



# Science Has Finally Counterfeited A Perfect Diamond!

## Many Jewelers and Pawnbrokers Fooled—It Cuts Glass!

In "Diamond World," author David Koskoff states, ". . . it fooled most of the members of the famous New York Diamond Dealers Club when it was introduced."

Pawnbrokers and jewelers have lost thousands of dollars buying these beautiful jewels thinking they were mined diamonds. If a jeweler must perform tests to tell whether it is a Van Pler Simulated Diamond or a mined diamond, then neither you or any of your friends will be able to tell the difference.

### ABC's 20/20 News Team Fools New York Diamond Mart Experts

The reporters took a \$50,000 perfect, mined diamond ring and an equally fancy Van Pler-type simulated diamond ring to the famous New York 47th Street Diamond Mart.

The gems were so perfect that the expert there claimed they were both counterfeit. How foolish they must have felt when they saw the show.

### Top Economist Says Consumers Would Be Foolish to Buy a Mined Diamond Now!

A respected authority on investments in diamonds, gold, silver, coins and other precious gemstones (called "hard money"), J.C. Revel, stated recently, "If you are buying a small, mined diamond—less than two carats—and expect it to appreciate in value, you are going to be disappointed."

The reasons the economist pointed out were; one, the resale for used diamonds is very small; two, if you sell to a jeweler or other dealers, they will pay only about 30% of the current retail value; and third, the new Van Pler Simulated Diamond is visually equal, if not superior, at a fraction of the inflated cost of mined diamonds.

"It doesn't make any economic sense for the average person to waste hard-earned dollars on a high priced mined diamond when less than 1% will ever resell the stone," Revel said (J.C. Revel is listed as a top authority in a recent edition of "WHO'S WHO IN HARD MONEY ECONOMICS").

A February 3rd, 1986 Wall Street Journal article stated that the value of investment grade diamonds have dropped an incredible 85% since 1980.

Now you can have jewelry that will truly impress everyone you meet. Imagine a new wedding ring with a big, dazzling Van Pler, or a glittering pinky ring for a man. Or why not enjoy the pleasure of wearing diamond earrings, bracelets or necklaces and no one will know the difference.

And think of what great gifts Van Pler Simulated Diamonds will make. Remember,

even jewelers and pawnbrokers can't tell the difference without testing.

### \$25 a Carat for This Sale Only—Selling in Europe for \$100

As a giant promotional campaign to introduce the incredible, new Van Pler Simulated Diamond, only the first 5,000 people in each state will be allowed to buy these beautiful jewels at a sensational low price of \$25 a carat on a first-come, first-served basis.

The counterfeits were introduced in Europe the same way with tremendous success. Now they regularly retail there at what is equivalent to about \$100 U.S. dollars a carat.

### Limit Per Customer — No Orders Accepted From Jewelers!

There is a limit of two Van Pler Simulated Diamonds per order unless the order is postmarked before Dec 31, 1988. Orders postmarked before then may request a maximum of 7 jewels.

Since this is a promotional campaign to introduce the Van Pler Simulated Diamond to the nation at a very low price, no orders from jewelers or department stores will be accepted.

### New York Magazine Says, More Beautiful than Mined Diamonds!

Anyone who sees this new jewel is astounded at its beauty and brilliance. In fact, New York Magazine went further in a recent article stating, ". . . it looks even better than the average 1-carat mined diamond equivalent which sells for about \$4,000."

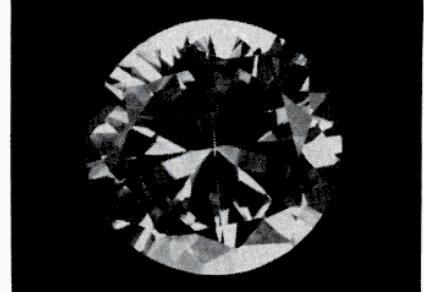
### Expected to be Hottest Gift of the Year!

A spokesman for the company indicated in an interview last week that due to the tremendous acceptance of these jewels in Europe, Americans can expect to respond even more enthusiastically. "I believe everyone has felt how wonderful it would be to give someone you love a beautiful jewel."

### More Indestructible Than Mined Diamonds — Lifetime Warranty

The Van Pler is not as brittle as a mined diamond and is resistant to shattering because it was created at the incredible temperature of over 5,000 degrees Fahrenheit. The hardest steel melts at only 2,786 degrees F.

The Van Pler Simulated Diamond will last many, many lifetimes without any worries. In fact, you will receive Lifetime Warranty against any defects.



### Simulated THE Van Pler DIAMOND®

Scientists created the Van Pler from an exotic mineral dust which is melted at an astonishing 5,000 degrees F to produce this dazzling diamond copy. The problem that held back the development of the Van Pler for many years was no furnace liner could withstand the tremendous heat. Finally a young scientist got the idea to line the furnace with contaminated Van Pler Jewels made in previous attempts. Imagine, a furnace lined with jewels. It worked, and now you can have a flawless Van Pler Simulated Diamond. It is cut with 57 facets and polished the same as a mined diamond with the same equipment.

### Postdate Your Check for 30 Days—Free Inspection In Your Home!

We are so certain that you'll be very pleased with a Van Pler Simulated Diamond that we will let you examine them in your home without risking a dollar. If for any reason you don't like the Van Pler, just mail it back to us within 30 days and we will return your postdated check uncashed.

Imagine how exciting it will be to show off your new jewel to your friends. And remember it is Warranted for a lifetime in writing.

For quicker service, use any major credit card and call Toll-free 1-800-237-8104 except in California, call 1-800-237-7551. Ask for Operator No. 701.

Hours: 7 a.m. to 5 p.m. Pacific Coast Time, Monday through Saturday.

Shipped in 4 Working Days by First Class Mail or United Parcel Service

VALID THRU DEC. 31, 1988

**Van Pler & Tissany**  
Fine Jewelers

325 S. Robertson Blvd., Beverly Hills, CA 90211-3602

Please rush the Van Pler Simulated Diamonds I've chosen below for a FREE 30 Day Inspection. They are guaranteed to be flawless, to be the same size as a mined diamond of the equivalent weight and look exactly like, if not better than, a mined diamond.

It is also guaranteed never to get cloudy, discolor or lose its brilliance for a lifetime.

If I return the jewels within 30 days, you will immediately return my postdated check or credit my charge card. Satisfaction Guaranteed.

4 Carat Van Plers at (Reg. Round Cut) \$100 each = \_\_\_\_\_

3 Carat Van Plers at (Reg. Round Cut) \$75 each = \_\_\_\_\_

2 Carat Van Plers at (Reg. Round Cut) \$50 each = \_\_\_\_\_

1 Carat Van Plers at (Reg. Round Cut) \$25 each = \_\_\_\_\_

½ Carat Van Plers at (Reg. Round Cut) \$15 each = \_\_\_\_\_

Subtotal \_\_\_\_\_

We ship in 4 days! CA Residents add 6 1/2% tax \_\_\_\_\_

SHIPPING & HANDLING \$2.00

Check or Money Order Enclosed TOTAL \_\_\_\_\_

**BILL MY CREDIT CARD:**  Visa  Discover

Am Express  Diners/Carte Blanche  Mastercard

Card No. \_\_\_\_\_

Expiration Date \_\_\_\_\_ No orders shipped without expiration date

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

PHOTOCOPIES NOT ACCEPTED  
THIS COUPON MUST ACCOMPANY ORDER

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Perfect Counterfeit Diamond Ad by Gary Halbert  
(<https://swiped.co/counterfeit-diamond-gary-halbert>)  
Swiped in October 2017  
Ran 1986