



OCTOBER, NOVEMBER, DECEMBER 2009

From the desk of Gerry Gonya...Harvey Oaks Manufacturing Jeweler

**A**s we head into the final 3 months of 2009, it's anyone's guess as to what might lie in store for us around the corner in 2010. Will we have a nationalized health care plan? Will the unemployment rate start to decline and people be called back to work? What about consumer confidence in the whole scope of things? I have learned that as I grow older one thing is certain – we must live each day to its fullest and be thankful for the little things that we have that many times are taken for granted. We worry about what we may or may not have done in the past for which we can do nothing about and fail to look at the here and now and the future of which we can influence by how we live our lives.

When I first got started in this business over 30 years ago, Harvey Oaks (the person) had me reading books and journals about the history of diamonds and their influences on history. I came across just such an article lately and it brought back fond memories. One such article gave the history of what we know as an engagement ring. Archduke Maximilian Habsburg (I never knew his last name) presented the lady of his dreams Mary of Burgundy, an engagement ring in 1548. Little did Max know that he started a tradition that would turn into a present multi-billion dollar industry. By today's standards, Max was very economically minded. Mary's engagement consisted of a gold ring with a single rather minute and not very stunning diamond that was still in its crystalline form (a rough diamond crystal). During this period of time the diamond was looked upon for its strength and durability and it was thought that these properties would pass through the couple protecting the marriage and producing heirs. In today's society we look more for the ability for diamond to capture light and show it off as brilliance.

For years India was the only source for diamond mining until rough diamond crystals were found in Brazil in the 1700's. Then during the early 1900's a gentleman by the name of Marcel Tolkowsky developed a technique for cutting diamonds to exacting standards known as the round brilliant cut. Refinements to this style of cutting are always being done with the goal of making the diamond just a little more brilliant. The list of new diamond cuts seems to go on and on and each cutter trying to "brand" their style of cutting and bring it into the spotlight.

Many times when someone mentions the gemstone name of zircon, the usual reaction is "oh that synthetic thing that's supposed to look like a diamond"! Actually that "synthetic thing" is cubic zirconia, not related to the gemstone zircon. Some of the finest zircon comes from Cambodia northeast of Phnom Penh. The color of blue is not known to exist in natural zircon, but heat treating natural

brown to reddish brown material produces the blue/green color that we associate with December's birthstone. Most of these deposits went undiscovered until the early part of the 20th century when experiments on heat treatments were being done. Due to the remoteness of many of the mining operations, correct numbers of miners and production is somewhat difficult. Mining is performed by sinking a shaft through the overburden covering until the miners reach what is called the zircon bearing horizon. These shafts are typically 10 to 50' in depth and look like the typical opal shaft. Once the gemstones are recovered they are usually sent to Phnom Penh or Thailand for heat treatment. It takes approximately 1 hour at 900° to 1000° C in a specialized oven to produce the beautiful blue/green color from the original reddish brown rough. Some colorless zircon will also turn blue during this process but are usually more of a pale blue like some aquamarine.

October – November – December Birthstones

OCTOBER



Even though most customers rely on opal for the October birthstone, you do have a second option. Pink tourmaline is also a strong contender. Many times we use pink tourmaline when we need a faceted stone to fit the particular ring or pendant. Opal is only cut as a cabochon or in tabular form. One thing to keep in mind opal is a fragile gemstone that will not take hard wear, tourmaline is more durable and better suited for everyday wear.

NOVEMBER



How many times have you tried to find your November birthstone in a piece of jewelry only to find the gemstone that was put in was not topaz but citrine? Now granted the two gemstones have a similar color, but that is where the similarities end. Citrine is from the quartz family, topaz is topaz. In defense of the jeweler that may use citrine it is probably that topaz was very hard to find or the price per carat put that piece of jewelry out of the persons range. Over the last several years I have found the same to be true from my suppliers. Even this year I have had difficulty trying to find reasonably priced topaz that was bright and colorful. You could use blue topaz (heat treated) but it just doesn't have that sherry color.

## DECEMBER



Just like we talked about earlier in the newsletter, blue zircon is heated to get that beautiful blue/green color. Blue zircon is a soft stone so hard wear is not suggested. Another gemstone has been added as the birthstone for December—tanzanite. Tanzanite has more of a bluish/lavender tone and looks great in a multitude of jewelry items. Just keep in mind that tanzanite is also a soft gemstone and will not survive hard wear.

**Harvey Oaks Jeweler is planning several events this fall. Be sure to mark these dates on your calendar starting with:**

Personality bead event on **Friday October 23rd**. From **10AM to 7PM**. and **Saturday October 24th** from **10AM to 4PM**. With each silver "Personality" bead that you purchase we will set a small diamond into that bead FREE! The free diamond offer will only be those 2 days October 23&24 with a limit of 2 free diamonds per customer. We have been very pleased with how these beads have done so far in bracelets, necklaces, and even earrings. If you have any questions please call or stop by the store.

Our next event will be the coin show on **Saturday October 31st**. From **9:30AM to 2:30PM**. Harvey Oaks will have a coin dealer in the store to appraise your coins(both gold and silver) and paper money and also make you an offer of what he will pay if you would like to sell them. Since silver has hit \$17/oz and gold has gone over \$1000/oz you might be surprised what your coins are worth.

November brings us to our annual "Lady's Night" which will be **Thursday November 19th** from **5:30 to 8:30PM**. This event is by invitation only for those that are on our mailing list. So ladies if you are not getting our newsletter and want to be invited for "Lady's Night" please call or stop by the store so we can send you a special invitation. As in the past you are more than welcome to bring a guest. Rest assured that it will be a very "pampering" night out for you lady's with all kinds of goodies to look at and tasty delicatibles to snack on. Our staff at Harvey Oaks Jeweler will help you fill out your "wish list" to help make your

Holiday Season a very bright one. If you find something that night that you just gotta have now, we will be happy to wrap it so you can take it with you that night. I almost forgot to mention – special pricing in affect for that evening.

December brings us to "Men's Night". This event is scheduled for **Thursday December 10th** from **5:30PM to 8:30PM**. Guys if you have a significant other and she was at Lady's Night we will have everything she "oohd" and "ahd" about written down to make your Holiday or Special Occasion shopping a sure bet. Oh don't forget guys you will not leave Harvey Oaks Jeweler hungry that night. So tell your sweetie not to cook for you that night.

Well that about wraps it up for this newsletter. It is my wish going into this 2009 Holiday Season that we have seen the bottom of the economy and the turnaround has already started. It sure would be nice if the unemployment rate would drop back to 3 or 4% and production would get back to normal. Whatever lays ahead for us no one knows for sure. I guess we need to be Thankful for what we have and have Faith that the birth of the Christ Child can make things better as long as we truly believe. Have a filling Thanksgiving and a Joyous Christmas and soon there after a Happy New Year! As always I welcome your comments, so call or stop by the store. Thank You.

[www.harveyoaksjeweler.com](http://www.harveyoaksjeweler.com).

Gerry