



Tim Johnstone works alone in the back of the shop.

Jeweler integrates designs with precious stones, metals

By NANCY KASSEN LIESE

An entrepreneur by the time he was 12, it is not surprising that Paul Haig is a successful jeweler today. What is surprising is that it took so long.

The owner of P.R. Haig Custom Jewellers in downtown Rochester, Haig has been collecting stones since he was eight and cutting them since he was 10. Although he did it "just for fun," when he was 12, his mother took him to apply for his first business license. Later, he kept applying for them in each of 18 states he lived in while his father was in the Air Force.

But years later, he was at Oakland studying in their pre-dental program and working at Camp Oakland, a county camp he switched to teaching elementary education, but before he got very far in that a friend convinced him to open a jewelry shop, promising to pay one-half the rent if he would teach her jewelry.

THAT WAS THREE years ago and now, the 26-year-old has such a successful business he has gone back to working by appointment only in an attempt to give him and his staff more time to work on individual assignments.

Before James and I, who were the main employees, were out talking to customers all the time. It is not that we have that much business, but what we do have we like to spend time on.

He works only with natural gemstones, not imitations or synthetics like blue topaz. Haig specializes in opals and has a vast collection of the delicate stones varying in color and size. Two of the most dramatic are a solid black and a clear with just a hint of pink flashing through the center.

A collector, he often restores and resells antiques or acts as a middleman for others wanting to buy antiques. Once he

fashioned a bracelet out of a 17th century English umbrella handle.

The bulk of his customer's come to have old jewelry restored or new jewelry made, particularly wedding rings. "We're seeing a renaissance type trend in jewelry and living," Haig says. "People are looking at jewelry as art objects." Haig does too, taking pieces of old jewelry and reconstructing them to use in designing new pieces.

IN CREATING A ring or other piece of jewelry, he starts with a concept, discussing with the customers what effect they want. From there, he moves to materials, noting their unique characteristics.

Each stone has a separate personality. All natural stones are different," he says. After selecting the stone and setting, he makes a wax image of the finished product before casting it in metal.

Haig has about 100 jewelry slides to show the type of work he does. His designs won't be exact but will be similar," he promises. Five full-time people and five part-time help out in the shop, while learning how to make jewelry from Haig.

Although he has no art background, Haig has learned enough about stones from his practical experience to draw clients from several surrounding cities. Despite the \$1 appointment only, sign on the door, people stop in all day, looking for a certain stone or trying to design a new setting for a gift.

What I like most about this is the creating. And it's extremely rewarding when one of my students creates his own design.



Paul Haig started cutting stones as a young boy.



Buffing

Thursdays and Fridays from 10 to 9.
Other days including Saturdays from 10 to 6.
Your time to shop, and it's from *Luby's Fifth Avenue*

If you have had a mastectomy...
The R.R. Shops carries The American Cancer Prostheses, and is recognized as one of the finest in the world. We also have prostheses, night gowns and swimwear.
Free Parking
THE R.R. SHOPS
311 W. Fourth Street
Royal Oak
(313) 761-1144

a la mode

B Siegel
the Best of Fall Fashion for '76 is here!

DUTY AND SALES TAX REFUNDED
Lazare's Furs Ltd. SINCE 1925
AUGUST FUR SALE Savings from 10% to 50%
ON THE LARGEST SELECTION OF FINE FURS IN WESTERN ONTARIO.
reg. SALE:
MUSKRAT PANT COATS With Raccoon collar \$720...\$599
Dyed-Matara ALASKA SEAL COATS
Top-quality, beautifully styled \$2200...\$1399
YOU MUST SEE OUR FULL SELECTION OF TOP QUALITY FURS ALL WITH SIMILAR REDUCTIONS!
The fabulous creations of World-Famous GROSVENOR-CANADA, exclusively in Windsor, at LAZARE'S.
LAZARE'S FURS "Our prices — style for style, quality for quality — duty competition."
493 QUELLETTE AVE. in Downtown WINDSOR
519-253-2418
9-6 p.m. DAILY
FRIDAY 10-9 p.m.
FREE PARKING



A lace-etched stone.



Once the mold is cast, the stones are fitted carefully inside. (Staff photos by Doug Bauman)

Fashion calendar

Aug. 23—Informal modeling of fashions by Oscar de la Renta from 11 a.m. to 4 p.m. at Saks Fifth Avenue, Somerset Mall, Troy.

Aug. 23 and 24—Frank's clothing and interior mall modeling from 10 a.m. to 6 p.m. of Fikner collection at Clark's Deane's Somerset Mall, Troy.

Aug. 3—Informal modeling of fashions by Errola from 11 a.m. to 4 p.m. at Saks Fifth Avenue, Somerset Mall, Troy.

Aug. 6-7—Informal modeling of evening gowns from 11 a.m. to 4 p.m. at Saks Fifth Avenue, Somerset Mall, Troy.

Aug. 6-7—Informal modeling of fashions by Bonnie Cashin from 11 a.m. to 4 p.m. at Saks Fifth Avenue, Somerset Mall, Troy.

LUNCHEON SHOWS
Tuesdays—Informal modeling by Alvin's at Cooper's Arms Restaurant in Rochester.

Wednesdays—Informal modeling by Boulevard Fashion Sales at the Arrium, Telegraph north of Deane's Mall.

Wednesdays—Informal modeling by Alvin's at the Troy Hilton Hotelmarket Troy.

Fridays—Informal modeling by Alvin's at Beckett's, Bloomfield Hills.

For consideration of listings send Fashion calendar information to Fashion Calendar, 1225 Powers, Birmingham, 38012.

To cool house keep out sun

The hot sun is an air conditioner's worst enemy. One way to combat the sun's heat is to install reflective insulation on windows facing the sun. The insulating film helps prevent the sun's rays from entering a room. When the room is cooler, air conditioning operating costs go down. Window air conditioners are designed to cool individual areas. A central system is designed to cool and entire house, and will do it more uniformly at a cost 15-20 per cent less than a window unit with the same amount of cooling capacity.

We are offering our Interior Designer, Decorator's Service to you at no extra charge during our

SUMMER STOREWIDE SALE



UP TO 50% SAVINGS

- Many floor samples reduced 50%.
- Special orders taken at sale price.
- Entire store on sale.
- All Sales Final. Free local delivery.

Colony

WEST BLOOMFIELD 624-1500

SOMERSET MALL 643-0500

A STEP UP TO ELEGANCE

SALE on all CUSTOM FRAMING

Let Jacobson's skilled craftsmen help you select the perfect frame molding and mat for a treasured photograph, painting or graphic, then custom frame it for you with the expert, detailed workmanship you demand and expect. A good time to have a fine frame at savings.

Jacobson's

12000 OLD OXFORD ROAD
BIRMINGHAM ART GALLERY

Ethan Allen SUMMER Sale

The legendary mystique and shimmering beauty of Ethan Allen Oriental-inspired rugs will bring new drama and color to your floors. Come discover our wonderful sale-priced collection soon.



the Hearthside
An Ethan Allen Gallery

LIVONIA UTICA SOUTHFIELD

MON-THUR & FRI UNTIL 9 P.M. TUES-WED & SAT UNTIL 5:30 P.M.