

L A V E R Y
JEWELLERS LTD.

117 MAIN STREET WEST - NORTH BAY, ONTARIO P1B 2T6 - 472-8260 - FAX 472-2557

SEPT 12/00

ATTN: JOHANNE D'AUROY

IN MY OPINION DIAMONDS MUST BE MINED
AND MANUFACTURED IN CANADA TO
BE CALLED "CANADIAN DIAMONDS".

ANY CANADIAN DIAMONDS WE HAVE SOLD
HAVE HAD PAPERS OF AUTHENTICITY AND
WE WOULD EXPECT THIS PRACTICE
TO BE CONTINUED ALONG WITH
LAZER MARKING.

ANY FRAUDULENT PRACTICES SHOULD BE DEALT
WITH SEVERELY



Robert E Conroy
for Lavery Jewellers Ltd.

Industry Canada: Consultation with Industry on Issue of marketing of Canadian Diamonds

Please Reply to the following questions by Sept 23/00 or for further details

Refer to Web Site:<http://competition.ic.gc.ca>

- 1) When should a diamond be deemed to "come into being" Why?
- 2) What do consumers and trade buyers perceive the terms "Canadian diamond" and "Diamond of Canada" or equivalent Canadian typical symbols or words to mean?
- 3) What are purchasers' expectations when they seek out a "Canadian diamond"? Are they looking for a diamond that is i) mined in Canada; ii) mined, cut and polished in Canada; or iii) cut and polished in Canada?
- 4) Is it industry practice to refer to the origin of a diamond, gem or other stone as the place it is mined OR the place it is cut? Provide details.

REPLY TO: Johanne D'Auray at fax #: 819-953-4792
 email: dauray.johanne@ic.gc.ca

LAVERY JEWELLERS LTD , NORTH BAY

1. *IN THE JEWELLERY TRADE ONCE IS CUT INTO A GEM STONE. UNTIL IT IS CUT IT IS OF NO VALUE IN OUR TRADE*
2. *THE STONE IS MINED AND MANUFACTURED IN CANADA*
- 3 *MINED CUT AND POLISHED IN CANADA*
- 4 *UNLESS THE DETAILS ARE KNOWN CONCERNING THE STONE WE DO NOT REFER TO A PLACE OF ORIGIN.*

Robert E. Connors