



# SAVE 1/4 TO 1/3 NOW...ON GUARANTEED Perfect DIAMONDS

...AND GET THIS FABULOUS BONUS BESIDES

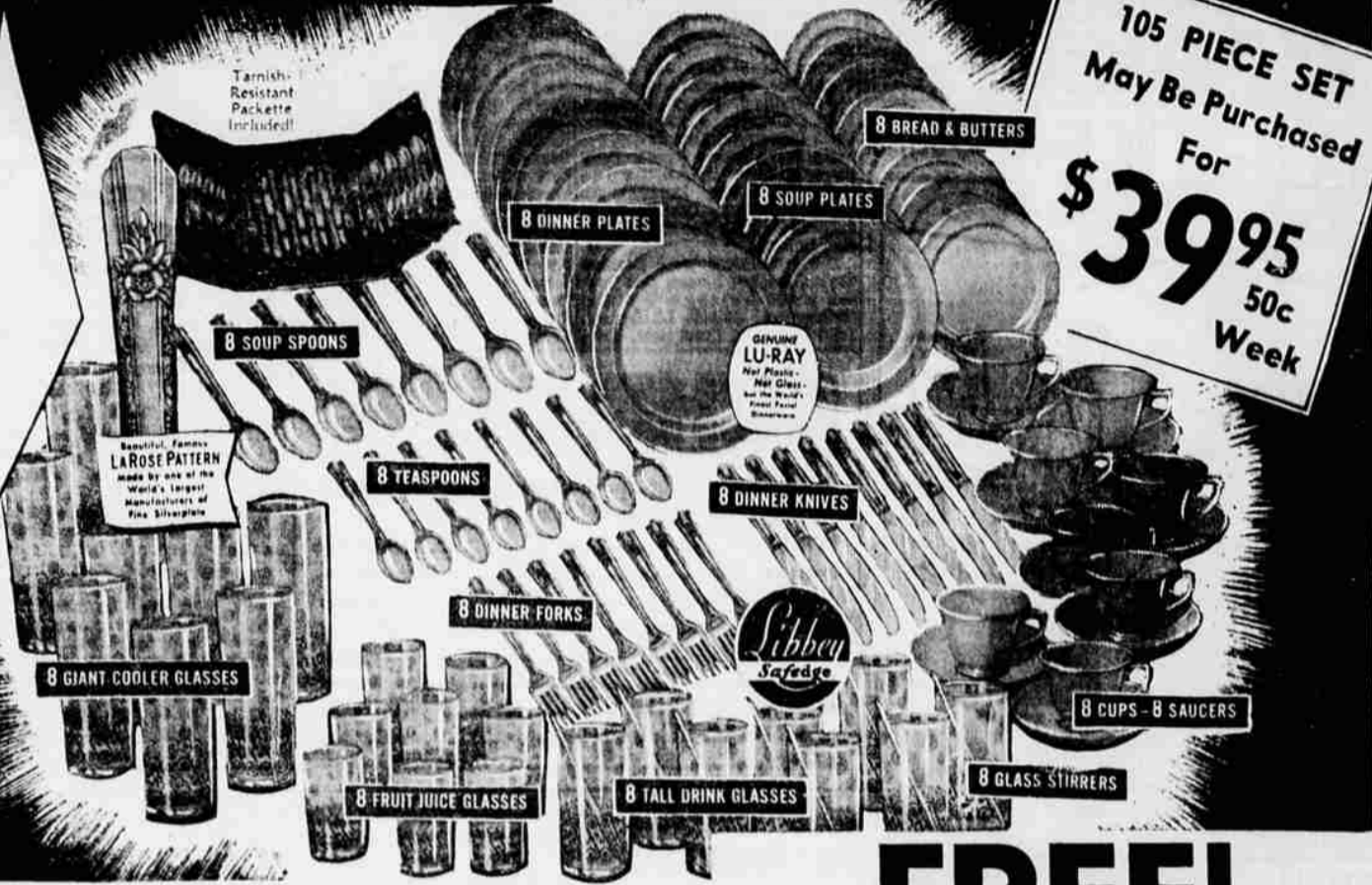
## FREE!

WITH ANY DIAMOND PURCHASE OF \$99 OR MORE  
**this COMPLETE 105-PIECE ENSEMBLE WORTH \$39.95!**

Yes, you can believe your eyes! You get this entire 105-piece Dinnerware Ensemble (complete service for 8) FREE during this big Diamond Event! Just look: 40 pieces of beautiful Lu-Ray Dinnerware in pink, blue, yellow and green; 32

pieces of famous-make Silverplate with tarnish-resistant packette; and 32 pieces of Libbey Safedge Glassware decorated in matching colors... All yours, FREE, in addition to out-of-this-world savings during this fabulous Diamond Event!

All rings available separately at equally great savings!



105 PIECE SET  
 May Be Purchased For  
**\$39.95**  
 50c  
 Week

## FREE!

All rings in your choice of 14K white or yellow gold.



**7 DIAMONDS!**  
 Distinctive new settings combine white & yellow gold to enhance the fiery brilliance of diamonds.  
 1.50 A WEEK **\$185**



**4 DIAMOND** bridal set that interlocks. Rings stay together, never twist apart!  
 1.00 A WEEK **\$99**



**ADD-A-DIAMOND SET!** Add side diamonds in rosettes on anniversaries, other occasions!  
 75¢ A WEEK **\$66**

**105 PIECE ENSEMBLE DINNERWARE SET WITH ANY \$99.00 PURCHASE OR MORE OF ANY DIAMOND WATCH**

Buy with Confidence under this Money Back Guarantee Bond

It assures you of quality, complete satisfaction, and fullest measure of value for your money. 30-day return privilege. And full-price allowance any time you wish to trade in your diamond toward a larger one!



**10 DIAMONDS**

Smart new tailored settings with a modern touch highlight each of the 9 side diamonds.  
**\$177.00**  
 \$2 A WEEK



**Full-Value TRADE-IN ALLOWANCE** on your old Diamond Rings



**CLASSIC TIFFANY** duet with large perfect diamond. Save 1/3. Both rings.  
 1.00 A WEEK **\$99**



**FISHTAIL SET** with large center and 6 dazzling matched side diamonds.  
 1.50 A WEEK **\$149**



**TAILORED DUET** with 12 fiery diamonds. Now at a \$100 saving! Both rings.  
 2.00 A WEEK **\$199**



**9 DIAMOND TRIO**  
 Three diamonds each in her Engagement and Wedding rings; 3 in HIS Wedding ring—all perfectly matched!  
**\$159.00**  
 1.75 A WEEK



**EMERALD CUT!**  
 For the bridal duet that is rich and different, choose this emerald cut center with 4 baguette diamonds.  
 2.50 WK. **\$233.00**



**SWIRL SETTINGS** with choice center & 20 side diamonds. Buy now, save 1/3!  
 2.50 A WEEK **\$249**



**FISHTAIL PAIR**, radiant with 7 large, magnificent diamonds. You save 1/3!  
 3.75 A WEEK **\$366**



**WIDE WEDDING RING** with 29 blazing diamonds in 3 rows! A dream at 1/3 off!  
 1.50 A WEEK **\$133**

**24 DIAMOND WEDDING RING**  
 Popular new wide-style wedding ring with 3 rows of finely matched diamonds!  
**\$88** \$1 WK.



**10 DIAMOND LADIES' WATCH**  
 Beautifully styled 14K gold case; famed-for-accuracy 17-jewel famous make movement.  
**\$99.50**  
 \$1 A WEEK



**20 DIAMOND LADIES' WATCH**  
 20 brilliant diamonds arranged in a simple modern manner; this lovely 17-jewel watch.  
**\$149.50**  
 1.50 A WEEK

**NO DOWN PAYMENT**  
 100 WEEKS TO PAY!

NOW'S THE TIME TO **Louise JEWELRY GIFTS**

**WE REPEAT! YOU MAY BUY THE DINNERWARE ENSEMBLE WHILE THEY LAST FOR \$39.95. YOU CAN GET IT FREE! WITH THE PURCHASE OF ANY DIAMOND OR WATCH FOR \$99.00.**



**837 MAIN**  
**Phone TU 4-4663**