

07/08/04

YOU ARE ALREADY A WINNER AT Winfield's!!!

THE ENCLOSED CINQUENTA INTIS BILL MAY NOT BE WORTH ANYTHING IN PERU THESE DAYS, BUT IT IS WORTH \$50.00 AT Winfield's.

IT MIGHT BE WORTH UP TO \$1000.00.

I have randomly picked Ten winners from the serial numbers on these bills. The list is in my office. All you have to do is come to the office between now and Christmas and look at the list of numbers and the size of the prize! There are six \$100 winners, two \$200 winners, one \$500 winner and one for \$1,000.

Every one of you has won a minimum of \$50! You may spend it on anything in the store, and I am hoping that who ever the lucky winner of the \$1,000 is that he or she will show up to claim the prize!

I have no idea who the winner is. I took these to the printer and gave him instructions to insert one bill into each envelope along with your other gift, which I will tell you about below. Before I sent them, I picked the winning numbers from the box of bills, wrote them down and sent all of the bills to the printer. I could end up giving away all of the special prizes, or none, depends on whether or not the winner comes in to the store to see the list.

Wink, why are you giving away so much money? I thought your prices were much too low to allow this type of thing.

Well, they are! But, once again you, my clients have made my business grow to another record year! I just feel that when you are so good to me, that I must return the favor. (Besides, this is really fun!)

I have an office full of special deals for you this Christmas, and I want to give you another great reason to get you in to see them. **Your Christmas gift might just already be paid for!**

One more great gift for your Christmas season

Mary Ryan, one of our great Winfield's clients has recently opened **Moxie Java and More** at Five Mile and Overland. (10650 Overland Road across Five Mile Road from the theatre complex) She recently told me that she would love to have all of my clients come to get acquainted with her new store. In addition to great coffee, they serve a complete lunch, and all of their bakery goods are made in house!

She has offered to buy you all a cup of coffee. "Wink," she said, "I will give all of your clients a free cup of coffee to go with any cup that they buy. Tell them to grab a friend and come get two cups for the price of one." I have enclosed the coupon for this with your letter. Thank you Mary!

Great Values at Winfield's This Christmas

Just what do I have that makes it worth your time to come to Winfield's?

Lots of wonderful things!

Diamond earrings. I just received a package of diamonds from Antwerp. I have **ideal cut** diamonds in quarters, thirds, and halves to make earrings from. Most stores use lower quality diamonds for their earrings to keep the cost down. At Winfield's, we use better cut to ideal cut diamonds in high colors imported directly from Antwerp to provide the **best value**.

These diamonds are shining beacons of light that will draw attention to your loved one from across the room! Plus I have the new La Pousette earring backs that are more comfortable than screw backs, and **much** safer.

Half carat total weight earrings in 14kt from \$667 - \$950 depending on the quality of the stones and if you choose 14kt or 18kt gold mountings.

Two-thirds carat total weight earrings from \$1,177 - \$1,800. (Depending on the same things listed above.)

Four-fifths carat total weight earrings from \$1,800-\$2,900.

One carat total weight earrings from \$2,000 to \$6,000.

More than one carat available on request. I need three days to finish these, so **DO NOT WAIT UNTIL CHRISTMAS EVE TO ORDER THESE!!!!**

I have sold several pairs of these already this season, and they are going like HOT CAKES! Every client who has come looking has commented on how much better they look than anything that they are seeing elsewhere. Quite frankly, almost nobody else is doing this quality in earrings, but once you see these, you will never accept the poorly cut lifeless lumps of crystallized carbon version again!

Oh, and in response to a young lady buying a half-carat total weight pair of earrings, the answer is yes! If you buy a pair of these and want to trade up for larger at a later date, **NO PROBLEM!** When you are ready to trade, I will give you the current price towards what ever size you trade up for. So if your earrings have gone up in value, so will your trade! When you sell quality at a great value, you are always happy to have the “starter” set back. I will never sell you anything that I would not be pleased to take back on a trade up!

More INCREDIBLE Values From Winfield's

I have from an estate a 2.29ct G-IF that I must help them sell this Christmas. I would normally pay somewhere between \$25,000 to \$27,000 to buy this stone, and they have authorized me to sell it for ONLY \$22,000. That is a LOT of money for a rock, but way below my normal cost for this one!

I have also available a 1.10ct D-Internally Flawless diamond that is cut to Hearts and Arrows specifications. Hearts and Arrows are sort of an ideal cut diamond's ideal cut. The sort of thing a compulsive obsessive person would cut! **Here is the PERFECT diamond that is also PERFECTLY CUT!**

Normally I would have to charge \$20, 990 for this stone but I am able to offer it for **only** \$18,260.00. Gosh it is hard to describe \$18, 260 as only...

Richard Homer Returns!

Richard Homer, the award winning cutter that I have enjoyed working with for so many years, has sent me another care package this year, only better! Always before, he sent me loose stones and we had to come up with a mounting for them. This year he sent me a nice selection of his special stones that he has already mounted. You will want to see these, as they are incredible!

In addition to his mounted goods, Richard has sent me a selection of his concave faceted sapphires. Richard is currently the only cutter in the world who has figured out how to do this with sapphires. The concave faceting makes the stones incredibly brilliant, and are something that you must see to fully appreciate.

Those of you who already know Richard's work are going to be excited with what he has done with his mounted line, those of you who have not seen his work, are in for a real treat!

Thanks Again for all the Referrals!

Your referrals have helped me to grow to new heights, allowing me to bring you ever greater values, as well as making sure that your friends enjoy the same quality and attention to detail that you enjoyed! I know that the gift certificates I am sending with this letter are only a small repayment of what I owe to you, and I wanted to say a sincere and heartfelt **THANKS** as well.

In this spirit, I have decided that there will be a second chance drawing for all of those of you who come in who do not win one of the larger prizes that I am giving this year. I will have a drawing from all of the returned Peruvian bills. Simply write your name and phone number on it while you are here, and I will put it in a box. The winner will get a check from me in the amount of \$250.00. You don't even have to spend it at Winfield's.

I hope you all have an incredible Christmas and Holiday season! I thank you all for what you have done to make my entire year so fantastic!

Respectfully submitted

Wink Jones

P.S. We have a GREAT selection of gold chains available. They are probably the only thing I have in the store that you can get for \$50.00. I, of course, hope that you will be tempted with something a little more expensive than this, but I am so grateful for all that you have done for me this year that I will be very happy to help you find a \$50 item too!

P.P.S. I have two **Flanders** cut diamonds that I brought in from Antwerp. These are a relatively new cut in the diamond world and not too well known yet. They are cut to have the same brilliance and dispersion of an American Ideal cut diamond and they are incredibly beautiful.

They have the best features of the round and the princess cut diamonds, and are more beautiful by far than the princess, which next to the round is my personal favorite. Or should I say was. The Flanders cut diamonds take my breath away, and I predict that they will become **very** popular in the years to come.