## ANNOUNCEMENT (Swaze) Herb Swazey's back in business telephone

Diamond Watch & Gern Specialists

455-3073

Trade Workshop And Retail Sales Office 25 Elmwood Court Fredericton, N. B.

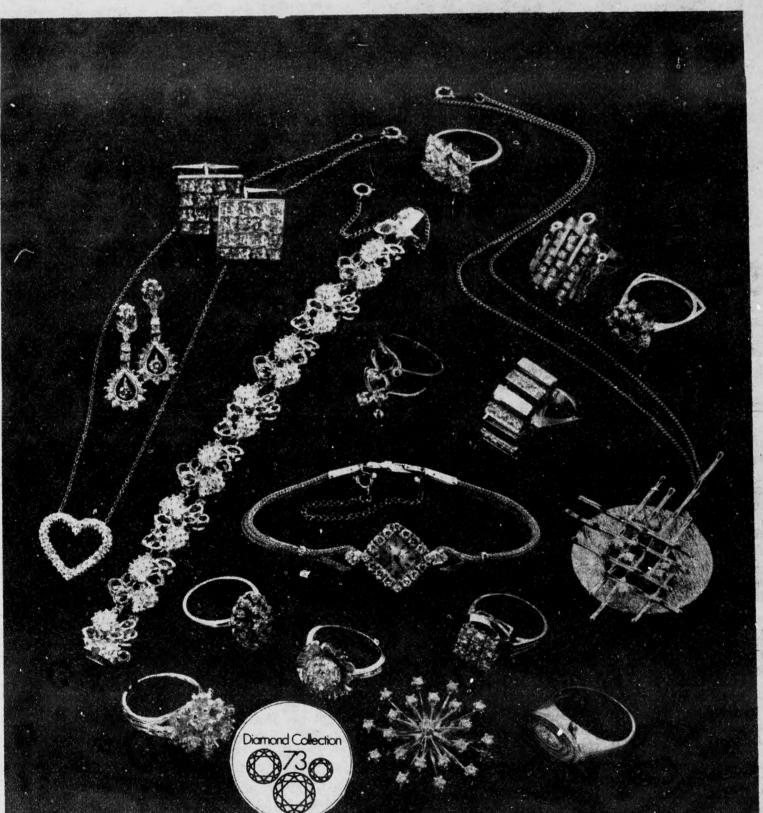
ALL SELLING IS DONE BY TELEPHONING ABOVE NUMBER . . . Meetings may be arranged BY APPOINTMENT ONLY.

## Know-how in pricing:

I PASS ALONG MY BUY-ING ADVANTAGE TO YOU, MY CUSTOMER, AND IT SAVES YOU MONEY. I PRIDE MYSELF ON BEING THE BEST TRAI-NED MAN, IN EASTERN CANADA, AND ONE, OF THE FEW MEN, IN ALL CANADA OR NORTH AME-RICA TO HAVE THE COMPLETE AMOUNT OF TECHNICAL AND MANAGE MENT TRAINING THAT I HAVE HAD IN THE PAST 27 YEARS, IN EVERY AS-PECT OF THE JEWELLERY INDUSTRY ...

## Know-how in business:

I DEAL ONLY IN HIGH GRADE MERCHANDISE ... I LEAVE THE POTS AND PANS TO OTHERS.



To help you in your choice of gold and diamond jewellery for Christmas giving, we have assembled Diamond Collection '73-a showcase of the talents of this country's most brilliant jewellery designers. There are nearly a hundred different pieces to choose from-every piece the work of a master craftsman, yet each one just as affordable as it is beautiful.

In fact, for as little as \$100-

and \$750 at most-you can give an unforgettable gift of gold and diamond jewellery from The Collection. Look for the "Diamond Collection '73" symbol in HERB SWAZEY'S, RETAIL SALES, OFFICE, OR TRADE WORKSHIP . . . RETAIL DIAMOND & GEM CONSULTANT TO THE TRADE. (SAVE THIS ADVT).

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GOLD AND DIAMONDS MAKE A CHRISTMAS GIFT OF LOVE.