

ANNOUNCEMENT Herb Swazey's back in business



TELEPHONE 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 WORKSHOP... RETAIL DIAMOND & GEM CONSULTANT TO THE TRADE. (SAVE THIS ADVT).**

GOLD AND DIAMONDS MAKE A CHRISTMAS GIFT OF LOVE.