

Become a member
of the
Stevens & Son

*Sterling Silver
Club*

and enjoy your silver while you use it
on terms

as low as **50¢** per week
per 6-piece place setting

No Interest or Carrying Charges

Here's How the Club Plan works

1 You choose your pattern (in our Sterling Department) and take your Sterling home with you. If you know your pattern, fill in the coupon, telling us your pattern and how much you want.

2 All you pay is 50c a week or \$2.00 a month for each place setting. (Of course you can pay more if you prefer). You may buy as many as you like . . . all at once, or when you have finished payment on one, you may add another on the same low terms.

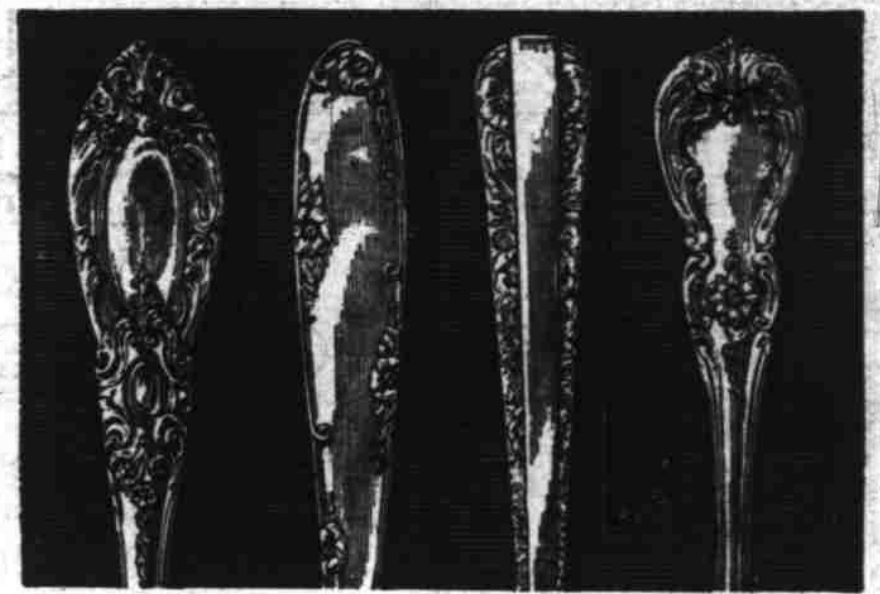
3 You can pay the balance at any time if you wish to discontinue weekly or monthly payments.

4 Once joined, you may continue the Club Plan for as many place settings as you wish . . . or stop any time your agreement is completed.

5 If you already own your Sterling, you may buy "other" pieces or holloware at the rate of 50c per week or \$2.00 per month for each \$25.00 worth of these items purchased.

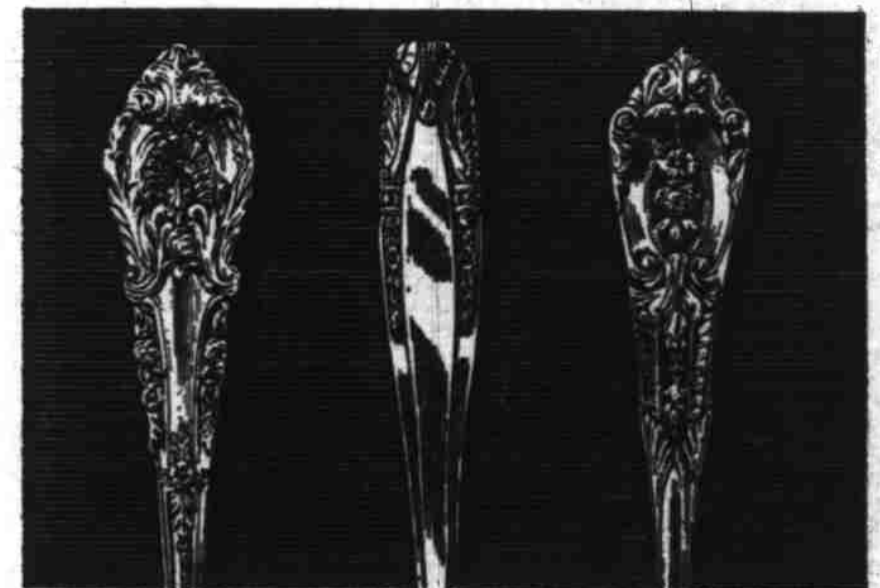
6 You're buying this Sterling at the nationally-advertised price. There's no carrying charge or interest added, whatsoever.

FACTORY DISTRIBUTORS for Gorham, Towle, International, Smith, Heirloom, Wallace, Lunt, Oneida, Whiting, Reed & Barton



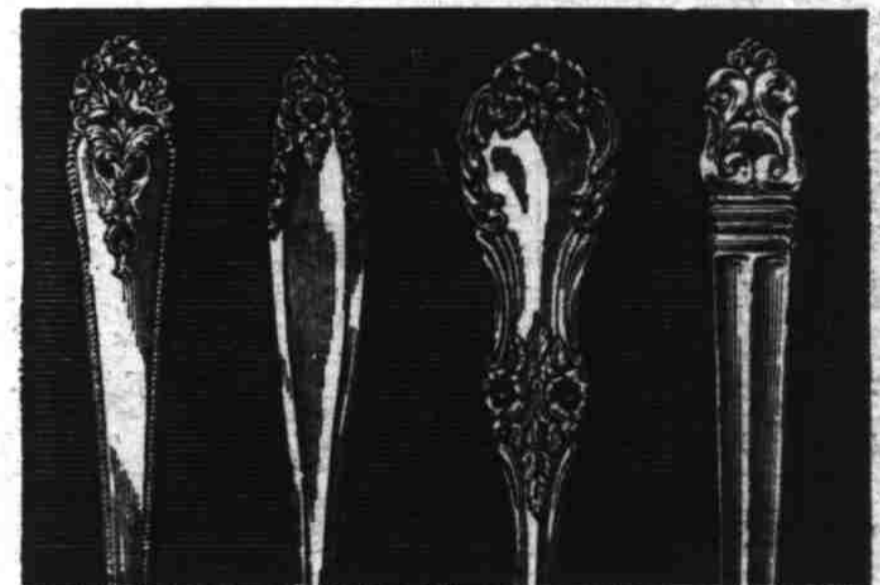
Towle

KING RICHARD
MADEIRA
CANDLELIGHT
OLD MASTER



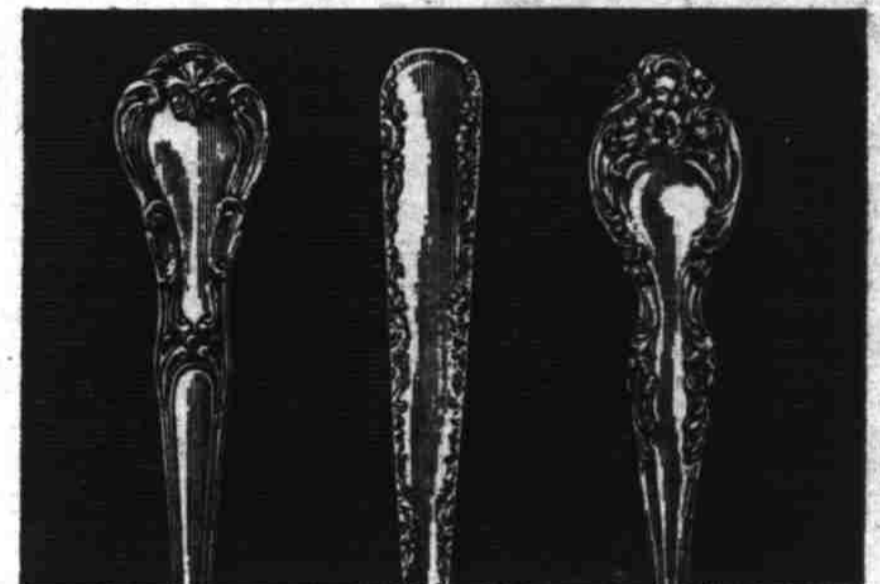
Wallace

SIR CHRISTOPHER
STRADIVARI
ROSE POINT



International

QUEEN'S LACE
PRELUDE
WILD ROSE
ROYAL DANISH



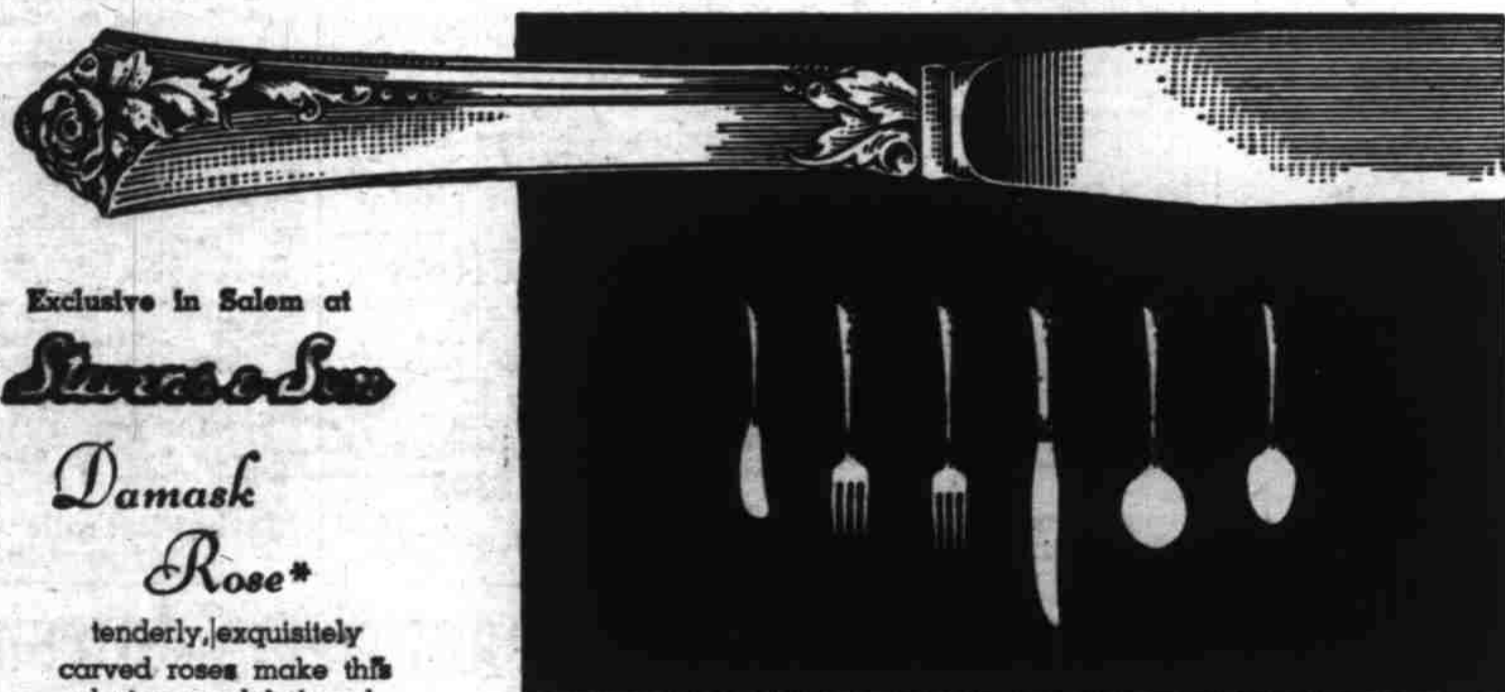
Gorham

CHANTILLY
CAMELLIA
MELROSE



Reed & Barton

BURGUNDY
POINTED ANTIQUE
FRENCH RENAISSANCE
FRANCIS FIRST



Exclusive in Salem at
Stevens & Son

*Damask
Rose**

tenderly, exquisitely
carved roses make this
design much-beloved

Now you can stage your first dinner party with the assurance of an experienced hostess - confident in the beauty of your Lifetime Sterling Silver. Now you can match your inherent good taste to your limited budget by joining our Sterling Silver Club. This simple plan enables you to make your selection from the wide range of patterns offered by ten of our leading silver-smiths and to enjoy your silver as you pay for it. You may buy as little as one six-piece place setting, adding new pieces on amazingly low terms.

STEVENS & SON

SALEM SILVER HEADQUARTERS

State & Liberty

Dial 4-2223



Stevens & Son

State at Liberty, Salem, Ore.

I should like to join the Sterling Silver Club. Please fill my initial order as follows: _____ place settings in _____ pattern.
(If additional items are wanted, write us.)

Cash enclosed _____ (50c for each place setting ordered, more if you wish). Subsequent payments by the week () or month ().

Name _____

Address _____

City _____ State _____

I have lived here _____ years. Have had accounts with the following stores (any city) _____
