

JEWELRY NEWS & VIEWS

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Auburn, New York

RJ JEWELERS
DIAMONDS ♦ GOLD ♦ GIFTWARE

Summer 2013, 3rd Issue

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Summer Weddings, Anniversaries & Birthday Gift Ideas!

The historic origins of wedding anniversaries date back to the Holy Roman Empire, when husbands crowned their wives with a silver wreath on their twenty-fifth anniversary, and a gold wreath on the fiftieth. Later, principally in the twentieth century, commercialism led to the addition of more anniversaries being represented by a named gift. The origins of the current gift conventions date to 1937. Before that, only the 1st, 5th, 10th, 15th, 20th, 25th, 50th, and 75th anniversaries had an associated gift. In 1937, the American National Retail Jeweler Association (now known as Jewelers of America as a result of an organizational merger) introduced an expanded list of gifts. The revamped list gave a gift for each year up to the 20th, and then for every fifth anniversary after that. Lists of wedding anniversary gifts vary by country. The traditional and modern U.S. versions were compiled by librarians at the Chicago Public Library.

The modern list starts with the 1st Anniversary Gift being a "Clock", 2nd "China", 3rd Crystal & Glass, 4th "Appliances or Electrical", 5th "Silverware", 6th "Wood", 7th "Desk Set", 8th "Linens & Lace", 9th "Leather Goods", 10th "Diamond Jewelry". After that the 11th Anniversary is "Fashion Jewelry & Accessories", 12th "Pearl Necklace & Colored Gems", 13th "Textiles & Furs", 14th "Gold Jewelry", 15th "Watches".

Jumping 5 years now to the 20th Anniversary the gift is "Platinum", 25th "Silver", 30th "Diamond", 35th "Jade", 40th "Ruby", 45th "Sapphire", 50th "Gold", 55th "Emerald", and the 60th Anniversary Gift is back to "Diamonds".

An amazing Connecticut couple who tied the knot over 80 years ago was named the longest married couple in the U.S.. John and Ann Betar of Fairfield said "I do" on Nov. 25, 1932, and have been happily married for 80 years. Together they have five children, 14 grandchildren and 16 great-grandchildren. Their 80th Wedding Anniversary Gift on the list is "Diamonds or Pearls".



All of us at RJ Jewelers and in the U.S. would love to see John and Ann's 85th Anniversary and to see John's Wife receive her gift on the anniversary list which is her "Birthstone". Also we hope they celebrate the traditional United Kingdom anniversary gift for their 85th year which is "WINE".

July's Birthstone Is Ruby

There's no better way to demonstrate your love than by giving a ruby in celebration of a July birthday. Rubies arouse the senses, stir the imagination, and are said to guarantee health, wisdom, wealth and success in love. Ruby is a variety of the gems species *corundum*. It is harder than any natural gemstone except diamond, which means a ruby is durable enough for everyday wear. Fine-quality ruby is extremely rare, and the color of the gem is most important to its value. The most prized color is a medium or medium dark vivid red or slightly purplish red. If the gem is too light or has too much purple or orange, it will be called a fancy-color sapphire.



One of the most sought after gemstones in the world are rubies. Rubies are made from Corundum. It should be noted that the mineral corundum creates two distinct gemstones, the first is the Ruby, the second being Sapphires. Sapphires come in a variety of beautiful colors, however only red Corundum is considered a Ruby. Since natural occurring rubies are very rare and extremely rare in large sizes over 3 carats, they can demand prices higher than diamonds.

The Ruby is one of the most beautiful gemstones created by nature. It comes in either a pinkish red or deep, rich red color. High quality rubies have a wonderful hue to them and are termed "silk" rubies.

Rubies are perhaps one of the oldest known gemstones to man. They have been revered since the beginning of time and possessed for their beautiful qualities. Corundum, which Rubies are made from is created from aluminum, iron, small bits of chromium and titanium.

Rubies were worn by kings and aristocrats since the dawn of time. Ruby comes from the Latin word *ruber* which means red. It was said to ward off sickness and to make one invulnerable to defeat. During ancient times it was said that

those that possess Rubies will never have their wealth or belongings taken from them. Today, Rubies are used for the highest quality jewelry pieces and can be extremely beautiful in rings, charms, earrings and bracelets.



RJ Jewelers Estate Jewellery. Very Unique Cabachon Ruby Ring. Diamonds 3.83tw. 18kt white gold setting. Price: \$7,995



Peridot Is The Birthstone For August

Peridot is said to host magical powers and healing properties to protect against nightmares and to bring the wearer power, influence, and a wonderful year. As peridot is a gemstone that forms deep inside the Earth and brought to the surface by volcanoes, in Hawaii, peridot symbolizes the tears of Pele, the goddess of fire and volcanoes. Today, most of the peridot supply comes from Arizona; other sources are China, Myanmar, and Pakistan. This gemstone comes in several color variations ranging from yellowish green to brown, but most consumers are attracted to the bright lime greens and olive greens. Peridot, in smaller sizes, often is used in beaded necklaces and bracelets.



What exactly are Peridots? The word Peridot is derived from



the Greek word "faridat" which means "gem". The peridot (pronounced pear-a-doe) is a pale green variety of chrysolite and used as a gem stone. Peridots are one of the few gemstones that come in only one color. The depth of green depends on how much iron is contained in the crystal

structure. Peridots are often referred to as "poor man's emerald". In ancient times the Peridot was popularly known as chrysolite. It is one of the softest of the hard stones, being easily scratched by quartz. The stones are also found in Egypt, Sri Lanka and Brazil, and specimens have been found in meteorites and the lava of Vesuvius. During the Middle Ages peridots were worn for foresight with regard to future events, and for Divine inspiration and eloquence. At one time Peridots were considered of more value than the diamond.

The Peridot is the National gem of Egypt and their love of this gemstone dates back to the Ancient Egyptians who called the Peridot "the gem of the sun." The Ancient Egyptians discovered the presence of peridots on Topazo Island (St. John's Island) in the Red Sea. The island was closely guarded by the ancient Egyptians who mined peridots in order that they could be given to the Pharaoh. Peridots were used by the Pharaohs and other ancient Egyptians as amulets to ward off evil. They were also included in the fabulous tombs of the ancient Egyptians who believed that they could take their treasures with them into the afterlife. The Romans wore them

for protection from enchantment and against melancholy and illusion. It was popular for peridots to be set in gold (gold being the metal of the Sun) to dispel the vague terrors of the night.



September's Birthstone Is Sapphire

Sapphire, the September birthstone, has been popular since the Middle Ages and, according to folklore, will protect your loved ones from envy and harm. Medieval clergy wore sapphires to symbolize heaven, while commoners thought the gem attracted heavenly blessings. Blue sapphires range from very light to very dark greenish or violetish blue, as well as various shades of pure blue. The most prized colors are a medium to medium dark blue or slightly violetish blue. Sapphire is a variety of the gem species corundum and occurs in all colors of the rainbow. Pink, purple, green, orange, or yellow corundum are known by their color (pink sapphire, green sapphire). Ruby is the red variety of corundum.



5 Ways To Protect Your Jewelry While Traveling This Summer

Weekend getaways, jaunts to the beach, and full-fledged vacations are perks that pretty much come with the territory during the summer months, so it's no wonder that summer fashion tips - i.e., what to wear, what to pack, what to buy - are at the forefront of our minds right now.

One thing, though, that's not quite as readily on our radar is the idea of jewelry and how the summer months might affect our pieces. Namely, how we can protect our beloved rings, jewelry, necklaces, and earrings from the season's elements, and how we can keep them secure while jetting off somewhere sun-filled.

According to the experts at The International Gemological Institute (IGI) the world's largest independent laboratory for testing and evaluating gemstones and fine jewelry, our jewelry can take a serious bruising when exposed to quotidian summer activities such as lounging in the sand, applying suntan lotion, and traveling. Whether your summer plans include a weekend trip or a week abroad, we caught up with Jerry Ehrenwald, president and CEO of IGI, to get 5 easy tips on how to make sure your jewelry is taken care of.

1. Sunbathe sans sparklers. Sunscreen can coat gemstones, which reduces refractive and reflective light. Essentially, this means your stones won't be as brilliant or bling-y. To avoid this, leave your fine pieces at home if you're heading to the beach or the pool for the day, and be sure clean them regularly all summer.

2. Organization is key when traveling. When jumbled together, your jewelry doesn't always get along. For example, a diamond can scratch a pearl, and a bracelet can get caught on a necklace, so always pack pieces in individual soft cloth pouches or lined jewelry boxes to prevent scratching, dulling, and the dreaded tangling of chains.

3. Keep it safe. When selecting a hotel, be sure that safe deposit boxes are available. Never leave fine jewelry unattended in a hotel room, a rental car, or on a lounge chair, even if you're just popping over to the bar for a mojito.

4. Shopping for something new? Do your research. Oftentimes, vacation destinations are also prime shopping destinations, so if you get the urge to commemorate your trip with a new fine jewelry purchase (as opposed to a couple of locally-made friendship bracelets, which are a must!), make sure you're buying from a jeweler that's been in business for several years. When in doubt, check a retailer's reputation and rating with the Better Business Bureau (www.bbbonline.org) and also learn the store's return policy. Most reputable jewelers have at least a 30-day money back guarantee wherever you are.

5. Before you go away, be sure your jewelry is adequately insured. If you decide to bring an especially valuable piece on vacation, perhaps your engagement ring, a pricey watch, or a family heirloom, you might want to consider consulting an insurance agent to obtain an independent appraisal report to ensure a fair replacement if the article is lost, stolen or damaged.

New Arrivals! Diamond Necklaces



Round Design in 14kt White Gold with .85tw Diamonds

Price: \$1,995

Fleur de leaf Design in 14kt White Gold with .47tw Diamonds

Price: \$1,500

Starburst Design in 14kt Yellow Gold with .73tw Yellow &

White Diamonds Price: \$1,995



Drop Ribbon Design in 18kt Yellow Gold with .41tw Diamonds

Price: \$1,495

Heart Design in 18kt Yellow Gold with .14tw Diamonds

Price: \$1,195

Oval Design in 18kt Rose & White Gold with .33tw Diamonds

Price: \$1,995

Custom Jewelry Design & Repairs

Have you ever gone to a party proudly wearing the newest earrings that you searched months for only to see someone else with the exact same pair adorning her lobes?

Does that special pendant your husband bought you for your third anniversary stay in your jewelry box because it's hopelessly out of style?

Are your grandmother's rings worn too thin or in too great a need of repair to wear anymore?

Unlike many jewelry stores that belong to a chain, our customer service, custom design and jewelry repair service is beyond compare.

Our staff consists of a GIA graduate gemologist and an on-site goldsmith. Estate jewelry can be re-worked and/or re-designed, stone by stone, all metals recycled, or a fresh new custom design can be created. All work is overseen personally by Bob Simmons, owner of RJ Jewelers. Each creation begins with a sketch. If you have a design you would like to see created, you can bring in your own sketch or the friendly design team at RJ Jewelers will be happy to draw one for you. From there the design is carved into wax by hand, and then the final product is produced. RJ Jewelers works with silver, gold and platinum, and with an array of precious and semi-precious stones to create marvelous works of art for you to enjoy. All of the metals and stones you seek can be found right within our store but we also specialize in heirloom jewelry repair and re-creation. If you desire, we will incorporate original metals and stones from your heirlooms, because we understand the sentimentality that accompanies each individual piece of jewelry. To discover what RJ Jewelers can do for you, stop in today. We are always happy to show customers photographs of the customized pieces we have created.



Stephen Gonzales, RJ Jewelers Goldsmith

The Perfect Wedding Gift Delivered, Waterford Crystal Glassware



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. 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, high artistic vision, fashioned with expert technical dexterity and careful attention to detail from a vibrant palette of opulent colors. Call Rick today for Free Gift Wrapping and quick shipping! 315-252-7954

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