

# FACTS & FACETS

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Fall Issue 2008

## Repair Wizard

**Precision tool and skilled jeweler can fix it!**

*Time to dig deep into your drawers and jewelry boxes for those beloved pieces you thought you might never be able to wear again. Pass them over to our repair center and get ready to be delighted with the results of our new precision laser welder in the skilled hands of our jeweler.*

Not that long ago, most jewelers would have had to send you away. Armed with only a soldering torch, they would not have dared to do many of the repairs we can take on now.

The most remarkable attribute of our laser welder is the fact that it does not transfer heat to the surrounding areas of the jewelry. That's why we can size a ring without solder, work near enamel and heat-sensitive stones, and complete so many, many repairs that would have been impossible before, like soldering platinum. Because platinum requires very high temperatures to melt – higher than even a diamond can withstand – prior to the laser welder, it was virtually unheard of to work on platinum if it was set with diamonds or any other gem.

Something as simple as rebuilding a prong for an emerald was a many-step, time-intensive process, if not downright impossible. We would have to remove the stone, rebuild the prong and then reset the emerald. But since our laser welder has a built-in microscope to guide the energy flow, we can accurately focus the beam to work exclusively on the prong while keeping the emerald in its setting. And metals welded by our laser create stronger bonds and better, lasting quality.

Is our laser welder right for your repair? The best way to find out is to bring your jewelry to us. We'll let you know exactly what needs to be done and provide you with an estimate for the service.

### Rolex innovations...at Jessop's, your official Rolex jeweler



The very finest watch in the world has done it again – twice over, as a matter of fact. First there's the new Milgauss, Rolex's superior magnetic field-resistant watch with a terrifically sporty look that includes a racy orange sweep hand. One rare version of the Milgauss, featuring a green sapphire crystal, is actually an update of a model that's been out of production for decades. Rolex recently brought it back...and the watch is an instant collectible. It's very hard to come by, too. See it in its entire splendor at [www.rolex.com](http://www.rolex.com) and call us if that's the watch you have to have. We'll keep you in mind when one arrives.

(Just to give you an idea of what a collectible Rolex fetches, a vintage Rolex Milgauss from the 1950s in original condition can command anywhere from \$13,000.00 to \$25,000.00.)

Second on the Rolex innovation lineup is the never-fade, always-look-fabulous ceramic bezel on the GMT II and other models. See the GMT II up close in our showcase at our downtown store. Choose a GMT II in stainless steel for \$6,825.00 or in stainless steel and 18KT gold for \$10,050.00.

## Another interesting question from our Ask a Gemologist files: "Can a diamond be damaged?"



Yes, it can. Even though diamond is the hardest gem, it can chip or even break in certain situations. For example, a vintage-cut diamond with a too-thin girdle can have a weak spot that could break, or a diamond with an inclusion that is hit just hard enough in just the right place can do the same.

The good news is that Jessop's gemologists are expert at assessing the problem and Jessop's diamond cutters are proficient at repairing and re-cutting damaged diamonds, as well as other gemstones, restoring the luster and handing your gems back to you looking better than before. More good news: If your diamond or your diamond jewelry is fully insured, you'll be covered for the repair.

To learn more about what's involved in diamond repair, or to ask your personal gem question, contact a Jessop's gemologist at [www.jessopjeweler.com](http://www.jessopjeweler.com). Or call us at (619) 234-4137.

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.

## With our "inside-out" style diamond hoop, the sparkle goes on forever



If you love diamonds and hoops, you're in luck. We have them large, small and in between, in white gold and yellow, with your favorite gem adding a sparkly finish.

If you really, really love diamonds and hoops, you have to come to see our inside-out style where the diamonds cascade down the outside front of the hoop and then swirl back up the inside back. The effect is spectacular – sparkle forever!

Our diamond hoops start at \$865.00; our inside-out diamond hoops start at \$1,295.00.

### Hint...hint...it's never too early to pick or plan your holiday gifts

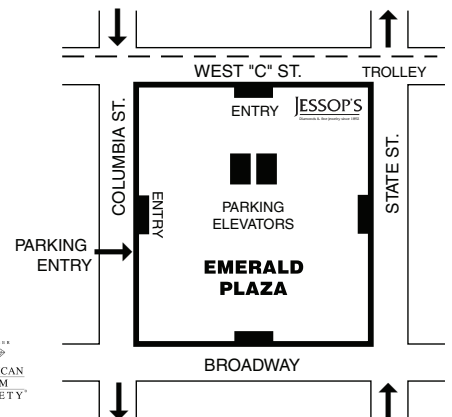
Maybe we have something in our showcases you'll say "That's it!" to. Or maybe you have a special gift in mind that will take the skills of our custom craftspeople. Either way, now's the best time to get your holiday shopping underway. We'll even safely store your gifts in our vault until you're ready to pick them up.

# JESSOP'S

Diamonds & fine jewelry since 1892

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