

## Mother's Day Celebration!

May 7th—12th

### 30% Off one Item

Special Financing Available. See website for special hours.

Excludes Bove Time, Bove Gifts, and select designer lines. No Special orders, layaways or Bove Charges. All Previous Sales Excluded

During the month of May, Bove Jewelers will contribute 10% of every giftware purchase to the American Cancer Society's Relay for Life. With every purchase of giftware you will also be entered to win a beautiful piece of luxury giftware from Lladro, Reed and Barton, Wolf Design, Incolay and Edgar Berebi.

*"A mother is she who can take the place of all others but whose place no one else can take."  
- Cardinal Mermillod*



Kathy Gordon and her son Everett. Kathy is a watch specialist at Bove Jewelers. Everett is the Assistant Health and Wellness Director/Personal Trainer at the local YMCA and is working on his master's degree in sport management.

## Swarovski Gets Cute and Cuddly

In 2008 Swarovski crystal introduced the Endangered Wildlife trilogy. The first to appear is the Panda in perfectly faceted clear and Black Diamond crystal. The set comes with two pandas. Another panda cub and title plaque are also available.

In order to protect and preserve the environment as well as educate people, Swarovski will contribute to their SCS Water for Nature program with every membership and annual panda sold this year. In 2008 the program will help the Living Yangtze project. The Yangtze river is the third longest river in the world and is home to 30 major cities along its winding path. It has been recently the topic in many environmental discussions regarding over pollution and fear of possible species extinction.

Swarovski's Water for Nature program will work in three areas along China's Yangtze river, home to many animals, including the panda, involving 20 local schools to educate children on how to make the best use of the valuable resource.

Only members of the Swarovski Crystal Society have the opportunity to purchase this exclusive merchandise. See a sales associate at Bove Jewelers for more information regarding new memberships or any other Swarovski information.



Endangered Wildlife  
**PANDAS**  
ANNUAL EDITION 2008

## BOVE JEWELERS

124 West State Street  
Kennett Square, PA 19348  
610-444-4525  
www.bovejewelers.com



Congratulations to Joanne and Harry who were married on December 29th 2007!

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FOR JEWELRY AND  
WATCH LOVERS

# Gem Notes

BOVE JEWELERS

MAY 2008

NEW FOR  
2008

- Charriol
- Phillip Stein
- Dunhill
- Rouge
- Edgar Berebi
- Incolay
- Lunt

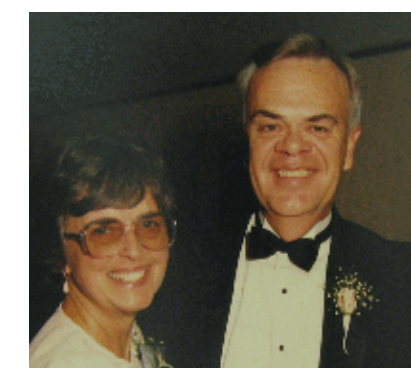
## 50 Years of True Love *and many more...*

While looking for things to write about in Gem Notes every now and again you hear a story that reminds you how special love can be. While a gentleman shopped to find his wife the perfect something, he relayed his plan to surprise her and why it was so important to him. After hearing it, we knew it was the perfect kind of story for the newsletter.

*On Valentine's day in 1958, Myrna Paynter was student teaching in Hershey and Jere Friday was in State College at Penn State's main campus. That Friday, Myrna took the train to Lewistown and was met there by Jere. Jere's parents, who lived near Hershey, asked Myrna to return his laundry kit that weekend. What Myrna didn't know was that there was a diamond engagement ring hidden inside for her!*



Myrna and Jere's wedding picture June 21, 1958.



*Fifty years later, on Valentine's day, 2008, Myrna and Jere were again separated when Jere had to go to Virginia. Jere, however, had planned ahead. He went to Bove Jewelers and purchased a diamond necklace to surprise her again! He placed it in his briefcase in their home and went on his trip. That morning he called Myrna from Virginia and asked her to look in his briefcase for something he had forgotten. Once again, Myrna was surprised—This time with a little help from Eva at Bove Jewelers!*

*Thanks to Jere and Myrna Friday for letting us use their romantic story*

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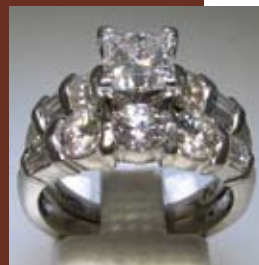
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## Bove's Grand Opening Sings



Bove Jewelers celebrated its completion on October 17th with music, food and lots of entertainment. The highlight of the evening were Larry and Iris, who composed a song to honor Bove Jewelers expansion completion. Everyone gathered around as Dave Scott played the piano and Larry and Iris sang a Larry and Iris original, "Ode to the Boves." The staff here was and is more than flattered by their sentiment. George has had it engraved on a plaque which hangs on the wall in Bove Giftware.

# Family Treasures Reinvented



Owner :  
George Reinas Sr.  
G.G.

Full Times Sales Staff:  
Robert Strehlau  
Russell Washington  
Patrick Moffatt  
Peter Evander

Kathy Gordon  
Shirley Junca-Zunino  
Eva Kelleher  
Neil Maliszewski  
John Mirabile G.G.  
Katie Roberts  
Tiffany Trent

Office Administration:  
Jim Gordon  
Pat Mendenhall  
Michelle Thomas G.G.  
Anna Wolf

Part Time Sales Staff:  
Lynda Kuhar  
Mary Lammey  
Marge Michener  
Rose Saveroni  
Joanne Spencer

Watch Maker:  
Bob Gibson

Jewelry Shop:  
Jeffery J. Connolly C.M.B.J.  
Amanda Miller

Bove Jewelers Gem Notes is published by Bove Jewelers 124 West State St. in Kennett Square PA to inform customers of upcoming events and to provide information on the purchase and care of fine jewelry and watches.

T.C.L.L.D.

Fran Leo Holmes has long been a client of Bove Jewelers. Her father, Vincent A. Leo founder and president of Modern Mushroom a loyal client before her. In the late 60's Vincent purchased diamond dangle earrings from Barbara Bove. The earrings that her mother treasured were left to Fran when her parents passed. Fran wore them lovingly until for her 40th birthday her husband gave her diamond stud

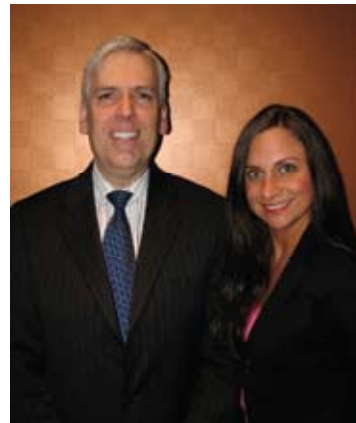
earrings. Not wanting to leave her mother's earrings in a jewelry box, Fran came to Bove Jewelers to have them converted to a wedding band so that her mother could be with her every day and the Bove history continues.

Jeannie Buzby received a beautiful diamond and emerald band for her 30th birthday from her husband Eric. Many Bove pieces later, their

daughter, Katie, was turning 16. Knowing her love of emeralds Jeannie searched for the perfect gift. Then with the creative help of Bove Jewelers was able to convert her treasured wedding band into emerald earrings and a diamond necklace for her daughter; a sentimental gift that will be valued always.

# New Faces at Bove Jewelers

John Mirabile has returned to Bove Jewelers. His 30 years of experience in the jewelry industry include bench jeweler, a sales specialist, and gemologist. He went to school in New York at the Jewelry Institute and is also a Gemological Institute of America graduate. John divides his time at Bove Jewelers selling diamonds, writing appraisals, and repairing jewelry.



Tiffany Trent joined Bove Jewelers in November 2007. She has previous experience in jewelry and other high end luxury goods. Tiffany enjoys wearing all kinds of chic jewelry and is professionally experienced at accessorizing and wardrobing. She stays current on all fashion movements and trends. See Tiffany with any fashion inquiries.

# Bove Best Friends

Bove Jewelers has always been a place where you could bring pictures of your grandchildren, weddings and anniversaries, but we have a few longstanding visitors who won't be bringing in any wallet sized pictures for us to see, partly because they don't have hands. For a long time Webster, and now

Simon, have been coming here to watch Bove employees go gaga over them. It is nice to see their friendly faces and enjoy their company. A cheerful pet brings much happiness to our home!



Webster and Simon

All the Shotzi's, Tiki's and Buddy's of our community are a welcome treat for us!

# Accessorizing for Men

Since 1893, Dunhill has been a true destination for men's accessories. Fine men's jewelry from Dunhill accepts no compromise. Dunhill's commitment to the exceptional allows our jewelers and craftsmen to combine



Luxury Goods For Men

the finest gemstones with precious metals, to create refined and masculine jewelry.

Each Dunhill cufflink is crafted with special curved and swivel findings to allow the cufflink to sit flat on the cuff and to pass easily through it.

Since Alfred Dunhill inherited his fathers saddler business over 100 years ago the art of finely crafted

leather goods has remained at the heart of the brand. Using only the very highest quality of raw materials, carefully selected from the worlds leading tanneries.

The feel and balance of a Dunhill writing instrument in your hand will bring a lifetime of writing pleasure. Alfred Dunhill created his first writing instrument in 1929, almost 100 years later the smooth Sentryman and Sidecar designs are perfect additions to any collection.

Diamonds are forever and will always be an eternal symbol of love.

# Unlimited Engagement

Bove Diamonds is Chester County's largest diamond boutique, so before you think about getting engaged consider stopping by for a thorough education in diamonds and shopping for the perfect one. Bove Diamonds is capable of doing beautiful custom work and has their own signature collection. With prestigious designer brands like Scott Kay, Tacori, Simon G., and

Verragio there is surely something for everyone. Classic diamond stud earrings, tennis bracelets, exotic and fancy colors in all cuts and sizes are the Diamond Team's specialties.

Diamonds are forever. For the 1st anniversary to the 75th and all the important moments in between, Bove Diamonds has the perfect gift.

Bove Diamonds will be having a Bridal Show on June 13 and 14.

Diamond courses will be given, special items from select vendors will be showcased and you could win a honeymoon on Boves!

# Out of the Box

Bove Jewelers now carries more giftware than ever in Bove Gifts. Two new lines we are featuring are Edgar Berebi and Reuge.

Edgar Berebi Collection was created for connoisseurs of classic beauty as a way to accent and highlight their fine antiques and home decor.

For over 20 years, Edgar Berebi has

gathered the finest Old World Engravers from mints, museums and restoration shops all over the world.

Reuge, created in 1865 by Charles Reuge brings the art of Swiss luxury to music boxes. The best artisans in Switzerland are employed to create the precious highly mechanical music box with an easily recognizable

musical score selected individually for each piece. Reuge is proud to be the only music box still made entirely in Switzerland with the finest materials available.



Edgar Berebi's attention to detail and fine craftsmanship are unparalleled.

Herman DeRoos, Bove Jewelers Custom Designer, has retired. Do not fear though, he will come in once in a while to meet with clients by appointment only. The Bove Team celebrated his retirement at the company holiday party at the Mendenhall Inn. During which, he presented his wife, Phoebe, with a beautiful necklace for all of her years putting up with the hectic schedule of the retail business.

Herman has passed along many design skills and techniques to other associates at Boves. We are still able to handle every custom design. We are hoping he can't stay away for long though and enjoy every visit we get!

## WHAT'S HAPPENING THIS YEAR:

Mothers Day Event	May 7-12
Bridal Event	Jun 13 & 14
Swiss Watch Fair & Aug Event	Aug 25—30
Alluring Diamond Show	Oct. 17 & 18
Designer Show Weekend Featuring Simon G	Nov. 13 - 15
Ladies Night Featuring Richard Kremetz	Dec. 4th
Men's Night: a Kennett Square Tradition!	Dec. 11th

Keep an eye on [www.bovejewelers.com](http://www.bovejewelers.com) for special store hours.

Check out Americas Idol, Carrie Underwood wearing Kwiat!



# Upcoming Events!