

# FACTS & FACETS

A GEORGE CARTER JESSOP JEWELER PUBLICATION 619 • 234 • 4137 Spring/Summer Issue 2005



## A Gold Mine

Of ancient history, current trends  
and of course, beautiful jewelry

*"Gold is the child of Zeus. Neither moth nor rust devours it."* The Greek poet Pindar wrote that ode to gold about 2,500 years ago. And right he was!

Pure gold is so durable coins that have been on the sea floor for hundreds of years still gleam. Pure, or

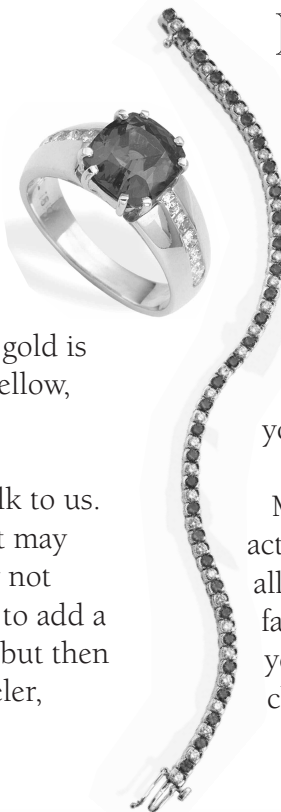


24KT gold, is used as currency, as well as in jewelry in many parts of the world. In Europe, 18KT yellow gold is favored over 14KT yellow gold and the white metals, while here we see it all – rich yellow 24KT; 18KT, a mix of 75 percent pure gold with 25 percent alloys; and 14KT, which is 58.3 percent pure gold.

### For some, the best gold is lustrous and white

Today those who love white metals have a wonderful choice. If you're looking for a metal with unequalled strength and durability, and perfect whiteness that never changes, platinum is your obvious choice. On the other hand, if you prefer a lighter white metal – especially for earrings – that's more affordable, white gold is your metal of choice. White gold actually starts out yellow, but turns white from the mix of alloys.

Can't choose between platinum and white gold? Talk to us. We can tell you more about the two white metals that may help in your decision-making. For example, you may not know that white gold is usually plated with rhodium to add a brighter white finish. The finish wears off eventually, but then again, the rhodium can be reapplied by a skilled jeweler, returning the lustrous, white appeal to the metal.



Follow the golden rule: Don't swim with gold jewelry

Chlorine can wreak havoc with the alloys in gold, weakening the prongs and clasps that hold precious stones. If you're going near a swimming pool, better to leave your fine gold jewelry at home.

Mercury is also harmful to gold. It actually dissolves the gold and its alloys. But mercury isn't as big a worry factor for gold-jewelry wearers, unless you work in a setting where the chemical happens to be.

### Gold stars for hoops and huggies

If you've been noticing yellow gold jewelry replacing platinum on celebrity ears, fingers, wrists and necks, you've spotted the current trend.

We're delighted with the return to the classic glow of gold, especially in two of our favorites:

- Larger gold hoop earrings. Our gleaming collection starts at just \$475.
- Versatile gold huggies, set with a few small diamonds. The perfect accent for Southern California's casual style. Our collection starts at only \$495.



pair shown \$1790

## Fashion gives peridot the green light

It's a go for peridot (say pair-uh-doe), the loveliest gem in the springiest greens! While fashion has embraced limes and pistachios, we're adding the vibrant, soft green of peridot to the spring and summer palette.

Peridot is the birthstone for August, but we don't think it's fair to shortchange people born during the other 11 months. That's why you'll find a lovely selection of peridot in our stores, including earrings, starting at \$90, and pendants and rings, from \$170, set in white or yellow gold. We also have one drop-dead gorgeous peridot ring in our estate showcase. The color is the finest we've ever seen and the size – 31.90 carats – is fabulous! The one-and-only ring is \$7,850.00.

## Our newest little jewelry cleaner is big on power

Compact size. Battery powered. And just \$15. You can't beat our mini-sonic jewelry cleaner, especially since it's so easy to use.

We recommend cleaning your fine jewelry once a week because soap and lotion, not to mention environmental pollutants, can dull gems and metal. The mini-sonic helps maintain their brilliance. And twice a year, we'll do the rest, including a thorough cleaning and prong-safety check – free.



## Our very, very quiet estate jewelry clearance is still reverberating

*We keep selling. And we keep buying. So we can't stop yet.*

As popular as our estate jewelry clearance has been, it hasn't emptied our safe yet. But then, while many people have come to shop for one-of-a-kind pieces of utterly unique jewelry, we confess to buying more. We just can't say no to exceptionally lovely and unusual pieces that pop up because of our reputation as estate buyers.



If you've been to see our estate pieces, we encourage you to come again. There's more that's new! And if you haven't been yet, hurry! Our very, very quiet estate jewelry clearance is bound to end soon.

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



# GEORGE CARTER JESSOP

J E W E L E R

Diamonds, fine jewelry and integrity since 1892

**Emerald Plaza**

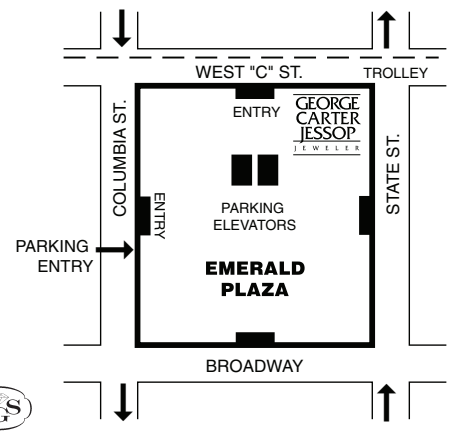
401 West C Street • Downtown • **619-234-4137**

**In the Galleria**

of the Hotel del Coronado • **619-437-1707**

Validated parking in both locations

[www.jessopjeweler.com](http://www.jessopjeweler.com)



RETURN SERVICE REQUESTED

401 West C Street  
San Diego, CA 92101

Diamonds, fine jewelry  
and integrity since 1892

J E W E L E R  
**GEORGE  
CARTER  
JESSOP**

PRSR1 STD  
U.S. POSTAGE  
PAID  
PERMIT NO. 700  
SAN DIEGO, CA