

NEWLY REMODELED GIFTRY NOW OPEN



A. A. KEENE

Co-owner, is a graduate of two Horological schools and two Optical colleges. Mr. Keene personally supervises all branches of the optical department.

GIFTS OF JEWELRY

Will Prolong

Christmas Joy

\$5.00 in CASH

Name Our Giftry

We want an appropriate name for our new giftry and will pay \$5.00 cash for the best name. Submit one or more names and place them in the box in our giftry before December 20th at 6 p. m. For the one best fitted to our giftry we will pay \$5.00. No obligation of any kind.



C. T. POMEROY

Co-owner, is the pioneer jeweler of Salem. Mr. Pomeroy is also a licensed Optician. Founding his business more than 38 years ago, he is still active in its management.

In Addition to Our Popular . . .

**SILVERWARE, WATCH,
GLASSWARE, HOLLOWARE,
and DIAMOND DEPARTMENTS**

This New Gift Department

promises to be the busy place in Salem from now until Christmas. We have stocked this new department with the very latest novelties and they are so inexpensive too for gifts that stand out far above the average in originality, quality and individuality.

WATCHES



Ladies' 15-J. Wrist Watches, guaranteed \$12.50 and **\$15**

Elgin Ladies' Baguette natural or white gold, new low price **\$32.50**

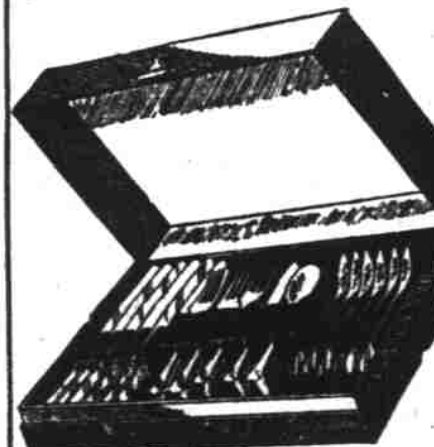
Ladies' Diamond Baguette, platinum and gold, \$100 to **\$350**

Gents' guaranteed Wrist Watches \$9.75 to **\$20**

Gentlemen's 15-jewel Wrist Watch \$25.00 to **\$75**

Gentlemen's Pocket Watches, Elgin and Waltham, as low **\$15**

SILVER



Exclusive agents for Reed and Barton silver, famous silversmiths since 1822, and we have on display their exact replicas of that age priced from \$3.50 upward. There is no finer silver made, but Reed and Barton silver costs no more than ordinary makes. Let us show you their new **STYLIST** pattern in permanently guaranteed plate and their masterpiece—**FRANCIS FIRST** in heaviest weight sterling.

Reed and Barton flatware **\$29.50**

This is a complete 29-piece set "Baltimore Rose" in sterling silver, heaviest weight, still at the old low price. Set **\$8.60** of eight costing only more than same number of pieces in plated silver.

DIAMONDS



Diamond Ensemble sets, 5 diamond wedding ring and solitaire coin gold **\$29.50**

Diamond Ensemble set, 7 diamond wedding ring, coin gold **\$35 to \$50**

5 diamond wedding ring, specially priced in coin gold at **\$15 & \$20**

Platinum wedding ring, 43 diamonds, Channel set. Reg. price \$100 **\$50** now



Tom and Jerry bowls **\$1.00 Up**

Wine Sets **\$1.95**

Compartment Relish Dishes **\$1.50 Up**

Dresden Lamps **\$3.50, \$4.95**

Figurines at **50c Up**

Milk Glasses **50c Up**

White Italian Pottery **\$3.95**

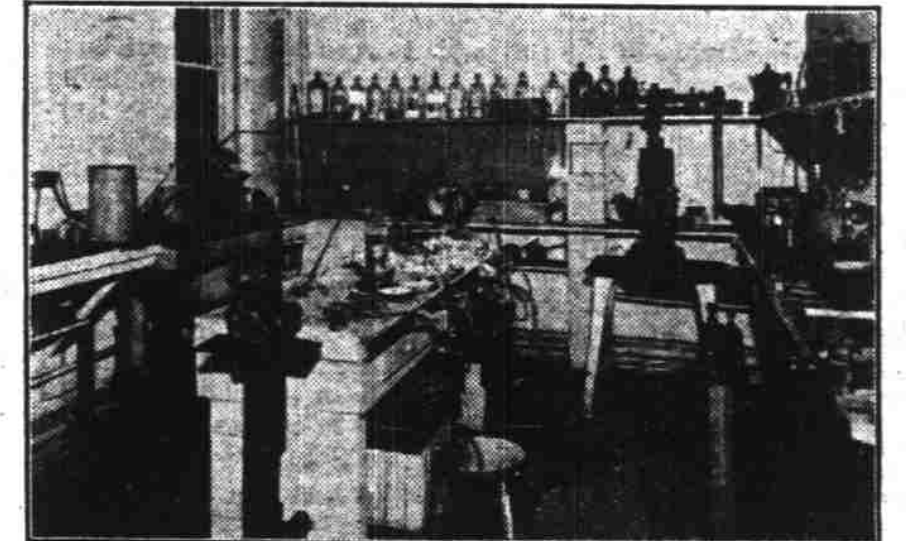
Accessories for the buffet supper table. **50c Up**

Musical Cocktail Shakers **\$12.50**

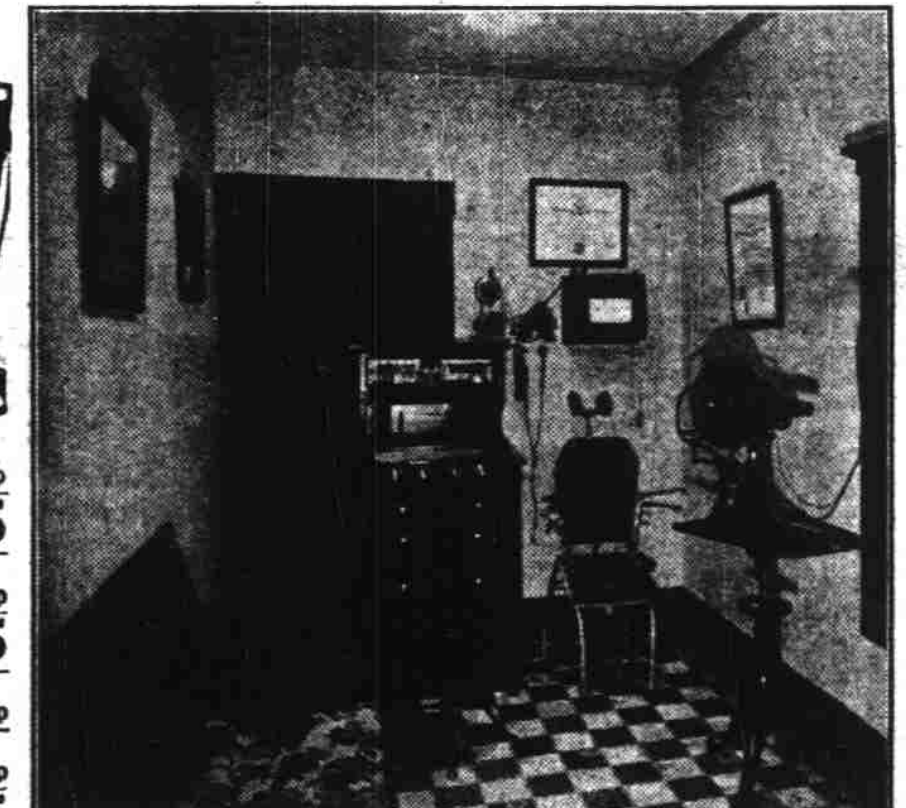
Musical Powder Boxes **\$6.00**

Complete Crystal Dinner Sets **\$15 Up**

China Sets at **\$29.50 Up**



The manufacturing department is equipped to manufacture any and all kinds of jewelry to your order.



One of the Optical testing rooms where the very latest equipment enables us to correctly test one's eyes.



A portion of the Giftry—a room in the rear of the store to the right, where inexpensive gifts are assembled.

Eight-Day Chime and Strike Clocks Made by Seth-Thomas—\$9.95

38
Years
in
Salem

Pomeroy & Keene
Jewelers and Opticians



AUDREY GOODWIN
Assistant Buyer and Decorator
Sales Promotion - 12 years with us



H. G. JACKSON
Experienced Watchmaker
In charge of our watchmaking department



S. A. MEYERS
With us for 13 years. Manufacturing jeweler, platinum, gold and silver smith. Diamond setter.



DR. HERMAN W. BARE
Optometrist
41 years experience, 31 years in Salem



REME DANIEL
Skilled Lens Grinder
18 years experience, 13 years with us



WILLETTA IRVING
In charge of our Giftry
11 years experience, 7 years with us

POMEROY & KEENE—JEWELERS and OPTICIANS—379 STATE ST.