

# Diamonds

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DIAMONDS are a better and safer investment than real estate, insurance or stocks.

DIAMONDS have advanced in value 10 and 20 per cent. annually in recent years and the scarcity of the better grades indicate a still further increase.

OUR STEEL BLUE WHITE WESSELTONS ARE THE GEMS TO BUY. They are the richest, rarest, the mines supply; their brilliancy, their perfection of cutting and colour, allow of their being instantly converted into cash at any moment.

FIVE YEARS OF SUCCESS AND INTEGRITY have given us the position as leaders in the Jewelry world of the Pacific Coast and our supremacy is recognized by experts in the Diamond and Jewelry Trade, and by those who desire to purchase the best.

## Remember This Fact

We show more first quality diamonds than any firm in Canada —nor do we buy an imperfect stone. Further, our prices are right.

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# McMillan

THE DIAMOND SPECIALIST

Cor. Hastings and Homer Sts.

VANCOUVER, B.C.