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1922

## Say It With Diamonds

Elmer Olson

*Composer*

Jess Dettoch

*Illustrator*

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# SAY IT WITH DIAMONDS

GIFTS THAT LAST

By  
ELMER  
OLSON  
J.



Vp. 016081  
1922  
SAY

PUBLISHED BY  
**BAILEY PUBLISHING CO.**  
1216 DUPONT AVE. N., MINNEAPOLIS, MINN.

# Say It With Diamonds

By ELMER OLSON

Moderato

The piano introduction consists of two staves. The right hand plays a series of chords and eighth-note patterns in a B-flat major key signature. The left hand provides a steady bass line with quarter and eighth notes.

I know that I'm a luck - y  
Dia-monds are sym - bol of de -

The first vocal line begins with a whole rest, followed by a melodic phrase. The piano accompaniment continues with chords and moving lines in both hands.

fel - low To win a girl like Lou  
vo - tion They make each heart beat true

The second vocal line features a melodic line with a long note on 'Lou'. The piano accompaniment includes some grace notes and continues with harmonic support.

My friends all ask me each time they pass me,  
Prea-cher is wait - ing you're hes - i - tat - ing,

The third vocal line continues the melody. The piano accompaniment remains consistent with the previous sections.

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If it can real-ly be true \_\_\_\_\_ If you would  
There's on - ly one thing to do \_\_\_\_\_ Af-ter the

like to know my se - cret, \_\_\_\_\_ I'll tell you what to  
bells have stopped their chim - ing; \_\_\_\_\_ And when the knot is

do, \_\_\_\_\_ Sweet words won't fool her, just go to your  
tied, \_\_\_\_\_ Sor - row de - parts and true hap - pi - ness

jewel - er, That's my ad - vice to you \_\_\_\_\_  
starts when Your girl be - comes your bride \_\_\_\_\_

## CHORUS

Say it with dia-monds, the per - fect blue dia-monds And

you'll win the heart of a girl \_\_\_\_\_

Prove your af - fec - tion, just make a se - lec - tion, And

you'll have her brain in a whirl \_\_\_\_\_

Be sure and ask her, with gifts that will last her, That's

what she's dream - ing of \_\_\_\_\_ Hur - ry don't

lin - ger, place a ring on her fin - ger And you'll win the girl - ie you

love. \_\_\_\_\_ love. \_\_\_\_\_

# A SONG THAT SELLS DIAMONDS

A real novelty backed by a plan that actually sells diamonds. Wonderful enthusiasm has been created at all meetings of jewelers' associations where the plan has been explained and the song played and sung. Jewelers distribute the sheet music among the girls and the girls do the rest—gladly—willingly. The back cover is blank

with the exception of the design bearing the name and address of the dealer.

**AMERICAN NATIONAL RETAIL JEWELERS ASSOCIATION**  
ORGANIZED 1908

OFFICE OF  
**WALTER H. BELLOR, FULF SECRETARY**  
MICHIGAN CITY, IND.

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Bailey Publishing Co.,  
Minneapolis, Minn.

Gentlemen:  
We wish to inform you that we put over "Say It With Diamonds" at every meeting in New York State. Your song has taken great with the jewelers.

Yours very truly,  
*Walter H. Bellor*

WBH:R

**GIFTS THAT LAST**  
ILLINOIS  
RETAIL JEWELERS' ASSOCIATION

OFFICE OF SECRETARY  
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Bailey Publishing Co.,  
Minneapolis, Minn.

Gentlemen:  
After the publicity that your song "SAY IT WITH DIAMONDS" has received at the National Jewelers' Convention, it no doubt will make a "big hit" and become very popular among all music lovers. Not only is the song good, and the music popular, but I feel that it is the best medium of advertising to boost our business.

Enclosed is my order for one thousand copies, which I want to give away in my immediate neighborhood.

Respectfully yours,  
*H. C. Cornell*

WBH:MS



What the chairman of the National Jewelers Publicity Association says:

"I believe the general use of this song will go a long way in assisting the publicity movement in the exploitation of diamonds, and making the slogan GIFTS THAT LAST a household word."—M. Eisenstadt, St. Louis, Mo.

Opinion of president Minnesota Retail Jewelers' Association.

"The song made a decided hit with the Convention of the M. R. J. A., and should make a hit with the Retail Jewelers of the country."—J. F. Meyer, St. Paul, Minn.

Doubles His Order

Bailey Pub. Co.,  
Minneapolis, Minn.  
"I wish you would make my order twice as large as the one I gave you originally."—H. C. Hall, Cornell, Wisconsin.

Orders Second Time

Bailey Pub. Co.,  
Minneapolis, Minn.  
"Enclosed find check for our second order of 'SAY IT WITH DIAMONDS.' It surely is fine advertising."—Burnes Jewelry Co., North Adams, Mass.

Past president of American National Retail Jewelers' Association says:

"The song SAY IT WITH DIAMONDS issued by the Bailey Publishing Co., is a very catchy advertising item, which any retail jeweler can use to a splendid advantage."—T. L. Combs, Omaha, Neb.

A Leading Minneapolis Jeweler very enthusiastic.

"It is my sincere belief that the song will benefit the business immensely, and that every jeweler in the United States ought to buy a number of copies to give away."—B. F. Gradwohl, General Manager, Guttschohn Jewelry Co.

## This Music Will Bring the Diamond Trade To Your Store

The business bringing efficiency of this novel advertising is recognized by all dealers who have tried it. The cost is low, and by our plan only real prospective customers receive the song. Mr. Irving Kline, the well known jeweler of Edmonton, Canada,

says, "After I received my consignment of SAY IT WITH DIAMONDS, I decided to ask whether I can have exclusive use of the song in Edmonton, if I order large quantities (about 10,000 copies.)

### From the "Northwestern Jeweler"

"The music of 'Say It With Diamonds' is catchy and tuneful and gains popularity wherever played. The words of the composition 'Play up the jeweler's slogan, 'GIFTS THAT LAST,' and weave a brief story to the effect that the 'girl' can be won only by the gift of a diamond. It is clever and is finding a ready market among jewelers, who buy the sheets with their names printed on them and distribute them as an advertisement for themselves."

### PRICES

On quantities of:	Per copy
100 to 249 copies.....	10c
250 to 499 copies.....	8c
500 to 999 copies.....	7c
1,000 to 4,999 copies.....	6c
5,000 to 9,999 copies.....	5c

For printing of your advertisement on back of music one dollar is added to first hundred copies, and 25c to every additional hundred.

### Order Now

Get the benefit of this advertising NOW when the idea is new. Cash in on the big publicity that this advertising will give your store. Get more than your share of the diamond business.

BAILEY PUBLISHING CO., 1216 Dupont Avenue No., Minneapolis, Minn.

See Special Offer in Enclosed Letter.