

NEW ARRIVALS:

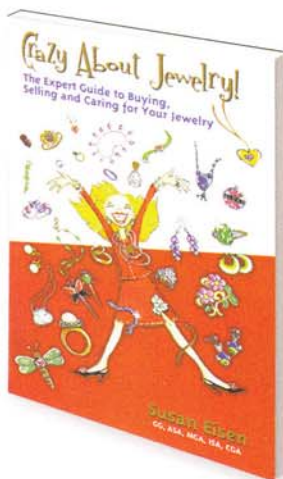
STUFF FOR YOUR STORE

FEBRUARY'S **HOT LIST** OF BUSINESS-BOOSTING PRODUCTS



Shiftless

If you're tired of loose-stone holders shifting around on trays, look into these **DELUXE SELF-LOCKING GEM BOXES** from **KASSOY**. The trays have slots for 12 small loose-stone holders, which are available in complementary finishes such as matte black and brushed silver. The main tray, which measures 9" x 12" x 1", sells for \$29.95. The loose-stone holders go for \$12 each. For more information, call (800) 452-7769.



Jewelry Primer

CRAZY ABOUT JEWELRY! THE EXPERT GUIDE FOR BUYING, SELLING AND CARING FOR YOUR JEWELRY is written by a jeweler for jewelry lovers. While jewelers can still learn from **SUSAN EISEN'S** book, it was written to help your customers make better buying decisions and to take better care of the items purchased at your store. Other information includes: how best to wear certain types of jewelry, traveling safely with jewelry and tips on cleaning and storage. The price of the book is \$16.95. To purchase a copy, go to CRAZYABOUTJEWELRY.NET.

Money Machine

SY KESSLER'S MONEY ANALYZER is one of the most comprehensive instruments available for the detection of counterfeit bills, credit cards and traveler's checks. The machine uses five different methods of detection: chemical, magnetic, magnification, UV fluorescence and watermark analysis. The Analyzer sells for \$59.95. For more information, call (800) 527-0719.



Crown Me

ARCH CROWN'S STARTER, COMPLETE PRO and PRO PLUS bar-code packages have been upgraded, with improvements to the thermal-transfer printers, scanners, and computer tags. Arch Crown has partnered with leading software companies in the jewelry industry to improve the performance of these packages and their ability to be integrated into existing store systems. The bar-code packages range from \$548 to \$1,340. For more information, call (800) 526-8333.