

Airport Plaza Jewelers TV :30-Second Copy “Nurse”

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Doctor: TELL ME ALL ABOUT IT....

Don: IT’S TRUE, DOCTOR! I SELL
DIAMONDS AT AIRPORT PLAZA JEWELERS.
YOU KNOW, “WHERE A REALLY GREAT
DIAMOND DOESN’T COST AN ARM AND A
LEG®?”



Don (cont’d): WE SELL BEAUTIFUL
DIAMOND ENGAGEMENT RINGS, ANNIVERSARY RINGS, DIAMOND
NECKLACES, FANTASTIC DIAMOND STUDS AND EVEN PAST, PRESENT AND
FUTURE JEWELRY! AND ALL AT A FRACTION OF THE FANCY STORES.
YOU KNOW... DIAMONDS, DIAMONDS AND MORE DIAMONDS?”

JUST TAKE THE 33 EXPRESSWAY EAST TO UNION ROAD AND AIRPORT
PLAZA JEWELERS, “WHERE A REALLY GREAT DIAMOND DOESN’T COST AN
ARM AND A LEG®.” WELL DOC, WHAT DO YOU THINK?

Doctor (to Nurse): NURSE, INCREASE HIS MEDICATION!

(Nurse administers “shots” all over Don, who reacts with “ouch!” “eek!” etc.)