

Lou's Letter



Lou's Jewelry
3012 Airport Blvd.
Mobile, AL 36606
251-4731706

Hillcrest Square Shopping
Center
1175A Hillcrest Rd. Suite 5
Mobile, AL

A Word from Lou

This section has been revised from our first Lou's Letter, April 1985.

This is our first Newsletter. Our plans are to send the letter monthly.

If you know of a person you think would like to be on our mailing list please let us know.

The purpose of our newsletters is to let **you**, our treasured customers, know more about us, specials we have to offer, information about colored Gems stones, Diamonds, and gold.

As months go by, we would appreciate any input you may have; *such as* items of Jewelry you would like to know more about, a service we may have given you and you feel other people would benefit from, *and* items of Humor. We will depend a lot on our customers' to help us make our newsletter more interesting.

We will not rule out complaints. In our opinion we need complaints as well as praise.

COMPLAINTS: to let us know what we need to correct so we can serve you better.

PRAISE: so we will know we are on the right track.

We will, all through the year, try to bring you articles about Jewelry and Jewelry care that will be informative and, we hope, interesting. They might be long-winded. As my son, Steve, says "If I ask mom what time it is, she may tell me how to build a watch".

Thank you for being our customer and friend and for helping us grow through the years.

On the following page (which will not be repeated each month) I want to introduce our staff. These people have one thing on their mind (at least 9 hours each day-some 12 hours per day): TO SERVE YOU. To make you, our customer, glad you shopped with us.

Thank You,

(October 24, 1931- May 1, 2004)



Please Keep Reading and see what's inside.....

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Store Hours:

*Tuesday-Friday
10:00 AM-5:30PM*

*Saturday
10:00AM-3:00 PM*

*Sunday and Monday-
Closed*

*Shop online at:
WWW.LousJewelry.com*



Second Location...

To better serve you we are opening up a second location. You may of course shop at either Lou's stores and receive the same great customer service and Jewelry care. The NEW location will be in the Hillcrest Square Shopping Center, on the corner of Hillcrest Road and Omni Park Drive, here in Mobile. Look for the Grand Opening to be November 1, 2008*.

*November 1, 2008 is the **tentative** date for opening the new location*

Your Personal Jeweler.....

Your personal jewelers:

(From Left to Right Starting with Front Row)

Tim Sherrer: Graduate Gemologist, Vice President and Part Owner of Lou's Jewelry. Tim has worked at Lou's for the past 30 years and part of the second generation of the Lou's Family.

Cindy Sherrer: Sale Consultant and Jewelry Design. Cindy has been part of the Lou's Family for 27 years. Cindy and Tim have been Married for 26 years.

Megan Sherrer: Sales Consultant and Marketing Director. Megan is currently earning her Bachelor's Degree in Business Marketing from the University of Mobile and is in her 5th year at Lou's and is part of the 3rd generation of the Lou's Family.

Michelle Flach: Sales consultant and Jewelry Designer. Michelle has been with Lou's for the past 16 years.

Debbie Kennedy: Sales consultant and Jewelry Designer. Debbie is in her 6th year here at Lou's.

Steve Sherrer: Certified Master Bench Jeweler, President and Part Owner. Steve is also part of the second generation of the Lou's Family and has been with Lou's since day one.



Chris Sherrer: (Back row) Sales Consultant and Jewelry Appraiser. Chris is earning his Graduate Gemology Degree from the Gemological Institute of America and is in his 7th year at Lou's and is part of the 3rd Generation of the Lou's Family

Lynne Batchelor: Office Manager and Book Keeping. Lynne is in her 6th year here at Lou's

Steven Sherrer: Jewelry Design and Repair. He is on his way to becoming a Certified Master Jeweler. Steven is in his 10th year at Lou's and is also part of the 3rd generation at Lou's.

Danny Langly: Sales Consultant and Jewelry Designer. Danny is in his 4th year here at Lou's.

Not Pictured: Trey Renner: Jewelry Design and Repair. Trey has completed Classes from the New Approach Jewelry School and is the newest addition to the Lou's Family

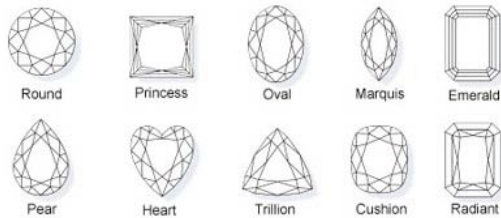
Diamonds...

When it comes to Diamonds there are so many questions and even more choices.

The Four C's of Diamonds

Cut:

There is Cut. And then there is Cut. Many people confuse cut with the shape of a diamond. Diamonds are cut into a number of shapes, depending on the rough stone. The most popular are round, marquise, oval, pear, heart, and emerald, and the choice is largely a matter of personal preference. Whatever the shape, however, a well-cut diamond is the work of a master diamond cutter. When cut to good proportions, the diamond is better able to handle light, creating more sparkle. And that's a great reflection on you.



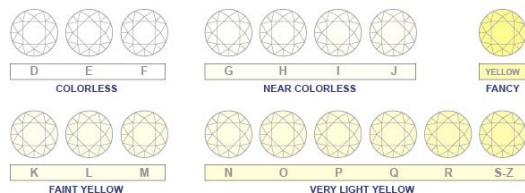
Carat-Weight:

Bigger is Bigger (and not necessarily better). This is the weight of the diamond measured in carats. One hundred Pennies makes a dollar, well, 100 "points" makes a carat. So a diamond that weighs 75 points is 3/4 of a carat or .75 carats. Carat-weight is the easiest of the 4Cs to determine. But two diamonds of equal weight, can have very unequal value, depending on their cut, color and clarity. Fine quality can be found in diamonds of all shapes and sizes. And a fine quality diamond is a little extra weight she'd be pleased to put on.



Color:

Color describes the amount of color the diamond contains. Diamonds are found with a range of colors, from colorless to yellow or brown through to the very rare pinks, blues, greens and other colors known as "fancies". It is a totally colorless diamond that allows white light to pass through it and be dispersed as rainbows of color. Color grading scale from totally colorless to light yellow. The differences between one grade and another are very subtle, as can be seen by the number of grades within any one category. Part of a diamonds value is based on the Color Grade. The colorless and Fancy Color Diamonds are more rare. Therefore these are the most valuable.



Clarity:

To determine a diamond's clarity, it is viewed under 10-power magnification by a trained eye. Most diamonds contain very tiny natural birthmarks known as inclusions. The fewer and smaller the inclusions are, the less likely it will affect the beauty of the diamond and the more beautiful the diamond will be. A diamond that is free of both inclusions and surface blemishes is very rare and therefore more valuable. So, the clearer the diamond, the clearer your choice.

FL - IF	VVS1 VVS2	VS1 VS2	SI1 SI2	I1 I2 I3
Internally Flawless	Very Very Slight Inclusions	Very Slight Inclusions	Slight Inclusions	Included

Lou's
JEWELRY

3012 Airport Blvd.
 Mobile, Alabama 36606
 (251) 473-1706

Thank You for Reading to the End

Name: _____

Address: _____

E-Mail: _____

I Prefer to receive Coupons, Special Offers, Etc. by:

_____ E-mail or _____ Address

(Please check one)

Please fill out this simple survey and receive a FREE Jewelry Inspection, Jewelry Cleaner, and \$25.00 coupon good for your next purchase of \$125.00 or more, Via E-mail or Address

To Mail: Fill this portion out and send to:

Lou's
JEWELRY
 3012 Airport Blvd.
 Mobile, AL 36606

Please Follow these Steps to E-mail this:

Step one: Highlight all text with pointer

Step Two: Right click mouse and select copy

Step three: Compose new E-mail document and Paste all copied script to New E-mail.

Step Four: Fill out survey and send to

info@lousjewelry.com to receive your complimentary coupon by e-mail.

Thank you.

1. Who will your next jewelry purchase be for?

- a. _____ Yourself
- b. _____ Spouse
- c. _____ Girlfriend / Boyfriend
- d. _____ Family
- e. _____ Other

2. What type of jewelry do you plan to buy next??

- a. _____ Engagement/ Wedding
- b. _____ Diamond Fashion
- c. _____ Color Stone Jewelry
- d. _____ Fashion
- e. _____ Other

3. What is your budget for your next Jewelry Purchase?

- a. _____ \$10,000 or More
- b. _____ \$5,000-\$9,999
- c. _____ \$1,000-\$4,999
- d. _____ \$125-\$999