

# JEWELRY NEWS & VIEWS

PRESENTED BY

Fall/Holiday

Issue 2010

HOLLIDAY JEWELRY



FOCUS ON FASHION

## Diamond Jewelry – The Gift of a Lifetime



A gift of sparkling diamond jewelry is sure to bring joy to anyone's holiday. Whether in earrings, necklaces, brooches, rings or a pair of gent's cufflinks, diamonds will be worn with pride everyday...not just during the holidays.

Diamonds are the most precious and valuable of all gemstones, yet surprisingly quite affordable with a wide range of sizes, weights and grades to suit any budget. From small micro-pave' settings to dramatic solitaire gems, mounted in either yellow or white gold, platinum or sterling silver, the diamonds remain the focus of attention.

Diamonds are versatile too and come in an array of fancy shapes, sustaining the same brilliance as the classic round. Today's popular cuts include princess, oval, teardrop, heart, triangle, marquise and cushion. In addition, stunning fancy colored diamonds remain popular in sparkling hues of yellow, blue, pink and cognac with this season's most desired being the striking black diamond.

No matter what the color, cost, design, metal or shape...it is the magic of diamonds that makes this outstanding gift one to be treasured and enjoyed for years to come.



Ray Holliday  
Master IJO Jeweler

**Holliday Jewelry** ■ (541) 884-9033  
2834 South 6th St., Klamath Falls, OR 97603  
Fax: (541) 884-2500 ■ [www.hollidayjewelry.com](http://www.hollidayjewelry.com)

MASTER IJO JEWELER

BRILLIANCE YOU DESERVE®

# Vivid Purple Amethyst - Bright, Beautiful, And Popularly Priced

## JEWELRY CALENDAR

### Birthstone Jewelry - The Best "Happy Birthday" Gift You Can Give

There's nothing more personal than giving someone a birthday gift of jewelry set with their own exclusive birthstone. These precious gems have a colorful history of bestowing legendary powers and reflecting personal traits for both men and women born in one particular month of the year. That's why birthstone jewelry is always a prized yet surprisingly affordable gift.

#### NOVEMBER Topaz / Citrine

Bright yellow is the particular color for November, and these two brilliant gemstones offer a bright, sunny tonic for dark November days. Both topaz and citrine are hard, sparkling gems that symbolize a long and happy life for the November born.



#### DECEMBER Turquoise / Blue Zircon / Tanzanite

Sky blue is the special color for those born in December and prosperity is the legendary gift offered by these beautiful birthstone gems. Opaque turquoise and transparent zircon are both prized since ancient times. And the newest birthstone, glittering purple-blue tanzanite, has become one of the world's most popular gems.



#### JANUARY Garnet

Wine red is the unique color for January and fidelity is the special virtue traditionally promised to those of January birth. Sparkling garnet has been treasured since antiquity and, in addition to red, comes in dozens of brilliant colors but never in blue.



Shimmering, transparent amethyst is one of today's most popular gems for all kinds of jewelry. It is hard, durable, and suitable for everyday wear. It's also one of the best gem bargains around.

Amethyst is the most valuable form of the mineral quartz and has been prized for thousands of years, especially by the ancient Greeks who believed wearing the gem prevented intoxication because of its wine-like color.

Amethyst comes in a wide assortment of beautiful colors ranging from a pale, delicate lilac, to a bright, lovely violet, to a deep, rich purple. And it's surprisingly inexpensive even in larger sizes.

Because of its bright color and lively sparkle, glittering faceted amethyst has a strong fashion flair and an important look that is much in vogue. It's a winner in today's bold cocktail rings, brooches, earrings, pendants, necklaces, and bracelets.

## THE JEWELRY DOCTOR

### How To Keep Delicate Chains Tangle-Free

Nothing is more frustrating than finding your favorite gold or silver chain knotted, tangled, and impossible to wear. But if you take a little care with your delicate chains, you won't be bothered with troublesome knots and tangles. Here are a few tips:

Before putting on a chain, run it gently through your fingers to straighten out any potential kinks. Avoid storing chains in a box where they can get tangled with other jewelry. Hang chains carefully for safe storage. If you do store chains in a jewelry box, cut a drinking straw to half the length of the chain. Then slip one end of the chain through the half straw and fasten the catch. You can also wind chains around an empty paper towel roll. And always remember to remove chains when sleeping, showering, or playing sports.



# Brooches Are A Top Fashion Choice This Season

Designers are breathing new life into the latest styles of brooches and pins, creating a fashionable and feminine touch to enhance any wardrobe.

Brooches offer a way to make a personal statement while adding an individual accent to your attire. Large or small, sterling or gold, brightly colored gemstone or sparkling diamond adorned, brooches are the most versatile pieces of jewelry you can own.

Offering a tremendous potential for creativity in where and how you wear them, today's fashion leaders are plac-



ing brooches everywhere, not just on the lapel, shirt collar, or sweater. You'll see them singly or in groups decorating hats, belts, shoulder bags, or pinned to the waist of blouses and dresses. Brooches today are even being worn on the back of the wrist, as colorful hair ornaments, scarf holders, and pendants or enhancers when attached to a pearl or bead necklace.

Available in an endless choice of attractive classic or whimsical designs, this season brooches will afford style to any wardrobe, becoming the star of your jewelry collection.

## FOCUS ON FASHION

# What Will You Be Wearing When The Ball Drops?



New Year's Eve is always a special excuse to put on your "party" clothes. Whatever outfit you select, we have a wide choice of jewelry designs to help you compliment your look. From dramatic contemporary styles, enchanting traditional designs or fun flirty baubles, you're sure to find it here!

For a fashion-forward look, choose eye-popping color. Feeling retro-eccentric ...try new and exciting geometric de-

signs. Remember, New Year's colors are black and white, symbolizing the birth of the New Year and death of the old one. Classic black and white jewelry is always in fashion and is the most popular this season.

Whatever accessories you select, we're here to help you look and feel stunning when the ball drops this year. Happy New Year from our staff to you, your family and friends!

## DID YOU KNOW

# Fascinating Facts About Gold

**A Great Golden Sun**, nearly seven feet in diameter, was among the many fabulous golden gifts that the Aztec Emperor Montezuma sent to King Charles V of Spain in 1520. Among the marvels sent were gold miters, shields, lifelike animals, birds, and fish, gem-encrusted gold bracelets, pendants, and a necklace set with 183 emeralds.

**One Troy Ounce Of Gold** can be beaten into a golden film covering 108 square feet. A three inch cube of gold can be made into a sheet covering an acre.

**Green Gold** was much admired by Queen Hatshepsut of Egypt (1501-1488 BC). This gold, which came from the mysterious land of Punt, owed its greenish cast to the presence of small amounts of silver.



# To buy with CONFIDENCE

Look no further  
than your local  
“Master IJO Jeweler”



TRUST. INTEGRITY. HONESTY. EXPERTISE.

“The Hallmark of a Master IJO Jeweler”

## Celebrating Our 35<sup>th</sup> Year... 1975-2010

SERVING CUSTOMERS &  
MAKING FRIENDS *in the* KLAMATH BASIN!

Some of us have known Norm Holliday for a long time and remember when he worked for Weisfield's Jewelry as a “stock boy” after school, being a quick study and hard worker he quickly moved into sales and on to management. Coming back to Klamath Falls when the new Shasta Plaza Mall was built.

Norm has always put the customer's needs first and made them friends as well. So it was not a surprise Norm purchased a small local store specializing in jewelry, watches and camera equipment in 1975. It was known as Town and Country Camera and Jewelry, and was in the then Town and Country Shopping Center.

All of his children had experiences in the Town and Country store. 5 years later Norm opened a second store in the new Jefferson Square Mall under the current name, Holliday Jewelry. Tia eventually moved on to teaching, Ron has his own jewelry store on the Oregon Coast and Ray has taken the helm from Norm at Holliday Jewelry. Ray has worked in the family business since the beginning, polishing and learning jewelry repair and custom design. Ray now owns Holliday Jewelry. His first love is working at the “bench” designing beautiful jewelry and occasionally he still gets to do this.

Fun Facts about 1975 include:

- Fads.....Mood Rings & Pet Rocks
- Clothing:.....Hip Huggers & Leisure Suits
- Song of Year.....Love Will Keep Us Together  
by Captain & Tenille
- Top 2 Movies .....One Flew Over  
the Cuckoo's Nest & Jaws
- T.V....Saturday Night Live premiered on NBC
- Money: .....First Class Stamp, 10 Cents
- Quart of Milk, 46 Cents
- Gallon of Gas, \$1.23
- 1975 Corvette, List Price: \$6,810.00
- Gold was @ \$143.50
- Trivia:..Nutter Butter cookies outsold Oreo's



Left to Right: Judi Scovill, Ray Holliday, Roberta Mejia, Rick Bridges, Jodie Ward, Connie Barter, Betty Trumble, Norm Holliday (not pictured Raoul VanHall, Roger Cassol).

1 per customer, may not be combined with other offers  
**ANNIVERSARY SALE**  
**EXTRA SAVINGS!**  
**\$25<sup>00</sup>**  
**OFF!**



Watch for specials and our new digital quarterly newsletter online at: [www.hollidayjewelry.com](http://www.hollidayjewelry.com)