

# JEWELRY NEWS & VIEWS

www.RJJewelersAuburnNY.com

Auburn, New York

**RJ JEWELERS**  
DIAMONDS ♦ GOLD ♦ GIFTWARE

Spring 2013, 2nd Issue

**28<sup>th</sup> year  
Anniversary  
SALE**

April 1st through April 6th

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## RJ Jewelers Celebrates Their 28th Year Anniversary April 1st-6th

RJ Jewelers was established in 1985 by store owner, Bob Simmons. This family operated jewelry business has grown over the past 28 years to become one of the most respected jewelry stores in Upstate New York. RJ Jewelers contributes their success to customer satisfaction and the personal attention they give to every customer. In addition to offering a wide selection of retail jewelry items, watches, and giftware, they also do all their own on-site jewelry repairs. RJ Jewelers GIA graduate Gemologist is always available to guide and educate customers about metals, diamonds and colored stone grades and values. Their professional goldsmith and jewelry experts are always on hand to clean, inspect and repair your jewelry, even while you wait. This sets RJ Jewelers apart from most jewelry stores that have to ship out jewelry for these services. Plus they offer free cleaning and inspection services to anyone that visits their store.

RJ Jewelers makes original creative designs for clients all across the country. Often, depending on the intricacy and level of detail of the custom piece, a three dimensional model is made for the client's approval before the final piece is created. The piece is then hand made by either traditional fabrication techniques or the lost wax casting method. Finally, the piece is hand finished and presented to the client as a unique and one of a kind piece of art. RJ Jewelers also displays and sells handmade jewelry by local designers such as Stephen Gonzales and Terry Grosser. RJ Jewelers is proud to be the recipient of the Cayuga County Chamber of Commerce 2012 Business of the Year Award and for the past 16 years voted the #1 Best Jewelry Store Award for the Region. To celebrate their 28th Year Anniversary, RJ Jewelers will be giving away a Diamond Anniversary Ring valued at \$795 on Saturday, April 6th. Anyone can enter this drawing, no purchase is necessary. Just visit RJ Jewelers during their Anniversary Sale, April 1st through April 6th to enter. If you would like to receive RJ Jewelers quarterly email newsletter, "Jewelry News & Views" email Rick at [rprairie@rjjewelers.net](mailto:rprairie@rjjewelers.net) or visit the website at [www.rjjewelersauburnny.com](http://www.rjjewelersauburnny.com).

## The Two Birthstones for March are Aquamarine and Bloodstone

The name *aquamarine* is derived from the Latin word *aqua*, meaning water, and *marina*, meaning *the sea*. This gemstone was believed to protect sailors, as well as to guarantee a safe voyage. The serene color of aquamarine is said to cool the temper, allowing the wearer to remain calm and levelheaded. Its pale, cool color

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beautifully complements spring and summer wardrobes. Aquamarine is most often light in tone and ranges from greenish blue to blue-green; the color usually is more intense in larger stones. This gemstone is mined mainly in Brazil, but also is found in Nigeria, Madagascar, Zambia, Pakistan, and Mozambique.



The second birthstone for March is *bloodstone*, a dark-green jasper flecked with vivid red spots of iron oxide. This ancient stone was used by the Babylonians to make seals and amulets and was believed to have healing powers — especially for blood disorders. It is sometimes called the *martyr's stone* as legend tells that it was created when drops of Christ's



blood stained some jasper at the foot of the cross. Generally found embedded in rocks or in riverbeds as pebbles, primary sources for this stone are India, Brazil, and Australia.

## Aprils Birthstone Is Diamond

As the April birthstone, diamonds are the ideal gift for a loved one. And now you have more choices than ever. Get creative and give the ultimate gift of beauty: a fancy-color diamond. Fancy-color diamonds are natural, rare and truly exotic gem of the earth. Diamonds in hues of yellow, red, pink, blue, and green range in intensity from faint to vivid and generally the more saturated the color, the higher the value. In fact, diamonds sparkling with intense color are rare and may be priced higher than a colorless diamond of equal size. Because fancy-color diamonds are very desirable, color is sometimes introduced in a laboratory. These are correctly called *color-treated diamonds*. When purchasing a fancy-color diamond, the shopper should ask if any enhancements or treatments were used to improve its color and/or clarity.



## Jewelry TIPS

**Store your jewelry in an air tight container.** Oxygen is what makes sterling silver tarnish. So when you're not wearing your jewelry put it in your jewelry box. Or you can even use a small ziplock bag. One from a grocery store is fine, or The Container Store has small bags in heavy plastic that are the perfect size for jewelry. To prevent tangling, store one necklace in one ziplock bag. Leave the clasp sticking out a bit from the zipper. That way the chain won't tangle.

## What's Hot? ROSE GOLD

Have you seen Rose Gold Jewelry yet? It's becoming very popular, so we here at RJ Jewelers are stocking up! Looking for an Engagement Ring that is different from all your friends? Come check out our new rose gold engagement ring with matching wedding band.



## EVOLUTION® By WATERFORD®

Waterford — a name synonymous with prestige and quality — presents Evolution by Waterford. This innovative collection of fine colored art glass captures for time the artistic expression of all that is beautiful. As the name suggests, Evolution epitomizes the further advancement of Waterford's renowned ability to delight the world with beautiful gifts and imagine new designs for the lifestyles of today's consumer.

The Collection includes art glass vases, bowls & centerpieces, candleholders, platters, collectibles, drinkware and more that boasts striking designs, dynamic shapes and dramatic color combinations — mouth blown and hand finished in the studios of Europe's foremost glass artisans. Each piece is a one-of-a-kind example of high artistic vision, fashioned with expert technical dexterity and careful attention to detail from a vibrant palette of opulent colors.

Make a statement with a single piece, mix and match color suites for a compelling grouping, or combine them with your Waterford Crystal for a stunning counterpoint. The possibilities are limited only by your inspiration and imagination. Shop Evolution by Waterford



# Unique, Handcrafted, Custom Made Jewelry From RJ Jewelers

RJ Jewelers gives you the pleasure of creating and owning a singular piece of jewelry that will become a part of you and your family. Our craftsmen give you the opportunity to bring your own emotions and desires to life in jewelry designed just for you. Not only will your personal jewelry design be a unique representation of you, it will also give you an heirloom quality creation of art that you will be proud to pass down through the generations of your family. You can rest assured in the knowledge that the same jewelers that create custom works of art are the very same jewelers that will repair your

precious heirloom, engagement ring or other piece of fine jewelry. Add to that the comfort of knowing that your jewelry will be secure in our vault and not shipped all over the country to be fixed by a person you have never met, and you will begin to understand why RJ Jewelers takes great pride in being able to help you by providing this wonderful service. To find out how we can help you with your jewelry repair or custom design idea, please come to our store at 217 Grant Avenue in the Auburn Plaza. Our sales staff and goldsmith will be happy to help you.



*Metal casting flask*



*Wax Model*



*Finished Piece*



*This EMS Celtic Cross was custom made for Corey Soules*



*This unique necklace design started with a customers drawing. RJ Jewelers goldsmith Stephen Gonzales hand cuts each pendant in sterling silver. Power Of Mind Necklaces are on sale exclusively at RJ Jewelers.*



*14kt Gold Scattered Diamond Wedding Band*



*Custom Made Bridal Set*



*Hand Made Purple Quartz & Sterling Silver Pendant*



*Custom Made Angel Wing Pendants for Sarah Mack & Cheryl Wawrzaszek*



*Custom Made Dragon Fly Pendant with family diamonds*



*Custom Made Pendant for Wife's Anniversary made from husband's original wedding band*

## Custom Designed Jewelry For Corporate America

RJ Jewelers has designed custom corporate, organizational and scholastic jewelry recognition awards for over 25 years. Our capabilities include custom design and manufacture of rings and emblematic jewelry. Corporate and Organizational Award Rings, Emblems, Lapel Tacs, Charms, Cuff Links, Key Rings and Money Clips, Uniform Jewelry, Medallions, Identification Jewelry And Waterford Crystal Business Gifts! Call Rick Prairie at RJ Jewelers and let us satisfy any and all of your corporate jewelry recognition demands.





The Jewelry Doctor

# Why Jewelry Sometimes Blackens The Skin Or Clothing

## Metallic Abrasion

Make-up present on the skin or clothing is the most common cause of blackening or smudging. Cosmetics often contain chemical compounds which are harder than the jewelry itself. Metallic abrasion occurs when these hard compounds come in contact with the jewelry metals and wear or rub off very tiny particles of metal which appear as jet black dust. Very finely divided metals always appear black rather than metallic. When this dust falls on absorbent surfaces, such as the skin or clothing it sticks, forming a black smudge. To prevent this, cosmetics which contain zinc oxide, titanium dioxide, ferric oxide and calamine should be avoided. If this is not possible, we recommend that you remove rings and other metal jewelry while applying cosmetics. Also, clean with soap and water those skin areas which will be in contact with your jewelry.

## Corrosion

Another cause of discoloration is due to the corrosion of metals from which the jewelry is made. Pure gold itself will not corrode but is too soft for jewelry and therefore is alloyed with proportions of base metals - usually silver and copper. The chemical compounds of silver

and copper which are formed turn dark even when slightly corroded. This occurs under moist or wet conditions. Our perspiration chemically is mostly fat and fatty acids. This is enough to cause corrosion of 14k gold especially when aided by warmth and air. Rings containing copper and silver alloys, particularly sterling silver, corrode readily on the skin if enough salt is present. Simply exposing the hands to salted nuts, crackers or popcorn can cause this.

## Tarnishing

Sterling silver jewelry has a pronounced tendency to tarnish. The main cause of tarnishing of silver is a trace of hydrogen sulfide gas in the air. This gas is particularly present in smoke from burnt raw fuel, such as coal or oil; in some strong smelling foods, such as eggs and onions; in some fish or shellfish; and in polluted air. The tarnish may turn the jewelry black and may also be rubbed off on the skin or clothing. A few people with especially moist skin find that the sterling silver stains their skin green. When this occurs you should polish your jewelry frequently and use an absorbent powder, free of zinc oxide on those moist skin areas. Soap, detergent, wax, polish and cosmetic creams may build up under a ring causing a type of dermatitis. To prevent this, remove all rings before using them.

## The Four C's Of Diamonds



For most people, buying a diamond is a new experience, but that doesn't mean it should be overwhelming. Understanding a diamond's quality characteristics is straightforward and simple. R J Jeweler's diamond education is designed to answer all your questions. It explains a diamond's characteristics, how those characteristics influence appearance, and which are more important than others. In just a few minutes you'll know everything you need to know to find your perfect diamond.

### CUT



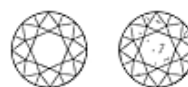
The cut of a diamond determines its brilliance. Put simply, the better a diamond is cut, the more sparkle it will have.

### COLOR



A diamond's color grade actually refers to the lack of color. In other words, diamonds that are white, containing little or no color, receive higher quality grades than those with visible color.

### CLARITY



Almost all diamonds have tiny imperfections. Diamonds with few or no imperfections receive the highest clarity grades.

### CARAT WEIGHT



This is the term with which people are most familiar, but bear in mind that carat is specifically a measure of a diamond's weight.

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