



Reading Recommendations

Book Reviews by NAJA Members for NAJA Members

Jewelry & Gems The Buying Guide

ANTOINETTE MATLINS & A.C. BONANNO
Gemstone Press, Woodstock, Vermont,
2005 (6th Edition), 301 pages. Retail
Price: \$19.99, Member Price: \$16.00

QUOTES:

"Our primary purpose in covering this material is to make you less vulnerable to the allure of fake bargains and to make you aware of the importance of buying only from knowledgeable and reputable jewelers"



"Remember, however, that even with a loupe, you will not have the knowledge or skill to see or understand the telltale indicators that an experienced jeweler or gemologist could spot. No book can provide you with that knowledge or skill. Do not allow yourself to be deluded, or let a little of knowledge give you a false confidence. Nothing will more quickly alienate a reputable jeweler or mark you as easy prey for the disreputable dealer"

REVIEW:

These two quotes lay the foundation for a very comprehensive book on buying jewelry and gems. Any layperson interested in becoming more knowledgeable before they make a purchase of diamonds, gems or jewelry, should consider the purchase and reading of this book. It is well laid out, and an easy read with tons of information.

The book is divided into sections (Diamonds, Colored Gemstones, Design & Style, Important Advice before you buy and Important Advice after you buy). Each section starts from square one (little to no knowledge) and expands with information, making the reader a more educated consumer. Considering today's market place (internet, eBay) not being fully informed could be a very expensive lesson.

The reading of this book won't make the reader a gemologist or appraiser, but when they begin to shop and encounter the "sales clerk" there is a good chance they may have more knowledge than the clerk.

The recommended audience for this book would be the public or lay person with limited knowledge of diamonds, gemstones, or jewelry. They have an interest and would prefer to be an educated consumer.

The book will graciously be added to my library, with an open eye for someone who could really benefit from the book. I have been approached many times by clients headed off to Brazil, Africa, China etc. hoping to purchase that special gemstone from the source. "Teach me all you know about emeralds" The chapters on emeralds, sapphires, or rubies would be great reading before they try and make a purchase.

Reviewed by Pamela Chester, GG

JEWELRY AND GEMS THE BUYING GUIDE (6" x 9", 320 pp., Paperback, ISBN-13: 978-1-0-943763-44-4 / ISBN-10: 0-943763-47-9, \$19.99) 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.