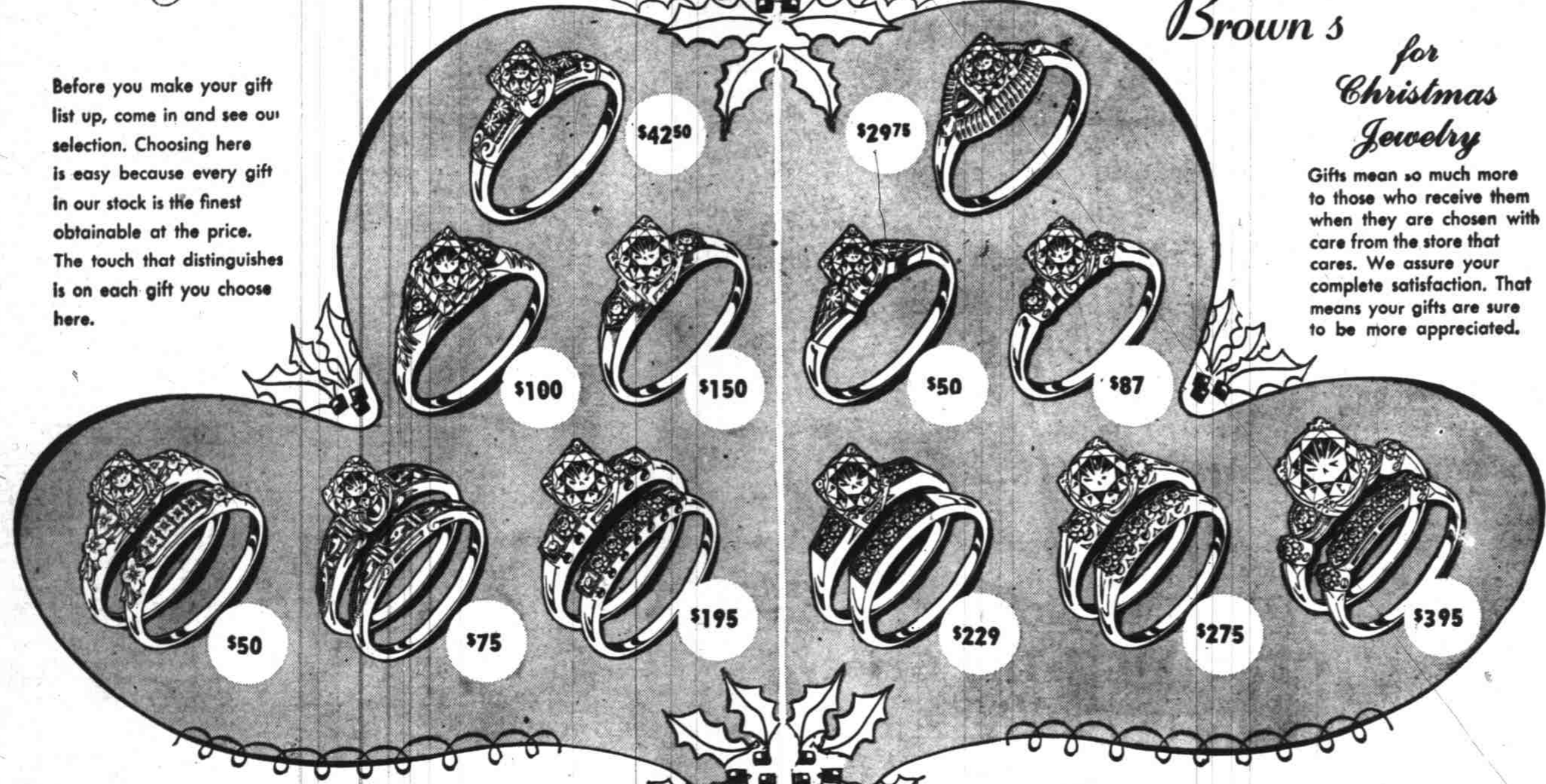


CHOOSE HERE FOR LASTING QUALITY
Gifts WITH THE **Brown's TOUCH** THAT MEANS *So Much!*

Before you make your gift list up, come in and see our selection. Choosing here is easy because every gift in our stock is the finest obtainable at the price. The touch that distinguishes is on each gift you choose here.

Brown's for Christmas Jewelry

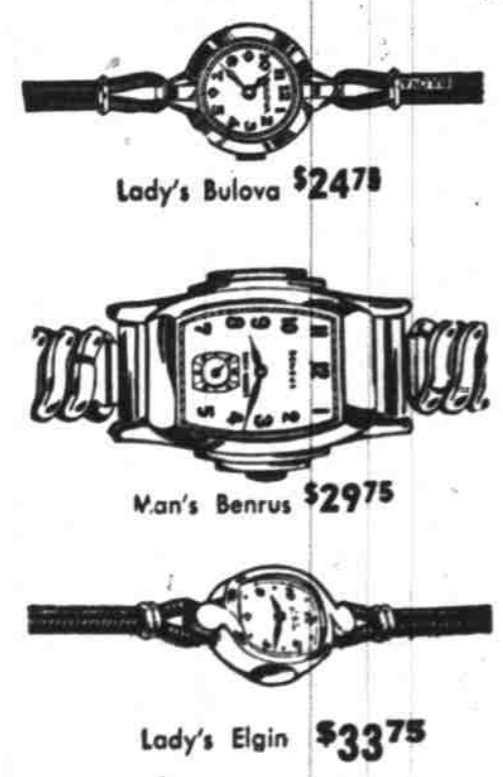
Gifts mean so much more to those who receive them when they are chosen with care from the store that cares. We assure your complete satisfaction. That means your gifts are sure to be more appreciated.



For "Him"



Man's smart Winton wrist watch
\$19.95



Lady's Bulova \$2475
 Man's Gruen \$3975
 Lady's Gruen \$3375
 Lady's Elgin \$3375

For "Her"



Lovely modern watch for ladies
\$1975

Keepsake DIAMOND RING

Diamond Set Watches, 49.50 to 650.00



lovely compacts \$350

Man's diamond onyx ring \$3250

14-K gold cross, diamond set, with chain \$1095

Six genuine mined zircons \$2495 the set

26-pc. silverware set in chest Serving Tray Free \$19.75

Sheaffer's pen and pencil set \$600

Famous Tudor Plate, service for 8 \$3450

Federal tax included in all prices

Pay on Easy Weekly Terms

10 Fiery Diamonds Set in 14K Gold Earrings



OURS EXCLUSIVE \$69.95

Brown's Jewelers - Opticians
 LIBERTY AND COURT STS.
 Salem's Leading Credit Jewelers
 184 N. Liberty 420 Court Street

open Friday Evenings until Christmas to 9 p. m.

CHOOSE ONE OF THESE 4 WAYS TO PAY LAYAWAY PLAN WEEKLY TERMS OR BUY FOR CASH CHARGE ACCOUNT

WAKE UP!
THE ONLY 8 DAY TRAVEL ALARM CLOCK
 TO RETAIL AT **\$14.95** PLUS POSTAGE
 7 Jewel Assorted Luminous Dial - Beautifully Encased in Dupont Vinyl - Wide Range of Colors - Size 3" x 3"
 Also in Genuine Leather \$19.95 PLUS POST. TAX

50c Down
 50c Weekly

See Price and description clock on page 10
 NAME _____
 ADDRESS _____
 CITY _____
 State _____
 I have an account I wish to open an account Send C.O.D.
 Enclosed find \$_____ Dollars for Street Payment
 Please add Federal Tax My Account No. is _____

SMASH GO PRICES WAY DOWN TO ROCK BOTTOM!

GENUINE CENTERED DIAMOND...10K GOLD
 SIMULATED
Birthstone Rings

MEN'S ring with genuine diamond centered in a smart, expensive-looking simulated birthstone...
LADIES' ring with genuine diamond set in the center of a beautifully simulated birthstone...
 Your Choice **9.95**
 PAY ON EASY CREDIT TERMS 50¢ WEEKLY

THE *Mastercrafters* MASTERPIECE...
"SWINGING GIRL" CLOCK
 She SWINGS in Rhyme With Time

\$17.95

Add new, fascinating charm to your living room, library or study with a "SWINGING GIRL" CLOCK. The figure of a beautiful child actually swings "to and fro" in an electrically illuminated rustic garden setting of unforgettable beauty. The over-all classic design of this precision built clock is created in Tenite plastic and is available in either walnut or white onyx finish. Clock has self-starting electrical movement. The indirect garden illumination is controlled by an electric pin switch in back of clock.

Shop Friday Nights Until 9 P. M.

Jewelers and Opticians **Brown's**