

FACTS & FACETS

A GEORGE CARTER JESSOP JEWELER PUBLICATION 619 • 234 • 4137 Summer Issue 2006



Unique diamond-grading system shines new light on the world's most precious of precious stones



Just how much sparkle does that diamond have? The American Gem Society (AGS) has developed a revolutionary diamond-grading system, called the Light-Performance Grade, to measure diamond brilliance. Combining special software with a laser-measuring device, the system analyzes light rays as they pass through a diamond.

Well-cut diamonds will measure high on the Light-Performance Grade. For the highest Light-Performance Grade diamonds – with the most stunning fire and brilliance – come to Jessop's. Our diamond experts will guide you in your purchase of exceptional diamonds that carry our guarantee of satisfaction. And they'll round off your diamond education by explaining how the new diamond-grading system works – and how well it works in revealing a diamond's sparkle.

Gold and platinum prices are higher than ever. Is your appraisal current?

Precious metals, like gold and platinum, are at record highs. Gold is at a 25-year high; platinum is at an all-time high. Experts predict prices of precious metals will continue upward. Historically, the price of gemstones follows the cost of gold. That's why it's a very good idea to make sure your jewelry appraisals for insurance purposes are updated.

Our Certified Gemologist Appraisers are ready to help. And while your jewelry is here, we'll clean and inspect it for prong safety, clasp security, tight stones and more. If you'd like more details in advance, call us at (619)234-4137.



Ready to share the breaking news

We stay on top of breakthroughs in our field. That's why two of our four Certified Gemologist Appraisers, Phyllis Weeks-Daniel and Sharon Axelson, recently attended a training program in the new diamond-grading system at AGS headquarters. If you're shopping for a diamond, talk with Phyllis or Sharon to find out how the right light performance makes a diamond shine all the more brilliantly.



Our newest GIA graduate gemologist is now a Registered Jeweler

Congratulations, Christine Edlund! Christine, our newest Gemological Institute of America graduate gemologist, has earned her Registered Jeweler title. Christine earned her latest title the old-fashioned way – through hours and hours of study with the AGS.

Christine's knowledge of diamond-grading, colored gem identification and grading, along with essential information about the jewelry industry, helps her advise clients with purchases, gifts and repairs.

Next step for Christine is more study to earn her Certified Gemologist Appraiser (CGA) title, joining the ranks of Jim Jessop, Phyllis Weeks-Daniel, Sharon Axelson and Nancy Seelert at Jessop's. There are only 451 CGAs in the nation – and four are in one Jessop's store!



It's very hush-hush, but you can tell a friend: Jessop's has an estate clearance sale going on

Jim Jessop has been a busy estate-jewelry buyer. Which means our showcases and safe are filled with unique jewelry you will not see anywhere else. You'll find truly wonderful pieces – and bargains – in both our stores. If you're at the Hotel del, look for our special estate showcase. And if you're downtown, ask to see what we have tucked aside in the safe!



Rolex prices are bound to rise. Now's a good time to buy

As the costs of precious metals increase, you can bet that there will be corresponding increases in the price of jewelry and watches. Perfect timing to make good on your promise to yourself to buy a Rolex! We have new Rolex models to show you, including Lady Datejust in 18-KT pink gold and stainless steel, \$5,650.00.



Beautiful, affordable peridot for lovers of green

Legend has it that peridot set in yellow will protect the wearer from bad dreams. A much better reason to wear the soft green gem is because it's so pretty and fresh in either yellow or white gold – and it's so affordable, too. You'll find earrings starting at \$200, pendants and more of the traditional August birthstone at Jessop's.

PROPORTIONS OF THE IDEAL CUT

The ideal cut

Light entering the diamond reflects internally from facet to facet and is reflected back through the top only, creating maximum brilliance.

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

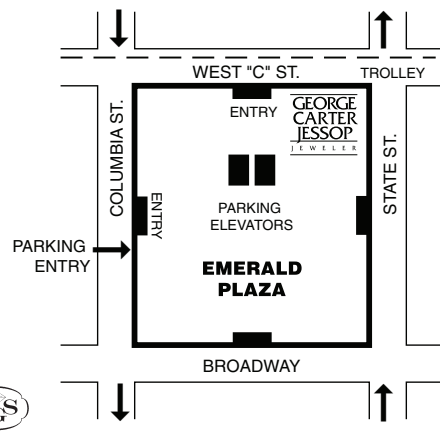
401 West C Street • Downtown • **619-234-4137**

In the Galleria

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

Validated parking in both locations

www.jessopjeweler.com



GEORGE CARTER JESSOP
 J E W E L E R
 Diamonds, fine jewelry and integrity since 1892
 401 West C Street
 San Diego, CA 92101

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