

Project	Full page ad for jewelry wholesaler
Objective	Promote low prices without loss of quality
Solution	Identify seller as jewelers' choice

HEADLINE

The key to owning diamonds is trusting your jeweler.

Trust the jeweler that jewelers trust. Buy direct. Carol Klein. Manufacturers of fine jewelry. Selling direct to you at wholesale. The only way to own fine jewelry.

Visit our store today.

[Carol Klein logo]

CAPTION

since 1953

TAG [STORE LOCATIONS]

Costa Mesa
Sumitomo Bank Building
3420 Bristol St., Suite 370
(714) 241- 9044

Newport Beach
Across from Fashion Island
240 Newport Center Dr., Suite 112
(714) 760-3094

Los Angeles
International Jewelry Center
550 S. Hill St., Suite 1470
(213) 624-9953

FOOTNOTE

Mastercard Visa American Express
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