

Att- Johanne D'AURAY

GEMOLOGISTS

DIAMONDS • PRECIOUS STONES • FINE JEWELLERY

Consultants & Appraisers
G.K. Rose Appraisal Ltd.
462-5289



Sales
The Diamond Source Import
462-5296

1. A diamond should "come into being" upon the solidification of the molten mass and a crystal is formed. The rough crystal is the diamond long before it is discovered and cut.
 2. I feel the average consumer and trade buyer perceives the terms containing the word Canadian as a 100% Canadian product; i.e., having Canadian roots from start to finish.
 3. Based on my clientele I know the consumer's expectations are that they are seeking a diamond that is mined, cut and polished in Canada.
 4. It appears that recent industry practice may refer to a diamond that is not necessarily a Canadian product and double talk can convince an unsuspecting buyer to purchase a diamond which indeed is not of Canadian origin.
- P.5. Enough representation already exists within our industry to allow further insult. Diamonds being graded by firms catering to chain stores are many times such smoke and mirrors that the consumer is totally confused. Case in point - recently I was approached by a client with the intent of her selling her 1.00ct diamond. The diamond was graded as D color and SI2 clarity was valued on paper at \$17,000.00. So obvious was the stone an I1 or worse that from across my desk I could see a carbon inclusion. We have to work closely with J.V.C. and additional policing agencies in order to curb this misrepresentation and bring trust back to an industry that was built on trust.



GEMOLOGISTS



Diamonds • Precious Stones • Fine Jewellery

CONSULTANTS
& APPRAISERS

G.K. Rose
Appraisal Ltd.
Tel: 462-5289
Fax: 462-1150

SALES

The Diamond
Source
Import
462-5296

73 Tacoma Drive, P.O. Box 2506 East
Dartmouth, N.S. B2W 4A5

GROVER K. ROSE, G.G.

F. MURRAY HANNAH

73 Tacoma Drive, P.O. Box 2506
Dartmouth, Nova Scotia
B2W 4A5