

From Paul's Desk



by Paul Haig



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

ORIENT EXPRESSED

Pearls possess a surface depth attributable to the buildup of layer after layer of "nacre" (the same substance that forms the lining of the oyster shell). Nacre is composed of microscopic crystals of calcium carbonate, which, when properly aligned in a sufficient number of layers, create a prismatic effect as light travels through each layer. This effect is what creates the soft iridescence that is referred to as the pearl's "orient." The thicker the nacre and the higher its quality is, the more lustrous and iridescent is the pearl. These are the two primary qualities that pearl lovers should take into consideration when making a purchase. Pearls with thick nacre also tend to last longer.

Long ago, pearls were important financial assets, comparable to real estate, as thousands of oysters had to be collected to find just one pearl. They were rare because they were created only by chance. HAIG'S OF ROCHESTER FINE JEWELRY invites you to view all of our exquisite pearls. We are conveniently located at 311 Main Street and are happy to bring you our exceptional level of service and value. As a full-service jewelry store, our professional and knowledgeable staff will work with you to make sure you have the best buying experience possible. We can be reached at 248-652-3660 or at service@haigsofrochester.com and look forward to hearing from you.

SAVE THE DATES: September 21 is the Gallery Stroll & October 4 is Girls Night Out. Stop in both nights for refreshments and great values on all of our jewelry. Join us for Girls Night Out and receive a free gift!

P.S. Nacre also goes by the name "mother-of-pearl."

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