



Ray Holliday
Master IJO Jeweler



HOLLIDAY JEWELRY

What's New for Mother's Day

Luscious Pearl Jewelry - Adored By Moms Of All Ages

Pearls have long been a traditional symbol of love and happiness for those who own them. So it's no wonder that pearl jewelry is the one gift of love that is sure to capture the heart of any mother, grandmother, or mother-to-be this year.

Mothers of all ages adore these lustrous gems not only for their beauty, but because pearls are always in vogue, add elegance and style to any outfit, and are available in dozens of fashionable types of jewelry.

Today's exciting pearl jewelry offers classic round white Akoya pearls, beautiful fresh-water pastel pearls in a rainbow of delicate colors, richly hued Tahitian pearls in fascinating dark shades including purple, green, peacock blue, and bronze, plus bright blue Eyris abalone mabe pearls from New Zealand.

The newest designs are mixing all kinds of pearls in dramatic pieces of jewelry that combine different fancy pearl shapes such as petals, coins, potatoes, buttons, ovals, and other baroque forms.

With so much beauty to choose from, you're sure to find the perfect piece of pearl jewelry to please the special lady in your life on Mother's Day this year.



MASTER IJO JEWELER

BRILLIANCE YOU DESERVE®

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Spring Gift Reminder

Jewelry Ideas for Dads, Grads, and Patriots



Receiving a gift is an important part of all celebrations. And if you find it hard to decide what to give on these upcoming special days, the following ideas may help you.

Father's Day. This important occasion falls on Sunday, June 21 this year. And many attractive gifts feature new jewelry metals such as titanium, tungsten carbide, and stainless steel which add a masculine look to favorites such as rings, money clips, ID bracelets, cuff links, and dog tags. Also popular are pocket accessories decorated with sports, hobby, or professional designs.

Graduation Day. A fashionable dress watch or sport watch is the most popular gift for both male and female graduates. Also, for female grads, pearl jewelry, gold charm bracelets, and photo lockets are always prized. For male grads, engraved signet rings, sterling silver ID bracelets, and key rings are favorites.

Independence Day. Whether you are in active duty, a retired veteran, or simply a proud citizen, wearing patriotic jewelry is an appropriate way to express your pride. Today, there is a wide selection of designs to choose from including flag pins, dog tags, bracelets, and more.

History's Great Diamonds

The Wittelsbach Blue - The World's Costliest Diamond

Deep blue diamonds are among the rarest of gems. And although the blue Hope diamond, now in the Smithsonian, is more famous, the Wittelsbach blue which was recently purchased for \$24,311,190 holds the world record as the most expensive diamond ever sold.



Originally discovered in India, this historic dark blue, 35.56 carat, cushion-shaped diamond has a recorded history going back to 1664 when it was given by King Philip IV of Spain to his daughter as part of her bridal treasure when she married the Emperor Leopold I of Austria.

In 1720 it was bequeathed to the Crown Prince of Bavaria, whose family name was Wittelsbach, and it then became the family diamond of the House of Bavaria. When the country became a republic in 1931 the Wittelsbach blue disappeared briefly. It reappeared in 1964 when it was sold to a private collector. And then last year, it was sold at auction at Christie's in London for the highest price ever paid for a diamond!

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Graceful Station Necklaces - Light And Airy For Spring 2009

This fresh and fashionable chain necklace style has decorative stations or stops at regular intervals around the neck with either long or short distances between them.

Popular stations include bezel-set diamonds, colorful gemstones, pearls of all kinds and sizes, gold and gemstone flowers, tiny hearts or stars, and beads of every description. Chain links of different sizes are also used as stations. And even inexpensive

chains can be updated with stations to add texture and character.

Many new styles feature long lengths of 36 inches or even more. And chains of white and yellow gold, sterling silver, or platinum have even been replaced with strands of silk cord for a softer look.

Most station necklaces are perfect for layering and can be worn in multiples to give an individual look or add a personalized statement.

What's New, What's Hot



Bold Designs and Bright Colors Are Hot for Spring

Colorful new jewelry styles that make a big and positive statement are very much a trend this season. You'll see lots of attention-grabbing designs and bold-hued gems in the newest rings, brooches, necklaces, bracelets, and earrings.

High-Powered Cocktail Rings are displaying oversize colored gems in both faceted and cabochon styles. These brilliant designs are sharing the spotlight with new dome rings covered with pavé gems that create a big look for less.

Bold-Looking Earrings take the lead in high-fashion jewelry this Spring with par-

ticular emphasis on oversize hoops in two and three inch sizes which add an exceptionally glamorous look to any Spring outfit.

Dramatic Statement Necklaces with structured collar shapes and layered looks with multiple circlets and intertwined ropes are everywhere this Spring as are boldly designed cuffs and oversize bangles.

Richly Colored Gems, popular now, include bright green emerald and tourmaline, deep blue sapphire and aquamarine, glowing reds such as ruby and garnet, sunny yellow topaz and citrine, and luscious purple gems such as amethyst and tanzanite.

The Jewelry Doctor

Care Tips For Pearls

Pearls are ancient and classic gems - treasured for centuries before diamonds, colored gems, gold and silver were used for jewelry. And whether your pearls are cultured, freshwater, South Sea, or Tahitian they all need special care because their lustrous and iridescent surface is very porous.

That means pearls should always be worn touching clothing instead of your skin. Pearls can absorb body oils, perspiration, and cosmetics which can attack and damage the surface. Always apply hair spray, makeup, and perfume BEFORE putting on pearls. And after each wearing, wipe your pearls with a soft cloth and store flat (not hanging) to prevent the cord from stretching.

Pearls should be checked at least once a year to see if restringing is necessary. Bring your pearls in now for a Spring checkup.



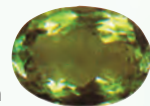
Jewelry Calendar

Birthstone Jewelry: No Gift Has More Personal Appeal

For centuries, precious birthstone gems have been closely associated with the personality and individual traits of both men and women born in one particular month of the year. That's why birthstone jewelry is the one gift prized above all others. It's personal, it's precious, and it's perfect to wear on any occasion. Best of all, it's surprisingly affordable. Come in soon and see!

MAY • Emerald

The favorite gem of ancient Egypt's Queen Cleopatra, the sparkling grass-green emerald has long symbolized new life, hope, and success for those born in May. It's the most valuable form of the mineral beryl, and few gems can match its rich, velvety green color.



JUNE • Pearl/Alexandrite

For thousands of years, the lustrous white pearl has promised love and a happy marriage to those of June birth. June's alternate birthstone, color-change Alexandrite, is famous for its ability to appear green by day and red by night and bring good luck to its owner.



JULY • Ruby

Famous since earliest times for its dramatic fiery-red color, precious ruby has a long tradition of bestowing passion and power on the July born. A form of the mineral corundum, ruby is bright, glittering, hard, and durable. Of all gems, only diamond is harder.





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Calendar of Events 2009



April Happenings

Easter Sunday
Sunday, April 12

May Happenings

Mother's Day
Saturday, May 10
Memorial Day Day
Monday, May 25

May Happenings

Graduation Month

Flag Day
Sunday, June 14

Father's Day
Sunday, June 21

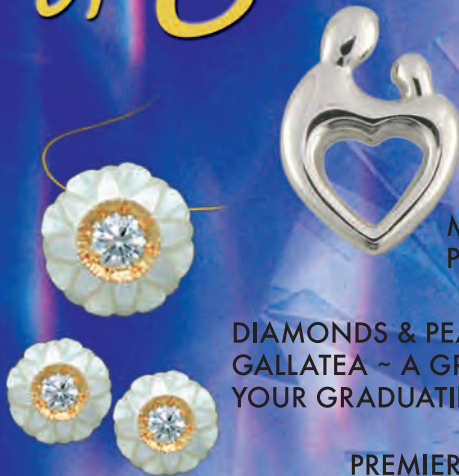
DIAMOND CROSS
PENDANTS ~ PERFECT
FOR THE EASTER
SEASON

MOTHER & CHILD PENDANT ~
PERFECT FOR MOTHER'S DAY

DIAMONDS & PEARLS, AMAZING BEAUTY BY
GALATEA ~ A GREAT KEEPSAKE IDEA FOR
YOUR GRADUATING STUDENT

PREMIER WATCHES ~ ANOTHER
GREAT KEEPSAKE IDEA FOR
YOUR GRADUATE

DISTINCTIVE, HEIRLOOM-
QUALITY HANDMADE
POCKET KNIVES BY
WILLIAM HENRY STUDIO
~ HAS HIS NAME ON ONE



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