



Gene Starnes
Master IJO Jeweler

Starnes Jewelers

What's New for Mother's Day

Family Jewelry - A Personal Favorite With Moms Of All Ages

Nothing says "Happy Mother's Day" like personalized keepsake family jewelry. It's the one unique gift that lets mom celebrate her life's most precious moments and commemorate the birth of her children and grandchildren.

Today you can choose from a wide variety of exciting classic and contemporary family jewelry styles in karat gold or sterling silver at prices to suit any budget.

Popular gifts include mothers' rings and bracelets as well as add-a-gem necklaces set with colorful children's birthstones cut in a variety of attractive shapes...round, square, oval, or triangular.

There are also precious metal charms in all shapes and sizes, displaying children's photographs in full color, as well as elegant full-size photo lockets.

Another favorite is the classic sculptured mother and child heart jewelry in karat gold, available in the form of bracelets, lockets, necklaces, pendants, and brooches.

This year a gift of family jewelry on Mother's Day represents the spirit of family love that will be cherished and remembered for a lifetime.

MASTER IJO JEWELER

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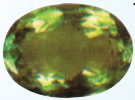
Jewelry Calendar

Birthstone Jewelry: Everyone's Favorite Birthday Gift

Both men and women prize the special gemstone that is dedicated to their own date of birth. And with good reason. For centuries, these colorful and precious gems were believed to reflect unique personal traits and bestow legendary powers on those born during only one particular month. And birthstone jewelry comes in many attractive gold and silver styles to suit any taste. It's surprisingly affordable, too. So come in soon and see our collection.

MAY • Emerald

Prized by royalty since ancient times, the beautiful grass-green emerald is said to promise success to those of May birth. Emerald is a form of the mineral beryl and is famous for its rich color, hardness, and brilliance. The word "emerald" appears in many ancient languages and always means "green."



JUNE • Pearl / Alexandrite

Known as "The Queen Of Gems," the luminous white pearl has long symbolized purity and a happy marriage for those born in June.

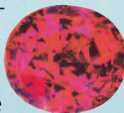


The alternate June birthstone is the remarkable color-change alexandrite which changes from green by day to red at night. It was thought to bring good luck when discovered in Russia in 1830.



JULY • Ruby

Famed for centuries as "The King Of Gems," vivid fire-red ruby traditionally represents power and passion for the July born. A form of the mineral corundum, ruby is a hard, durable gem with a bright glittering sparkle. Of all precious gems only diamond is harder. The word "ruby" comes from the Latin "rubrum" which means "red."



Gemstone Buyers Guide

Lovely Golden Amber - Wearable Sunshine Millions Of Years Old

The ancient Greeks thought amber was solidified sunshine. And this beautiful yellow fossil material has been loved and admired as far back as 5,000 B.C.

Amber is actually the petrified sap of prehistoric pine trees formed 25 million to 40 million years ago. It sometimes contains ancient insects or parts of extinct plants. It ranges in color from delicate shades of pale yellow to lemon, gold, honey, bronze, and even red...a surprising total of 250 colors. Amber is light in weight and can be transparently clear, glowingly translucent, or fully opaque.



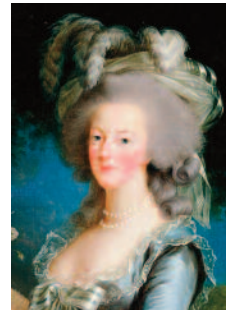
To be called amber, this beautiful organic material must be at least a million years old. Otherwise it is called copal, which is mined in Africa. Amber is found in hundreds of sites around the world, but the major sources are the eastern Baltic region of Poland, the Dominican Republic, and Mexico.

Smooth and elegant, amber is mostly shaped into beads and pendants or carved into cabochon forms for setting in karat gold or sterling silver rings, earrings, necklaces, bracelets or brooches.

Did You Know

Little-Known Facts About Gems & Jewelry

Marie Antoinette's Pearls are rare natural pearls with a lovely pale gray color. Dating from 1730, the 33 gray pearls from Mexico are now more than 230 years old, but still glow with a beautiful soft, warm luster. In 1849 they were set in a yellow gold, diamond, and ruby necklace and in 2007 the necklace was auctioned by Christie's of London with an estimated value of \$700,000 to \$800,000.



liant cut stones of today. In the 1500's, jewelers had not yet learned how to cut diamonds to reveal their bright inner fire.

Rock Crystal is such a good insulator of heat that in ancient times, Roman ladies of fashion held crystal balls in their hands to cool them on hot days.

The First Real Wristwatch was worn by Queen Elizabeth I in 1571. At a time when watches were large and heavy, this was the first clock small enough to fit into a bracelet which was proudly presented as a gift to the Queen.

Silvery-White Aluminum, the shiny, lightweight, versatile metal that is so common today was once so rare that one of the French kings had jewelry made from it.

The World's Oldest known pieces of jewelry were made of gold and turquoise and are 8,000 years old. They were discovered in 1900 when the tomb of Egyptian Queen Zer was opened. The four beautiful turquoise and cast gold bracelets were as bright and beautiful as when they were new.

Rubies, in the 16th Century, had a value eight times that of diamonds. Of course, diamonds at that time were fairly dull gems, unlike the bril-

Jet, the shiny black gemstone, is actually fossil wood which has become an extremely hard kind of coal. Jet takes a high polish and was very popular during the Victorian era when it was used in all forms of jewelry.

Opals were once thought to be good for the eyes. In Elizabethan England they were called "opthals." The word "ophthalmic" which means "pertaining to the eyes" is of very similar origin.

Seasonal Gift Guide

Jewelry Ideas For The Season's Special Days

During springtime months, there are several very special days that deserve celebration. These include Father's day, graduation day, weddings with gifts for bridesmaids and groomsmen, plus patriotic holidays of national importance. And without question, jewelry is the most exciting gift you can give anyone on any of these occasions. Here are a few suggestions.

Fathers. Personal gold or silver jewelry for men is always popular, especially when customized with sports, hobby, or professional designs. Favorite items include rings, money clips, and cuff links. New jewelry metals such as titanium, tungsten carbide, and stainless steel add a crisp masculine look to Father's Day gifts.

Graduates. The leading gift for both men and

women graduates is a stylish dress watch or a cool sports watch. Also, for women grads, pearl jewelry, gold charm bracelets, and photo lockets top the list. For men grads, sterling silver ID bracelets, engraved signet rings, and key rings are favorites.

Weddings. It's customary to present small gifts to members of the wedding party. For bridesmaids: pearl earrings, pearl pins, initial pendants, or charms. For groomsmen: cuff links, money clip, or key holder.

Patriots. Wearing patriotic jewelry is always an appropriate way to display your national pride. And there a wide variety of designs in patriotic colors to choose from including flag lapel pins and belt buckles for men and pendants, earrings, charms, and brooches for women.



What's New, What's Hot

Big Looks In Gold For Less Money

Sunny yellow gold is by far the world's most popular metal for all kinds of jewelry. And this season, jewelry designers are doing their best to make this cheerful metal much more affordable while retaining its classic beauty and style.

Newest designs are now lighter in weight and feature more lacy cut-outs, open work, and filigree which uses less precious metal and helps keep prices down. Lightweight hollow and puffed gold pieces are also available which are made by the electroform process rather than by solid metal casting.

These elegant and airy designs for necklaces, bracelets, pendants, earrings, and high-fashion rings are not only strong and durable, but are dramatic-looking and easy-wearing too.

There are also a variety of surface textures that give these designs an attractive and eye-catching look. In addition to a bright, highly polished, mirror finish, these include hammered, matte, satin, frosted, brushed, burnished, and sand-blasted treatments.



TURN OLD GOLD INTO CASH



Turn your old, worn out, outdated gold jewelry into CASH.

With the price of gold hitting all time highs, now is the time to cash-in. Take a look in the bottom of your jewelry box to find those single earrings, broken and dented chains, or the class ring you haven't worn in years. Then turn all of it into cash.

We will buy all of your unwanted gold and silver jewelry, regardless of what shape it's in. We offer the best possible price at the time of transaction and will provide CASH on the spot. Now is the time to take advantage of the high price of gold. Visit us today to see just how much your old gold is worth!

Gemstone Color Profiles

Bright Blue Gems Mirror Heavenly Spring Skies

Beautiful sky blue is one of the most classic of colors. This clear, light blue has been a favorite of artists, poets, playwrights, and song lyricists for centuries. But blue comes in dozens of dazzling light and dark tints and tones which you'll find in the brilliant blue gemstones listed here. And many of them are surprisingly affordable.

Sapphire. The most famous of all blue gems. Beautifully transparent with a rich, velvety, deep blue color. Very durable and sparkling. Only diamond is harder.

Turquoise. Treasured since ancient times, this opaque sky-blue gem has a smooth, waxy surface and because of its beautiful blue color, has traditionally been regarded as the "sky" stone.

Blue Tourmaline. Called "indicolite," this moderately priced gemstone has a bright sparkle and an intense blue color ranging

from light to dark. Very durable in all types of jewelry.

Iolite. Not very well known, this lovely, transparent, deep violet-blue gem is known as "water sapphire" and is quite inexpensive.

Resembles both sapphire and tanzanite.

Blue Eyris Pearls. These brilliant blue iridescent abalone mabe and blister pearls are found only in New Zealand. They're available in round and pear shapes in sizes from 7mm to 16mm.

Blue Topaz. This hard, bright and sparkling gem ranges in color from deep blue to light blue-green. It's very popular today and takes polishing beautifully. Reasonably priced.

Tanzanite. A variety of the mineral zoisite, this reasonably priced, transparent gem has a totally unique blue-purple color. Named by Tiffany in 1969, it is only found near Mt. Kilimanjaro in Africa.



Stop In With Your Questions

As members of IJO we are part of the largest Buying Group in the world, almost 900 jewelers strong, bringing you exclusive styles and the best values in the industry. As professional jewelers, we have a responsibility to our customers and our community...to maintain the highest standards and preserve your fine jewelry investment.