

New Gold Jewelry Is Lightweight And Comfortable



Because of gold's fluctuating price, designers are working overtime to produce fashionable and stylish pieces that weigh as little as possible. Openwork, lacy cut-outs, hollow tubing, and electroformed techniques are now being used to create light and airy designs that not only keep costs down, but are strong, have a dramatic look, and are comfortable and easy-wearing, especially during the warm weather months.

Elegant new designs for this season include combinations of white and pink

gold as well as all-yellow or white gold for rings, bracelets, earrings, necklaces, pendants, pins, and brooches.

In addition to the classic bright mirror finish, many of the newest and most attractive styles feature textures such as hand-hammered, faceted, brushed, or sandblasted surface treatments.

And many pieces are being set with bright colored gems such as citrine, peridot, morganite, tourmaline, and garnet that add extra sparkle while using less metal.



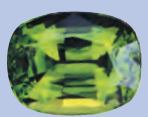
The Jewelry Doctor
Care Tips For Tourmaline
Tourmaline is a hard, versatile gem that comes in a rainbow of brilliant colors. With a hardness of 7 to 7.5 on the Mohs scale, tourmaline is a very durable and wearable gem that doesn't chip or crack easily. It can be cut into any style, including step, brilliant, mixed, and cabochon shapes and is available in large sizes. It is moderately sensitive to heat and vibration, so avoid sudden temperature changes and ultrasonic cleaning devices. To clean safely, use a warm water detergent bath and a soft brush.

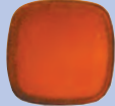
Jewelry Calendar

Birthstone Gifts Have A Uniquely Personal Appeal

For centuries, individual birthstone gems have been said to reflect the unique personality traits of men and women born in the corresponding month. That's why beautiful birthstone jewelry makes for prized and popular birthday gifts. They're surprisingly affordable, and never go out of style. Come in soon and see our many attractive styles for both men and women that suit any taste and budget.

AUGUST ■ Peridot / Sardonyx
Sunny yellow-green peridot (pronounced pear-a-doe) and red-brown sardonyx are both ancient gems sym-

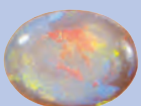


bolizing courage for those of August birth. The lime-green color of transparent peridot has been a long-time favorite of women. And the richly-hued opaque sardonyx was a talisman worn by Roman soldiers and is still prized for men's signet rings today.

SEPTEMBER ■ Sapphire
Brilliant blue sapphire reflects the bright color of September skies and represents wisdom and clear thinking for those born in September. A form of the mineral corundum, sapphire is sparkling



clear and comes in dozens of vivid colors – everything except red. When corundum is red, it's called ruby.

OCTOBER ■ Opal / Tourmaline
Bright harlequin colors like autumn leaves are typical of both opal and tourmaline, which also represent the power of hope for the October born. Precious opal displays a dazzling array of vivid colors against a white or black background. Sparkling tourmaline is available in a wider variety of colors than almost any other gem.

