

# Jewelry NEWS & VIEWS

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**SPOTLIGHT ON  
ROMANCE**



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## Did You Know?

Ancient Egyptians were amongst the first known to exchange rings of love. Reeds, bone and leather were woven in circles, symbolic of eternal love and placed on any finger, even thumbs. It was the myth of a vein, called the "lovers vein," thought to pump blood from the forth finger of the left hand directly to the heart, which started a tradition. From hand to heart, the left ring finger has since been dedicated for wedding rings.

### February Birthstone

**Amethyst.** For those born in February, sincerity is the personal trait usually associated with this beautiful form of precious quartz. Sparkling and transparent amethyst can range from pale lilac to deep purple.

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## A Heartfelt Gift Preview



It's hard to find a gift that says "I Love You" more than a stunning piece of jewelry. February 14th is the traditional day when romantics convey their devotion by exchanging gifts of endearment. Valentine's Day jewelry offers unique and time-tested designs to proclaim your feelings. Many of yesteryear's favorites remain very much in demand today.

**Romantic Hearts**, there is no symbol more endearing. It is love's most popular and timeless icon. Today, you can choose from hearts big or small, gold or silver, in either traditional or contemporary designs.

**Lustrous Pearls** are another Valentine's Day favorite. Designs set with glowing,

white cultured, colorful freshwater, or dramatic Tahitian pearls are gifts that are always flattering and perfect for a special someone.

**Love Notes.** There's no more personal way to express your feelings than with a piece of jewelry that displays a visible or hidden message.

**Diamonds.** No matter how small the package is, when the gift inside is a dazzling piece of diamond jewelry, you can be sure to receive a tremendous reception! Nothing says "I Love You" the way a precious diamond does!

Visit us today and select from a wide range of all-time favorites guaranteed to warm your Valentine's heart.

**BIRTHSTONE OF THE MONTH:**

Amethyst



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