

Dianas Sparkles



DIANA JEWELERS
M A S T E R  JEWELERS™

*Diana Jewelers
Of Liverpool, Inc.
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So, What's New, you ask???

Hello and Happy New Year!

I remember my parents telling us that the older we get, the faster time would go. Who believed them? I certainly do now. Although we never age, our children seem to grow like weeds, complete with all the changes time brings. In July 2010, we will celebrate our 52nd year in business here in Liverpool. (check the inside article on our complete history). I can't tell you how many people ask us "How are you doing?" We are doing fine, thanks to our variety of products, our remount and service departments, but mostly because of you, our customers. Last week a customer, whom I had never met, told me how much he liked coming to our store because we were so nice. I can't tell you how happy that made me. It is a tribute to our staff and to Mom & Dad.

I was recently thinking about how blessed we are to have businesses in the Liverpool and Syracuse community who have been here for so many years. Just within a mile, we have Galeville Grocery (since 1888), Charles Plumbing and Heating and Nichols, who is celebrating their 50th year in business. (Congrats, Mike and staff!). What a tribute to merchant and community! Both are aware that small business in a community keeps that area strong. When we frequent local business, we keep jobs and dollars here in the community. So, again, thank you.

What's new? We have a fantastic **Valentine's "Cover All the Bases" Promotion**; (see adjacent info., includes 2 box seats to a 2010 Chiefs game, real lacquered rose, pearls or a sterling

pendant & chocolate all for only \$99), key pendants, with or without diamonds starting at just \$25.95 and the knot diamond pendant, entwined loops of gold or sterling symbolizing an embrace starting at \$89.95. There's feminine & classy Sara Blaine, starting at \$50.00 and of course, Pandora starting at just \$25.00. So, give a gift that will last this Valentine's Day-It's sure to bring that "sparkle" to her eyes!

Sara Blaine - * Where fine jewelry and fun jewelry meet!*



COVER ALL THE BASES
for Valentine's Day



A real rose trimmed or dipped in 24K Gold that lasts forever,
a beautiful strand of freshwater pearls or sterling silver pendant & Russell Stover chocolates.
What could be better to show your love for Valentine's Day?
All for only \$99!

On a Personal Note

On June 9, 2009, Terri welcomed her first grandchild, a beautiful baby boy, Antwan, her daughter Jamie's first child. In Terri's words, he is her "joy" and brings smiles to all of us when he visits his grandmother here at the store. He has very "pinchable"

cheeks and striking blue eyes, just like his Grandma's. Many blessings to this little family. With all the ladies here, he has inherited four more doting "aunts" to watch him grow. And some of us remember when his Mom was born!



Pictured are Terri & Antwan

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Many customers presume that our name is a family name, which is a perfectly logical assumption. The name originates with the goddess Diana, whose statue is in the center of the town square in Siracusa, Sicily, that Samuel DiGiacomo remembered when he and his wife, Helen, opened the first Diana Jewelry on North Salina St. in 1921. They would have 3 daughters and a son and their business would survive the Great Depression and life's ups and downs and close in 1957. That same year, their second daughter, Madalyn and her husband, Raymond decided to take the plunge and open their own business. Ray had served in a MASH unit in World War II while May was home



Diana's Generations Our History

with their infant daughter, Sandra, and working at Syracuse Trust. After completing watch making school at Morrisville, he worked at GE and repaired watches at night to keep his skills sharp. They decided

Madalyn would quit her job at Nationwide and work with Ray in their business. At about the same time, Madalyn's brother, John, opened a store in downtown Syracuse, with a similar name, but a different business. Also, in late 1957, Madalyn found out she was expecting another "gem" (guess who?) .So imagine finding a storefront in a new development called a "plaza", saving every penny, going out on a limb with merchandise, raising a daughter, quitting both jobs with the intention of



opening your business July 1, 1958 and now expecting a baby due on June 30, 1958.

This baby, apparently realizing that May couldn't give birth and open a business the next day, decided to be born in mid April. So add your baby in the hospital to the picture. On July 1, 1958, Madalyn and Ray opened Diana Suburban Jewelry & Gift Shop, Inc., which later became Diana Jewelers of Liverpool, Inc. With their families' help, they opened on time and worked in our business until just a few years ago. What amazing risk takers, survivors and a testament to faith and family.

Palladium - a precious, pure, naturally white metal

Palladium is an exciting metal that has entered the finished jewelry industry. Mined together with Platinum and one of the six noble Platinum Group Metals, palladium is a naturally white, pure, hypoallergenic metal which is 30 times more rare than gold. It is equivalent to platinum in its purity and is easy to maintain as it remains naturally white, unlike white gold. As gold is naturally yellow, it is alloyed with white metals to make it white and as a

finishing touch it is rhodium plated to give it a bright white finish. Over time, the rhodium can wear and replating is needed. Like platinum, palladium does not require replating as it comes out of the ground white, so a polish is all that is needed. Palladium is not as dense as platinum, being closer to gold in its weight. Palladium had been used as an alloy to strengthen gold in the past and with the popularity of the white metals, has been reintroduced in finished jew-

elry. One of the palladium mines is located in the USA in Billings, Montana at the Stillwater Mining Co. We have a large selection of palladium mountings and many companies are making Palladium a valued alternative as the price is much less than platinum. So you receive the purity, luster and rarity of platinum at a fraction of the cost.

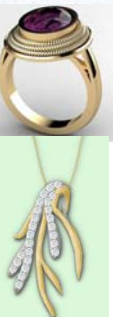
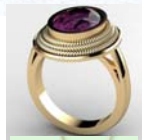


Ring Design: Reset your present stones

One of our favorite parts of this business is the redesign of rings, pendants, earrings, etc. using customer's stones. We love listening to what a customer likes and designing something he or she will wear for years to come, making that piece of jewelry a family heirloom. With all the talk about going "green" in the media, we'd like you to know that the jewelry industry has been recycling for years! We can take stones from

many pieces, sometimes from many generations and combine them to create a new memory. If there is an extra stone or two left, we've created another piece from Grandma's ring to pass to the next generation. And, you can use your scrap gold (old rings, chain, earrings) against the price of the new ring. There very few things that can survive style and trend changes like jewelry. Add to that the ability to pass

on a memory that you treasured or perhaps make a new memory and create what we like to call a "BGR" ; Big Girl Ring, with a stone or stones that are presently not being used. It would cost much more to buy a new diamond ring or pendant versus resetting a diamond you already own!



Diana's From the Heart for our Military

Diana's continues to give our servicemen and women, those presently deployed or who have been deployed in the past, a complementary St. Christopher medal in appreciation for the great sacrifice they make. The medal is available by simply stopping in, giving us the name and if you like, a picture of the serviceperson to proudly display. It is our hope that the medals will provide comfort to individuals and families in this difficult time.

The medals are round, about 3/4 inch in size with St. Christopher on the front and engraving on the back. To date we have given away about 120 medals and will continue to supply them until further notice.



Sgt. Bethany Smith, stationed in Iraq, displays her St. Christopher medal.

"Whatever you do, do from the heart, as for the Lord and not for others, knowing that you will receive from the Lord the due payment of the inheritance".
Colossians 3:23

Now, Where are my Glasses???



How many times have we asked that question in a day? Well, ladies we have a fashionable answer to that dilemma. We have a wide variety of beads, cord and chain and can design an eyeglass necklace fashioned with your style and color in mind. Starting at just \$ 19.95.

"Bag of Scrap" Promotion pays for new jewelry And can benefit Haitian victims

Due to the tremendous response this promotion received last Fall, we are continuing this excellent opportunity. We'll take your parts and pieces of gold; broken chain, bracelets, old ring mountings, class rings, etc. and put your credit towards a new purchase. Just think; Reset your stones or stones you've inherited, pay for your repair, purchase those diamond studs you've always wanted or that anniversary band you've always wanted to buy her. With the price of gold at an all time



**From
The
Heart**

high, now is the time to take advantage of this opportunity.

In our newest **From the Heart** promotion, we are starting a scrap gold collec-

tion specifically to help Haitian victims. When you come in with your **Bag of Scrap**, consider donating a portion to our Collection for Haiti. This collection will be weighed separately and 100% of the value will be donated to Food for the Poor, who were present in Haiti before the earthquake and remain helping the victims. Ultimately, your old chain or broken earring could feed a child. If we work together, using the resources we have, we can make a difference.

Pandora "Call Ahead"-an exclusive Diana's service

Here's the scoop on Pandora. We love the line and enjoy working with customers creating memories for themselves or for a lucky recipient of their gift. We'd like to offer a new service we call Pandora "Call Ahead". As the mall store is owned by a large independent jeweler and not by Pandora directly, we believe we can incorporate our personal customer service ultimately giving you the attention you deserve, which we

think is what Pandora is trying to achieve. As you are aware, many customers have Pandora wish lists here. Just give us a call (457-1050) or email us (dianajewelers@gmail.com). We'll check stock and have your order waiting for you. Just think...plenty of parking, very little walking, easy access and smiling faces all in one stop.

Pandora is presently increasing production in hopes of meeting the interna-

tional demand for the product. Email us at dianajewelers@gmail.com and send us your email address. We'll keep you updated on any future Pandora events!



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*Remember, it's all about the
memories!!*

*Check out our Valentine's
"Home Run" package!*

In Appreciation to our staff and ...to you !!



Pictured from left: Jim, Betsy, Chris, Jan Terri and Anna. Missing is Sandy and Mary Lou.

Frequently, at jewelry shows, I speak with other jewelers from throughout the country. They are amazed when I tell them about our staff here at Diana Jewelers. Terri has been here 37 years and Chris 35 years. The key to our success is our staff. They are incredibly talented, but also keenly interested in serving our customers, solving whatever situation you have. Do we have our "discussions"? Yes we do! But we try to approach every day

with humor, integrity and compassion. We are incredibly aware that our attitude will effect everyone we meet. We try to maintain smiles...and when that's difficult to do, I always recommend dark chocolate!

I sincerely hope you've enjoyed this newsletter. Again, thank you, and from our Diana's family to yours, may this New Year bring you many blessings.

Betsy

On right: Mary Lou, Chris, Jan, Anna, Terri & Betsy



On Left: Jim & Anna

**THANK YOU TO OUR
CUSTOMERS!!**

*Give your Sweetheart some
"Bling" this Valentine's
Day!!*



**Receive \$10.00 off your
Valentine's Day purchase
of \$50.00 or more**
*Clip this coupon and bring it in
to receive \$10.00 off.
Sale items, gift certificates and
Pandora excluded!
Expires 2/13/10*