

# JEWELRY NEWS & VIEWS

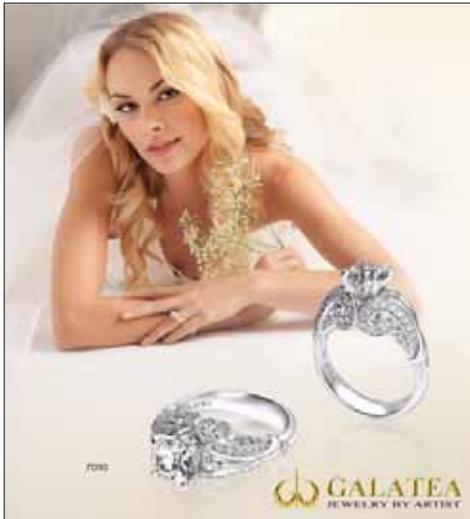
www.RJJewelersAuburnNY.com

Auburn, New York

Fall 2013, 4th Issue

**RJ JEWELERS**  
DIAMONDS ♦ GOLD ♦ GIFTWARE

## IN THIS ISSUE:



### “New” GALATEA Jewelry By Artist

### Birthstones For October, November & December!



**FREE GIFT WRAPPING!**

Visit RJ Jewelers Today!



217 Grant Avenue  
Auburn Plaza ♦ Auburn, NY 13021  
Store: 315-252-7954  
www.RJJewelersAuburnNY.com

## Great Gift Idea! Caravelle by BULOVA Watches On Sale Now At RJ Jewelers

**Caravelle**  
**20%-25%**  
**OFF!**



### Special Occasion Jewelry

Want to make that special occasion truly shine? Need a surefire gift that always gets a great response? Jewelry is your answer. It's the perfect go-to gift for any holiday, birthday, anniversary or special event. So what piece fits what occasion? While we don't recommend handing out engagement rings at your company's Secret Santa, there really is no hard and set rule. With so many options out there, you can't go wrong. As long as it glitters, you're usually good to go.

At RJ Jewelers we can help you make the best decision possible. We are experts at suggesting the right jewelry gift, and we are always willing to help educate you about your fine jewelry piece.

### Fill Out Our Gift Registry!

#### I Saw What I Wanted At RJ Jewelers

*I actually saw several jewelry pieces that I loved. One was a matching necklace, bracelet and earring set from the Lorenzo Jewelry Collection! RJ Jewelers filled out a "Gift Registry" with a list of the items I wanted.*

*With a little hint from me, my husband went to RJ's to buy me a gift for our anniversary. He conveniently had the gift registry of items to choose from. RJ Jewelers gift wrapped what he selected, which made him extremely happy! When he gave me his gift, he smiled like a hero.*

*I opened his gift, smiled back and said,*

*"I love it! It's just what I wanted!"*



## New Jewelry Collection On Display

RJ Jewelers is proud to announce a new collection of jewelry by Galatea. This is the company that invented and now holds the patent for the world's only gemstone-nucleated pearl.

### Diamond in a Pearl Collection

#### The Symbol of Love

When an oyster swallows a grain of sand it feels the discomfort, so it begins to ease the pain by applying a coat of nacre (pearl). It is during this healing process that it creates a beautiful pearl. It is rather ironic to think that something so beautiful can be created out of so much discomfort. This is like life itself. It is easy to love in good times, but it takes courage to love through the discomfort of our lives. The diamond represents the grain of sand and the pearl evokes an aura of courage, love, and healing that is embedded deep within the soul. It is this unique transformation that has given birth to "Diamond in a Pearl, the symbol of love."



## Great Holiday Gift Ideas!

Rembrandt Charms for necklaces and bracelets. All occasions available in sterling silver or gold. Hobbies, sports, music, birthstones, and just to say I Love You!



## October Is A Month With Two Birthstone Choices, Tourmaline & Opal

*Tourmaline* has become a favorite gemstone among jewelry designers, and gem collectors the world over. Since it is available in a wide variety of colors, it is ideally suited to almost anyone's taste. Tourmaline also is known for displaying several colors in the same gemstone. These *bi-color* or *tri-color* gems are formed in many combinations; gemstones with clear color distinctions are highly prized. One multi-color variety is known as *watermelon tourmaline*, and features green, pink, and white colors bands; to resemble its namesake, the gemstone is cut into thin slices having a pink center, white ring, and green edge. Tourmaline is found in many localities including Brazil, Afghanistan, East Africa, and the USA.



The name *Opal* derives from the Greek *Opallos*, meaning "to see a change (of color)." Opals range in color from milky white to black with flashes of yellow, orange, green, red and blue. An opal's beauty is the product of contrast between

its color play and its background. Opal is a formation of non-crystalline silica gel that seeped into crevices in the sedimentary strata. Through time and nature's heating and molding processes, the gel hardened into the form of opals. The opal is composed of particles closely packed in spherical arrangements. When packed together in a regular pattern, a three-dimensional array of spaces are created that give opal its radiance.

## Two Gems Are Appropriate For November Birthdays Topaz & Citrine

*Topaz* is a gemstone available in a rich rainbow of colors. Prized for several thousand years in antiquity, all yellow gems in antiquity were called *topaz*. Often confused with citrine quartz (yellow) and smoky quartz (brown), quartz and topaz are separate and unrelated mineral species. The most prized color of topaz is called *Imperial topaz* after the Russian Czars of the 1800s and features a magnificent orange body color with pinkish undertones. Topaz also comes in yellow, pink, purple, orange and the many popular blue tones.



*Citrine*, the other birthstone for November is known as the "healing quartz". This golden gemstone is said to support

vitality and health while encouraging and guiding hope, energy and warmth within the wearer. Citrine can be found in a variety of shades ranging from pastel yellow to dark brownish orange. It is one of the most affordable of gemstones and plentiful in nature. Citrine is found most frequently in the countries of Brazil, Bolivia and Spain.



## JEWELRY TIPS

### Jewelry Manufacturing Techniques

The way a piece of jewelry is constructed has a great effect on its beauty and durability.

*Following are some helpful hints:*

- The more prongs a stone has to hold it in place, the better.
- Be sure there is room underneath the gemstone for easy access when cleaning.
- Clasps should be easy to open and close, but not too thin or flimsy.
- Hollow made bracelets & chains can be damaged with everyday use.

## The Three Birthstones Associated With December Are Tanzanite, Zircon and Turquoise



Discovered in the late 1960s in Tanzania, and found exclusively in this tiny area of the world, *tanzanite* exhibits a rich violet-blue color for which the gemstone is treasured; often it is heat-treated to achieve this color.

Colors range from blue to purple, and tanzanites that are medium dark in tone, vivid in saturation, and slightly violet blue command premium prices. As tanzanite can be less expensive than sapphire, it often was purchased as an alternative. However, it has increased in popularity and now is valued more for its own beauty and brilliance than as a sapphire substitute.

Derived from the Arabic words *zar* and *gun*, meaning *gold* and *color*, *zircon* is found in a wide range of colors such as: blue, yellow, orange, brown, green, colorless and red (the most prized color). For many years colorless zircon was used to imitate diamonds. Folk wisdom grants zircon the power to relieve pain, whet the appetite, protect travelers from disease and injury, to ensure a warm welcome, and to prevent nightmares guaranteeing a deep, tranquil sleep. Major sources of zircon are the Chanthaburi area of Thailand, the Palin area of Cambodia, and the southern part of Vietnam.



The name *turquoise*, from the French expression *Pierre tourques* or *Turkish stone*, originated in the thirteenth century and describes one of the oldest known gemstones. Turquoise varies in color from greenish blue, through robin's egg-blue, to sky blue shades and its transparency ranges from translucent to opaque. Turquoise is plentiful and is available in a wide range of sizes. It is most often used for beads, cabochons, carvings, and inlays. Although its popularity fluctuates in fashion, it is a perennial favorite in the American Southwest.

### Diamonds

A diamond's value is based on four criteria: color, cut, clarity, and carat. Color is graded from colorless to yellow, cut is the way the diamond is fashioned, clarity indicates how flawless the diamond is, and carat is diamond weight. Diamond weight may be described in decimal or fractional parts of a carat. A fraction may represent a range of weights. For example, a diamond labeled as  $\frac{1}{2}$  carat could weigh between .47-.54 carat. If diamond weight is stated as fractional parts of a carat, the retailer should disclose two things: that the weight is not exact, and the reasonable range of weight for each fraction or weight tolerance being used.

Imitation diamonds, such as cubic zirconia, resemble diamonds in appearance but are much less expensive. Certain laboratory-created gemstones also resemble diamonds and may escape the notice of detectors originally used to identify cubic zirconia. Ask your jeweler if she/he has the current testing equipment to distinguish between diamonds and other lab-created gemstones. To be sure you are making a wise purchase, follow these guidelines:

- Take the time to be educated about diamonds so you will understand where the best value is and why.
- When discussing diamond grades with a salesperson, ask who grades their diamonds, what education and experience that person has and what other grading guarantees are offered. A second opinion is always helpful.
- When viewing diamonds, never use a black background. Black changes the eye's perception of color. Always view the diamond under magnification and make sure you understand what you are seeing.
- Comparison-shop before making your decision. Be sure you know how to evaluate the four C's (cut, color, clarity and carat weight).
- Ask the salesperson about diamond treatments. Diamonds can be fracture filled or laser treated to improve their appearance.
- Be sure you get everything in writing. A sales receipt or appraisal with the quality of the diamond listed is considered a contract and is your only means of proving the quality of your diamond is what you have been told.
- Read all warranties and guarantees before buying the diamond.
- Ask for a certificate of replacement cost or an appraisal listing the qualities of your diamond to accompany your receipt.
- If your diamond comes with a gemological certificate be sure to get the original and keep it with your receipt.

# Custom Jewelry Design & Repairs

*Have you ever gone to a party proudly wearing the newest earrings that you searched months for only to see someone else with the exact same pair adorning her lobes?*

*Does that special pendant your husband bought you for your third anniversary stay in your jewelry box because it's hopelessly out of style?*

*Are your grandmother's rings worn too thin or in too great a need of repair to wear anymore?*

*Unlike many jewelry stores that belong to a chain, our customer service, custom design and jewelry repair service is on-site and beyond compare.*



# Ladies Watches On Sale Now At RJ Jewelers



Welcome to RJ Jewelers! RJ Jewelers was established in 1985 by store owner Bob Simmons. This family operated jewelry business has grown over the past 28 years and has become one of the largest and most respected jewelry stores in upstate New York. RJ Jewelers contributes their success to customer satisfaction and the personal attention they give to every desire and detail. In addition to offering a wide selection of retail jewelry items, we also do all our own on-site jewelry repair services. We also create custom jewelry designs and new fabrications. Come take advantage of our CASH for GOLD. We will take all of your unwanted gold and offer you the best price and pay you instantly! We are proud to be the recipient of the Cayuga Chamber Of Commerce 2012 Business Of The Year Award. Visit RJ Jewelers or call our toll free number and see for yourself that the personal attention you will receive makes all the difference in the world.



<p><b>FREE</b> Jewelry Cleaning &amp; Inspection Service</p>	<p><b>RJ JEWELERS</b></p>	<p><b>RJ Jewelers Expert On-Site Repair</b></p>
<p><b>We Buy Gold, Silver &amp; Diamond Jewelry!</b></p> <p><b>Free Gift Wrapping!</b></p> <p><b>Easy Financing Available!</b></p>	<p>DIAMONDS ♦ GOLD ♦ GIFTWARE</p> <p>217 Grant Ave., Auburn NY 13021 (Auburn Plaza)</p> <p>www.RJewelersAuburnNY.com Email: rjrlrs@localnet.com</p> <p><b>315-252-7954</b></p>	<p>Bring this coupon to RJ Jewelers</p> <p><b>Save \$5</b> On Your Next Jewelry Repair of \$20 or more.</p> <p><small>Coupon good for any jewelry or watch repair. Excludes battery replacement costs. Not valid with any other offer. Offer good through 2013. One per customer.</small></p>
<p><b>Open: Mon. - Fri. 10am to 5:30pm, Sat. 10am to 5pm, Closed Sun.</b></p>		