

give the
gift of

love



**Created Rubies &
Diamonds**



\$199
reg. \$327
1/5 ct tw
Silver

**Chocolate & White
Diamonds with
Amethyst**



\$299
reg. \$500
1/3 ct dtw
14 kt Gold

**Created Ruby
Bracelet** **\$59**
reg. \$100
Silver



Ask about ...
**12 Months
Interest-Free*
Financing!**

**NEW!
Magnetic
Heart
Pendant**



\$199
reg. \$285
Silver & Diamond

*Studio
Petra Azar*
The Magnetic
Power of Love



\$899
reg. \$1665
3/4 ct tw

**Remember
Valentine's Day
Monday,
February 14th**

**Silver &
Diamond
Heart Bracelet**

\$199
reg. \$327
1/4 ct tw



Platina

\$79
reg. \$170
1/4 ct tw

OVER 50 YEARS
OF DOING IT
RIGHT



RIDDLE'S JEWELRY

www.riddlesjewelry.com/valentines



be vibrant

with colorful gems!



Genuine Ruby & Diamond Set \$399

\$199
reg. \$400
10 kt Gold



\$219
reg. \$427
10 kt Gold



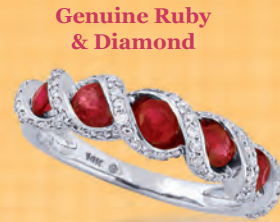
\$39
reg. \$70
Created Ruby & Silver



\$39
reg. \$70
Genuine Ruby & Diamond Silver



\$99
reg. \$170
10 kt Gold Created Ruby



Genuine Ruby & Diamond

\$399
reg. \$700
1/4 ct tw
14 kt Gold

Created Ruby & Genuine Diamonds

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



March Birthstone Aquamarine with Diamonds

\$139
reg. \$227
1/18 ct tw
10 kt Gold



\$199
reg. \$355
1/5 ct tw
10 kt Gold



Murano Glass & Silver Set \$49.99

\$29.99
reg. \$50



\$29.99
reg. \$57



\$49
reg. \$85
Silver

Created Pink Sapphire & Genuine Diamond

\$69
reg. \$114
Silver



February Birthstone Amethyst



Amethyst & Blue Topaz

\$99
reg. \$142
Silver Bracelet

Silver Three-Piece Amethyst & Diamond Set \$99



\$29
reg. \$57



\$39
reg. \$71



\$49
reg. \$85



\$99
reg. \$170
10 kt Gold



Created Pink Sapphire & Diamond Heart Silver Pendant with Shimmering Compact

Gift Set

\$89
reg. \$170



it's the Riddle Things

that touch the heart!



Bridal & Anniversary Rings



\$2499
reg. \$3570
1 ct tw



NEW!

\$1999
reg. \$3141
1 1/2 ct tw



\$1599
reg. \$2285
5/8 ct tw



\$1499
reg. \$2141
5/8 ct tw

RIDDLE'S
Vintage COLLECTION

Princess Cut Solitaire
Starting at



1/4 ct \$399 3/4 ct \$1999
1/2 ct \$999 1 ct \$3999



Special
LIMITED
TIME
Pricing!

\$599

reg. \$1141
1/2 ct tw
(Also in Yellow Gold)



Black & White
Diamond
Insert Ring

\$999
reg. \$1427
5/8 ct tw

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!



\$159
reg. \$255
1/20 ct tw
10 kt Gold



\$169
reg. \$255
1/14 ct tw
10 kt Gold



\$149
reg. \$285
1/6 ct tw
10 kt Gold

**Diamond
Promise
Rings**



\$249
reg. \$355
1/6 ct tw
10 kt Gold



\$299
reg. \$470
1/7 ct tw
10 kt Gold



\$149
reg. \$257
1/10 ct tw
10 kt Gold

**Blue & White
Diamond Set**



\$149
reg. \$241
.03 ct tw
10 kt Gold



\$89
reg. \$142
Platina



\$199
reg. \$314
1/10 ct tw
10 kt Gold

Riddle's Jewelry - Over 50 Years of Doing it Right

Our exclusive ...
NOVENTA
 DIAMOND COLLECTION
90 facets of fire and brilliance



Round solitaires starting at
 1/4 ct \$549 3/4 ct \$2899
 1/3 ct \$799 1 ct \$4299
 1/2 ct \$1599

Princess cut
 solitaires starting at
 1/4 ct \$599 3/4 ct \$2899
 1/3 ct \$799 1 ct \$4299
 1/2 ct \$1599



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



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



Amarra
 Timeless Cushion Cut Diamonds
A Riddle's Exclusive!

NEW!

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



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



1 1/7 ct \$3999
 1 1/2 ct \$6999



1/20 ct \$149
 1/8 ct \$299
 1/4 ct \$499
 1/2 ct \$1599



\$229
 reg. \$355
 1/10 ct
 10 kt Gold



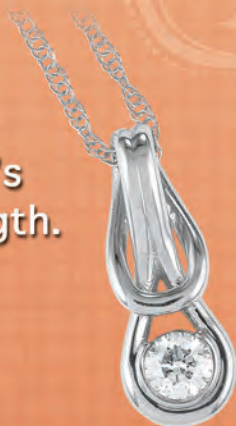
\$299
 reg. \$427
 1/8 ct
 10 kt Gold



\$199
 reg. \$285
 1/10 ct
 10 kt Gold



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



40% off
 entire Everlon
 collection



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.



\$89
reg. \$141
1/20 ct tw
Silver



\$99
reg. \$170
1/5 ct tw
Silver



\$99
reg. \$212
1/10 ct tw
Silver

Black Onyx & Diamond



\$199
reg. \$327
1/5 ct tw
10 kt Gold



\$299
reg. \$570
1 ct tw
10 kt Gold
INCREDIBLE VALUE!



Hershey's Kiss™ Pendant

\$79⁹⁹
Silver & Diamond



Diamond Solitaires

14 kt Gold

1/4 ct **\$199**
1/3 ct **\$299**
1/2 ct **\$499**



Silver

1/5 ct **\$89**
1/2 ct **\$249**



\$89
reg. \$142
2/5 ct tw
Silver



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



Black & White Diamonds

\$199
reg. \$400
1 ct tw
Silver



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



\$99
reg. \$185
Diamond
10 kt Gold



Bumble Beads
What's the buzz all about?

Over 100 Styles of Beads!
Starting at **\$14**

40% off
all beads



\$179
reg. \$285
1/2 ct tw

Silver & Diamond Tennis Bracelet



Valentine's Sweet Deal!
Adorable Teddy Bear with Silver Pendant

\$29⁹⁹

Created Ruby & Created White Sapphire Silver Pendant with Diamond Accent

Coupon valid at all Riddle's Jewelry store locations. Exp 2/20/2011

SINCE 1959
49 LOCATIONS
SERVING A 9
STATE AREA

IOWA
North Grand Mall - Ames
NEW! College Square Mall - Cedar Falls
NorthPark Mall - Davenport
Crossroads Mall - Ft. Dodge
Marshall Town Center - Marshalltown
Southbridge Mall - Mason City
Southern Hills Mall - Sioux City
Crossroads Center - Waterloo
Westland Mall - West Burlington

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

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
Kallispell Center Mall - Kallispell
Southgate Mall - Missoula

NEBRASKA
Conestoga Mall - Grand Island
Hilltop Mall - Kearney
Sunset Plaza Mall - Norfolk
Platte River Mall - North Platte
Monument Mall - Scottsbluff

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
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

**RIDDLE'S
JEWELRY**

SHOP ONLINE!
WWW.RIDDLESJEWELRY.COM

CUSTOMER SERVICE:
1-800-400-2226

(MON-FRI; 8AM-5PM, MOUNTAIN STANDARD TIME)

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. Genuine Gemstones may be treated or enhanced. 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 \$500 is required for financing offer. Offer expires 02/28/2011