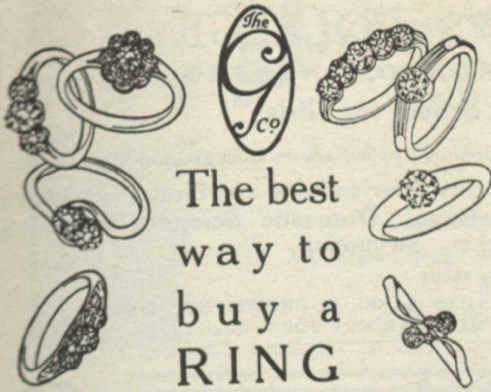




The best way to buy a RING is to select one leisurely in the privacy of your Home

Our method of Ring Selling enables you to compare 122 different styles of Beautiful Gem Rings, quietly, at Home. You can examine one against another, contrast the prices, and make your selection *much* more satisfactorily than is possible over a Shop Counter in half an hour.

THE RING BOOK, which we will send to you, delineates these 122 Gem Rings in all their natural Sparkle, Colours and Beauty. You can select from it as surely as if you were choosing from the actual Rings, so lifelike and perfect are the reproductions. Even men on Active Service, and Colonials in distant corners of the Empire, find buying by this method to be easy and safe.

After you have made your selection, we send the Ring fully insured to your address on a fortnight's unconditional approval. If, within 14 days of receipt, you wish to change your mind, we will either exchange the Ring, allowing full value for it, or you can return it and receive your money back in full.

If you decide to keep the Ring, you do so on this condition:—

Whenever you wish, after one month, one year, ten years, or twenty years, we will re-purchase your Ring at 10% less than the price you paid.

Buying in this way guarantees you the value which, ordinarily, you could only be sure of getting if you knew Rings very intimately.

Being large Buyers of unmounted Stones, we have a big advantage over the ordinary Ring Seller. We seriously claim that our DIRECT SALES METHOD increases our Business vastly, reduces Selling Costs, and correspondingly benefits the Buyer.

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Please write for "THE RING BOOK" and Size Card.

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