



Jewelry and Silverware

make the most fitting gift at any time, but particularly
for Christmas

THEY are always appropriate—they are always acceptable to old and young alike—they have a dignity all their own—their very nature indicates to the receiver (whatever the price paid may have been) that expense was not the main consideration—and every day during the year to come, and for many, many years thereafter, the receiver will be daily reminded of the giver. Jewelry and silverware are gifts that do not wear out and yet the receiver never tires of wearing or of using them.

The sensible thing to do—the easiest way to solve your Christmas problems—is to decide upon jewelry and silverware gifts. After you have made this decision, it is important to choose a reliable store. You can then feel certain that whatever you may choose, the cost is a fair estimate of its worth—you may know that any defects, almost unknown in jewelry and silverware—will be made good. Large dealers in jewelry and silverware are not fly-by-night merchants. They are fixtures in a community and the thing of first importance to them is to see that the customer gets his or her goods at a fair margin of profit and that the goods are such as will maintain their reputation for reliability.

Having decided upon jewelry and silverware for all or part of the gifts, here is your great opportunity. A large part of our stock, which is the largest any jewelry store in this city has ever carried, is going on sale during the best sale season of the year at

20% Reduction From These Prices

It is an almost unheard of thing to slash the prices of a choice jewelry stock like ours during the Christmas season, when the jewelry merchant naturally expects the best business of the year, but we are going to make your Christmas selections an easy job and at the same time show timely consideration for your pocketbook. Read the items given herewith and then make up your mind more firmly than ever that your Christmas gifts will be of jewelry and silverware:

40 Wrist Watches—from \$5 to \$60, to be closed out.
35 Lavallieres—from \$4 to \$150.
50 Men's Watches—all are standard makes; from \$6 to \$85.
300 Solid Gold Rings—from \$1 to \$45.
Solid Gold Earrings—at \$1.50 to \$75.
100 Pairs Cuff Links—from 50c to \$10.
20 Strings of Solid Japanese Pearls—from \$4 to \$35.
Gold Knives—new assortment—\$2 up.

Sheaffer's, Tempoint and Stylo Fountain Pens—from \$2.75 to \$12.
Auto Point, Sheaffer's and Art Point Pencils—from 60c to \$6.
300 Scarf Pins—from \$1 to \$20.
30 Watch Chains—from \$1.50 to \$25.
200 Brooches—from \$1 to \$20.
50 Watch Charms—Elktooth, Masonic, Odd Fellows, W. O. W. and M. W. A.—from \$2 to \$40.

Belt Buckles and Card Cases—from \$2 to \$5.
French Ivory—complete maniere and toilet sets; also miscellaneous pieces.
Silverware—Community, Wm. Rogers and Rogers 1847.
Finest Grade Diamond Cut Glass.
Leather Goods—including ladies' hand bags and purses, men's purses, bill folds, collar cases and bags.
Complete line of Seth Thomas, Gilbert, Session and Ansonia clocks.

All these goods are marked at the regular prices and will be sold at a reduction of 20%

10% Off on Diamonds and on Rockford and Sheffield Plate Silverware

We have 50 diamond rings, worth from \$15 to \$525; which will be sold at a reduction of 10%
All Rockford and Sheffield plate, hollow and flat ware, reduced for Christmas trade 10%

Madsen's Jewelry Store

