

# From Paul's Desk



by Paul Haig



**HAIG'S**   
*of* **ROCHESTER**  
**FINE JEWELRY**  
*custom • classic • antique*

## FROM OUT OF THE BLUE

When considering the three most desirable gemstones, people are likely to mention diamonds, emeralds and sapphires. If you think we forgot ruby, it actually belongs to the same family as sapphire (corundum). As for sapphire itself, it comes in orange-pink, pink, orange, purple, yellow, green and even colorless. Blue, of course, is the most popular and well-known color. Although this color can vary in shade, it is best to select a blue sapphire that is neither too pale nor too dark. The most prized sapphires are those with intense blue color and an abundance of sparkle.

Sapphire is often considered synonymous with the color blue; you can easily picture sapphire seas. The other colors of sapphire can be just as beautiful and rare -- or even rarer -- than the blue, but they are usually priced less. Yellow, orange, lavender and other pastel shades are especially affordable. Come view our dazzling sapphire jewelry at 311 Main Street or contact us at 238-652-3660 or [service@haigsofrochester.com](mailto:service@haigsofrochester.com). HAIG'S OF ROCHESTER FINE JEWELRY is here to help you make a confident sapphire purchase.

We are open during Art & Apples, September 7-9!

P.S. Sapphire and ruby are the second hardest gemstones, behind only diamond.

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**[www.haigsofrochester.com](http://www.haigsofrochester.com)**