

**CLIENT:**        **Diamonds on the Ave.**  
**JOB NO:**        **DOA0203**  
**LENGTH:**       **:60**  
**DATE:**         **12/5/2002 REVISED**  
**PROJECT:**      **Irresistible Campaign**  
**TITLE :**         **“Missing Person”**

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**SFX:**            **PHONE RING**

**LADY COP:**     **Police Station, Officer Jacobs...**

**GUY:**            **[FRANTIC] Yeah, I'm calling 'cause my wife is missing.**

**LADY COP:**     **[VERY BUSINESS LIKE] Can you describe her, sir?**

**GUY:**            **Uh... she's kindof whimsical, with a hint of...**

**LADY COP:**     **I mean any distinguishing features?**

**GUY:**            **Oh, well, she has a little scar on her chin that looks like the Yucatan Peninsula.**

**LADY COP:**     **[WRITING] "...Yucatan... Peninsula..."**

**GUY:**            **Oh, and she was wearing a bracelet.**

**LADY COP:**     **Can you describe it?**

**GUY:**            **Uh... white gold, two rows of round cut diamonds...**

**LADY COP:**     **Must be beautiful...**

**GUY:**            **Oh, she is, she's got this cute little...**

**LADY COP:**     **I was referring to the bracelet, sir...**

**GUY:**            **The bracelet?**

**LADY COP:**     **Yeah, where'd she get it, anyway?**

GUY: Um, oh, Diamonds on the Avenue. Anyway, about my wife...

LADY COP: OK, was she wearing any other jewelry from Diamonds on the Avenue?

GUY: I don't know, the light was poor...

LADY COP: [WRITING] poor... light... at... Diamonds... on...

GUY: No, no, where I last saw her!

LADY COP: Can you give me the location?

GUY: Uh... it was a restaurant on...

LADY COP: No, I mean for Diamonds on the Avenue.

GUY: Look, officer, I want to talk about my wife. If you'd rather talk about Diamonds on the Avenue, get them on the phone!

LADY COP: I'm sorry, sir, you're right.

GUY: Thank you.

LADY COP: Are they in the book?

ANNCR: Is the uniquely beautiful jewelry from Diamonds on the Avenue missing in your life? On 29<sup>th</sup> Street at Avenue of the Cities in Moline. Diamonds on the Avenue. Home of the Wow factor.

#### ALT. HOLIDAY TAG

ANNCR: Is the uniquely beautiful jewelry from Diamonds on the Avenue missing in your life? On 29<sup>th</sup> Street at Avenue of the Cities in Moline. Open Sundays and extended hours during the holidays.