

AMERICAN GEM SOCIETY



There's Nothing Like
A CONTEST

We are very happy about the response and interest shown in our diamond choosing contest.

The best score, made by Mrs. Gordon Demens of Roseburg, winner of the diamond ring, was six diamonds correctly placed out of a possible ten. She admitted that she had to guess.

It gave us the opportunity to prove dramatically that very obscure differences in diamond quality which make considerable difference in prices, cannot be detected with the naked eye. This means, of course, that most people must rely upon the counsel of their jeweler in the determination of gem value. It points up the advice recommended by the American Gem Society:

CHOOSE YOUR JEWELER BEFORE
CHOOSING GEMS

With the aid of the diamondscope, we can show you so you may see for yourself the factors that affected these diamonds' value.

Ask for the free informative booklet: DIAMONDS. If you have a friend who is planning to buy a diamond, request one for him. You may be doing him a favor.

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Street from the
Douglas County Bank

Knudtson's
JEWELERS

REGISTERED JEWELER
AMERICAN GEM SOCIETY