GCJ-331 Spring 08:GCJ-331 spring 2008 2/29/08 9:49 AM Page 1

FACTS & FACETS

A JESSOP'S PUBLICATION **619 • 234 • 4137**

Sping Issue 2008

Gold and platinum costs are high and rising.

What you can do

At the end of March last year, gold was trading at $667 an ounce, platinum at $1,240 an ounce. Compare those costs a year later and it's gasp-worthy: On February 21, 2008, gold was $940 an ounce and platinum was $2,180 an ounce. According to precious-metal pundits, the trend is not about to reverse itself anytime soon.

To give you some idea of what that cost increase represents, consider a platinum man's wedding band. Two years ago, it would have been priced at $1,880. Today it's $2,700. Does that news mean you have to forestall your fine jewelry purchases? No. Jump on them now – before the costs rise even further.

That's not all. When the costs of precious metals rise, it's critical to update your appraisals. It's also a good idea to give some thought to selling old jewelry to Jessop's.

We buy a single item or complete jewelry collections

Gold and platinum aren't the only jewelry components that have increased in value; gems have, too. Rising costs make the jewelry you don't wear or any scrap gold that you have worth selling. We buy single items or complete collections, and we can make a decision the same day we view your jewelry. Please call Jim Jessop for an appointment, (619) 234-4137.

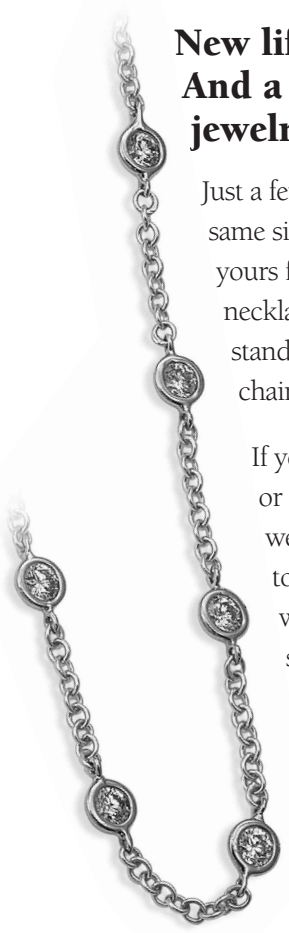
Our own gem lab, plus trained and experienced gemologist appraisers

A separate insurance policy, supported by a thorough appraisal, is required to insure jewelry. In stable economic times, every three years is a reasonable amount of time to update jewelry appraisals so you will be adequately insured for replacement against loss. Whenever there is a rapid flux in the market, like now, more often is prescribed.

Jessop's is appraisal central. We're an American Gem Society-accredited gem lab with trained and experienced American Gem Society-certified gemologist appraisers. New appraisals include metal testing, gem identification and grading, and full documentation with images and values. If we've appraised your jewelry in the past, we can do an update from the records we have on file. Every appraisal – new and updated – includes a thorough cleaning and inspection, which helps keep your jewelry safe, as well as new documents.

We're happy to estimate the total cost of your appraisal when we see your collection. Please call us at (619) 234-4137 for more details.

GCJ-331 Spring 08:GCJ-331 spring 2008 2/29/08 9:49 AM Page 2



New life for old diamonds. And a fabulous piece of jewelry, too!

Just a few diamonds or many. All the same size or different. The choice is yours for a diamond-by-the-yard necklace that makes a fabulous stand-alone piece or a gorgeous chain for a special pendant.

If you have an old cocktail ring or diamond bracelet you don't wear, bring it in! We'll customize your new necklace with bezel-set diamonds, spaced between segments of gleaming gold chain – all white gold or a combination of gold chain and white bezel. It's the perfect way to give old diamonds a beautiful new life.

By the way, if you don't have old diamonds, just come to Jessop's. We'll help you find a new diamond-by-the-yard necklace you'll love.

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.

Have we thanked you recently?

Thanks for being a Jessop's customer. And thanks for recommending us to family, friends and colleagues. We want you to know how much we appreciate your confidence and trust. We'll continue to do our best to keep you – and everyone you refer our way – happy Jessop's customers, completely satisfied with each and every purchase and with the exceptional service we're proud to offer.

Got a jewelry question?

Jessop's gemologists have the answers

Question: *What makes a canary yellow diamond yellow?*
Answer: *Trace amounts of nitrogen that are present in the diamond-crystallizing process give the diamond its yellow color.*

That's just one of many questions about fine jewelry our gemologists are qualified – and happy – to answer. Whenever you have a jewelry question, go to **www.jessopjeweler.com**. Click on *Contact Us* and post a question in the *Other* option of the comments box. We'll get back to you with an answer very soon.

Vote for our very own gem of a chef – Phyllis Weeks-Daniel

Jessop's manager and certified gemologist, Phyllis Weeks-Daniel, is a finalist in the 43rd Pillsbury Bake-off Contest, which will be held mid-April in Dallas. The top Bakeoff Contest winner will receive $1 million. Spur Phyllis on by casting your vote online for her "Blue Cheese and Red Onion Jam Crescent Thumbprints" (delicious!) at www.bakeoff.com. Voting ends March 31.

JESSOP'S

Diamonds & fine jewelry since 1892

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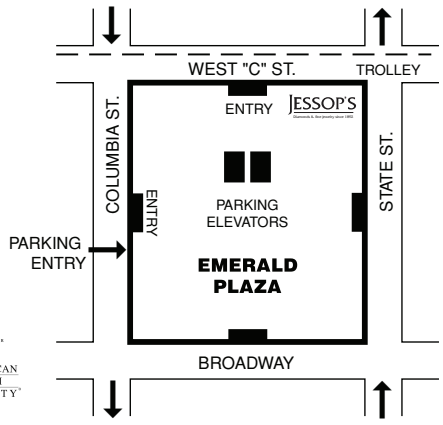

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