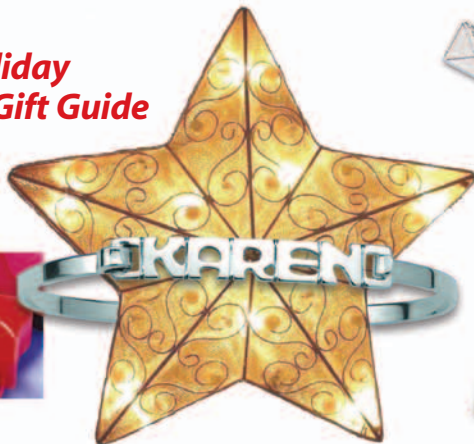


Holiday Gift Guide



Jewelry Gifts With Family Appeal

Jewelry is the one gift you can be sure will please any member of your family. And you have a wide range of choices at very affordable prices to suit any budget. Here are a few suggestions:

Initial Jewelry in sterling silver, 14K gold or colored mother-of-pearl. Various styles and sizes are available for pendants, key rings, and bracelets.

Diamond Stud Earrings in square

princess or round brilliant styles. Many sizes are available at all levels of the price spectrum.

Men's Jewelry in new metals such as titanium. Also gold and silver accessories with personal interest themes: golf, tennis, sports, hobbies, business, or professions.

Children's Gifts: For girls, birthstone rings, lockets, charm bracelets. For boys, signet rings, sport watches, ID bracelets.

Jewel Cases provide safe storage at home or when traveling. Beautifully styled and sturdy with soft velvet ring slots and convenient sliding drawers.

Trends to Watch

Bold, Colorful Rings Are Really Big This Season

Nothing holds the spotlight like one giant gem! That's why big, bold, colorful rings are very much a trend this season. Women who know fashion and design enjoy rings that offer large colored gems, sensational styling and a variety of metal options in a wide range of prices.

High-powered rings feature a winning choice of beautifully brilliant colored center stones mounted in either white or yellow gold or sterling silver and surrounded by exquisitely finished diamonds or smaller gems of the same or complementary colors. Popular gemstones include bright yellow citrine, purple amethyst, pale green peridot, sky blue topaz, pink sapphire, blue-green aquamarine, and grass green zircon.

These uniquely designed rings feature prominent center stones in a variety of shapes and gemstone cuts such as ovals, rectangles, rounds, and squares. They often display multiple spectral colors.

But bold-look rings are just the starting point. Also available are striking earrings, necklaces, and bracelets that feature large, impressive colored gems in matching high-fashion designs.



The Jewelry Doctor

How To Keep Gold Jewelry Shiny Bright

Gold is one of the noble metals, and high karat gold (14K and 18K) usually needs little care since it resists both oxidation and corrosion. But some gold jewelry with a lower number of karats can discolor because of the higher percentage of base metals in the alloy.



A bath of warm soapy water will easily remove any discoloration.

Alcohol dissolves tough dirt, such as coatings of makeup or grease, which can be brushed away with a soft toothbrush or eyebrow brush. Do not use ammonia, which turns solder joints dark or toothpaste or any other abrasive because it will scratch jewelry metals.

Give jewelry a final warm water rinse and polish with a jeweler's polishing cloth. Don't forget to rinse over a basin or bowl, never over an open sink, where jewelry can go down the drain!