



HOLLAND'S

FINE WESTERN JEWELRY SINCE 1936



THE HOLLAND BELT BUCKLES AND WESTERN JEWELRY HAVE BEEN A PART OF THE HERITAGE OF THE WEST SINCE 1936.

The late Chase Holland, Sr. was scouting West Texas in 1918 to purchase a retail store. The train stopped in San Angelo, a dusty, rowdy settlement on the banks of the Concho River. Chase Holland, being young and optimistic, decided San Angelo would be his new home. As luck would have it, there was a jewelry shop for sale.

Through diligence and hard work, Mr. Holland was successful with his shop. After struggling through the depression, Chase wanted to give a gift of appreciation to friends and associates who had helped him through those difficult years. He fashioned a small sterling silver western spur into a tie clip.

The first evening Mr. Holland wore this new "spur clip," he took an order from Mr. Houston Harte, the newspaper publisher, for three spurs. They were given to Franklin D. Roosevelt, 32nd President of the United States, and two native Texans on Capitol Hill—Vice President John Nance Garner and Speaker of the House Sam Rayburn. This gift of appreciation to friends who had "won their spurs" was the beginning of Holland Jewelry's Western Jewelry Manufacturing Division.

Holland employed tool and die makers as well as artisans to create the legendary "die struck" buckles and jewelry. All of Holland's products are still created in precious metals—sterling silver, 14 or 18 karat gold, and platinum. Each piece is handmade and hand-engraved, one of the hallmarks of Holland's products.

Custom designs and personalized buckles are specialties of Holland's craftsmen. These pieces are produced today with the same quality and craftsmanship as the first buckles over half a century ago.

Holland's Buckles and Spur Jewelry have been worn by many well-known ranchers, wildcatters, politicians, and celebrities. Although many pieces are owned by notable personalities, most of our products are worn every day by folks with western heritage in their blood who would not think of getting dressed each day without them. The Holland buckles and spurs become family keepsakes that are treasured as much as grandfather's gold watch. Quality, function, and enduring value are the essence of Holland's western jewelry.

We are grateful to all of our customers and look forward to continuing to produce the finest quality western buckles and jewelry for generations to come.

Bill Holland

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J-G-C

R-G-C

R-G-A

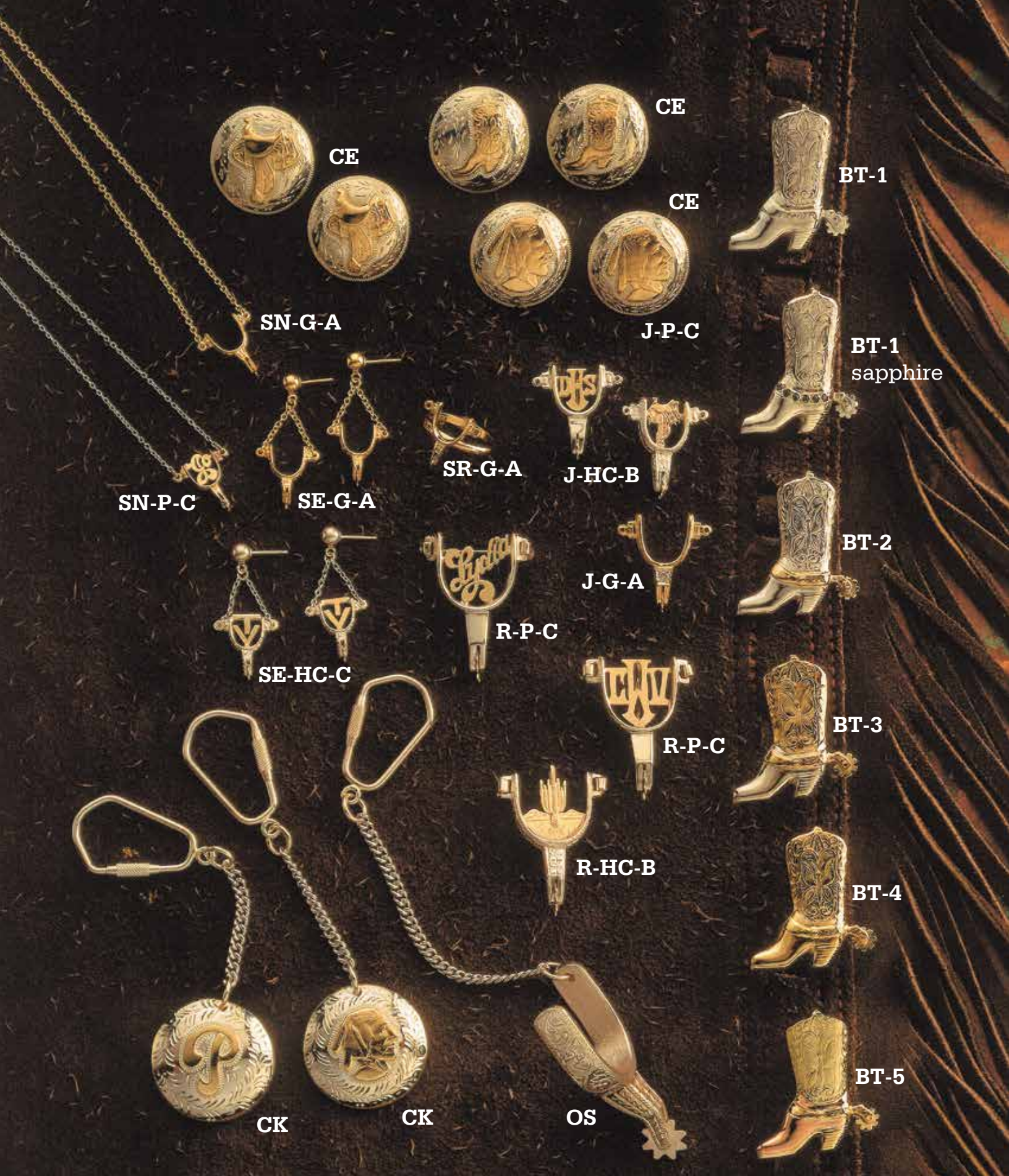
R-GO-A

J-GO-B

FRONT COVER: #1053 Buckle Set
yellow, green, and pink gold overlay and rope border
ORNAMENTAL SPURS, 14K gold and Sterling Silver from
Holland's Collection. Begun in 1940, completed in 1945

Engraving and
custom designs
by Brant Horner

SPUR JEWELRY • CONCHOS • TIE TACKS



CE
CE
CE

CE
CE

BT-1

SN-G-A

J-P-C

BT-1
sapphire

SN-P-C

SE-G-A

SR-G-A

J-HC-B

BT-2

SE-HC-C

R-P-C

J-G-A

BT-3

CK

R-P-C

R-HC-B

BT-4

CK

OS

BT-5

#1000 SERIES 1" 3 PC SETS

1001
sapphire

shown 60% of actual size



1001
back
twist rope
Long Tip

1003
star

1003

1005

1000P

1053



#100 SERIES BUCKLES 3/4" 4 PC SETS

#600 SERIES BUCKLES 3/4" 4 PC SETS



153



#200 SERIES BUCKLES

5/8" 4 PC SETS

#300 SERIES BUCKLES

1" 3 PC SETS



PERSONALIZED TROPHY AND DRESS BUCKLES



STB-S



ITB-F



ITB



STB-GP



HDB-SG



VDB-S



300P-G



300P



HTB



VDB-SG



IDB



HTB



CCDB/SG



VDB-S
carved



RTB



LDB

CUSTOM MADE WESTERN ACCESSORIES



HOLLAND'S
FINE WESTERN JEWELRY SINCE 1936

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shown actual size