It is not the CASH we are after---As Good Credit on our books will do, but owing to the inauguration of a NEW POLICY in our business beginning JAN. 1st 1925, we are going to REDUCE our beautiful LARGE STOCK of JEWELRY, WATCHES, CLOCKS, SILVERWARE, CUT GLASS, in fact our entire STOCK.

AS YOU ALREADY KNOW

We have always held a January Profit Sharing Sale each year. Now we are going to give our many friends and customers of Salem and community the advantage of purchasing their Christmas Gifts at the very lowest prices. Every piece of merchandise in our beautiful large stock will be priced with a great saving like the very few we have listed on this page and many other pieces with even a greater saving.

GRUEN-WATCHES

Our most beautiful large stock of the world's known GRUEN WATCHES for ladies and gentlemen we are putting on sale at the savings. You can now buy the \$25.00 lady's white gold filled case with the famous 15 jewel Gruen movement for \$20.25; the \$30.00 for \$25.25; the \$35.00 for \$30.25; the \$40.00 for \$34.75. All others marked accordingly.

	DIAMONDS	Elgin, Waltham, South Bend and other good watches at prices unbe- lieveable.
OUT A DOUBT this e the GREATEST SAV- ever made in JEWELRY city of Salem.	You will find our stock very complete. Many beautiful mount- ings to choose from in white and green gold, 18k. We also have many platinum mountings, some with diamonds set in also many mountings set with sapphires on the sides, that we can mount up to suit you.	Extra Special
are very glad to give the of Salem and commun- advantage of SAVING ir GIFTS. CREAT STOCK : the	\$25.00 Regular, Now	7-Jewel Elgin or Waltham in White or Green Gold Filled Case Now
GREAT STOCK is the GEST that it has ever and now just before S will be the opportune take advantage of buy- bur GIFTS from Salem's	\$55.00 Regular, Now \$41.80 Our Regular \$150.00 Ring, Now \$99.95 One Extra Special—Was \$250.00. You	\$1355

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