

## A YOUNG MAN'S FANCY LIGHTLY TURNS TO THOUGHTS OF LOVE...

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Overnight, it seems, the countryside is bright with new-leaf green and the faintest dusting of soft-hued blossoms. And suddenly you realize that Spring is here! Gone is Winter's drabness... the world is aglow with new beauty... you find yourself completely enraptured with wondrous Spring... We've caught this Springtime gaiety, too, with our beautiful assortment of diamonds for those whose fancy turns to love during this wonderful time of year...



See Salem's largest selection of diamonds, and you'll find everything here, to add to a lovely new romantic life . . . So come in, now, for a preview of our Springtime diamonds . . .



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NO INTEREST OR CARRYING CHARGE



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