

buy in San Francisco for \$2000, in order that they might state that they bought it in Paris. Some artists of San Francisco found it advisable, therefore, to take their pictures to Paris, in order that they might get higher prices from Americans. California wines go to Europe to be returned as "imported" wines. Not long ago an American who lives in a well-known cheese-making district in New York paid a very high price for an imported cheese and took great delight in the fact that it was imported. As a matter of fact, it had first been exported from his own town. New York cigars are shipped to Key West to be reshipped from there as "Key West" cigars.

The effort to produce imitations is found in the case of almost all articles of vanity, though the superiority of the "genuine article" is strenuously maintained. This is well illustrated in jewelry. A paste imitation of a diamond can never fetch the same price as a real diamond except when its character as an imitation is fraudulently concealed. If a chemical method should be developed of making a *real* diamond cheaply, the desirability of diamonds would be destroyed; they would immediately go out of fashion; the invention would be self-destructive, and the price of diamonds and the use of diamonds destroyed. That is, diamonds are desired because they are scarce and a badge of economic power of the people who possess them. This is why imitation jewelry is regarded as a sham. Paste diamonds may be quite, or nearly, as beautiful as real diamonds, but they can never be so valuable. Those who use them do so not because they regard them as beautiful, but usually in order to make people believe they are "real" and that the possessor can afford to buy them. Sometimes they are worn as symbols of real diamonds kept for safety in bank vaults. The owners then appear at the opera with the imitation jewels. When spoken to of their jewels, these people will say that they are not real jewels, but are an exact imitation of real jewels which are in