

Jewelry Calendar

Birthstone Jewelry: Everyone's Favorite Birthday Gift

What man or woman wouldn't be happy to receive a gift of their own special birthday gem? Birthstone gems are beautiful, precious, historic, and are said to reflect personal attributes of those born in a specific month of the year.

No wonder birthstone jewelry is a gift treasured above all others. And it's surprisingly affordable, too. Come in soon and see our collection of attractive styles for both men and women.

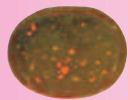
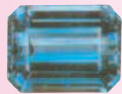
FEBRUARY - *Amethyst*

Since earliest times, sparkling purple amethyst has symbolized sincerity and sober thought for those born in February. Once believed to prevent intoxication, amethyst was sacred to Bacchus, the Greek god of wine. A form of precious quartz, amethyst is a hard and durable gem that ranges in color from pale lavender to deep purple.



MARCH - *Aquamarine & Bloodstone*

Courage is the personal trait bestowed on those of March birth by these two ancient and very dissimilar gemstones. Aquamarine is a beautiful blue gem as clear and transparent as sea water from which it gets its name. Dark green opaque bloodstone is named for the numerous bright red flecks scattered on its surface.



APRIL - *Diamond*

Innocence and invincibility are the traditional characteristics bestowed on the April born by the pure white and incredibly hard diamond. Also, because of its legendary durability and bright inner fire, diamond has long symbolized marital happiness. That's why it is by far the most popular gem for wedding and engagement rings.



All-American Gems

Rich, Purple Amethyst From Arizona

Many Americans believe that precious gemstones only originate in exotic foreign locations. But it's a surprising fact that America teems with treasure that most people imagine comes from foreign lands.

One example is the beautiful purple amethyst which comes from the Four Peaks mine just 60 miles from downtown Phoenix, Arizona. This mine produces a grade of amethyst that is prized above all others. Colored a deep purple with a magenta flash, this quality is called "Siberian" after the high grade of amethyst pulled from Siberian mines.

Four Peaks amethyst comes in other rich colors as well, ranging from pale pinks and lilacs through the violets and deep reddish purple. There's also a smoky deep violet color that is unique to the Four Peaks mine and distinguishes it



from all other amethyst.

Mining at Four Peaks is no easy task. At 7,200 feet above sea level, it is one of the world's most inaccessible mines and is the only mine in the U.S. where a helicopter is needed to remove the precious gemstones.

Yet despite the considerable cost, effort, and difficulty of bringing Four Peaks amethyst to market, the price to the consumer is relatively low.



White Metal Update

Precious Palladium...Pure White, Light Weight, and Part of the Platinum Family

Palladium is a precious gray-white metal that is part of the platinum group but is lighter in weight (only half as heavy as platinum) and costs about a third as much. Palladium is also lighter than gold and all other platinum group metals such as rhodium, rindium, ruthenium, and osmium.

Palladium is inherently valuable, stays white forever, is tarnish resistant, hypoallergenic, and is more durable than white gold used for jewelry. It is named after Pallas, the Greek goddess of wisdom and protector of Athens.

Palladium was known since the 1800's but has not been much used in jewelry until comparatively recent times. It is currently favored by jewelry manufacturers who want to eliminate excess weight from white metal earrings, brooches, necklaces, and bracelets.

