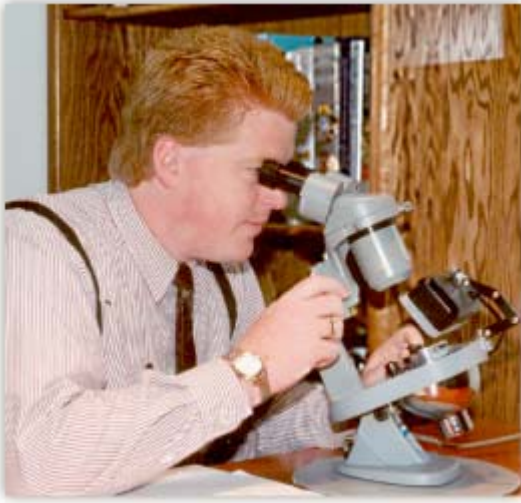


Taking the Mystery out of buying a Diamond



Have you ever wondered how a Gemologist buys a diamond? I can assure you it is not from an appraised value. The Gemologist compares the price of the diamond to other diamonds of the same quality and then buys the best diamond for the price. The high appraisal values used by many stores to give the impression of a discount can be very deceptive to consumers. You have all seen the ring appraised at \$6000.00 but on "sale" for \$3000.00. This type of advertising can be very misleading. A proper appraisal should reflect what items sell for in the market not be an extremely high value that can be used to give apparent discounts.

To properly shop for a diamond you need to know how diamonds are graded. To understand diamond grading and the impact of clarity, colour, and cut on the price of a diamond you must view the diamond in a microscope. After viewing a number of different quality diamonds you can then decide on the quality and size you want to purchase. You can then proceed to shop for that quality and size diamond to find the best price. By doing this you will not be fooled by high appraisal values or high list prices with discounts.

Hearts and Arrows



The hearts and arrows effect is a phenomenon of both math and physics. It is the end result of precisely cut facets, defined by exact mathematically proven angles and proportions. The effect is one of a perfectly aligned symmetrical ring of hearts on the bottom of the diamond, and a perfect star made up of distinct arrows, on the top. With the aid of the hearts and arrows scope, this phenomenon is made visible to the human eye.

According to James Poag a Graduate Gemologist and Certified Appraiser with James O. Poag Jewellers in Strathroy, "It is critical to understand how diamonds are graded and priced, a failure to do this is the main reason people are fooled with high appraised values." Mr. Poag explains, "The problem with a high appraisal is two fold. First the high values make people feel they have purchased the item at a significant discount when in fact often the item has been sold at its market value or higher, this is very deceptive. Secondly when they insure the item at the higher value they are over insured and spending excess money on premiums."

At Poag's in Strathroy they spend a great deal of time showing their clients different clarity, colour, and cut grades of diamonds in the microscope. I left their private diamond show room not only understanding terms like total depth, table size, and pavillion depth, but also knowing how these characteristics can increase or decrease the price of a diamond. I was amazed to learn that how well cut a diamond is can influence the price by as much as 50%.

Why is Poag's in Strathroy considered the Diamond Centre of Southwestern Ontario? "Simple", stated Mr. Poag, "Because we have the largest selection of diamonds both set and unset and guarantee the lowest diamond prices, and along with all of that we educate the client and give them a 100% money back quality guarantee".

Since Poag's is the Diamond Centre of Southwestern Ontario they have a diamond for everyone. You can see Ideal cut diamonds, AGS Certified Triple Zero diamonds the ultimate ideal, Canadian Diamonds, Hearts and Arrows cut diamonds, and many different shapes including hearts, marquises, princess, radiant, emerald, baguette, pear, and the traditional rounds. Poag's also stock coloured diamonds. Any diamond can be laser inscribed for security. No matter what you purchase be it a car, a stereo, or a diamond you want to know what you are buying and feel confident you are getting good value for your money. Unlike shopping for a stereo diamonds do not have model numbers. You need to be shown by a Gemologist how diamonds vary in clarity, colour, and cut so you can make an informed purchase.

Color

Most diamonds, although appearing colorless, actually have slight tones of yellow or brown. As these tones become more easily apparent, the rarity and the cost decrease. Ideal cutting dramatizes the rare splendor of a diamond because it produces such dazzling brilliance.



	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	W	Z
GIA																							
	Colorless			Near Colorless			Faint Yellow			Very Light Yellow			Light Yellow										
EGL	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	W	Z