

presented by



## HOLLIDAY JEWELRY



Ray Holliday  
Master IJO Jeweler

### Valentine's Day Preview

# Romantic Jewelry - No Other Gift Says "Be Mine" Better

Although February 14th falls in the middle of the chilly winter season, this romantic holiday offers lovers, sweethearts, friends and family the opportunity to share the warmth of love. Giving a gift of beautiful and romantic Valentine's Day jewelry is the most lasting way to celebrate your feelings. And, you can never go wrong with a gift of jewelry.

No romantic symbol is more enduring than a heart made of sterling silver, precious karat gold and gems. Today, you can choose from dozens of beautiful heart designs ... traditional or non-traditional, colorful or classic, serious or fun. Keys to one's heart are the newest Valentine's Day statement, designs gleaming with red gemstones are always a favorite, and of course, the most popular symbol for eternal love ... sparkling diamonds; whatever the metal, nothing says "I Love You" the way a diamond does!

Did you know Valentine's Day jewelry is no longer exclusively given to women? More and more men are enjoying intricate, durable jewelry made of tungsten, stainless steel and titanium. Tailored platinum, karat gold and sterling silver cuff links, masculine-styled rings or timeless watches are amongst heart felt gifts for the special gentlemen in your life.

Visit us soon to see our outstanding collection of Valentine's Day jewelry. You're sure to find a wonderfully romantic gift that will delight your special valentine on this very special day!



MASTER IJO JEWELER

BRILLIANCE YOU DESERVE®

2834 South 6th St., Klamath Falls, OR 97603  
(541) 884-9033 ■ Fax: (541) 884-2500  
www.hollidayjewelry.com

# Oversize Hoops And Drops Are Big This Season

These dramatic fashion classics are absolutely the number one statement earring styles being seen everywhere these days.

**Hoop Earrings.** Large hoops are an unbeatable combination of the classic and trendy in both white and yellow karat gold and sterling silver. Popular styles include flat, sculptured, textured, pierced, and ribbed designs sprinkled with diamonds, colored gems, pearls, and enamel. Other favorites are thin pavé styles and large inside-outside diamond hoops that sparkle from every angle.

**Drop Earrings.** These dazzling, neck-skimming designs hang below the earlobe and are also called chandeliers, pendants, or dangles. Today's eye-catching swingers are long and lean, designed to move when you do. Elegant karat gold and sterling silver designs include tassels, spirals, pendulums, pagodas, plus openwork styles as well as dangling diamond or colored gemstone briolettes.

Both hoops and drops are forever favorites because of their endless versatility for either daytime or nighttime wear.



## Trends To Watch

# Exciting Enamel Jewelry

Richly colored enamel jewelry is one of today's strongest fashion trends. And this elegant material of kings and czars is now available at prices anyone can afford.

There are two kinds of enameling methods, both of which produce similar looks. Traditional "hot enamel" uses powdered glass which is baked on metal at extremely high temperatures. With "cold enamel," epoxy resin is baked at cooler temperatures.

Today, vividly colored enamels are available in rings, bracelets, necklaces, earrings, and brooches. And you can choose from a wide range of eye-catching designs including flowers, butterflies, animals, birds, and miniature Fabergé-style eggs.

Popular hand-made miniature Fabergé-style eggs are created by Russian craftsmen in the artistic tradition of Carl Fabergé who produced spectacular jewel-encrusted eggs each year for the Czar of Russia.

Each colorful egg is made of sterling silver coated with vivid baked enamels, decorated with 24K gold gilt, and set with sparkling colored gems. Surprisingly affordable, these works of art can be worn as pendants, locket, earrings, or on necklaces and bracelets.

## The Jewelry Doctor

# Don't Wait Too Long To Restring Your Pearls

Pearls are among the most beautiful and versatile of gems. But they are porous, and can be damaged by body oils, perspiration, and cosmetics.

Body oils can also damage the silk thread on which pearls are strung causing the necklace to stretch and weaken as well as cause unattractive gaps between the pearls.

If you wear your pearls frequently, it's a good idea to let us check them once a year and have them restrung for you every 18 months. When you bring in your pearls, we'll check for fraying where the clasp is attached as well as frayed or discolored knots.

To keep your pearl necklaces in good condition, always put pearls on LAST and take them off FIRST. Then be sure to wipe them with a soft cloth and store them flat instead of hanging them to prevent the cord from stretching.





### What's New, What's Hot

# Sleek Layered Jewelry - Today's High-Fashion Leader

This season's layered look makes a big and positive statement that is both lush and lively with colorful combinations of all sorts of beads, charms, pearls, and gemstones in multiple mix and match strands for necks, wrists, and fingers.

**Layered Necklaces.** Elegantly loose, bib-style necklaces are fashionably crafted of three or more strands or festoons of gold and silver chain in a variety of styles and finishes. In addition, cascades of freshwater pearls and swags of colorful beads are also layered with sparkling colored gems.

**Layered Bracelets.** Stacked and layered wide cuffs combined with thick and thin bangles are now being piled on in a medley of different styles, metals, and finishes. Many display diamond and colored gemstone accents as well as highlights of vividly colored enamels.

**Layered Rings.** These brilliant and versatile bands offer endless combinations that can be mixed and matched to suit your personal style. New designs in white or yellow gold and sterling silver are set with different colored gems, glowing enamels, and various shapes of sparkling diamonds.

### Jewelry Close-Ups

## New Bead Designs Are Bright, Bold, Beautiful

This season, beads are booming in a wealth of new designs, materials, shapes, and sizes suitable for all kinds of personalized jewelry including bracelets, necklaces, earrings, and rings.

Everyone loves beads because they're fun, affordable, colorful, versatile, and very fashion-forward. Exciting materials featured today include Italian Murano glass, vibrantly colored acrylics and enamels, sparkling crystal, yellow gold, sterling silver, and a rainbow of colored gemstones.

You can choose from a wide variety of carved, faceted, and polished beads in round, oval, elongated, or disk-shaped forms as well as intricately sculptured 3-D designs. All types of different and colorful beads can be beautifully combined in dozens of ways and in all kinds of jewelry to express your own personality or life style.

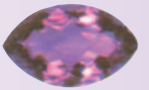
### Jewelry Calendar

## Birthstone Gifts Add Magic To Any Birthday

What can compare to the gift of jewelry set with each person's own personal birthstone. It's a magical gift because each individual gemstone is not only beautiful and precious, but is also treasured for the legendary powers it is said to bestow and the personal traits it reflects. Today's birthstone jewelry comes in a wide range of fashionable styles for both men and women. Come in soon and see. You'll be surprised at how affordable it is.

### FEBRUARY Amethyst

Since earliest times, sparkling purple-violet amethyst has represented sincerity for those born in February.

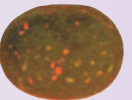
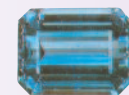


The most valuable form of precious quartz, amethyst, with its wine-like color, was once believed to prevent intoxication and was sacred to Bacchus, the Greek god of wine.

### MARCH • Aquamarine / Bloodstone

Both of these historic gems have been treasured since ancient Greek days and promise courage to men and women with March birthdays. Transparent blue-green aquamarine, a form of the mineral beryl, gave courage to early sailors on long voyages.

Opaque bloodstone is a dark green form of chalcidony speckled with bright red jasper and has long been a favorite for men's rings.



### APRIL Diamond

For centuries, the pure white diamond with its brilliant inner fire and incredible durability has symbolized innocence and strength

for those of April birth. Diamond is also famous as a symbol of marital happiness which has made it the most popular gem for wedding and engagement rings.



**We're Going  
Digital!**

Beginning March, 2010  
our newsletter will be  
available online and  
via email. Register today!

# Calendar of Events 2010



## April 1-3 • Annual Balloon Pop

Our store will be filled with balloons! All you do is buy a balloon, filled with a genuine gemstone worth \$15 - \$600... and POP it!! We want you to be a big winner. We will also have an expanded selection of mountings and will mount your gemstone at no charge.



## Free Roses for Valentine's Day

Receive roses for your lovely lady with every purchase. 3 Roses with purchase of \$99-\$298; 6 Roses with purchase of \$299-\$498; and 1 dozen roses with purchase of \$499 and over.

## New to Holliday!

Original bracelets that are great for gifts or to create for yourself!

**PANDORA™**



## William Henry Studio Knives

Distinctive heirloom-quality handmade pocket knives - one has his name on it!



### January Happenings

Happy New Year!! Friday, January 1

Martin Luther King, Jr. Day Monday, January 18

### February Happenings

Valentine's Day Sunday, February 14

President's Day Observed Monday, February 15

Ash Wednesday Wednesday, February 17

### March Happenings

Daylight Savings Time Begins Sunday, March 14

St. Patrick's Day Wednesday, March 17

Spring Begins Saturday, March 20