

(Mahwah, NJ)



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jewelry from bygone eras may be a goldmine . . . or a landmine!

Jewelry from bygone eras may contain hidden treasures worth more than your wildest dreams or an exquisite "gem" that is not what it appears to be and worth only a fraction of what you paid for it! The key to spotting the treasure and avoiding a purchase that may well cause a major blow up is to understand what to look for and what to "look out for." And now there is help.

The new edition of the best-selling book *Jewelry & Gems: The Buying Guide*, 6th Edition (GemStone Press / January 2006 / Quality Paperback / \$19.99) by Antoinette Matlins, P.G., and Antonio C. Bonanno, F.G.A., A.S.A., M.G.A., with almost 400,000 copies in print, has now added an eye-opening chapter on *antique and period jewelry*, covering all of the most collectible periods. This book is an invaluable source of essential information for anyone interested in jewelry from bygone eras, whether you are buying, selling, or simply increasing your appreciation and understanding.

"Antique and period jewelry pieces are a major source of rare, valuable gemstones that are truly natural (that is, not artificially improved)," says Antoinette Matlins, one of the country's most highly respected gem and jewelry experts. According to Matlins, virtually all sapphires, rubies, emeralds, and many other gemstones have for many decades been routinely subjected to various treatments to improve their appearance. Until recently, this fact was not disclosed to consumers. Beginning in the 1970s, there was a significant drop in the value of these gems as a result of the influx of treated gemstones; the supply of stones—albeit, treated stones—rapidly increased and outpaced demand. At the same time, Matlins explains, the value of the rare, precious, truly natural gems, also dropped. That is, until today.

According to Matlins, "Without disclosure, no one realized there were really two different gemstone markets: 1) natural, unenhanced gemstones, and 2)

"natural" gemstones, meaning "produced by nature but improved by human intervention." Now that the Federal Trade Commission requires disclosure of treatments, people are coming to understand that there are differences and, says Matlins, collectors and connoisseurs are seeking truly natural gemstones of fine quality. "Prices are increasing dramatically for these gemstones because demand is increasing but supply is not," Matlins continues. "Natural rubies, sapphires and emeralds are among the rarest of all gems today because, with very rare exceptions, nature stopped producing them decades ago." Antique and period jewelry, especially jewels containing colored gemstones, offer unique opportunities for the astute, counsels Matlins.

For those who are more interested in modern jewelry, Matlins is quick to point out that there's nothing wrong with buying a treated gemstone. "In fact, were it not for the use of treatments to make more gemstones available for jewelry use," she explains, "only the world's wealthi-

est would be able to enjoy wearing fine rubies, sapphires and emeralds today." On the other hand, for those who aren't wealthy, Matlins adds that there are also some wonderful choices for anyone who wants an *affordable* natural gemstone. In this edition of *Jewelry & Gems: The Buying Guide*, she includes a list of beautiful, lesser-known gemstones that are not routinely treated in every color, and for every budget—gems that are just starting to move into the spotlight.

Whether you prefer an antique or modern jewel, a natural or treated gemstone, the new *Jewelry & Gems: The Buying Guide*, 6th Edition will open your eyes to the many choices that await you. It will show you how to get what you really want, at an appropriate price and, most important of all, how to avoid the clever scams and deceptions that can result in costly mistakes.

For more information contact GemStone Press, Woodstock, VT 05091. Tel: (800) 962-4544

Jewelry & Gems: The Buying Guide, 6th Edition (6" x 9", 336 pp. with 16 full color and 200+ b/w and color illustrations and photos, Quality Paperback, ISBN 0-943763-44-4, \$19.99 and Hardcover, ISBN 0-943763-47-9, \$24.99) is available from Barnes & Noble, Borders, Books-a-Million, Cokesbury, Doubleday, Indigo/Chapters, Waldenbooks, B. Dalton, amazon.com, barnesandnoble.com, and many other booksellers, or directly from GemStone Press, P.O. Box 237, Woodstock, VT 05091. Tel. (802) 457-4000, Fax (802) 457-4004, www.gemstonepress.com. For credit card orders, call (800) 962-4544. Add \$3.95 shipping and handling for the first book, \$2.00 for each additional book.