



# Ornamentally Incorrect: Have You Hugged Your Jeweler Today

*Joseph Mirsky*

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## **Ornamentally Incorrect: Have You Hugged Your Jeweler Today** Joseph Mirsky

I own a jewelry store in Pompton Lakes, NJ. I send newsletters to 1500 of my customers 3 times a year. I've been doing it since 1997, 34 issues so far. People say they save them, re-read them, and copy them for their co-workers. Sometimes they call me up just to say they like them. They're so popular, I can't figure out why I'm not rich.

Since everyone's entitled to my opinion, I put together this 123 page book for the wider world. At 16.26 words per square inch (25.203 x109/km<sup>2</sup> for you scientific types), this book has over twice the literary calories of the average book, with no fat. A bargain! There are 87 photos and 35 illustrations. There are at least 467 short articles (you can count them different ways). In other words, it's the perfect bathroom book.

This book is wide-ranging, It's to jewelry like Car Talk is to cars. It's life on Main Street with attitude. And wit. There are hundreds of double entendres and puns (but only one groaner). I even sprinkled in some Greek, Latin, French, and Vietnamese in a gratuitous display of superficial erudition, but the curse in Klingon is worth the price of admission.

Here are a few articles, titles only. You'll have to gamble 16 bucks to find out what they mean.

Grown-ups Play Peek-A-Boo  
The Sound Of One Hand Clapping  
Close Encounters of the Canine Kind  
First Supper  
Finger Lickin' Bad  
A Human Is Forever  
Olden Goldies  
Bad Hair Day  
Go Stand In The Corner Til You're 21  
But Was It Crunchy or Creamy?  
Thinking Inside The Box  
Tempis Fuhgeddaboutit  
Waste Management  
Heavenly Host And Tabby, Too

You'll get vicarious little-guy satisfaction in how I sock it to 'em in a section called David v. Goliath et al. I take on a bank, the post office, New Jersey, a famous cartoon character, Visa in particular and credit cards in general, including an elegant method of getting even with that rip-off credit card you hate.

Don't be so smug. I'm going to sock it to you, too (That's the collective you. It means other people.) Joseph's

3 Laws Of Retail Dynamics, Psychopathia Ornamentalis, We've Got Steam Heat, and A Diamond As Big As The Ritz, and other tales of the cockamamie consumer give the lie to that Customer-is-Always-Right propaganda.

But seriously folks, there are explanations of all sorts of little things that are mystifying to the ornamental civilian, like what the quartz in your watch and the 14 in your karat are. There are also detailed explanations of birthstones, and how-do-they-do-that articles on diamond cutting, jewelry repair, how to clean silver, and gem identification. There are longer articles about the Great Diamond Hoax of 1872, the Amber Room, the shameful behavior of DeBeers, and the exploits of a legendary gemologist during World War II.

The book includes the Fifties rock and roll themed newsletter. It had 30 references to fifties music with prizes for getting them all. You should have seen all the people coming in with underlined newsletters. I hope you re a movie buff. The movie newsletter, with 40 movie titles and 6 movie quotes for you to find is also included. And the answers to both are provided at no extra charge.

Since we're not in the store, I threw in some forbidden politics. The highlight is the Militant Moderate Manifesto. In It s the Economy, Stupid, economics is handily explained in one page, so you can throw out that dense econ 101 textbook you never understood. In Passing has a lengthy article on hats and short articles on a variety of topics, such as artificial stupidity, the decline of the fudgesicle, and the self-help industry (no, you can't order your Acme Home Counterfeiting Kit from me).

Of course it plugs my other book, Consumer Guide To Diamonds, Third Ed. You weren t going to spend your fortune on a diamond without doing your homework, were you?

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#### **John Charlie:**

Reading a guide tends to be new life style in this era globalization. With reading through you can get a lot of information that may give you benefit in your life. Along with book everyone in this world may share their idea. Publications can also inspire a lot of people. Plenty of author can inspire their particular reader with their story or maybe their experience. Not only the storyplot that share in the guides. But also they write about the data about something that you need example. How to get the good score toefl, or how to teach your kids, there are many kinds of book that you can get now. The authors these days always try to improve their ability in writing, they also doing some study before they write for their book. One of them is this Ornamentally Incorrect: Have You Hugged Your Jeweler Today.

#### **Richard Byrnes:**

A lot of people always spent their free time to vacation or perhaps go to the outside with them family or their friend. Do you know? Many a lot of people spent they will free time just watching TV, or maybe playing video games all day long. If you wish to try to find a new activity that's look different you can read some sort of book. It is really fun for you personally. If you enjoy the book that you simply read you can spent all day every day to reading a book. The book Ornamentally Incorrect: Have You Hugged Your Jeweler Today it is quite good to read. There are a lot of those who recommended this book. These people were enjoying reading this book. In the event you did not have enough space bringing this book you can buy often the e-book. You can more easily to read this book through your smart phone. The price is not too costly but this book possesses high quality.

#### **Kimberly Hogan:**

Reading a reserve make you to get more knowledge as a result. You can take knowledge and information originating from a book. Book is written or printed or illustrated from each source which filled update of news. Within this modern era like right now, many ways to get information are available for anyone. From media social such as newspaper, magazines, science publication, encyclopedia, reference book, fresh and comic. You can add your understanding by that book. Are you hip to spend your spare time to spread out your book? Or just in search of the Ornamentally Incorrect: Have You Hugged Your Jeweler Today when you desired it?

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