

FOCUS ON FASHION

Celebrate Summer With Sun, Sand And Surf Jewelry

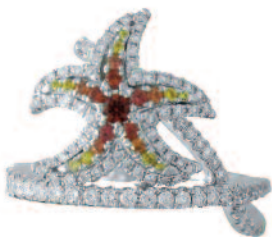


For summer, nothing beats the natural charm and beauty of whimsical marine designs. The newest nature-inspired designs this season are more literal than stylized and are available in your choice of white or yellow karat gold, platinum, and sterling silver.

These timeless, warm weather designs make use of brightly colored gemstones, sparkling diamonds, and glowing pearls including cultured, freshwater, and Tahitian types.

Fun to wear, cheerful designs like the glowing sun with its gleaming, shining rays, sand dollars, sea shells and other seashore favorites create a crisp cool look for waterside fashion from daytime pool wear to an evening beach bonfire! And, they are available in a wide range of prices to suit any budget.

Reminder: karat gold jewelry can easily be damaged by the chlorine in swimming pools and hot tubs. Always remove your gold jewelry before diving in!



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Hours: Tues.-Fri. 10-6, Sat. 10-4, Closed Sun. & Mon.



Newest Jewelry Fashions For Today's Brides



This year, more and more brides are looking for unique designs highlighted with colored diamonds or beautiful blue sapphires favored by the British royal family. And even though traditional white diamond engagement rings are still the most popular type of today's bridal jewelry, there's a growing shift toward unusual designs and unconventional silhouettes.

For example, uniquely shaped and contoured wedding bands are now being designed to fit comfortably around the large center stone of dramatic engagement rings so that the complete wedding set has a graceful married look.

Many brides are also falling in love with split shank rings with two or even three shanks encrusted with pavé diamonds. The vintage look is also very popular today but with modern touches and brighter gemstone cuts added to the classic designs.

In addition to engagement and wedding rings, today's fashionable bridal jewelry includes elegant diamond and pearl necklaces and earrings. These classic accessories play an important role in giving a complete look to the total bridal ensemble and should be selected to complement the bride's gown and hairstyle.

DID YOU KNOW

Fascinating Facts About Diamonds

Yellow Diamonds. Fancy yellow diamonds get their color from trace elements of nitrogen and most are fairly plentiful and reasonably priced. But the world's largest flawless yellow diamond, weighing 407.48 carats called L'Incomparable, is part of the world's most valuable necklace worth \$55 million. It is suspended beneath 229.52 carats of pure white diamonds.

Black Diamonds. Jet black diamonds are totally opaque and produce strong light reflections off their shiny, polished surfaces. They get their color from micro-dispersed graphite or black inclusions. They are fairly inexpensive and popular today, favored by many top jewelry designers. The world's most famous black diamond is the 67.50 carat Black Orlov dating from the early 1800's.



Pink Diamonds. Beautiful pink diamonds are one of the rarest fancy colored diamonds. They get their delicate color from defects in the stone's internal crystal structure. Most pink diamonds today come from Australia's famed Argyle Mine. The most famous pink diamond is the pear-shaped 9.01 carat Grand Condé named for the French Prince of Condé in 1643.

White Diamonds. These brilliantly clear and colorless gems are pure carbon created millions of years ago under tremendous heat and pressure. They produce a scintillating sparkle of rainbow colors unrivaled by any other gem. The largest and most famous pure white diamond is the 530 carat, pear-shaped Cullinan I diamond set in the British Royal Scepter.

JEWELRY TRENDS FOR MEN

Modern Metals for Masculine Appeal



Men really like the rugged good looks of today's newest contemporary metal jewelry styles. These high-tech materials are famous for their space-age qualities of strength, hardness, durability, and resistance to wear and scratching. Also, many of these intriguing materials are lighter in weight and more comfortable to wear than traditional metals. And they are usually less expensive, too.

Today, many modern metals are already well-known to men because of their use in aerospace, tools, and golf clubs. The most popular modern metals are Titanium, in black, white, gray, or colored varieties, Tungsten Carbide, Cobalt Chrome, Zirconium, Stainless Steel, and High-Tech Ce-

ramic. Less well-known is colorful, iridescent Niobium which is being combined with Zirconium and Titanium. Also new is Vitalium, a bright white, super hard, patent-pending metal.

Designers are increasingly using modern metals for excitingly different rings, chains, necklaces, ID bracelets, cuff links, key rings, and necklaces, especially dog tags. Many popular styles combine yellow karat gold or sterling silver with contemporary black metal and feature a variety of textures to add visual interest such as matte, highly polished, hammered, or satin. And for men's jewelry that makes a great personal statement, look for pieces set with exotic colored gemstones or sparkling diamonds.

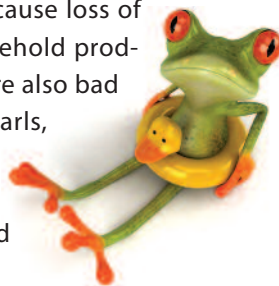
JEWELRY DOCTOR

Danger, Danger! Summertime Jewelry Hazards

Hot summer days are often dangerous times for precious jewelry. Diamonds, gold jewelry and pearls are frequent victims, becoming dull and lackluster due to active sports, perspiration, tanning lotions, and high humidity.

Chlorine in pool water, even in small amounts can cause loss of valuable gems due to weakened settings. Many household products such as bleach, detergents, soaps, and cleaners are also bad news and could potentially be fatal for precious pearls, since it can easily damage the delicate surface and reduce its beautiful iridescence.

To prevent damage or loss, visit today us to check and clean your fine jewelry.



JEWELRY CALENDAR

Birthstone Jewelry: The One Gift That Is Uniquely Yours

No other birthday gift can match the thrill of receiving your own personal birthstone gem. These precious jewels have been famous for centuries because of their ability to reveal personal traits of men and women born in one particular month of the year. Yet birthstone jewelry is surprisingly affordable! And it comes in many popular and attractive styles. Come in soon and see our complete selection.

AUGUST ■ Peridot / Sardonyx

For anyone with an August birthday, personal courage is the legendary gift offered by these two ancient gems. Beautiful yellowish-green peridot was once called the gem of the sun by Egyptian pharaohs. And the richly opaque red-brown sardonyx has been a favorite for signet rings since early Greek times.



SEPTEMBER ■ Sapphire

For those whose birthday falls in September, the sparkling sapphire promises a life of clear thinking and wisdom. Whether in the famous cornflower blue color or in dozens of other brilliant sapphire hues this form of the mineral corundum is a sparkling, hard and durable gem.



OCTOBER ■ Opal / Tourmaline

For men and women born in the month of October, these two brightly colored birthstones are believed to bring hope and balance into their lives. Luminous opal flashes with an ever-changing rainbow of fiery iridescent colors against a white or black background. Sparkling clear tourmaline is a fascinating gem that comes in a greater variety of glittering colors than any other gem.



It's The Great Pumpkin And Other Magical Orange Gems

In 1997, a vivid orange diamond was found in the Central African Republic. It was appropriately named the Pumpkin Diamond by Ronald Winston, when he purchased it the day before Halloween for the House of Harry Winston, for \$1.3 million. Today, this 5.54ct diamond has an estimated value of \$3 million.

Although there is only one Pumpkin Diamond, there are many popular varieties of orange hued gemstones available to brighten your autumn wardrobe. Better yet...they are very affordable and you don't even have to sit in a chilly pumpkin patch



to find one! Some of the most popular are:

Fire Opal. Available in high spirited orange hues. According to myth, they are charged with energy for use in magic spells and to stimulate enthusiasm and energy.

Mandarin Garnet. The element manganese produces its orange color. Luminosity, hardness and rarity make this a truly unique gemstone.

Orange Tourmaline. One of the most beautiful orange gems available today. It has a pure and glittering color as well as clear transparent glow and inner fire.

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This Fall, We're Off to Antwerp... "The Diamond Capital of the World"

As Master IJO Jewelers, members of the Independent Jewelers Organization, the world's largest Buying Group, we have the ability to buy direct from Antwerp's leading diamond cutters, saving you heavy importers' and distributors' costs.

This opportunity allows us to select from Belgium's vast inventory, exclusively for you, top-quality diamonds in the size, shape, and price range you desire.

If you would like to own a spectacular handpicked diamond and enjoy once-in-a-lifetime savings, now is the time!

Call us today or stop by and we'll help you find the diamond of your dreams, to fit your personality, lifestyle, and your pocketbook!

Allow us the privilege of being your personal diamond broker.

Stop In With Your Questions

As members of IJO we are part of the largest Buying Group in the world, almost 900 jewelers strong, bringing you exclusive styles and the best values in the industry. As professional jewelers, we have a responsibility to our customers and our community...to maintain the highest standards and preserve your fine jewelry investment.

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