1948

Third Finger, Left Hand

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Recommended Citation
Available at: http://lib.dr.iastate.edu/homemaker/vol28/iss7/2

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There was a time when a woman wore a diamond on her first finger if not engaged; on her second if engaged; on her third if married; and on her fourth if she intended to die an old maid. But that is ancient lore. Today’s woman has dreamed of diamonds and star dust and romance since she was in pigtails... and in all the dreams the ring is on her third finger, left hand.

**Dollars and Sense**

The value of the diamond cannot be analyzed in terms of dollars. So much of the intangible, the aesthetic and the sentimental floods into it. But sentiment or not, it will cost that man of yours at least the price of a quarter’s room, board and tuition. Would you rather your fiance chose the ring and gave it to you as a surprise? Or will you go with him, and together choose your ring? Among with that blank check, whoever buys the ring should take some knowledge of diamonds that he may make a wise purchase.

Before he clasps your hand tightly in his and asks the jeweler to show you the diamonds, be sure of the standing of the store you patronize. You can tell the quality of grapefruit or furniture, but when you purchase a diamond you must rely for the most part on the integrity of the dealer. If you buy from a credit jeweler on the installment plan, expect to pay more because of the interest and carrying charges.

**Jeweler’s Terms**

Choose that diamond with your head as well as your heart. If you are to buy a diamond intelligently you should know the jeweler’s terms for diamonds. A carat is the unit of measure for diamonds. One carat weighs 2/10 of a gram and is about the size of an average pea. Diamonds are usually clear and transparent although stones known as fancies occur in blue, red and deep green. Colorless stones tinged with blue are the most desirable. Stones tinged with yellow decrease in value as the color increases.

A limpid stone, resembling a drop of pure spring water may sound poetic to you, but to a jeweler, it’s merely a grade known as “true river.” In America we would consider the gem more valuable if it were tinged with blue and called a “blue river.” A jager is a stone of pale, steel-blue color, not one with the transparency of a river, as is commonly believed.

Diamonds are cut in four main shapes—the brilliant, the rose, the table and the brilliante. The last two are out of fashion and seldom seen today. The rose, which is flat on the under surface and cut into innumerable facets on the upper, is best for diamonds of small depth. Most common and most popular is the brilliant cut. On it, the girdle is the setting edge or boundary between crown and base. The crown part of the stone is above the girdle and consists of 33 facets. The base is the part of the stone below the girdle and consists of 25 facets. If your heart yearns for something different than the traditional round diamond, a modern fancy cut is what you’ll choose. These include keystones, pentagons, kites, hexagons, triangles, half-moons, squares, baguettes and marquises. All fancy cut stones are more expensive than a brilliant cut of equal weight and quality. Only the finest material is used since flaws are much easier to see in a fancy cut.

**Blemished Stones**

Sometimes a gem with a slight imperfection is much more inexpensive, and no one will ever know it is imperfect but you. Spots in a ring are a jeweler’s way of describing bubbles which may contain gas. Black crystallized spots or flakes are carbon; feathers are semi-transparent lines of fissures. A milky or cloudy texture is the result of infinitesimal inclusions or laminations. If the jeweler says the stone has a blemish, he may mean any surface imperfection due to defects in cuttings, nicks in the girdle, surface cracks, cavities, knots or scratches.

That the sparkle of your diamond can be as true and lasting as your love, care for it as your jeweler advises. Grease has an uncanny affinity for diamonds. Greasy water and oil will quickly coat the facets of a diamond. Then dust will collect and cause even the finest jewel to lose much of its brilliance and beauty. Wash your diamond with a small brush in a hot solution of household ammonia and water (ammonia about 5 percent), a pinch of soda and a little soap. Rinse in clear water, then in alcohol and dry, preferably in warm jeweler’s sawdust.

**Diamond Inspection**

Diamonds may become loose regardless of how securely they were mounted, so have yours inspected by your jeweler every few months.

Contrary to popular belief that only a diamond will cut glass, any very hard and sharp edge will scratch glass. There are other more reliable tests if you wish to be sure your setting is a true diamond. When mark-

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ed by an aluminum pencil the genuine diamond may easily be cleaned of the mark, but no matter how hard you rub, the imitation stone holds the mark. There are two water tests. A small drop on the face of the clean diamond may be rolled about with the point of a pin, and will retain its globular shape. On the imitation the water will spread. Immersed in water, a true diamond will shine through the liquid, but the bogus gem will be almost invisible. Hydro-fluoric acid will dissolve an imitation if given a reasonable time but will not injure a real diamond.

Early sages thought the evils of the world could be kept from contaminating a person if she were properly protected by wearing a diamond. Accredited with powers to avert insanity and render poison harmless, in the Middle Ages the diamond was even known as a peacemaker between husband and wife. In the United States, 1949, the diamond is the symbol of sacred promises made by two people for whom every moon is a full moon, every day enchantment.

Only in the past few hundred years could humble suitors give a diamond as a token of their affections. Before that time diamonds were the property of royalty only. Louis XIV used diamonds as buttons on his coat and Henry III concealed his bald spot with a cap, in the front of which glittered a 50-carat gem. There is the tragic history of a diamond once called the Pitt, now known as the Regent. It was found by a wretched slave in the Parteal mines in India in 1701. Since then it has bred wars, murders and conspiracies. The spectacular responsibility of owning a monster diamond is so great that a tradition of bad luck has grown out of it. But the tiny diamonds, to which sentiment rather than responsibility attaches, are the ones that make people happy.

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FINE DIAMONDS...

A Tribute to Your
Un-erring Taste

Be sure that you are getting the finest in diamonds for the least amount of money. See your diamonds under the Flash-O-Lens which we recently installed. Let us show you our lovely new styles designed to please you. 

Bates—Where the Quality is Always Higher than the Price