

Jewelry design and repair offered right here in town

The city of New London and surrounding communities are very fortunate to have a full service jewelry store that offers custom jewelry design, in-store repairs and watch battery installation.

London Jewelers was started in January of 1995 by Darryl and Ardys Fietzer of Sugar Bush. In an age where less than 25 percent of jewelry stores have a gemologist on staff, London Jewelers does. The Fietzer's daughter, Raneë Frank, is a graduate of New London High School and has a degree in Jewelry Goldsmithing and Fabrication from Northwest Technical College in Green Bay. Upon achieving a degree in Gemology from GIA of Los Angeles and further education in counter sketching and pearl grading, she was ready for the jewelry industry. Raneë has been Goldsmithing for 15 years now. She also does jewelry insurance appraisals.

Ardys and all of the employees at London Jewelers have been educated in gemstones and can give jewelry repair estimates and help clients re-



Raneë Frank, G.I.A. Graduate Gemologist and Goldsmith, fine tunes a piece of jewelry at London Jewelers.

design their personal gemstones.

Besides selling beautiful diamond bridal and colored gemstone jewelry, London Jewelers has leaded crystal, sun-catchers, jewelry boxes, mother's rings, religious and baby gifts, and watches by Seiko and Pulsar.

London Jewelers keeps up on the

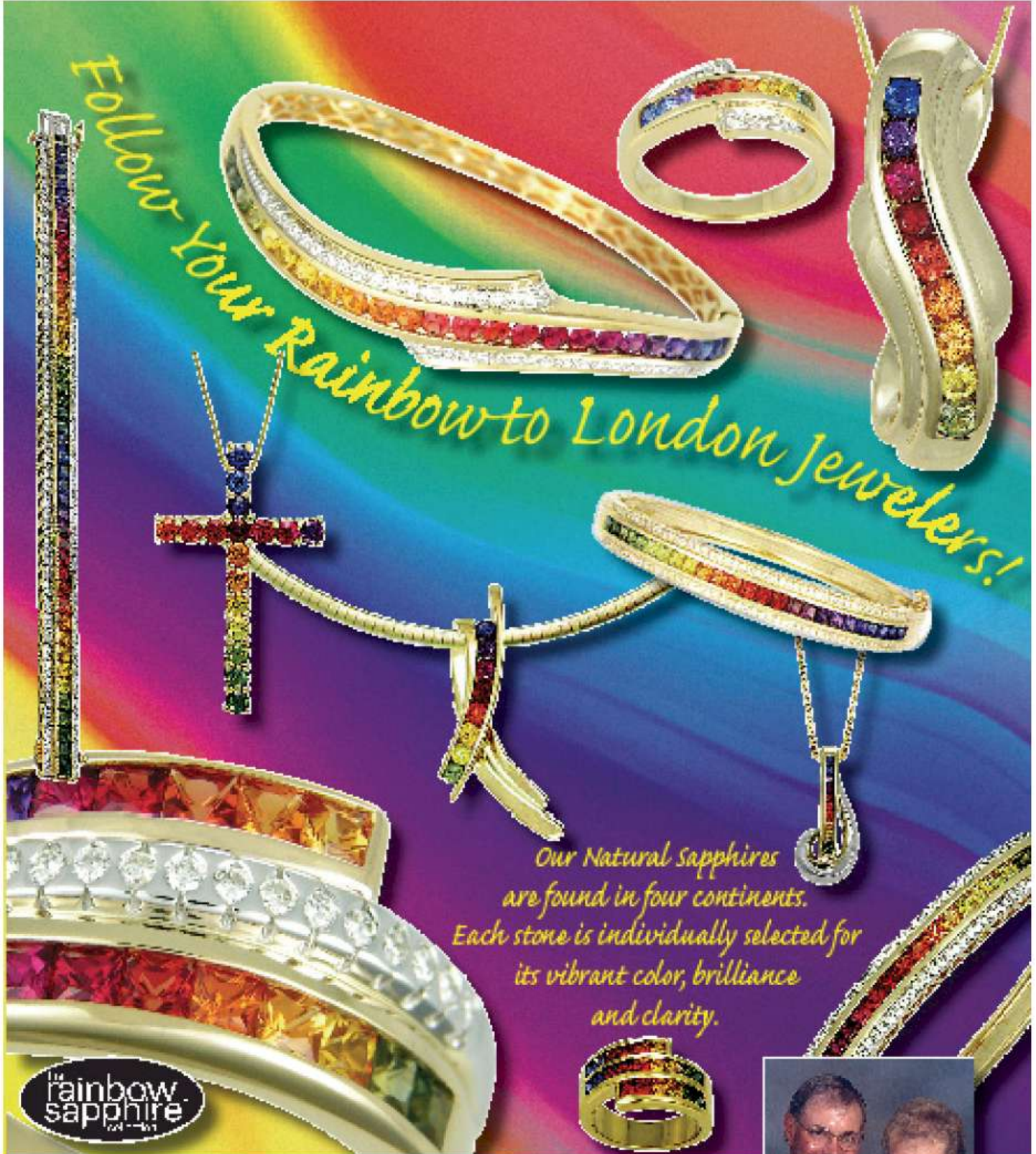
fashion trends by attending market shows in Tucson, Orlando and the Midwest. They offer fashion rings, gents wedding rings in stainless tungsten and titanium, and over 150 bridal sets in-house. They are proud to re-style your gemstones or diamonds right here in New London. Their turn-around time for in-store repairs and ring sizing is about one week. Repair estimates are free.

London Jewelers is very proud to present the Rainbow Sapphire Collection pictured on the reverse page. These sapphires come from Montana, Madagascar, Miramar, Thailand, Tanzania, and Australia. They have not been color treated or heated; their color is completely natural. They've been faceted (cut) to bring out their beauty.

When you visit London Jewelers they will gladly clean, inspect and polish your jewelry at no charge. Their store are located north of Highway 54 off Shawano Street in New London, in the London Centre shopping mall.



Follow Your Rainbow to London Jewelers!



*Our Natural Sapphires
are found in four continents.
Each stone is individually selected for
its vibrant color, brilliance
and clarity.*



London Jewelers, Inc.

"The Only Jeweler You Will Ever Want"

1801 Sherman Street • New London • (802) 942-1400
Quality made in the USA. Custom orders available.
Jewelry enlarged to show detail.



Owners, Darryl & Arlys Pletzer