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# Your diamond marks the 'vein of love'

It was the early Egyptians who decided that a "vein of love" ran directly from the heart to the top of the third finger, left hand, but not until the latter part of the 15th century was a diamond put there as a promise of betrothal.

In 1477, Mary of Burgundy defied the King of France — who wanted her to marry his son — and chose instead to marry the popular Archduke Maximilian of Austria. As a symbol that this was indeed a marriage of love, the Archduke slipped a sparkling diamond ring onto Mary's finger... and thus the tradition began.

Recent acquisition studies carried out by O'Hara Hannigan Reid ABH International on behalf of De Beers indicate that more than 70 per cent of young women in Canada receive a diamond engagement ring. Why? Because "a diamond is forever".

When two people decide to spend their lives together they make a decision expected to last forever. What better way to symbolize that decision than with a diamond — the symbol of everlasting love?

Prior to making that all-important purchase, you and your fiancé will want to find out all there is to know about diamonds. Sometimes trying to find the right diamond can seem to be as complex as finding the right mate.

The only mistake that is commonly made is to learn too little about the diamond in a ring before you buy.

Remember that the diamond represents most of the value as well as the meaning of your ring, no matter how elaborate the setting.

It's the diamond, the hardest and most durable of all gemstones, and not the metal it's mounted within, that will be cherished for a lifetime. Every diamond in the world is different from every other, with a complex personality of subtle qualities which significantly affects its value.

Before you buy, choose a reputable jeweller — one in whom you have confidence — and make sure he'll talk to you frankly and freely about the diamond you wish to purchase. A jeweller's willingness to give you straight, honest answers and make recommendations is a good indication of his knowledge and reputability.

That accomplished... how do you choose your diamond. Diamonds are valued according to four factors known as the Four C's: color, clarity, cut and carat weight. The way a given stone measures up in each of these categories is the sum total of its worth.

#### Color

Most diamonds are transparently clear, or white, but with tinges of "body color", often visible only to the eye of an expert. The more nearly a diamond approaches being absolutely colorless, the more valuable it is.

Completely colorless diamonds are very rare and command premium prices.

However, while white diamonds are valued for their lack of color, other diamonds called fancies, are valued for their depth of color. Not to be confused with off-color white stones, "fancy color" diamonds are rare quirks of nature, occurring in every color of the rainbow — the most usual being canary or golden colored.

Some of the famous diamonds of the world are fancies: the blue Hope, the golden Tiffany, the Dresden Green.

Fancy colored diamonds are the rarest of all rare diamonds and are valued accordingly.

#### Clarity

Diamonds, like people, are born with imperfections — "birthmarks" called inclusions which affect the clarity of a diamond.

Rarely visible to the naked eye, these imperfections do not perceptibly interfere with a diamond's beauty.

tibly interfere with a diamond's beauty.

Every diamond, even one considered commercially "flawless" (one which no imperfections are visible to a trained eye when the stone is magnified 10 times) contains at least some slight natural imperfections.

#### Cut

Cut refers to both the make of a diamond, the accuracy with which its 58 facets are ground onto it, to its shape. A diamond that is perfectly proportioned and precisely cut will be far more brilliant and fiery — even to the naked eye.

The ideal proportion of a diamond, as well as number of facets, depends on their relative angles to one another. The mathematically standard is called the brilliant cut and has been in vogue since the 17th century.

However, some diamonds deviate from this formula and this deviation rests with the diamond cutter, whose job it is to retain as much of the original carat weight of the rough stone as possible while eliminating as many imperfections as he can.

#### Carat

A diamond's carat weight (there are 100 points to a carat) is one of the primary factors that influence its value and price. A diamond is usually priced on a per carat basis, according to its size and quality. Because the rarity of diamonds increases with their size, so does their price per carat.

Thus, large stones have a greater value per carat than smaller diamonds. For example, a one carat diamond will cost two or three times as much as a 1/2 carat diamond of the same quality. When two diamonds have exactly the same carat weight, the one of better quality will command a higher price per carat.

The major consideration in choosing an engagement ring is, of course, its cost.

## WEDDING PHOTOGRAPHY

**350<sup>00</sup>**



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## Who to invite?

Making up the invitation list is probably one of the biggest problems in any wedding. Old friends get forgotten, new acquaintances, not included, are miffed. Mom wants so-and-so, but dad says "if he comes, I don't".

If the presence of certain people is going to upset the bride or groom-to-be or either of the parents, leave them out. No matter who you invite or don't invite, someone will be upset.

At least four weeks before the wedding day invitations should be mailed out.

They should be hand-addressed, with full name and address on the outer envelope, and the name only on the inner envelope.

Invitations are not sent to the groom's parents, any of the attendants or the clergyman.

The bride should tell the groom's family how many people they may invite. This avoids the situation whereby the groom's mother wants to include 130 people, when in fact the bride's parents are only financially able to allow them 50. Avoid embarrassment by starting on the right foot.

To avoid permanent upset relations, send announcements of the wedding to those you simply cannot invite.

These are mailed after the wedding, usually by the bride's family.