

To folks who've asked,
*"When are you putting a Peoples store
 in Pickering?"*

It's done!

*See the largest
 selection ever of
 Certified Perfect
 diamonds.*

*Find the biggest
 choice of famous-name,
 national-brand
 watches.*

*Discover the most
 unique collection of
 10K gold rings and
 10-14K gold jewellery.*

An exciting shopping experience awaits you!

Peoples Jewellers new store in Sheridan Mall. The most modern jewellery store of its kind in Canada. With the same wide selection of merchandise, top values, and friendly service that's made Peoples famous for over 50 years from coast-to-coast in Canada.

Examine the large selection of Certified Perfect Diamonds. Only one out of every forty diamonds is good enough to be "Certified Perfect", and Peoples is the only jeweller to sell only "Certified Perfect" diamonds.

See the selection of nationally-advertised watches, including Accutron, Bulova, Rolex, Elgin—and Peoples very own timepiece, Bertmar. All with up-to-the-minute precision and styling. Every one unconditionally guaranteed for one full year by Peoples.

See the sophisticated display of unique 10K gold rings, including traditional and ahead-of-their-time styles. Thrill to the outstanding collection of dazzling 10 and 14K gold jewellery. The perfect touch in fashion accessories.

You'll agree Peoples new store is an exciting shopping experience.

Giving you value has made us successful!

PEOPLES⁺ JEWELLERS

PICKERING: Sheridan Mall, Hwy. 2 & Liverpool Rd. Telephone 839-4475