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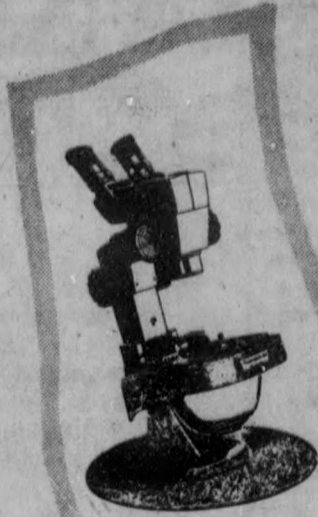
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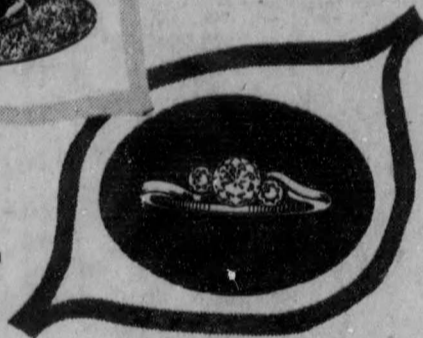
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WHAT IS MEANT BY "CLARITY"?
In diamond grading **CLARITY** refers to the presence or absence of flaws and blemishes. A diamond can be termed "flawless" only when no flaws are visible to a trained eye under 10-times magnification.

There is a "common sense" way to select your diamond—rely on the facts. Let us show you the overall picture of diamond value and quality. Take advantage of our vast gemological knowledge and experience. You'll find this is the wise way to select the diamond you'll be proud to give or own.

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SWAZEY'S, advice is don't buy a diamond anywhere, until you know, the value is exactly as represented. **SWAZEY'S**, show you how to judge value yourself.



WHAT IS MEANT BY "COLOR"?
When you find crystal-clear absence of any color in the body of a diamond it is usually of the finest quality. This is interior color, not the flashes of rainbow colors called "fire." In general, the closer a diamond approaches the absolute absence of any color, the higher it is evaluated.



WHAT IS MEANT BY "CUTTING"?
Gem cutting is a great art. Because a correctly cut and polished diamond has great refractory powers, it concentrates light and radiates an intense, flashing fire. The slightest variation from the ideal cutting of a diamond's tiny facets results in a reduction of this fire and brilliancy—and a lesser value for the finished diamond.

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