

07/08/04

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

THE ENCLOSED MONEY MAY NOT BE WORTH ANYTHING IN ITS COUNTRY OF ORIGIN 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 has won a minimum of \$50! You may spend it on anything in the store, and I am hoping that whomever the lucky winner of the \$1,000 is 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! In fact this year is **already** the best year we have **ever** had thanks to you! 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 specials 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

There's a new coffee house in town and they want to give you a **FREE** large muffin or croissant with your coffee. Our thanks to the folks at the Dancing Dog at 10 W. Franklin in Meridian for this nice Christmas present.

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 Protector™ 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!!!!**

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

A fantastically beautiful Hearts and Arrows quality cut diamond of 1.58cts. It is an I color VS1 clarity diamond for only \$10,617. This stone must be seen to be appreciated, its beauty is phenomenal.

A beautiful 1.41ct marquise cut that sounds HORRIBLE on paper. It is an L color, I1 clarity. I would never look at it if I was just buying paper, but I had a chance to buy it from a bankruptcy and even though it is low color and clarity it is **SUPER HIGH** on the value scale. Who ever heard of a beautiful 1.41 ct diamond for only \$2,494.00?

Looking for **Flash for the Cash?** Here is a .90ct I color, I1 clarity, that I took in trade recently. It is not what I normally carry, but it is pretty and it is cheap. Only \$2,443 takes this home!

Richard Homer Rocks!!!

When I came back from Thailand with my new hoard of sapphires and rubies and garnets and “things” I immediately sent them to Richard to make them special for me. I have gotten most of them back just in time for Christmas.



Here is a color desaturated picture to give you a little bit of an idea how much he improves the look of the stone. I now have a stunning collection of sapphires and rubies with which to make

your Christmas sparkly and bright!

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 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 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 \$250 gift certificate from me.

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. Sheila says this is what I should have said:

You all know what I am going to say.

Christmas is coming.

You have to do Christmas anyway, so get in here and let us help you.

Ho, Ho, Ho.

Send it on a postcard with a cute Santa/Grinch type character, save money, pass the savings on to your clients. Not a bad idea. Which style do you all like better? Call 344-0800 to vote while you are setting up your appointment to come visit.

P.P.S. She says if this offends people she will deny it!