

\$199
reg. \$285
1/4 ct tw

Set \$599

\$99
reg. \$200
1/4 ct tw
10 kt Gold

\$599
reg. \$1000
2 ct tw

BLACK & WHITE Diamonds

\$199
reg. \$285
1/4 ct tw

\$249
reg. \$355
1/4 ct tw

\$849
reg. \$1427
4 ct tw



BLUE & WHITE Diamonds

\$149
reg. \$285
1/2 ct tw
Silver*

\$299
reg. \$427
1/4 ct tw
10 kt Gold

BLUE DIAMOND EARRINGS WITH WHITE DIAMOND JACKET

\$299
reg. \$500
1 ct tw
Silver*

EARRINGS
1/4 ct \$149
1/2 ct \$249

JACKET
1/7 ct \$199
1/3 ct \$399
14 kt Gold

BEAUTIFUL CIRCLE STYLE

\$149
reg. \$270
1/4 ct tw
Silver*

\$199
reg. \$357
1/3 ct tw
Silver*

\$99
reg. \$165
1/20 ct tw
Silver* &
14 kt Gold

\$199
reg. \$355
1/6 ct tw
10 kt Gold

\$249
reg. \$355
1/4 ct tw
10 kt Gold

\$69
reg. \$114
Necklace

\$89
reg. \$141
1/8 ct tw
Silver*

\$99
reg. \$185
1/6 ct tw
Silver*

\$12.99
reg. \$21
Earrings

\$39
reg. \$71
Bracelet

STUNNING SOLITAIRE

1/10 ct	\$89	3/4 ct	\$799
1/4 ct	\$199	1 ct	\$999
1/2 ct	\$499	1 1/2 ct	\$1999

Set \$99
BLACK ONYX & 10 KT GOLD 3-PIECE SET

NEW! LEGACY WATCHES BY RIDDLE'S
\$199
reg. \$335

- TUNGSTEN
- CERAMIC
- SWISS MOVEMENT
- SAPPHIRE CRYSTAL

HOLIDAY SPECIAL

\$29.99
reg. \$135

STERLING SILVER CREATED RUBY & CREATED WHITE SAPPHIRE PENDANT WITH SNOW GLOBE

Coupon valid at all Riddle's Jewelry store locations. Exp 12/24/2010

Diamonds
WHAT SHE REALLY WANTS!

SINCE 1959
51 STORES
SERVING A 10
STATE AREA

MINNESOTA
Paul Bunyan Mall - Bemidji
Westgate Mall - Brainerd
Crossroads Center - St. Cloud
Kandi Mall - Willmar

MONTANA
Rimrock Mall - Billings
Gallatin Valley Mall - Bozeman
Butte Plaza Mall - Butte
825 10th Ave. South - Great Falls
Kalispell Center Mall - Kalispell
Southgate Mall - Missoula

NEBRASKA
Southridge Mall - Mason City
Southern Hills Mall - Sioux City
Crossroads Center - Waterloo
Westland Mall - West Burlington

ILLINOIS
SouthPark Mall - Moline

KANSAS
Garden City Plaza - Garden City
The Mall at Hays - Hays
Hutchinson Mall - Hutchinson
Manhattan Town Center - Manhattan
Central Mall - Salina

NORTH DAKOTA
Kirkwood Mall - Bismarck
Prairie Hills Mall - Dickinson
West Acres Mall - Fargo
Columbia Mall - Grand Forks
Buffalo Mall - Jamestown
Dakota Square Mall - Minot

OKLAHOMA
Washington Park Mall - Bartlesville
Arrowhead Mall - Muskogee
Oakwood Mall - Enid

SOUTH DAKOTA
Lakewood Mall - Aberdeen
University Mall - Brookings
Main Street - Milbank
Highland Mall - Mitchell
Pierre Mall - Pierre
202 Disk Drive - Rapid City
Mt. Rushmore Outlet - Rapid City
The Galleria at 41st - Sioux Falls
Watertown Mall - Watertown

WYOMING
Eastridge Mall - Casper
Frontier Mall - Cheyenne
Powder Basin Center - Gillette

\$1699
reg. \$3335
1 ct tw
14 kt Gold

\$59
reg. \$100
1/20 ct tw
Silver*

\$1499
reg. \$2400
4/5 ct tw
14 kt Gold

SPECIAL VALUE!
1/5 ct \$99
1/2 ct \$299
Silver*

SHE'S DREAMING OF A
Merry Riddle Christmas
MAKE HER HOLIDAYS SPARKLE
WITH A GIFT FROM RIDDLE'S JEWELRY

Ask about ...
12 MONTHS INTEREST-FREE FINANCING*

\$1399
reg. \$2000
9/10 ct tw
14 kt Gold

NEW! Riddle's Exclusive THE ECLIPSE DIAMOND
A WHITE DIAMOND WITHIN A BLACK DIAMOND

\$1999
reg. \$2855
1 1/3 ct tw
14 kt Gold

MURANO GLASS IN ROYAL BLUE TONES
\$39
reg. \$71

NEW TREND! "DIAMONDS BY THE YARD" NECKLACE

1/4 ct \$199 18"
1/3 ct \$249 24"
Silver*

\$29
reg. \$50
Freshwater Pearls
Silver*

OVER 50 YEARS OF DOING IT RIGHT

RIDDLE'S JEWELRY

Newly Updated!
WWW.RIDDLESJEWELRY.COM

All diamond weights are approximate. TW indicates total weight of diamonds which may vary +/- .04 ct. Colored Diamonds are treated. Created Gemstones are Lab Grown. Situations may occur where all jewelry items may not be available. Silver notation denotes 925 Sterling Silver. Merchant reserves the right to correct typographical errors. Jewelry enlarged to show detail. Special terms apply to purchases charged with approved credit to your Riddle's credit card issued by Wells Fargo Financial National Bank. Regular minimum monthly payments are required during the special-terms period. The no-interest option means there is no interest if your purchase is paid in full within the special-terms period; otherwise, interest accrues from date of purchase at the regular APR. The regular APR is 27.9%. Minimum purchase of \$250 is required for financing offer. Offer expires 12/24/2010



BLUE TOPAZ WITH BLACK & WHITE DIAMONDS

\$259
reg. \$427
10 kt Gold

Set
\$699



\$259
reg. \$427
10 kt Gold



\$259
reg. \$427
10 kt Gold



BLUE TOPAZ
\$69
reg. \$114



\$79
reg. \$127
Silver*

SWISS BLUE TOPAZ



CREATED RUBY

\$99
reg. \$170
1/4 ct tw
Silver*

(Available in Created Blue Sapphire)



BLACK HILLS Vinya
GOLD & SILVER
FROM MT. RUSHMORE
BLACK HILLS GOLD

\$79
reg. \$127



Your Choice \$399
REG. \$712 GENUINE RUBY OR SAPPHIRE RING WITH DIAMOND ACCENTS
14 KT GOLD



Bumble Beads
What's the buzz all about?



Holiday Special
40% OFF
OVER 100 STYLES OF BEADS STARTING AT \$12

WWW.RIDDLESJEWELRY.COM

ADD SOME Color TO HER HOLIDAYS



\$49
reg. \$85
Silver*

BLUE TOPAZ



\$69
reg. \$127
Silver*



\$89
reg. \$142
Platina

Platina



\$79
reg. \$121



\$99
reg. \$176

RADIANTE
more love more joy



\$2799
reg. \$4142
1 1/4 ct tw



\$999
reg. \$1570
1/2 ct tw



\$2499
reg. \$3570
1 1/2 ct tw



\$1499
reg. \$2285
3/4 ct tw

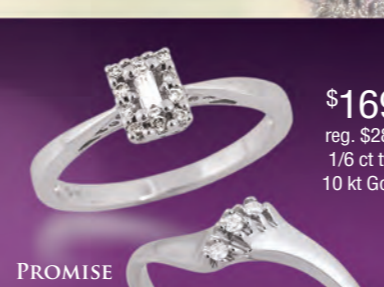


\$2299
reg. \$3427
1 1/2 ct tw



SPECIAL LIMITED TIME PRICING!

Your Choice \$599
1/2 CT ROUND OR PRINCESS CUT SOLITAIRE (.45 - .52 CARAT)



PROMISE RINGS

\$99
reg. \$141
.03 ct tw
10 kt Gold

\$169
reg. \$285
1/6 ct tw
10 kt Gold

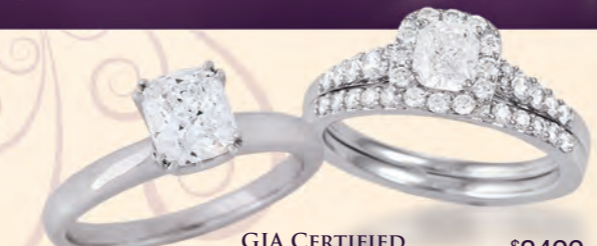
Only the best ...

LIFETIME DIAMOND GUARANTEE
CUSTOM DESIGN · DIAMOND CERTIFICATION
IN-HOUSE SERVICE & REPAIR
PLUS - ENJOY NO-INTEREST FINANCING* WHEN YOU USE YOUR RIDDLE'S CARD!



Amarra™

Timeless Cushion Cut Diamonds with A Modern Princess Shape - a Riddle's Exclusive!



1/2 ct \$1999
3/4 ct \$3299
1 ct \$5499

GIA CERTIFIED

1 ct tw \$2499
2 ct tw \$6499



1/4 ct \$549
1/3 ct \$799
1/2 ct \$1599
3/4 ct \$2899
1 ct \$4299

1/4 ct \$599
1/3 ct \$799
1/2 ct \$1599
3/4 ct \$2999
1 ct \$4499

Our exclusive ... NOVENTA™ DIAMOND COLLECTION



1 ct tw \$2499
1 1/3 ct tw \$3999
2 ct tw \$6499



1 ct tw \$2499
2 ct tw \$6499

90 facets of fire and brilliance

RIDDLE'S JEWELRY - OVER 50 YEARS OF DOING IT RIGHT

Now more than ever, you are each other's greatest strength.



EVERLON™
DIAMOND KNOT COLLECTION

THE STRENGTH OF LOVE FORGED IN A KNOT

Visit Riddle's Jewelry in-store or online to see our entire collection of exquisite Everlon™ Diamond Knot designs. Prices starting at \$199



Sirena COLLECTION

1/20 ct \$99
1/2 ct \$299
1/4 ct \$499
1/2 ct \$1599

\$999
reg. \$1427
3/8 ct tw
Bracelet

\$499
reg. \$712
1/5 ct tw

\$349
reg. \$500
1/7 ct tw