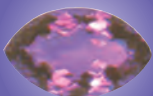


# Birthstone Jewelry- The Most Welcome Birthday Gift Of All

Each person's birthday is a unique day that deserves to be remembered in a very unique way. Only birthstone jewelry meets that need so perfectly. Each precious birthstone is dedicated exclusively to those born in only one month of the year. And for centuries, these colorful gems were believed to reflect personal traits and bestow legendary powers on those born during that month. No wonder birthstone jewelry is so popular with both men and women. And it's surprisingly affordable, too. Come in soon and see our collection.

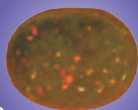
## FEBRUARY ■ Amethyst

This beautiful purple/lavender form of precious quartz is surrounded by many ancient legends, such as being able to prevent intoxication. Amethyst is transparently clear and sparkling and has long been the symbol of sincerity for those born in February. It is both durable and quite inexpensive.



## MARCH ■ Aquamarine/Bloodstone

Although very different, these two historic gems both promise courage to the March born. Blue-green aquamarine is as clear as sea water from which it gets its name and has long been prized by sailors. Dark green bloodstone is an opaque gem noted for the bright red flashes on its surface. It is usually cut in cabochon style and has been a favorite for men's rings since the Middle Ages.



## APRIL ■ Diamond

As the world's hardest gemstone, pure white diamond has long symbolized innocence, invincibility, and marital happiness for those of April birth. Today, diamond's durability and bright inner fire have made it the world's most popular gem for engagement and wedding rings.



# Sterling Silver Leads The Fashion Parade

The pure beauty of white metal has taken a strong position in all kinds of fashion jewelry this winter season. That's especially true of sterling silver. It's the most versatile of metals, enhancing the look of diamonds, colored gems and brilliant enamels.

And in today's economy, sterling silver is by far the most affordable of all precious metals, so it gives you a chance to experiment with the season's newest designs without breaking the bank. Some of the latest styles highlight texture and openwork designs that provide a lighter look while keeping metal weight in check.

Some of the leading design trends now being shown include classic and romantic styles for pendants, necklaces, rings, bracelets, earrings, and brooches, many of which feature intricate textures and fancy geometric touches.



## The Jewelry Doctor

### Care Tips To Protect Your Rubies

Brilliant red ruby is a form of the mineral corundum which makes very hard, sparkling, and durable gems. Only diamond is harder!

Even though rubies are tough, they can be damaged by hard knocks and by abrasion on facets and girdle. This is often caused by careless handling which can produce scratches and chips. But most damage to rubies is caused by

rubbing against diamonds. So always store them separately.

Also, because of their hardness, rubies can easily scratch softer gemstones, which is another reason for separate storage.

Because of the natural flaws in ruby, it is advisable to avoid ultrasonic cleaners. The best cleaning technique is to use a mild detergent in warm water and a soft brush...not a toothbrush.

