

JEWELRY NEWS & VIEWS

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Auburn, New York

Winter 2015, 9th Issue

RJ JEWELERS
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**January, February
& March**

Birthstone Gems!

Valentine Sale

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Selected jewelry and gifts items.

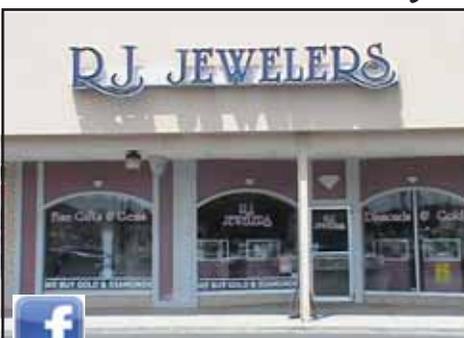
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THE HISTORY OF CUPID THE GOD OF LOVE



Cupid is the most famous of Valentine symbols and everybody knows that boy armed with bow and arrows, and piercing hearts. The arrows signify desires and emotions of love. Cupid aims his arrows at Gods and Humans, causing them to fall deeply in love. Cupid has always played a role in the celebrations of love and lovers. In ancient Greece he was known as Eros, the young son of Aphrodite, the goddess of love and beauty. To the Roman's he was Cupid, and his mother was Venus. There is a very interesting story about Cupid and His mortal Bride Psyche in Roman mythology. Venus was jealous of the beauty of Psyche, and ordered Cupid to punish the mortal. But instead, Cupid fell deeply in love with her. He took her as his wife, but as a mortal she was forbidden to look at him. Psyche was happy until her sisters persuaded her to look at Cupid. As soon as Psyche looked at Cupid, Cupid punished her by leaving her. Their lovely castle and gardens vanished too. Psyche found herself alone in an open field with no signs of other beings or Cupid. As she wandered trying to find her love, she came upon the temple of Venus. Wishing to destroy her, the goddess of love gave Psyche a series of tasks, each harder and more dangerous then the last. For her last task Psyche was given a little box and told to take it to the underworld. She was told to get some of the beauty of Proserpine, the wife of Pluto, and put it in the box. During her trip she was given tips on avoiding the dangers of the realm of the dead. She was also warned not to open the box. But temptation overcame Psyche and she opened the box. But instead of finding beauty, she found deadly slumber. Cupid found her lifeless on the ground. He gathered the deadly sleep from her body and put it back in the box. Cupid forgave her, as did Venus. The gods, moved by Psyche's love for Cupid made her a goddess. Today, Cupid and his arrows have become the most popular of love signs, and love is most frequently depicted by two hearts pierced by an arrow, Cupid's arrow.



Rhythm Of Love

Rembrandt Charms

Lafonn
Collection



Kelly Waters



January's Birthstone "GARNET"

Garnet, the birthstone for January, signifies eternal friendship and trust and is the perfect gift for a friend. *Garnet*, derived from the word *granatum*, means seed, and is called so because of the gemstone's resemblance to a pomegranate seed. References to the gemstone dates back to 3100 B.C., when the Egyptians used garnets as inlay jewelry. *Garnet* is the name of a group of minerals that comes in a rainbow of colors, from the deep red of the pyrope garnet to the vibrant green of tsavorites. Today, the most important sources for garnet are Africa, Sri Lanka, and India.



February's Birthstone Is "AMETHYST"

Amethyst, the gemstone believed by ancient Greeks and Romans to ward off the intoxicating powers of Bacchus, also is said to keep the wearer clear-headed and quick-witted. Throughout history, the gemstone has been associated with many myths, legends, religions, and numerous cultures. English regalia were even decorated with amethysts during the Middle Ages to symbolize royalty. It has been associated with many myths, legends, religions, and numerous cultures. Amethyst is purple quartz, a beautiful blend of violet and red that can found in every corner of the earth. Historically, the finest amethyst were found in Russia and were featured in much royal European jewelry. Today, while Brazil is the primary source of this gemstone, fine material can be found elsewhere, especially in Zambia.



March Has A Unique Birthstone "AQUAMARINE"

The name aquamarine is derived from the Latin word aqua, meaning water, and marina, meaning the sea. This gemstone was believed to protect sailors, as well as to guarantee a safe voyage. The serene color of aquamarine is said to cool the temper, allowing the wearer to remain calm and levelheaded. Its pale, cool color beautifully compliments spring and summer wardrobes. Aquamarine is most often light in tone and ranges from greenish blue to blue-green; the color usually is more intense in larger stones. This gemstone is mined mainly in Brazil, but also is found in Nigeria, Madagascar, Zambia, Pakistan, and Mozambique.



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AWESOME Gifts



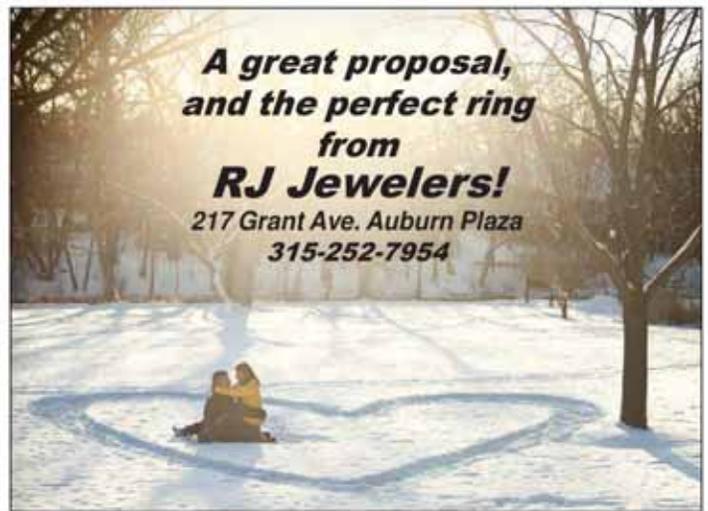
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Garnet

January's birthstone symbolizes a light heart, loyalty and enduring affections...



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