

## A Love letter from Samuel Gordon

### From the “I’m smarter than you are” file.

Remember the diamond cutter in the famous car commercial? Sweating copiously while he positions his blade and hammer, knowing if the car’s ride isn’t perfectly smooth he’ll ruin a million-dollar stone? Well, forget it.

The truth is, diamonds aren’t “cut” at all. They’re *ground* and *polished* into the beautiful shapes you see, each according to its own individual characteristics. Starting as something that looks much like a piece of dirty quartz when it comes out of the ground, each stone is carefully evaluated to determine its optimum size and shape. Then, according to a “map” of the finished stone, each facet is painstakingly *ground* into the diamond and *polished* to glossy brilliance, in a shape that will produce the utmost brilliance, scintillation, and dispersion of light.

So the next time you hear someone say about a diamond “My, what a beautiful *cut*,” you can smile your all-knowing smile, knowing you’re smarter than they are. At least about diamonds.

We are, too. Smarter about diamonds, that is. Our Steve Glazer, for instance, is a Certified Graduate Gemologist of the Gemological Institute of America. We also have the most spectacular selection of diamonds to choose from in the state. And if we don’t have *exactly* what you want, we can get it for you in a matter of hours. We’ll show you exactly how and why every diamond you examine is graded and priced the way it is. We’ll give you an excellent price, and provide service for a lifetime on the stone and setting you choose. We’ll also provide peace of mind, since you’ll know exactly what you bought and why you bought it. Which makes you even smarter.

In the spring, a young girl’s fancy...

...lightly turns to thoughts of... Samuel Gordon. And why not? We’ve devoted an entire wall of our store entirely to engagement rings, wedding rings, and bridal sets. We have all the latest styles, plus classics, traditional, and an exciting collection of the unique and unusual. From masters in the industry such as W. Boin, Chris Correra, Verragio, D. Vincent, Scott Kay, and many, many others. You see a few of the latest styles scattered around our newsletter. Prices start at just \$258. Come in and see them all!

**Coming soon to Samuel Gordon: Steven Lagos, Charles Krypek, Henry Dunay, John Speelman, and a chance to win an \$8,000 egg!**

Remember -- Steven Lagos, one of the world’s most talented and innovative designers of fine jewelry, will be at Samuel Gordon on May 7<sup>th</sup> for a one-day-only Trunk Show and

Sale! Don't miss this opportunity to see a truly fabulous collection of unique designer jewelry, and to talk to the man himself. Wednesday, May 7, from 10 a.m. to 6 p.m.

Charles Krypell... Master designer of precious jewelry. Come see this exquisite selection/collection. Meet Mr. Krypell. Even commission a piece? Watch for date and time.

Henry Dunay... Called the Fabergé of the twentieth century. The founding father of designer jewelry and still the reigning master! Come see a fabulous collection of jeweled eggs. Register to win one valued at more than \$8,000! Watch for the date and time.

John Speelman... Belgian diamond expert. Will bring a selection of hand-picked Belgian diamonds, and explain why Belgian is better. Don't miss. Watch for date and time.

From tiny acorns...

