

THE Jewel Box
"YOUR FRIENDLY CREDIT JEWELERS" INC.
109 N. FRONT STREET

Wilmington's Greatest

THE Jewel Box
"YOUR FRIENDLY CREDIT JEWELERS" INC.
109 N. FRONT STREET

SEE
OUR
WINDOWS

SEE
OUR
WINDOWS

DIAMOND SALE

SPECIALLY SELECTED QUALITY DIAMONDS

Today — Friday — Saturday

WE BELIEVE WE ARE OFFERING THE LARGEST CHOICE AND THE BEST VALUES EVER SHOWN IN THIS AREA. WE THINK YOU'LL AGREE IF YOU'LL COME IN AND INSPECT OUR STOCK. WE HAVE ROOM HERE TO LIST ONLY A PART OF THE DIAMONDS ON SALE.

★ 1,000 New Accounts Wanted — Use Your Credit — No Extra Cost ★

Save 25 % To 50 %
OFF OF OUR ALREADY LOW PRICES

	Reg. Price	Sale Price
Diamond Engagement Ring—diamond weighs 1 14-100 cts. Set in 14k yellow gold.....	420.00	375.00
Diamond Engagement Ring—center diamond 85-100 ct. 6 diamond plat. mounting.....	850.00	750.00
Diamond Engagement Ring—center diamond 70-100 ct. 8 diamond plat. mounting.....	475.00	385.00
Diamond Engagement Ring—center diamond 52-100 ct. 4 dia. yellow gold mounting.....	325.00	250.00
Diamond Engagement Ring—center diamond 58-100 ct. 4 dia. yellow gold mounting.....	425.00	344.00
Diamond Engagement Ring—center diamond 1-4 ct. yellow gold Tiffany mounting.....	195.00	145.00
Man's Heavy Diamond Ring—diamond weighs 1 1-4 cts.....	750.00	660.00
Diamond Engagement Ring—14k yellow gold mounting.....	29.50	23.50
Diamond Engagement Ring—14k yellow gold mounting.....	50.00	40.00
Diamond Engagement Ring—14k yellow gold mounting.....	125.00	100.00
Diamond Engagement Ring—14k yellow gold mounting.....	87.50	70.00
Man's Diamond Ring—14k yellow gold mounting.....	45.00	36.00
Man's Diamond Ring—14k yellow gold mounting.....	75.00	60.00
Man's Diamond Ring—14k yellow gold mounting.....	195.00	165.00
Man's Diamond Ring—14k yellow gold mounting.....	420.00	365.00
Diamond Engagement Ring—center diamond 65-100 cts.—4 side diamond.....	580.00	476.00
Diamond Engagement Ring—center diamond 48-100 cts 4 side dia. 14k yellow gold.....	365.00	295.00
3 Diamond Man's Ring—3 beautiful emerald cut diamonds.....	565.00	470.00
3 Diamond Man's Ring.....	275.00	225.00
7 Diamond Man's Ring.....	360.00	300.00
Emerald Cut 1 40-100 cts. Ladies Yellow Gold Ring.....	750.00	595.00
Diamond Engagement Ring—1 10-100 cts.—14k white gold.....	600.00	500.00
5 Diamond Platinum Solitaire—center diamond 1 5-100 carats.....	1,200.00	990.00
3 Diamond yellow gold 1 45-100 cts. Diamond Engagement Ring.....	1,075.00	950.00
4 Diamond, 12 Rubies, Ladies' Cocktail Ring, pink gold.....	300.00	260.00
3 Diamond Engagement Ring—14k white gold.....	250.00	195.00
3 Diamond Engagement Ring—14k yellow gold.....	175.00	137.50
19 Diamond Ladies' Yellow Gold Princess Ring.....	450.00	380.00
11 Diamond Dinner Ring—10k white gold.....	100.00	85.00
Matched Set—Diamond Engagement Ring and Wedding Band.....	60.00	49.50
Matched Set—Diamond Engagement Ring and Wedding Band.....	100.00	80.00
Matched Set—Diamond Engagement Ring and Wedding Band.....	125.00	100.00
Matched Set—Diamond Engagement Ring and Wedding Band.....	175.00	137.50
Matched Set—Diamond Engagement Ring and Wedding Band.....	250.00	195.00
Matched Set—Diamond Engagement Ring and Wedding Band.....	350.00	295.00
Matched Set—Diamond Engagement Ring and Wedding Band.....	480.00	395.00
Matched Set—Diamond Engagement Ring and Wedding Band.....	600.00	500.00
7 Diamond Yellow Gold Wedding Band—Channel set.....	250.00	200.00
5 Diamond Yellow Gold Wedding Band—Channel set.....	200.00	160.00
7 Diamond White Gold Wedding Band—Channel set.....	150.00	125.00
5 Diamond White Gold Wedding Band—Channel set.....	100.00	80.00
7 Diamond Platinum Wedding Band—Channel set.....	300.00	250.00
7 Diamond Platinum Wedding Band—Fishtail set.....	250.00	200.00
7 Diamond Yellow Gold Wedding Band—Fishtail set.....	42.50	34.00
5 Diamond Platinum Wedding Band — Channel set.....	125.00	100.00
7 Diamond Yellow Gold Wedding Band—Channel set.....	32.50	24.75
4 Diamond 14k Gold Ladies Wrist Watch—17 Jewels.....	160.00	135.00
5 Diamond Engagement Ring—14k Yellow Gold Mounting.....	75.00	60.00
3 Diamond Engagement Ring—14k Yellow Gold Mounting.....	100.00	80.00
7 Diamond Engagement Ring—14k Yellow Gold.....	550.00	475.00
Diamond 14k Yellow Gold Solitaire.....	500.00	400.00
Yellow Gold Tiffany Mounting.....	15.00	12.00
2 Diamond Yellow Gold Mounting.....	62.50	50.00
15 Diamond Bar Pin.....	330.00	285.00
Diamond Ruby Pendant.....	265.00	195.00
1 40-100 carats Unset Diamond—fine quality.....	1,100.00	980.00
90-100 carats Unset Diamond—fine quality.....	750.00	648.00
1 8-100 carats Unset Diamond—fine quality.....	875.00	750.00
Diamond Yellow Gold Cross-Pin or Pendant.....	675.00	590.00
1 8-100 carats Unset Diamond—fine.....	875.00	700.00
1-2 carat Loose Diamond—fine, flawless.....	350.00	295.00
74-100 carats Unset Good Quality Diamond.....	550.00	475.00
Masonic Diamond Ring.....	90.00	75.00
Diamond Earrings (pierced ears).....	60.00	49.50
Diamond 32d degree Ring.....	125.00	100.00
1 1-4 carat Diamond Engagement Ring—14k yellowgold.....	540.00	475.00

OPEN AN ACCOUNT — NO EXTRA CHARGE FOR CREDIT

THE Jewel Box
"YOUR FRIENDLY CREDIT JEWELERS" INC.
109 N. FRONT STREET
WILMINGTON'S LARGEST CREDIT JEWELERS

Tribute to Her Loveliness



STORE SPECIAL

The Perfect Pair For The Perfect Couple!

6-Diamond BRIDAL PAIR **\$75.00**

EASY CREDIT TERMS

MANS' HANDSOME



DIAMOND RING

Yellow Gold Sale Price

Regular Price **\$99.50**

\$59.50

Open an account—\$1.25 Weekly

WE GUARANTEE

that when you purchase a diamond from us you get the best values that your money can buy. Under no circumstances will we sacrifice quality or honest representation on the altar of temporary gain.

DIAMONDS SOLD BY US WILL BE QUALITY DIAMONDS and the best values that can be furnished. Regardless of what your requirements are you will find our diamond stock adequate to give you prompt service. We invite comparison with the best offerings on the market today.

A Ring of Beauty

AND A JOY FOREVER



A Bridal Pair With The Classic Touch

Easy Terms

7-Diamond Bridal Pair **\$125**

1.25 weekly

EASY CREDIT TERMS

LADIES' BEAUTIFUL

DINNER RING



Reg. Price \$32.50

Sale Price **24.75**

YELLOW GOLD

Open an account—\$1.25 Weekly

FREE SOUVENIR

TO EVERY CUSTOMER ATTENDING THIS 3 DAY EVENT

A BEAUTIFUL GLASS BUTTER DISH AND COVER