

Consumer Corner

Ten Years In Jewelry

(NAPSA)—Ten years ago, a sparkling change came to the young television shopping industry: a channel devoted exclusively to jewelry. No longer did home shoppers need to wait for the clothing and appliances to be sold before seeing second-rate gems—quality stones could now be found anytime.

The industry started in 1977 when a Florida radio advertiser paid its bill in kind. The company couldn't pay for its ad spots on a local radio station, so the advertiser and the station owner struck a deal. The station would wipe the slate clean, and the company would provide it with 112 electric can openers.

Not that the small AM station needed 112 electric can openers. However, news anchor Bob Circosta auctioned them off over the air. They sold out in under an hour. With callers clamoring for other products, Circosta began selling products every day at 2 p.m. for five minutes, sight unseen. Four years later, the popular show moved to public-access cable. Television shopping networks have been with us ever since.

Now your best bet for gems and jewels may be the network that specializes in gems and jewels, ACN Jewelry Television. The highly-



A popular television jeweler turns 10.

regarded network is having its tenth anniversary.

In celebration, the network plans to air daily anniversary specials on select jewelry and gemstone items, as well as surprise bonus items from time to time. In addition, ACN's companion Web store, www.acntv.com, will showcase fast-paced jewelry and gemstone auctions and unveil new products.

The nation's fourth largest home shopping network, and the only one to focus entirely on jewelry and gemstone sales, ACN was founded in 1993 and is currently seen in more than 60 million homes on a full- or part-time basis.

To learn more about ACN and find out how to see it, go to www.acntv.com.