

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.

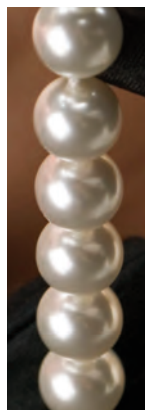
The Jewelry Doctor

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.



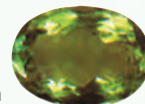
Jewelry Calendar

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.

