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Mark Garcia's

BRILLIANT

**Good News, Interesting
Opinion, Exciting Education**

**A Garcia & Co. Jewelers
Publication**

-December 2011-

Monthly Quotes

"It's Christmas in the heart that puts
Christmas in the air."

-W.T. E" is

"Behold, the virgin shall conceive and
bear a son, and shall call his name
Immanuel." *Isaiah 7:14*

"It is better to spend money like
there's no tomorrow than to spend
tonight like there's no money."

-P. J. O'Rourke#

The Real Story of Santa Clause

Before there was Santa Clause, there was Nicholas. A child born into a wealthy family in the 3rd century, in a little village called Patara !in present"day Turkey#

Nicholas' parents died when he was still young, but not before passing on their dedicated Christian faith to the boy. Nicholas acted on Jesus' teachings to "sell what you own and give it to the poor" by using the inheritance from his parents' passing to care for the sick, the su\$ering, and the needy.

It wasn't long before Nicholas became a Bishop and became famous for his extreme generosity. Especially in caring for children in need.

One of the most famous stories is that of Nicholas helping a poor man with three daughters...

In those days, if a father had no money for a dowry, it was unlikely that a daughter would find a good husband. And if a girl wasn't "married o\$", then it was only a matter of time before she was forced to enter the slave trade.

The poor man in Nicholas' village couldn't a\$ord the dowry for *one* of his daughters, let along *all three* of them. But, mysteriously, the amount of gold needed for the dowry "appeared" in the poor man's home... For all three daughters, on three separate occasions.

It's said that the bags of gold were tossed through an open window and landed inside the socks hanging by the fireplace to dry. This story being passed down led to the tradition of children hanging stockings by the fireplace, hoping to receive gifts.

The rest, as they say, is history. The legend of St. Nicholas, and the stories of his generosity, grew and spread after his death on December 6th, 343 AD. To get the whole story of the origins of Santa Clause, scan the square to the right with your smart"phone.



Garcia & Co.

Christmas Shopping Guide

It always seems to sneak up. No matter how hard you try to prepare. It's like you always need just a few more days to finish your shopping, get all of the groceries for Christmas dinner, and figure out who's going where, and when...

The one thing that shouldn't be a complicated ordeal is picking out a gift that your spouse will love.

With that in mind, I've created a quick jewelry shopping guide for you, made up of two categories: The Fail"Proof, Guaranteed"To"Be"A"Hit Classics, and The Hot New Trends. Let's get right into it.

The Fail-Proof, Guaranteed-To-Be-A-Hit, CLASSIC Gifts

The first thing you're going to notice about the items on this list... They're all *diamond* jewelry. And there's a good reason for that. I've been in the jewelry business for over 30 years and, in all my experience, diamond jewelry has been, and is still, first"choice for most women.

"Diamonds are a girls best friend" is more than just a catchy saying. It's the truth.

There are a few exceptions to this rule !which I'll go over#but there are 3 items I'll talk about here that are absolutely guaranteed to be a hit for Christmas. Here they are:

A Pair of Diamond Stud Earrings

These are the ultimate staple piece for any woman's collection.... *Continued on page 3*



4 New Year's Eve Ideas Guaranteed To Help You Kick Off 2012 Right

“The Getaway”

Nothing comes close to getting away for a couple of days. If you plan early enough, you can find great bargains at some marvelous locations, for partying or some R&R. Go skiing for a couple of days, or just get a room at a relaxing spa, or take a flight to a destination with a beach and some sun.

Planning a trip may be a bit of a headache especially during the holidays but nothing else will matter once you are sitting on a beach far away with warm sand between your toes and the sun gently tanning your skin.

“The Hideaway”

Turn off your cell phone. Shut the laptop. Throw away the party invitations. Avoid the hassle of a trip, and just stay home for some peace and quiet. If you turn anything on at all, make it some mellow, classical music.

The New Year holiday is a great time to take it easy anyway. Sit back, relax, recover from the non-stop hustle of the past two months, and enjoy the quiet company of those closest to you.

“The Mix! And! Mingle”

You and your spouse each invite people from different circles of friends and acquaintances, people you wouldn't normally share a holiday with. Get together and blend the two circles to see how they jive. Building new relationships is a great way to start a new year.

If appropriate, add some cocktails, upbeat music, and delectable food to the mix and everything will come together.

“The Pause! Reflect! Set”

One of the best New Year's Eve activities ever invented is the “new year's resolution”. But don't just “make a resolution” flippantly. Have a glass of wine, relax with your spouse, and reflect on everything you've been through over the past year. Share the good and the bad. Talk about what you wish would have been different, and the fun memories you'd like to have more of.

After you've put everything on the table, set some definite goals for the coming year. The trick here is to dig deep into what you *really* want out of life. Don't set the same old goal like “work out more”. Instead, set a goal that gets you excited about life, give it a definite deadline, and make a step-by-step plan to achieve it.

December Trivia

1." In the song "The Twelve Days of Christmas" what is given on the tenth day?

- a. #lords "a" leaping
- b. #maids "a" milking
- c. #swans "a" swimming

2." California, Oregon, Michigan, Washington, Wisconsin, Pennsylvania, and _____ are the leading producers of Christmas trees.

- a. #Texas
- b. #Alaska
- c. #North Carolina

3." The first Times Square, New Year's Eve “ball drop” happened in what year?

- a. #1896
- b. #1907
- c. #1952

4." What is the modern birthstone for December?

- a. #Turquoise
- b. #Blue Topaz
- c. #Tanzanite
- d. #All of the above

5." “Rudolph the Red Nosed Reindeer” was created in 1939 by advertising copywriter Robert May, as a promotional booklet for what retail store?

- a. #Marshall Field
- b. #Macy's
- c. #Montgomery Ward

BONUS Christmas Fact:

Where did the “X” in Xmas come from?

“Contrary to what many people think, the ‘X’ is not a way to get away from associating Christ with Christmas. Its origin is religious in nature. The Greek word that gives us the English word “Christ” started with the letter “chi” or “X”. The early Christians who spoke Greek used the word to signify ‘Christ’s Mass.’ However, as centuries passed, fewer and fewer people understood ancient Greek and thought the ‘X’ was pagan-like, and even showed disrespect.”

source: farmersalmanac.com

Diamond Stud Earrings Continued...



...Most fashion experts consider these a **necessity** for a woman to have in her jewelry box. Why? Well, it's because there's **nothing** a good pair of diamond studs can't be worn with.

Guys, if she doesn't have a good pair of simple, diamond studs meaning 1/2 carat each, 1 carat "total weight", or larger than this would make a perfect Christmas gift. And the best part is, for you as the "shopper"... There is no "shopping"!

There is no complicated choice about what style she will like. They're diamonds that go in her ears. It doesn't get any easier than that. But she will LOVE them as if you put long, hard thought into it.

A Diamond Tennis Bracelet



This is among the most popular items in jewelry. On TV, or in the movies, if a guy is giving a girl jewelry other than an engagement ring it's usually a white gold diamond tennis bracelet. This is today, and has been for a long time, one of the clearest, most powerful "I Love You" gifts in the world of jewelry...

Maybe it's because of the way the slender box opens, perfectly displaying a stunning, symmetrical line of sparkling diamonds... Or maybe it's the satisfying weight of the bracelet as it hugs her wrist... Or maybe it's the looks she gets from people two tables away at a restaurant, who can see the fire exploding from the many, many diamonds that **you** bought her...

Whatever it is, next to her engagement ring and wedding band, this will likely be the gift she cherishes most, for a long time to come.

A Diamond Solitaire Pendant

"She has literally worn it every day since I got it for her... And I catch her looking at it in the sunlight." This is a pretty common story for a guy who gives the woman he loves this gift. The diamond solitaire...

... pendant is a lot like the gift of diamond studs. It can be worn everyday, and it can be worn with just about anything; To work, around the house, or out to a romantic dinner.

And if you want to go for Gift "Of The Year" We're talking about the tears of joy, "No way! You didn't..." type reaction Give her the matching set; A diamond solitaire pendant together with a pair of diamond studs.



Diamond Jewelry That's Not So Straight Forward...

Take heart-shaped jewelry, for example. That can be a tricky one. Hearts symbolize love. Jewelry symbolizes love. Heart-shaped jewelry should be a winner... Right?

The answer is... It depends totally on **her** tastes and preferences. Some women think heart-shaped jewelry is corny. Like it's something you'd give a girlfriend when you were in junior high school. On the other hand, if she's more of the "hopeless romantic" type, heart-shaped jewelry could be the best gift you ever bought her.

On important gift giving occasions like Christmas if you're not sure if a certain style is right for her, it may be smart to stick with the proven classics that never miss. Or, if you've bought jewelry from us in the past, we can give you some options and ideas based on what she already has in her collection.

Hot New Trends For Christmas

If she already has the Classics in her jewelry box or if you just want to do something a little different this year these are some of the items that have been popular both in our store, and around the country.

These are our current "proven winners" that make fantastic gifts, and are expected to only grow in popularity throughout 2012.

Diamond Hoop Earrings

OK, so diamond hoop earrings in general aren't new. But they are still as popular as ever... AND... Some of the new styles coming out have breathed new life into this classic style. We now have black diamond on white gold versions...



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Diamond Hoop Earrings, Continued...

... in stock that have that same classic feel, with a new modern edginess about them.

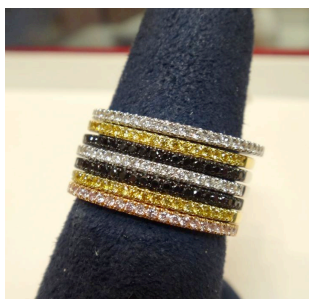
“Crosses Are Back!”

While crosses never really went “out of style” especially if they have a deep, spiritual meaning for you They are currently enjoying a resurgence in the world of fashion. Cross pendants in particular are showing up on celebrities, in fashion magazines, etc. If you don’t have a cross pendant in your collection, this Christmas is an ideal time to remedy that situation.



Stacking Jewelry

Whether it’s rings like the ones shown to the right or bracelets, or necklaces... Stacking is “in” right now. What’s great about this trend is that you can add a new ring or bracelet to your collection, and mix'n'match it with your old jewelry to create a whole new look. The only limit is your imagination



If you don’t have jewelry that you feel would stack up well, that’s OK. We have ordered stackable colored diamond rings, silver bangle bracelets, and much more because this trend has been so popular.

And if you’re doing Christmas on a budget this year, this trend is also great because you can get a big, exciting look for a smaller price.

Fashion Watches

It has been watch mania for us this year. Of all the categories we’ve talked about so far, none seem to be as HOT as watches right now.

“Luminox” watches are a true guy’s watch. They are worn by SWAT teams and navy seals. They’re light, durable... And they just look tough.

“Philip Stein” watches are sleek, sophisticated, and designed with technology clinically proven to improve your overall well being. This watch will help you sleep better, feel more rested and more alert... And you’ll look sharp ; "#

“Toy” watches are perhaps THE must have fashion watch for Christmas this year. It must be the fact that they are worn by so many celebrities, yet they are so affordable. It’s not often you come across a fashion item that looks so “hollywood”, but doesn’t strain even the

Trivia Answers: 1.#a 2.#c 3.#b 4.#d 5.#c

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smallest Christmas budget. We just got a new shipment of these in. To see them for yourself in a short video, scan this QR code with a QR reader on your smartphone....



ROLEX

There’s something magic about seeing someone rip through the wrapping paper a small box, and then discovering the beautiful green box with ROLEX stamped on it... And then seeing the look of shock, and sheer joy, spread across their face... “Shut up! You didn’t...” the look seems to say.

Frankly, there aren’t many gifts that have the stunning impact of a ROLEX watch. And what’s even better is that these watches are expensive for a very good reason. Simply put... They last. For generations. Not only that, they are of the top, internationally recognized symbols of success and achievement.

If some you love has achieved, persevered, and overcome something this year... There really isn’t a better gift than a ROLEX watch to say “I love you, and I’m so proud of you.”



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