



Gem of an Idea

Intriguing Facts About Diamonds

(NAPSA)—Even though diamonds have long been a popular symbol of love and commitment, there are some facets to their history that may surprise you. For example, did you know:

- The name “diamond” comes from the Greek word “adamas,” which means “unconquerable.”

- It’s said the ancient Greeks believed that diamonds were splinters of stars fallen to the earth.

- Cupid’s arrows are supposed to be tipped with diamonds.

- Archduke Maximilian of Austria gave a diamond ring—believed to be the first diamond engagement ring—to Mary of Burgundy in 1477.

- Elizabeth Taylor bought a 33.19-carat diamond ring, known as “The Krupp,” in 1968. She has worn it nearly every day and in every film since acquiring it. It was even featured as part of her special animated guest appearance on “The Simpsons.”

- The ring Prince Philip gave to his fiancée—now Queen Elizabeth II—was created with heirloom diamonds taken from a tiara worn by his mother.

- For a firsthand experience, the Crater of Diamonds State Park in Arkansas may be the world’s only diamond mine open to the public.

Those who want to take a more contemporary approach to finding a diamond can visit a new Web site. It is the site of well-known diamond retailer Ross-Simons, and it offers thousands of the best-quality, certified diamonds at the best prices in the country. Designed to



A new Web site may be a diamond buyer’s best bet yet.

provide easy access to affordable certified diamond jewelry, visitors are able to navigate the buying process in just three easy steps. Shoppers are also given the opportunity to design a ring by selecting from a myriad of settings and thousands of stones. In the weeks and months leading to Valentine’s Day, what better way to choose an engagement ring? This new site also offers diamond earrings, bracelets, pendants and necklaces for other momentous occasions in your life. Buyers can even visit a Ross-Simons store in 15 U.S.A. locations to examine the diamond they select online before buying.

If you’re new to the diamond market, you might appreciate the site’s educational section. It highlights diamond facts and provides easy-to-read descriptions, illustrating the criteria necessary for selecting stones. The site, www.ross-simons.com/diamonds, also includes a number of special features, such as free overnight shipping, a deferred payment plan and a unique trade-in/trade-up policy.