

*2 Carats of Internally
Flawless Diamond...
About \$45,000*



COVENANT

*Ours is surprisingly similar...
What's different? Well, you can pay cash for ours...
And you'll still be able to afford that new luxury car!*

*Providing fine quality Sterling Silver and Fashion Rings to retailers for nearly 30 years.
You won't find a better ring for less...that's a promise.*

Fashion Rings That Look Real

You'll never have to sell a ring! Our rings look so good they actually sell themselves! You will, however, have to fit the customer and that's where we come in. Covenant's program contains everything you'll need to make Rings a profit center in your store.

Display: Without question our display fixtures are the envy of the industry. Using modern acrylics or natural hardwoods, we design and build our own fixtures. Chances are, we can build one to match your store's décor. Not only are they elegant and eye-catching, but they're also the best salesman we've ever had. Each ring is displayed individually in an appealing manner that attracts the customer. Because each ring is priced with your store's retail, there isn't any doubt in the customer's mind when they ask to see a ring. And, since the display is sealed, pilferage is non-existent. Sales are made from a convenient back-stock cabinet that contains the sizes needed to maintain the program.

Stock Cabinet: This is the tool that makes the program work. Maintain it! And, you'll have a profitable ring business for years to come. This multi-drawer cabinet is numbered to correspond to the display, and partitioned inside to make it easy to control both styles and sizes. If you have 15-20 empty holes, you are out of your best selling styles and need to re-order. Simply call the 800 number on the top of the box and tell us what you need.

Style-Changes: Once you join our program, you'll never have to mark-down another ring. We take back slower selling styles and credit you toward future purchases, once or twice a year.*

Guarantee: Every item sold by Covenant is backed by our Unconditional Guarantee. If an item develops a defect, your customer simply returns it to us and we'll repair or replace it, at no charge.

GET WITH THE PROGRAM!

Call today and find out if you qualify for our 30 DAY FREE TRIAL offer. If you are not completely satisfied with our program, you can return it for complete credit. You'll only pay for the merchandise that was sold.

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