

FACTS & FACETS

A JESSOP'S PUBLICATION 619 • 234 • 4137

Summer Issue 2008



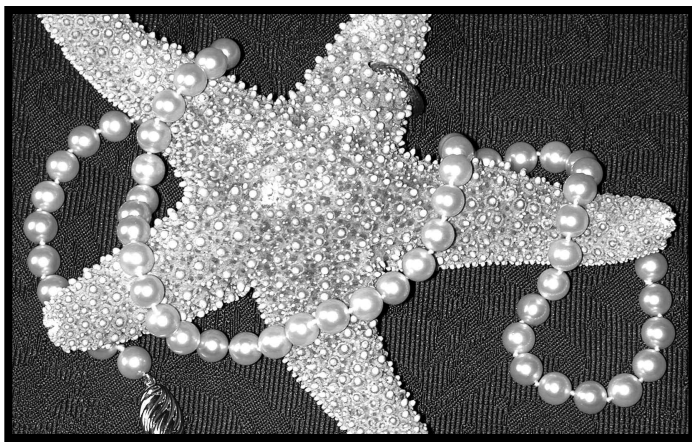
Pearls and Rubies

Summer gems of timeless beauty

Two of the loveliest gems follow each other to commemorate birthdays and wedding anniversaries for June and July. The always-elegant pearl is the birthstone for those born in June, as well as the celebratory gem for the 3rd and 30th wedding anniversaries. The richly colored ruby, treasured for centuries, honors both those born in July and a very special wedding anniversary – the 40th.

You can learn much more about pearls, rubies and a host of other colored gemstones by visiting with one of our gemologists in the store or by going to www.jessopjeweler.com.

Exquisite pearl gifts



Pearls are the perfect choice for brides, wives, girlfriends and every woman who loves to make a classic fashion statement – a little understated, a lot admired. Just for them (and for you, too!), Jessop's has some beautiful gift suggestions:

- **Pearl-and-gold necklace** with cultured pearls spaced with white or yellow gold chain, only \$235.00
- **Round freshwater pearls**, beautiful quality, in a 16-inch necklace, 7 to 7 ½ mm size. Strung and fully knotted with a delicate 14KT clasp, special value \$690.00 (*only while supplies last*)
- **Classically chic double-strand cultured pearl bracelet**, 5 ½ to 6 mm size, with 14KT yellow gold clasp and accents, \$990.00

Ruby rings for every taste and budget

Superb quality, large rubies are even rarer – and more costly – than diamonds of the same carat weight. Legend holds that wearing ruby will make you strong in battle and lend you a courageous heart. We love rubies just because they are so very, very pretty!



- **Jessop's fine ruby rings** come in a wide price range, starting at around \$1,300.00
- **One-of-a-kind knockout ruby ring** – 1.54 carat ruby with 2 oval diamonds, \$11,690.00

With proper care, pearls can pass beautifully from generation to generation

It's true that pearls come from tough-shelled mollusks, including oysters for seawater-cultured pearls and mussels for freshwater-cultured. But pearls are the antithesis of tough themselves. The pearly surface of the gem, called the nacre, is an organic substance composed of aragonite, calcite and conchiolin. This surface can be scratched or easily marred by the chemicals in cosmetics, perfumes and hairspray; by heat sources, like hair dryers, which can cause the nacre to crack; and by acids – even the acid in perspiration.

Take care of your pearls and you'll enjoy them for a lifetime. You'll also be able to pass them on for future generations to wear and appreciate. Follow the right pearl care:

- Have us check your pearl strands regularly and restring once a year if you wear your pieces often. We use silk thread for stringing pearls, not nylon, because silk is strong and nylon can damage the delicate gem.
- Keep them away from perfume, perspiration and hairspray.
- Use only a mild soap, such as Woolite®, and water to clean them.
- Allow the pearls to air dry naturally if they become wet.
- Never wear a wet strand of pearls because the silk thread can stretch and weaken.
- Store your pearls where other gems and jewelry can't scratch them.
- And last but not least, always follow the "pearl rule": Put your pearls on last when you dress; take them off first when you undress.

Tenure – not turnover – is a hallmark of Jessop’s staff

There’s a good reason the faces of Jessop’s staff look familiar: Most of us have been here for a very long time. Our staff of highly trained, knowledgeable and experienced certified gemologist appraisers (CGA), graduate certified gemologists (CG) and sales associates has an estimable loyalty to San Diego’s oldest family jeweler, along with a commitment to the Jessop’s service standard of complete satisfaction.

Downtown store:

- Jim Jessop CGA – 34 years
- Phyllis Weeks-Daniel CGA – 24 years
- Nancy Atkinson – 19 years
- Nancy Seelert CGA – 18 years
- Sharon Axelson CGA – 16 years
- Christine Edlund CG – 4 years

Hotel Del Coronado store:

- Carmen Dorris – 16 years
- Alma Gallego – 2 years
- James Hoffmark – 2 years

All jewelry mentioned in this issue of Facts & Facets is subject to prior sale. Jewelry shown does not necessarily represent actual size.



A little reading will go a long way to knowing more about diamonds.

If you’re in the market for a diamond, or know someone who is, don’t shop until you stop by for a copy of our diamond brochure. Or call us at (619) 234-4137 and we’ll put one in the mail to you. Our diamond brochure is the next best source to talking to us.

Estate jewelry clearance now till June 25 at both Jessop’s stores

Our treasure trove of unique estate and vintage jewelry is overflowing due to so many recent acquisitions. To make room for more, we’ve reduced prices at both our downtown and Hotel Del stores. Our clearance selection includes an incredible collection of pocket watches you can wear or display in one of our special domes.

So many fabulous finds! So many seriously good bargains! Better hurry! Clearance ends June 25.

About that jewelry that’s waiting to be repaired...

Have your jewelry at its best before fall. Our in-house repair and custom-design facility can handle any repair, large or small, along with redesigns and custom creations. Do you need a ring resized or redesigned? A chain repaired? Pearls restrung? Or would you like to have a new mounting for an old gem? We can do it all for you this summer. Stop by our downtown store or call (619) 234-4137.

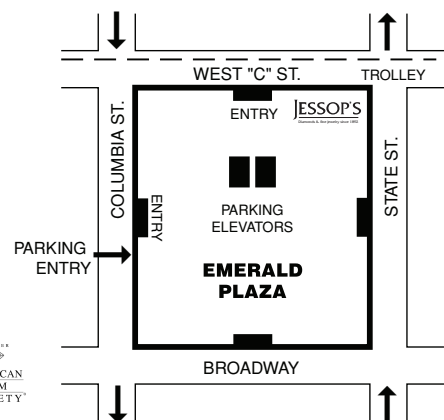
Jessop’s Phyllis Weeks-Daniel wins special award

While Phyllis’ “Blue Cheese and Red Onion Jam Crescent Thumbprints” did not win her the \$1 million Pillsbury Bake-off® Contest top prize, she did receive the GE Imagination at Work award for the most innovative and creative recipe – and a kitchen full of new GE appliances. Congratulations, Phyllis!

JESSOP’S

Diamonds & fine jewelry since 1892

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