

GENUINE REGISTERED
Keepsake
 DIAMOND RINGS
 Trade Mark Registered



The "Proud Look" . . . it's a Keepsake!

Love in her heart . . . stars in her eyes . . . she's engaged! No wonder she has the "proud look" . . . she's wearing a genuine registered Keepsake Diamond Ring. Only one diamond in hundreds meets the exacting standards of excellence in color, cut and clarity which distinguish every Keepsake Diamond Ring. Identify Keepsake by the name in the ring, and the words "guaranteed registered perfect gem" on the tag . . . as illustrated. Let comparison prove that a Keepsake gives you higher quality and greater value than an ordinary ring of the same price. Better jewelers are Keepsake Jewelers.
 Prices from \$100 to \$5000.

All rings illustrated available in white as well as natural gold. Rings enlarged to show details. Prices include Federal Tax.

For the name of your local Keepsake Jeweler, anywhere in the U.S.A., call Western Union by number and ask for Operator 25.

- A. ARCADIA Ring 250.00
 Also in platinum \$350
 Wedding Ring 125.00
- ★ Man's Diamond Ring 125.00
 Available at \$75 to 250 to match all engagement rings.
- B. HEATHER Ring 350.00
 Also \$100 to 2475 and in platinum \$300 to 3450
 Wedding Ring 12.50
- C. FIDELIS Ring 125.00
 Wedding Ring 87.50

- D. LOURDES Ring 500.00
 Wedding Ring 175.00
- E. CASTLE Ring 175.00
 Also \$125
 Wedding Ring 87.50
- F. HOLLISTER Ring 750.00
 Also \$450 to 1100
 Wedding Ring 150.00

Look for the name "Keepsake" in the ring, and require the Keepsake Certificate of Guarantee and Registration.



KEEPSAKE DIAMOND RINGS, A. H. Pond Co., Inc.
 120 E. Washington, Syracuse 2, New York

Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding," with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

Name.....
 Street and No.....
 City..... L 10-4-48



Keepsake—Traditionally through Six Decades the Choice of America's Loveliest Brides