

November 18, 1997

Wow! Antwerp was INCREDIBLE!!!

What a great trip we had! I thought I knew a lot about the diamond trade, but I was totally unprepared for the fantastic time we had in Antwerp. Not only did we see a gazillion dollars worth of diamonds, but the feel of being in such a historic place is difficult to share.

Pardon me for boring you with unimportant things, like the history of the town, or that of Brussels, which is where we entered and left Europe. I would like to add, however, that Paris, France is also a much friendlier place than we had been told. Everyone treated us with respect and we had a wonderful time.

The best part of the trip for me however, was not the bullet train, nor Brussels, nor Paris, but the diamond houses that we visited. I personally saw and handled several millions of dollars worth of stones in the three days that we were in Antwerp. These were very exciting days for me, and I would love to talk with any of you personally that want to know more. Just call me and I will talk your ear off! Now, on with the important stuff!

I Cherry Picked the Best Deals for YOU!

What I liked best was being offered choices from not tens or hundreds of stones, but literally thousands of stones. When I was looking for a specific 1.30ct stone for a client, a parcel of many such stones was placed in front of me and I selected a 1.50ct stone for my client for less than he was expecting to pay for the 1.30ct. The price was so good, in fact, that I brought home a 1.52ct stone from the same parcel for you.

While sitting at the table watching one of the other jewelers pick over a parcel of very nice 1 carat stones, I casually asked the manufacturer to show me something special at a price too good to believe. I ended up with a beautiful D color 1ct oval that is one of the most beautiful ovals I have ever seen, and it can be yours for less than **\$4,500.00**.

I also ended up with a very beautiful, slightly off color 1 carat marquise cut for less than **\$2,400.00**. Once mounted, the color will not be noticeable, but the beauty of this stone will shine across the room!

I chose whole parcels of very well cut to ideal cut $\frac{1}{4}$'s and $\frac{1}{2}$'s for making earrings, and I kept a few of these stones out for those who would want such beautiful stones for rings. I put the rest into 18kt yellow gold earring studs with the patented La

Pousette backs. These backs absolutely **can not come off accidentally!** They are safer than screw backs, and **way more comfortable!** Call me for prices on these wonderful earrings, you **will not be disappointed!**

I will print a list of **some** of the stones that I brought back, and the special prices that I have for you at the end of this letter. For now, let me say that you too will be glad that I went to Antwerp. I am passing on the lion's share of the savings to you, and keeping a little of it for myself, so we both win on this deal!

Winfield's is now a Direct Diamond Importer!

So what you ask? What that means is I now have contacts in Antwerp who will ship me diamonds at any time, for less than what I can buy them for here in the states. That means that I can deliver well cut, high quality stones to you **at a fraction of what you would expect to pay!**

The normal supply chain is something like this: mine to manufacturer, manufacture to wholesaler, wholesaler to jobber, jobber to retailer. Some of us skip the jobber or traveling sales rep and buy direct from the stateside manufacturers (higher labor costs than the overseas manufacturers) and wholesalers. Everyone takes a few percent along the way and passes it on to the consumer.

I now have a supply chain that goes like this: mine to manufacturer, manufacturer to Wink. Period! For years, I have been proud to be buying from some of the biggest and most prominent manufacturers in this country, as well as from a few of the wholesalers who would give me a fair price.

Now I am buying from some of the same manufacturers that my wholesalers buy from, and for the same price. This enables me to lower your cost, and to make a few extra dollars to feed my kids at the same time. This is a classic win/win situation. That is why it is important to you that Winfield's is now a direct diamond importer.

More Great News!

As a professional jeweler, Winfield's is committed to providing a full range of services-from helping you make your selection to backing up your purchase if there is a problem. With that in mind, I would like to tell you about a service called **Personal Jewelry Insurance** from Jewelers Mutual Insurance Co. Jewelers Mutual is a company that specializes in jewelry insurance and is the same company that insures our office.

Heirloom quality jewelry from Winfield's is beautifully crafted to last for generations, but accidents do happen. Loss or damage to your jewelry can be emotionally and financially devastating. Your **Personal Jewelry Insurance** policy will

repair or replace your insured jewelry if lost, stolen or damaged. It even covers mysterious disappearance.” All of this for only \$10/1000 and with **NO DEDUCTIBLE!**

What’s more, if you have a covered loss, Jewelers Mutual will ask that you return to Winfield’s to have your jewelry repaired or replaced. Wouldn’t you rather come to us at Winfield’s than chase around getting three quotes from strangers for your adjuster?

I have included a brochure from Jewelers Mutual about this program. I hope you will find this just another reason why you should be doing your jewelry business with Winfield’s

Okay, Here’s the HOT LIST!

These stones are strictly first come, first served! All stones have either GIA or EGL LA diamond grading certificates. These are third party independent gem labs that assure you that you get what you are paying for! All of these stones are very well cut! And that is where the beauty comes from!

Size	Color	Clarity	\$/ct	\$/stone	Comments
Rounds					
2.29	G	IF	10480	\$24,000	Internally Flawless, a gorgeous gem!
1.52	H	SI3	4050	\$6,156	
1.01	D	SI1	5890	\$5,949	
1.01	G	VS2	5890	\$5,949	(Lower color, higher clarity, same size, same price.)
.93	G	VS2	4845	\$4,506	
.90	G	VS1	5035	\$4,532	
.72	G	VS1	4370	\$3,146	
.70	G	VS2	4180	\$2,968	

Numerous halves and quarters not listed, but at exceptional values!

Marquise

1.04	L	SI2	2280	\$2,371	Brownish body color rather than yellowish.
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Emerald

1.05	G	VVS1	6175	\$6,484	Exceptionally well cut stone, very unusual beauty and brilliance for emerald cut diamond.
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Oval

1.01	D	SI2	4370	\$4414	Like the marquise, this stone has no bow tie!
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Pear

0.76 F VVS2 4845 \$3,682 Would make a **fantastic** pendant!

Well that's it for the **Hot List** this month. There are several stones that I did not list, mostly in the ¼ to ½ carat range. If you want something different than what is on the list, don't worry, I can get it in time for Christmas!

Don't forget our guarantee!

Oh, and one more policy that I maybe don't talk about often enough, although it is important to your comfort in shopping at Winfield's. Every item that you buy at Winfield's is **100% satisfaction guaranteed!**

If you decide for any reason that you are not happy with an item purchased at Winfield's, simply return it within sixty days for a full refund! **I do not want you to ever own anything of mine that you do not like!!!**

Many Thank You's!!!!!!!

I sincerely want to thank all of you who have sent me your referrals! I have been blessed to have so many of you refer your friends and families to me. It is gratifying to know that you were happy enough with your own jewelry to recommend me to others. Your \$50 thank you gift certificates have all been sent, so let me know if for any reason you feel you should have received one and haven't.

Well that's it for this letter. I look forward to seeing you for Christmas. I hope you all have a **VERY** Merry Season .

Sincerely yours

Wink Jones

P.S. If you liked one of the diamonds on my **HOT LIST** be sure to call quickly! These will not last long!

P.P.S. Christmas is coming quickly upon us. Let's get started now, it would be a shame not to have that custom job done in time for Santa's Big Day!