continued and soon developed from a pastime to a systematic prospecting. Thus it came about that South Africa began to give up its hoard of hidden wealth.

*Golconda  
worked out*

Golconda, once the only source of the world's diamonds, is now but a vast stretch of worked out diggings. True, small quantities of the precious stones are turned into the markets even now, but not enough are produced to make the slightest impression on the trade.

The greatest diamond mines today, of course, are in South Africa.

But, for how long are these mines of the Kimberly district to produce? Where else shall we be able to turn for these precious stones should the "blue earth" refuse to give up more of its hidden store? Yesterday it was Golconda's day to forsake its many mining companies. Perhaps South Africa is now to have its turn, and mayhap the time is speedily approaching when it, like Golconda, will become a worked out region of unproductive waste.

If Golconda's history should be repeated in South Africa, the price of stones would advance beyond all previous expectations and the fortunate holder of

choice specimens would be in possession of an increasingly valuable investment.



## Diamond Mining

One of the most fascinating chapters in the wonderful history of the South African Diamond is the high degree to which the sciences of general business efficiency, mineralogy, chemistry and mechanics have been developed in the production and fashioning of these gems.

### *First operation*

From the fields to the floors of the out-door receiving grounds, all operations are automatic. Here the blue-diamond-bearing earth is deposited and spread out about a foot thick to disintegrate under the action of the elements — from six to twelve months being required. This method is necessary for the simple reason that the diamonds are invisible until the ground is processed and pulverized. If the earth is in large, hard pieces, as is sometimes the case, the crushing machinery is employed just as in mineral ore mining.

### *Washing*

Later the "blue earth" goes through the various washing processes to eliminate much of the dirt, and is then sifted through a pulsator. After

this washing and sifting, only about one-half of one per cent. of the original amount of material remains.

*Shaking  
table*

A greased, corrugated shaking table now takes the place of hand sorting. Diamonds alone, of all the minerals associated with these gems, will adhere to grease, and the discovery of this peculiar condition has proved a great source of economy, and is certain in operation. The grease is later boiled from the diamond in a solution of caustic soda, and the stone sent to the sorting tables, and then, under armed escort, removed to the Diamond Department for final cleaning.





## Famous Diamonds

**A**ROUND some of the world-famous diamonds cluster strange and romantic tales — some of fact, and others of fancy. Perhaps the most famous diamond in all history is the Koh-i-Noor, meaning “Mountain of Light.” No one knows whence it came, but it is mentioned as far back as the twelfth century. In 1739, the Koh-i-Noor passed out of the Mogul Empire, at the time of the conquest of that country by the Persians. Later it passed into the hands of the East India Company, by whom it was presented to the late Queen Victoria in 1850. Her majesty had it re-cut at a cost of about \$40,000.00, and it now reposes among the Crown Jewels in the Tower of London.

*The Orloff*      The Orloff Diamond is now set at the top of the Imperial Sceptre of Russia. At one time it is reported to have formed one of the eyes of an idol

in a Brahman temple. It was later stolen by a French soldier and passed on to an English sea captain for about \$10,000.00, who took it to Amsterdam. Prince Orloff, while visiting in Holland, during 1791, was captivated by the wonderful beauty of the gem and bought it for Catharine II., of Russia.

*The Hope*

The Hope Diamond, of a rich blue sapphire shade, displays a wonderful fire and brilliancy. In all probability it is a part of a larger stone, which originally came from the Kollur Mines in India and formed part of the French Crown Jewels, and was later stolen during the Revolution. In 1830, Mr. Hope, a London banker, bought it for \$85,000.00. At present its whereabouts are unknown, but American and European newspapers in 1908 announced a wealthy Spanish gem collector as the possessor. It weighs about 44 carats as at present cut.

*The Regent  
or Pitt*

The history of the Regent or "Pitt" Diamond is replete with romance and adventure. It was found in India in 1701, by a slave, who cut a hole in the calf of his leg and, hiding the gem in the bandage, escaped to the coast. He offered the diamond to an English skipper in return for his deliverance into a free country, but the mariner threw the slave overboard, sold the diamond for a thousand pounds sterling,

and squandered the money. The dealer in turn received over forty thousand pounds for it from Thomas Pitt, Governor of Fort St. George, Madras.

Cut and polished at the cost of five thousand pounds, it attracted the attention of the Duke of Orleans, Regent of France, and was sold to him for one hundred and thirty-five thousand pounds. Later, at the inventory taken of the French Crown Jewels, a valuation of over two million American dollars was placed upon it.

Stolen during the "Paris Commune" with other valuable jewels, it was buried to prevent recovery. Upon being caught, all the robbers, with the exception of one, who revealed the hiding place of the famous stone, were sent to the scaffold.

This recovery of the Regent is supposed to have aided the first Napoleon to the French throne, by enabling him to pledge it to the Dutch Government, and thus secure sufficient funds to carry on his military campaign. Later redeemed from Holland, it ornamented the sword of the first Emperor, and now reposes in the Galerie d'Apollon in the Louvre, Paris.

*The Excelsior  
Jubilee*

Up to 1895, the Excelsior Jubilee, discovered by a Kaffir in the Orange River Colony, South Africa, was the largest known stone. The

finder was given \$2500.00 and a fully equipped horse. This stone is of the purest water and blue-white, and in every way approximates perfection. Its original weight was 971 3-4 carats, but after being cut as a brilliant, it weighed 239 carats.

*The Great Mogul*

Very little is known about the Great Mogul, and tradition and truth are so interwoven that little authoritative information is available. It is thought that it was discovered about 1630, but the first mention we have of it is by Tavernier, a French traveler, who saw it at the court of an Indian ruler. It is uncertain whether it is lost or has been cut up into smaller stones, or, as some claim, is now among the Persian jewels.

*The Cullinan*

The Cullinan, while not having such a romantic history as the older stones, is noted for its phenomenal size. Found by the manager of the Premier Mines on the brink of the open workings, he took it to the company's office, from which the news was flashed abroad that the world's biggest diamond had been found. It weighed 3024 3-4 carats, and was about as large as a man's fist. Named the Cullinan after the chairman of the operating company, it was presented to King Edward the VII. by the Transvaal Colony in recognition of his granting the settlement a constitution.



## Marketing

Diamond markets will never be loaded with stones, owing to the controlling system of the great diamond merchants, brokers, and commissioners at both the source of supply and in London and Amsterdam distributing and cutting centers.

This peculiar system is most interesting from the investment standpoint. To know that your diamonds cannot be reduced in value over night, should a new and large diamond-bearing region suddenly be discovered, affords considerable comfort.

*London  
Syndicate*

The London Syndicate of Diamond Merchants keeps representatives in the Kimberly region all the time, and in place of the old system of competitive buying, this syndicate alone handles the stones of the two famous Premier and De Beer's Mines and sends them to the different nations of the world.

Each day the diamonds as they are produced are placed in parcels and put away until about fifty thousand carats are ready. They are then sorted into ten grades, varying in quality from the pure stones of desirable shapes down to the so-called bort or refuse which is used for polishing materials, diamond drill points, and glass cutters. The diamonds are then

further classified according to colors and shades. Some of the London importers pay spot cash for these stones at the offices of the mining companies.

When the stones reach the London market they are re-sorted by the purchasers, who are the manufacturers doing their own cutting and polishing, dealers who have their stones cut and polished before selling, and dealers in rough diamonds.

*Declaration of intention* When a buyer desires to purchase, he must make a declaration of intention to the member or members of the syndicate with whom he would like to deal. This formality must be performed months in advance of the time of purchasing, and long before he is even permitted to view the goods. Should the favored buyer be admitted to see the stones and then not purchase, he cannot again have a "sight" of any diamonds of any member for a period of six months.

*Amsterdam* London is not alone in its peculiar marketing methods. It has a close rival in the picturesque city of Amsterdam. After cutting and polishing in the Amsterdam factories, the diamonds are sold through brokers, who receive a commission on all sales. At the exchange or general meeting ground of buyers and brokers, the stones are viewed and prices quoted.



*Sealed bids*

When a buyer sees a stone he wants, he makes out a written bid, which is placed in a sealed envelope and sent to the owners, who may either decline or accept the offer. If the offer is accepted, the bidder must buy the diamond at the price mentioned or suffer a legal penalty — sometimes a prison term. Both the buyer and the seller must pay the broker a commission.

American importers usually buy their diamonds in the "rough," duty free. This method permits the cutting of the diamonds in the way that appeals to the exacting tastes of the Americans, and at the same time saves the ten per cent. duty charges.

There are no people in the world more particular and critical than Americans. The purest stones of the finest quality are bought by American merchants, and in cutting, their customers demand the best effects, even though this may necessitate a reduction in size.





## Diamond Cutting



THE art of diamond cutting and polishing is today a science. The cutter will take a "rough" stone which the unskilled would pass by without a thought as to its wonderful possibilities, and will cut, form and polish it until the hidden beauties burst forth as if from a living object. Without the aid of these skilled artisans the liquid pools of fire that glint and twinkle in the light would not be released from their bondage of thousands of years' duration.

From the crude beginnings, gem cutting has slowly advanced to the high state of perfection of the present time. From the earliest methods of merely polishing the natural surface, through the succeeding period when the rounding off of the rough corners was the mode, up to the present era of scientific attainment, the cutting of gems has developed into one of the great arts of the day.

*Advance  
in skill*

*Amsterdam cutters* Amsterdam has something like seventy diamond establishments equipped with the very latest power machinery, and supports about twelve thousand operators. Although India was the birthplace of the diamond-cutting industry, it was Amsterdam which later, after a struggle for supremacy with Antwerp, became the chief center of the European trade.

One of the principal reasons for the firm establishment of diamond-cutting in Europe, is the recognition by the banks, of these precious stones as collateral upon which loans are made.

*United States* Paradoxical as it may seem, it is in the United States, far from the source of supply, that diamond-cutting has attained the highest degree of perfection. Nowhere else are such beautiful effects brought out and nowhere else is the brilliancy so pronounced as in the American-cut stones.

*The brilliant-cut* The brilliant-cut might be described as two pyramids placed base to base, the upper called the crown and the lower the pavilion. The crown displays a large surface, while the pavilion ends almost to a point. In the perfect brilliant, an exception being the Cullinan diamond, there are fifty-eight facets.

Small stones are, as a rule, cut to form an eight-pointed star, or else fashioned after the crown of a brilliant.

The step-cut is more adapted to colored stones, and is formed by several tiers or steps of facets extending longitudinally around the stone.

The table-cut consists of a beveled square top with eight side facets.

*The  
rose-cut* Next to the brilliant-cut in popularity is the rose-cut, consisting of star facets, the apexes of which meet at the top.

In cutting gems, the judgment of the cutter is of paramount importance and requires skilful handling. Wherever a facet is desired, a harder stone or some other special material is applied and rubbed against the surface. Powder and small particles rub off and gradually a facet is formed. For grinding and polishing, a fine powder of diamond dust is mixed with olive oil or water, and by skilful manipulation abrades the diamond surface. It often requires many days of patient and exacting work to complete the cutting and polishing process on a single stone.

*Cutting of the  
Cullinan* It was in Amsterdam that the great event of gem history was staged. The brightest jewel in the British Crown, the biggest diamond in the



world, the Cullinan, was cut in 1908. This most delicate operation was as carefully planned as the most intricate building project. An incision was made with a diamond-cutting saw so as to split the gem in such a way that a defective spot was left on each piece of the stone.

Crystal models had been previously prepared to represent the effect desired, and several members of the cutting establishment breathlessly watched the operation. The largest piece required nine months of continual grinding and polishing before it was finished and sent to take its place in the British Crown. Even the second largest section is much bigger than any previously known diamond, far surpassing the Excelsior Jubilee.

*The parts  
of the  
Cullinan*

This Cullinan stone is now divided into a 516 1-2 carat pendeloque or drop brilliant, a 309 3-18 carat square brilliant, a 92 carat pendeloque, a 62 carat pendeloque, an 18 3-8 carat heart shaped brilliant, an 11 3-4 marquise brilliant, a 6 5-8 carat square brilliant, a 4 9-32 carat pendeloque, ninety-six brilliants weighing 7 3-8 carats and nine carats of unpolished ends. One of the most remarkable things about these diamonds is that every one is of the very finest blue-white color in existence, and without the least flaw.

An innovation that was abundantly vindicated by the marvelous results obtained, was that of increasing the number of facets to seventy-four, sixteen more than is usual with normal diamonds. This was decided upon owing to the enormous size. The most wonderful brilliancy that a diamond can show was the outcome; all the more remarkable because very large gems usually lack the fascinating fire of the smaller stones, and are sometimes quite dull in appearance. It is said that upon discovery, this massive diamond greatly resembled a piece of ice glittering in the sunshine.





## Mounting and Setting of Diamonds



HERE are many forms in which diamonds are employed for personal adornment, from the solitaire ring in a plain gold or platinum setting, to elaborate combinations and fancy engraved jewelry.

*Used as an  
engagement  
ring*

The gold metal of a ring delicately balancing a sparkling gem in its dainty prongs has always excited the admiration of young womanhood. Cupid has woven a dreamy fabric of sentiment around the solitaire, and custom has approved its use as a promise of an approaching wedding day. The spotless brilliant demands no more fitting setting than the gold band, which seems to enhance the beauty of those wondrous flashing fires that spring from its liquid depths.

At times, fancy requires a somewhat ornate ring, and then again nothing but the plain mounting will satisfy. This is largely a matter of taste. Some of

the most beautiful engraved effects are now in favor. The fancy mountings of lace work, scalloped effects, those with fancy shanks for ladies and the massive and bolder mountings for men, are in constant demand.

Cluster rings are being worn by a largely increasing host. In such cases, diamonds are often used in conjunction with other precious stones.

A blood-red ruby surrounded by a group of sparkling diamonds is a sight to stir the admiration, as the tiny crystals seem to draw the red into their hearts and reflect it back.

*Combinations  
with other  
stones*

Various combinations of diamonds in conjunction with the grass-green emerald, the azure turquoise, the beautiful opaque pearl, the delicate violet sapphire, the red fire-opal, the green-blue aquamarine, the violet amethyst or any of the large variety of garnets are exceedingly popular.

Upon the careful workmanship and artistic taste of the goldsmith or jeweler, who mounts and sets the gem, depends the bringing out of the full beauty of the stones.

*Open and  
closed settings*

All variations in ring mountings are based upon either the open or closed setting. The open setting is the usual method and is formed by a series of prongs or claws which firmly grasp the stone



at the girdle. This permits viewing the stone in between the claws and is especially desirable for the diamond.

Rose-cut stones are always mounted in a closed setting, and sometimes a brilliant, showing dark patches, is painted with a varnish on the underside to give a more uniform appearance, in which case a closed mounting is used.

*In platinum* Platinum is often employed in the more expensive jewelry mountings and is also formed into handsome art pieces, which compose the medium in which numerous combinations of precious stones are set.

Platinum is especially attractive when spun out into fine and intricate designs. Being the heaviest form of matter so far known, it is nevertheless, extremely ductile and malleable, and lends itself admirably to manipulation. Neither atmospheric action nor any known acid will effect platinum, and for that reason if for no other, expensive stones should have a platinum setting.

### Care of Diamonds

The diamond will stand more abuse than any other stone, but because its value is so much greater than

other precious stones, it should receive extra consideration.

Although it is so very hard that nothing but another diamond will scratch it, the diamond is not indestructible. Being brittle, it is capable of receiving fractures, especially at the girdle, if a sharp blow is given it with some hard substance.

*Keep in  
good  
condition*

The more care that is taken of the diamond jewelry, the greater the satisfaction that will come to the owner. By keeping the pieces in good condition, through having a thorough periodical inspection for loose stones or discolorations, you may be saved much annoyance and material loss.

If there appears to be anything wrong with the jewelry, or the stones work loose, let your jeweler examine the pieces and remedy the defect.

*Cleaning of  
gems  
at home*

Among the necessary articles for caring for your gems should be a soft camel's hair brush, a buffer, some chamois and a box of rouge. Carefully apply the rouge to the metal, with the aid of the chamois or buffer, until all specks or any dullness have been removed, and then use the tiny brush. Be sure to get at each little indenture, and when all particles of the rouge have been removed, gently rub the crown of the stone on a piece of chamois or on the buffer.

Of course it is hardly necessary to suggest that a jewel case is highly desirable, as this keeps the contents in better condition than if they were left lying around loose, or placed away in an ordinary box or porcelain receptacle, where they might become scratched or dulled.

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### *A Good Jeweler is more than a Seller of Merchandise*

A high class jeweler has much more to offer his customers than a tray of rings or a bejeweled ornament. Any inexperienced tradesman can compute his costs and set his prices according to fixed rule, and then place them before a customer to buy or reject.

An experienced salesman, thoroughly acquainted with his stock of gems, knowing just what is in favor at the moment and understanding the requirements for every occasion, offers aid worthy the highest consideration by those contemplating the purchase of jewelry.

To assist our customers in selecting correct jewelry for any occasion, to advise them of the moment's style, to explain the qualities and values possessed by

individual specimens, to make the purchaser or prospective customer feel that our interest does not end with the order — to approximate this high ideal of service, we have secured experienced and tested jewelers and goldsmiths who will be able to talk intelligently upon any phase of the business.

Here you can safely entrust the resetting or the entire reconstruction of old family jewelry into the newest styles. You can have engraving done at short notice, repairs accurately made on both simple and complicated jewelry, watches or silverware, or cleaning attended to with dispatch and care.

Above all things, we want every customer of ours to feel that we retain a friendly interest in any jewelry we may sell, in any repairs we may be called upon to complete, in any service we may render and in any advice we may give, long after the occasion has passed.













