

# FACTS & FACETS

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Fall Issue 2006

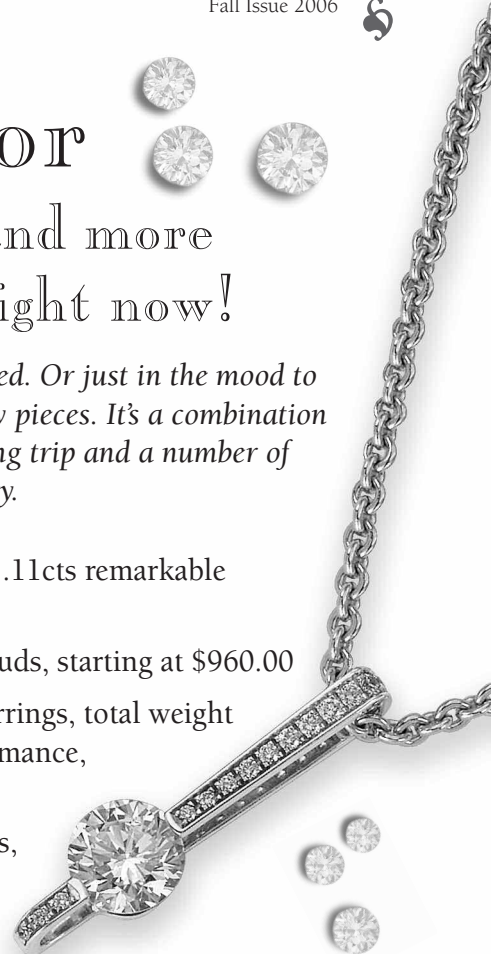


## Fall Splendor

Fabulous new diamond pieces and more beautiful jewelry. Right here! Right now!

Want to treat yourself or someone special to a gift of jewelry? We're well-stocked. Or just in the mood to drool? You can do that, too, because our showcases have so many exquisite new pieces. It's a combination of superb designs we've created with the gorgeous gems from our summer buying trip and a number of truly exceptional pieces we brought in for connoisseurs of extraordinary jewelry.

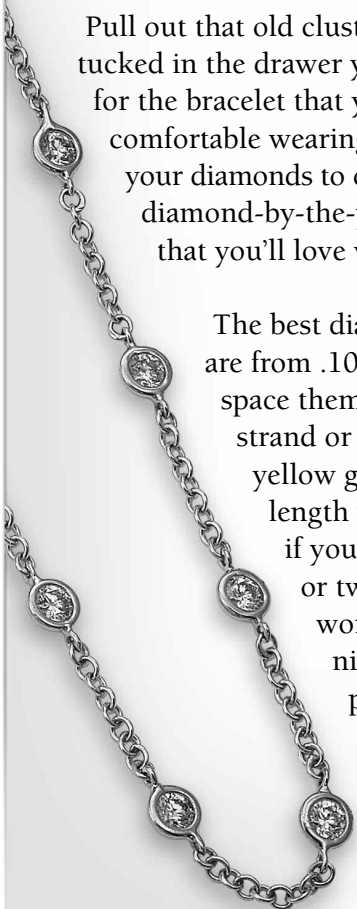
- **JFA has done it again!** A magnificent pendant with a total weight of 1.11cts remarkable quality, set in 18KT white gold, \$9,150.00
- **The one piece of jewelry she really, really wants:** diamond studs, starting at \$960.00
- **La crème de la crème...**the finest platinum diamond stud earrings, total weight 1.40cts F color, certified AGS Ideal cut for brilliant light performance, \$7,090.00
- **Plus earrings, bracelets, rings and pendants** with emeralds, rubies, sapphires, Tanzanite, pearls and more



### A beautiful new life for diamonds from old rings and bracelets: a diamond-by-the-yard necklace

Pull out that old cluster ring you tucked in the drawer years ago. Ditto for the bracelet that you never feel comfortable wearing. Let us recycle your diamonds to create a fabulous diamond-by-the-yard necklace that you'll love wearing.

The best diamonds to use are from .10 to .33ct. We'll space them around one strand or two of white or yellow gold – any length you want. And if you're a diamond or two short, not to worry. You're definitely in the right place to find others to add!



### The easiest trade-up and holiday layaway

If you purchased your diamonds at Jessop's, call or stop by to find out how easy it is to trade up...and up...and up to bigger diamonds! And if you shop for the holidays now, we promise you the best selection, a safe place to store your gifts 'til the holidays arrive and an easy layaway plan that includes paying one-third now and making two more equal payments within the following three months. By the time the holidays arrive, you'll be sitting pretty – gifts in hand and payments taken care of!



### We're proud to belong to an elite corps of jewelers – the American Gem Society

The American Gem Society (AGS) is much more than a diamond-grading lab. The society's three dedicated principles

- The highest standards of ethical conduct
- Continuing gemological education for jewelers
- Consumer protection through education

are the cornerstones for our industry and the guiding business beliefs at Jessop's.



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## Two valued colleagues and friends retire: Dale Blackburn and Donna Sterling bid farewell

Saying goodbye is never easy, but in the case of store manager, Dale Blackburn, and sales associate, Donna Sterling, it's harder yet because both have been a part of Jessop's Hotel del Coronado store for a very long time. For 14 years, Dale was the knowledgeable, friendly manager of our island location. Through the years, he had the pleasure of seeing many hotel guests – and loyal Jessop's shoppers – return for purchases.

We wish Dale and Donna well in their retirements. If you like, send your farewell wishes to the store and we'll forward them.



## James Hoffmark and Carmen Dorris are the dynamic duo at our Coronado store

We know you'll enjoy working with James at The Del. He is an accomplished and experienced jeweler whose professional associations include management with highly regarded jewelry retailers, as well as with one of the industry's most prestigious and talented designers, Jean Francois Albert – JFA.

Carmen has been assisting Jessop's customers for the past 14 years. James and Carmen will continue to make Jessop's in the Hotel Del the perfect place for locals and visitors to find the jewelry they want.

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



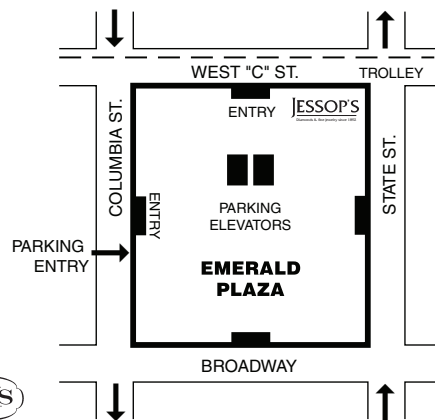
**A little reading will go a long way to knowing more about diamonds.**

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.

# JESSOP'S

Diamonds & fine jewelry since 1892

**Emerald Plaza**  
401 West C Street • Downtown • **619-234-4137**  
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of the Hotel del Coronado • **619-437-1707**  
Validated parking in both locations  
[www.jessopjeweler.com](http://www.jessopjeweler.com)



# JESSOP'S

Diamonds & fine jewelry since 1892

A very new logo for a very old jeweler

As much as things change, they're still the same – as in our name and logo! We began as Jessop's in 1892. Changed names, but not hands, when we became George Carter Jessop Jeweler. And now we're back to being Jessop's, with fifth-generation owner, Jim Jessop, at the helm.

You'll be seeing more of our new Jessop's logo in the months ahead – the same family-owned-and-operated jeweler that's called San Diego home for more than a century.

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## We're proud to belong to an elite corps of jewelers – the American Gem Society

Becoming an AGS member is very difficult. So demanding and arduous, in fact, that fewer than five percent of the nation's jewelry stores and their staff qualify. We are proud to tell you that Jessop's holds a record number of members – five of us are certified gemologists and certified gemologist appraisers – and we must pass annual exams to retain our membership.

For information about the value and importance of the AGS, we recommend you visit [www.ags.org](http://www.ags.org).

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