

### Birthstone Jewelry - Always Personal, Always Perfect

No other gift has so much personal meaning as precious birthstone jewelry. These colorful gems have been treasured for centuries, and each has been specially dedicated to men and women born in one specific month of the year. That's why everyone is always delighted to receive a birthday gift of their own personal gemstone set in an attractive piece of jewelry. Come in soon and see our collection of popular and affordable styles.

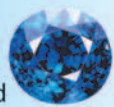
#### AUGUST: Peridot/Sardonyx

Courage is the attribute traditionally bestowed by these two ancient gemstones, both prized for thousands of years, on those born in August. Lovely olive-green peridot is sparkling and transparent with a soft velvety luster. Opaque reddish-brown sardonyx has been a favorite for men's signet rings since biblical times.



#### SEPTEMBER: Sapphire

Wisdom is the personal trait historically bequeathed to those of September birth. And for generations the beautiful cornflower-blue sapphire has represented this attribute since King Solomon adopted it for his personal seal. But wisdom isn't limited to blue, since sapphire comes in every color except red.



#### OCTOBER: Opal/Tourmaline

Hope and harmony are the special characteristics of the October born and have long been symbolized by these two vividly colored gemstones. The ancient opal displays fiery iridescence in all the colors of the rainbow. And the sparkling tourmaline is famous for its remarkable range of brilliant and glittering colors.



### Opaque Gems: Favorites For Summertime

For those who want something new in jewelry this season, richly colored opaque gems are the undisputed choice. Opaque gems have a crisp beauty and a formal elegance that looks smart with any outfit.

Opaque gemstones were the first gemstones of history. And some, such as turquoise and lapis lazuli have been treasured for 6,000 to 8,000 years. Today, many designers combine opaque gems with platinum, gold, diamonds, and pearls to produce outstanding pieces of jewelry designs. Here are some of the most popular opaque gems:

**Malachite.** Named for the leaves of the mallow plant, Malachite is a brilliant kelly green gem marked with bands or concentric stripes in contrasting shades of the same rich green color.

**Lapis Lazuli.** Known in ancient times as the jewel of royalty, Lapis is a natural blue opaque gem of intense, brilliant deep blue or purplish color. It sometimes displays small, sparkling flecks of gold-colored pyrites.

**Coral.** This marine gem material occurs in

a variety of rich colors - red, white, pink, orange, blue, and black. It is a product of warm seas and is formed throughout the world.

**Turquoise.** A beautiful robin's-egg or sky blue color. The blue color is due to copper which is an essential part of its chemical composition. Turquoise is easy to fashion and very porous with a smooth waxy surface.

**Onyx.** Occurs naturally in a variety of colors - reds, oranges, reddish-orange, apricot, and shades of brown from cream to dark. Black onyx is a variety of agate which is permanently dyed to intensify color.

**Jade.** Can be either jadeite or nephrite. Both are tough and come in many colors - green, white, yellow, red, brown, violet, and black. Jadeite is slightly harder than nephrite and offers more colors. It is also more expensive than nephrite.

**Carnelian.** Also called cornelian, this reddish-orange variety of chalcedony has great beauty and has been a favorite since ancient times. The name is derived from the Latin word *carnis* meaning "flesh" because of its red color.



## The Jewelry Doctor

### Beware: Chlorine Can Damage Gold Jewelry

Any color of karat gold - yellow, pink, and especially white gold - can be damaged by chlorine which is a commonly used disinfectant in swimming pools, jacuzzis, and resort spas.

Research studies have shown that even minuscule amounts of diluted chlorine can be detrimental to all karat metals and should be avoided. Chlorine can be especially damaging to white gold since it can erode the nickel alloy in it and possibly cause damaged prongs and weakened settings.

Remember, too, that chlorine is present in many common household products such as bleach, detergent, and cleansers. Evaporation can increase the level of chlorine and other chemicals in these products leaving concentrated deposits which could damage your gold jewelry.

So, before you go for a cool swim this summer, be sure to remove your gold rings, bracelets, earrings, and necklaces. And when doing housework, also take off your gold jewelry or wear rubber gloves.

