

King's Jewellers & Goldsmiths

Ltd.  Est. 1959

ED & NORMA WIENS

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Hours: M-F 9:30am - 6pm
Wed 9:30am - 1pm
Sat 9:30am - 3pm

DATE SEPT. 11/00 FAX # _____ # OF PAGES (incl. this page) 1

RECIPIENT'S NAME: JOHANNIE D'AURAY

COMPANY: COMPETITION BUREAU OF INDUSTRY CANADA

SENDER'S NAME: ED WIENS

I, AS A RETAILING - GOLDSMITH, SELL MY FINISHED PRODUCT DIRECTLY TO THE END USER. DURING MY SCHOOLING & NOW, AS APPEARING TO MY SALES PRESENTATION - THE TERM 'CANADIAN DIAMOND'; REFERS TO A GEM MINED & MANUFACTURED IN CANADA. A GEM MINED IN CANADA THEN SENT TO AN 'OUT OF COUNTRY' DIAMOND CUTTER, COULD - MUST NO LONGER BE REFERRED AS A CANADIAN DIAMOND. THE LOOSE UNKUT DIAMONDS (WHEN ABROAD) ARE SORTED FOR SIZE, COLOUR & INTERNAL CHARACTERISTICS. THIS RESULTS IN GEMS, ~~FROM~~ OTHER-SOURCES WILL BE MIXED IN. WELL, THERE GOES THE 'CREDIBILITY'. THE JEWELLERY INDUSTRY ^(RETAILERS) ALREADY MIXES USED / PROWNOED / ESTATE DIAMONDS WITH RECENTLY MINED / CUT GEMS. (THE USED DIAMONDS SHOULD NOT BE MIXED WITH 'NEW' ITEMS). SO NOW TO CLAIM A 'CANADIAN DIAMOND' ARRIVING FROM 'OUT OF COUNTRY' IS FALSE.

A 'CANADIAN DIAMOND' MUST BE MINED & CUT IN CANADA. THE LASER MARKINGS, TO ENSURE CREDIBILITY IS CRUCIAL. PLEASE ENSURE THE CREDIBILITY IS NOT COMPROMISED.

Regards

Ed Wiens.