

# JEWELRY NEWS & VIEWS

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Auburn, New York

RJ JEWELERS  
DIAMONDS ♦ GOLD ♦ GIFTWARE

Fall 2014, 8th Issue

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October, November  
& December!**

**50% Off Gold  
Chains & Bracelets**

**Waterford Crystal  
Now 30% Off!**

**FREE  
Gift Wrapping!**



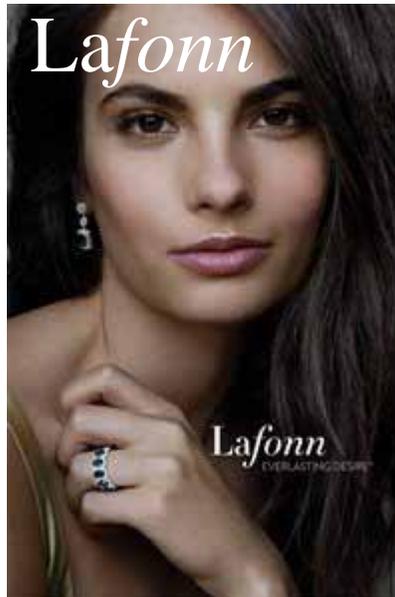
**Financing, Shipping  
& Gift Cards Available**

**Visit RJ Jewelers Today!**

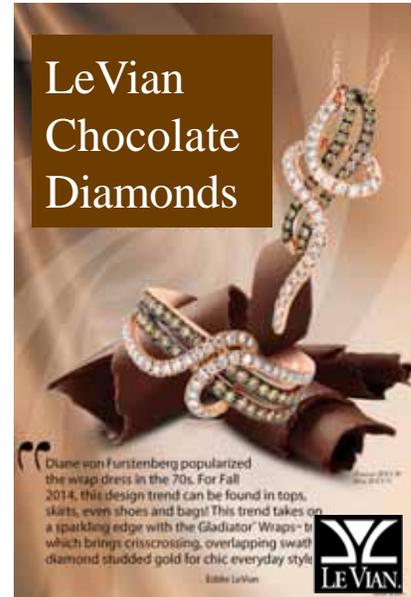


217 Grant Avenue  
Auburn Plaza ♦ Auburn, NY 13021  
Store: 315-252-7954  
www.RJJewelersAuburnNY.com

## Two New Jewelry Collections Debut This Fall At RJ Jewelers!



*Lafonn offers extravagant expertly  
crafted designs in sterling silver,  
handset with the world's  
finest simulated diamonds.*



*If it's not LeVian, it's not Chocolate  
Diamonds. This exquisite jewelry  
collection are one-of-a-kinds and  
limited editions just for RJ Jewelers.*

## Fill Out Your Wish List Gift Registry At RJ Jewelers

Take the guess work out of gifting. RJ Jewelers Gift Registry ensures that the recipient of your gift receives something he or she really wants. By using our registry you provide a glimpse of your taste and personality to the gift buyer. Your gift selections will offer a variety of desired pieces in different price ranges. Stop in today to fill out your registry form with one of our consultants.

*"I actually saw several jewelry pieces that I loved. One was a matching necklace, bracelet and earring set from the Coloré 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. R J Jewelers gift wrapped what he selected, which made him extremely happy! When he gave me his gift, he smiled like a big hero. I opened his gift, smiled back and said, "I love it! It's just what I wanted!"*

## October's Birthstone Gem Is Tourmaline and 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 And They Are 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. Citrine is found most frequently in the countries of Brazil, Bolivia and Spain.

## The Three Birthstones Associated With December Are Tanzanite, Blue Topaz 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.



### Awesome gifts for Christmas!

Shimmering more vibrantly than a crystal blue lake, blue topaz, the official December birthstone, is known to symbolize love and devotion. December is a month for giving, so selecting a topaz jewelry gift for



your loved one for their birthday or for the holiday is an excellent choice. Choose from birthstone rings, earrings, bracelets and necklaces in an array of romantic designs for your loved one. You'll also find amazing blue topaz jewelry sets in our birthstone jewelry collection to help complete the look.



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.

# AWESOME Gifts



**Our Entire Selection Of Gold Chains & Bracelets Are 50% Off!**

**Citizen & Bulova Watches 20% Off!**



We have a great selection of Mens and Ladies watches from Bulova and Citizen. On the left is a Men's black faced diamond dial watch from Bulova Reg. price \$450 now 20% Off \$360.

The rose gold finish Mens Citizen EcoDrive watch has a perpetual calendar and radio controlled. Reg. price \$625 now 20% Off \$500.

## Gifts For Under \$100



*Kelly Waters*

The Kelly Waters jewelry collection offers a great selection of jewelry items. If your price range is under a \$100 you can find the perfect gift.

### Lafonn

Lafonn Sterling Silver Heart Necklace with Simulated Diamonds \$215



LeVian Rose Gold Diamond Wrap Designer Ring .89tw \$2,299

## Waterford Crystal Now 30% Off!



**WATERFORD**  
CRYSTAL



Waterford is a name synonymous with prestige and quality. RJ Jewelers offers a full selection of Waterford Crystal. Our newest collection is Evolution by Waterford. This innovative collection of fine colored art glass captures for time the artistic expression of all that is beautiful. Call today for Free Gift Wrapping at 315-252-7954. Financing and shipping is available!



## Great Holiday Gift Ideas From Rembrandt Charms!



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!



# Expert On-Site Repairs & Custom Design

With proper care and maintenance, your fine jewelry will reward you with a lifetime of enjoyment and luxury. RJ Jewelers offers a full range of on-site professional jewelry repair, refinishing and refurbishment services that make it easy for you to recapture the pleasure your jewelry was meant to bring. Our full suite of jewelry repair services includes ring sizing, mountings, stone replacement, re-tipping prongs, jewelry cleaning & polishing, necklace repair, bracelet repair, clasp replacement, refurbishment & custom jewelry designs. Probably the best thing you can do is preventative care. Schedule a cleaning for your jewelry every year. During the cleaning, we check for signs of wear, such as loose stone mountings or bent clasps, and fix them before they become a serious problem. Stop in to RJ Jewelers anytime for your **Free Jewelry Cleaning & Inspection Service!**



Steve Gonzales, RJ Jewelers Goldsmith

*Coast*  
STANDARD

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Win!  
**\$100**

To enter register your email at  
[www.RJewelersAuburnNY.com](http://www.RJewelersAuburnNY.com)

**RJ JEWELERS**  
217 Grant Ave. Auburn Plaza, 315-252-7954

*10 Lucky Customers have already won a \$100 Jewelry Gift Card! You could be the next one. Just leave us your email or go online to our website and register to be entered in our monthly drawings.*

**SAVE THIS DATE**

*for all our valued customers*

**RJ Jewelers 8th Annual  
Holiday Open House**

**Sunday, December 7th, Noon - 5PM**

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| <p><b>217 Grant Avenue<br/>Auburn Plaza</b></p> <p><a href="http://www.RJewelersAuburnNY.com">www.RJewelersAuburnNY.com</a><br/>Email: <a href="mailto:rjlr@localnet.com">rjlr@localnet.com</a></p> | <p><b>RJ JEWELERS</b></p> <p>DIAMONDS ♦ GOLD ♦ WATCHES ♦ GIFTWARE</p>  | <p><b>315-252-7954</b></p> <p>Store Hours:<br/>Mon. - Fri. 10am to 5:30pm,<br/>Sat. 10am to 5pm,<br/>Closed Sundays</p>   |
| <p><b>FREE<br/>Jewelry Cleaning<br/>&amp; Inspection Service</b></p> <p><i>Our on-site experts will ensure your jewelry stays beautiful and secure.</i></p>   | <p><b>RJ Jewelers Expert<br/>On-Site Repairs</b></p> <p>Bring this coupon to RJ Jewelers</p> <p><b>Save \$20</b> On Your Next<br/>Jewelry Repair of \$100 or more.</p> <p><i>Coupon good for any jewelry or watch repair.<br/>Excludes battery replacement costs.<br/>Not valid with any other offer.<br/>Offer good through 2014. One per customer.</i></p> | <p><b>10% Off!</b></p> <p><i>Receive a 10% Off Discount with this coupon on any regular priced jewelry, watch or gift purchase at RJ Jewelers through December 31st 2014!</i></p> |
| <p><b>FREE<br/>Gift Wrapping!</b></p> <p><b>Fill out our Gift Registry!</b></p>   |  | <p><b>We Buy Gold, Silver<br/>&amp; Diamond Jewelry!</b></p> <p><b>Easy Financing Available!</b></p>  |