

GEM SHOP JEWELRY STORE

MUST SELL!

Positively Must Sell

FORCED TO VACATE

WE HAVE BEEN NOTIFIED TO VACATE OUR PRESENT LOCATION. WE HAVE NO PLACE TO GO—HENCE WE MUST TURN OUR STOCK INTO CASH.

IT WILL BE OUR LOSS AND YOUR GAIN: NEVERTHELESS THE FACT REMAINS IT MUST BE DONE—POSITIVELY MUST BE DONE—AND THERE IS ONLY ONE WAY TO DO IT.

Slaughter Everything

Sale Commences Monday, Jan. 31st, at 9 a. m.

The Gem Shop has been established a good many years and has never had a sale. Only an emergency could induce us to have one now. But forced to a sale we will have a genuine sale.

Prices have been cut to the quick even below cost in most instances. Nothing is held back, all goods, fixtures, everything must go. Our store has been known as the little store with the big stock. In order to serve you better we have knocked out all partitions, giving us a spacious room.

We can not afford to sell, but neither can we get a location. We must sell. Our prices are marked so low that the goods will move. We have slaughtered prices. We are selling regardless to what the goods cost us—they must go.

Diamonds, Watches, Jewelry, Cut Glass, Silver, Clocks

DIAMONDS

- 1—Diamond Solitaire in 14k fancy white gold mounting. Originally \$82.50; now\$65.00
- 2—Platinum Box Dinner Ring, single stone. Originally \$60.00; now\$48.00
- 3—Solitaire in 14 K. mounting, perfect blue white stone. Originally \$210.00; now\$168.00
- 4—Single Stone in Fancy 14 K. Tiger mounting Originally \$38.00 now\$29.50
- 5—Ruby and Diamond Cluster, beautifully made. Originally \$40.00; now\$28.50
- 6—Cluster Ring, platinum top. Originally \$125.00; now\$91.50
- 7—Single Diamond in 14 K. Tiffany. Originally \$160.00; now\$127.50
- 8—Seven Diamonds in platinum top cluster Originally \$185.00; now\$148.00
- 9—One stone in 14 K. platinum top mounting. Originally \$40.00; now\$28.50
- 10—One small genuine emerald in green gold Tiffany mounting. Originally \$20.00; now\$14.65
- 11—One solitaire, beautiful stone in 14 K. engraved white gold mounting. Originally \$125.00; now\$96.50
- 12—Small diamond in plain 14 K. Tiffany. Originally \$22.50; now\$13.85

—AND OTHERS—

CLOCKS AND LAMPS

- 1—Black Mission Case, 8 day Clock. Was \$13.50; now\$7.85
- 2—Fancy Mantle Clock, latest model. Was \$13.50; now\$7.85
- 3—Kitchen Clock. Was \$9.00; now\$5.65
- 4—Big Bens Alarms and others. Were \$3.75; now\$2.80
- 5—Bronze and Verde Library Lamps, new stock. \$20.00 values\$11.35
- 6—Fancy Electric Table Lamps. Were \$15.00; now\$8.65

BROOCHES AND PENDANTS

A beautiful stock of new goods in the brooch and pendant lines are cut to

ONE HALF PRICE.

The stock includes genuine stones, diamonds, solid gold. It is a line which will attract. The designs and the prices will move them.

WATCHES

- 1—Green Gold Chased, fancy dial, 12 size, 25 year case, 15 jewel. Was \$30.00; now\$21.00
- 2—12 size 25 year case, gold dial, 17 jewel, adjusted Illinois. Was \$45.00; now\$34.50
- 3—16 size open face, 20 year case, plain polished, 19 jewel Illinois, 3 adjustments. Was \$45; now\$27.50
- 4—14 K. Crescent Swing Ring, dust proof case, 21 jewel, railroad grade Waltham. Was \$118.00; now\$87.50

—AND DOZENS OF OTHERS—

WRIST WATCHES

- 1—7-Jewel Elgin, 20 year case. Was \$25.00; now\$18.50
- 2—Octagon engraved small engraved bracelet, high grade, 15 jewel. was \$40; now\$29.75
- 3—14 K. square engraved case, 15 jewel, extra fine, was \$75.00; now\$52.50
- 4—25 year special case with high grade 15 jewel movement. Was \$35.00; now\$22.50
- 5—Green Gold 14 K. high grade, 15 Jewel movement; was \$57.50; now\$38.50

MANY MORE TO CHOOSE FROM

SILVER

- 1—Twenty-six piece Queen Anne Chest of Tableware. Was \$47.50; now\$25.65
- 2—Three Piece Sheffield Tea Set in Oak Case Was \$30.00; now\$16.85
- 3—Three Piece after dinner Coffee Set and Tray, Sheffield. Was \$20.00; now\$13.65
- 4—26 piece set of Chippendale Silver in chest Was \$26.50; now\$14.85
- 5—4 piece Tea Set, Butler finish, quadruple plate. Was \$25.00; now\$14.35
- 6—Ten dollar silver mirrors to close out at\$2.00

PENS AND PENCILS

Eversharp Pencils, Waterman Pens and other standard makes—must go at 40 per cent off.

UMBRELLAS

The biggest values ever offered in detachable high grade jewelers' umbrellas.

- \$20.00 values\$10.00
- \$10.00 values 5.00
- \$ 5.00 values 2.50

IVORY

- Largest size Dubarry Mirror, was \$17.50; now\$11.15
- Dubarry Hair Brush, the best known. Was \$9.00; now\$5.25
- Dubarry Comb, special size Was \$2.00; now\$1.20
- Large Size Ivory Mirror. Was \$6.00; now\$3.45
- Cloth Brush, ivory Was \$4.00; now\$2.35
- Salve Jar, \$2.00 value, now\$1.15
- Ladies' Brush. Was \$2.75; now\$1.65

AND OTHERS

GET HERE EARLY

SUCH PRICE REDUCTIONS WILL MOVE GOODS. BUY WHILE THE ASSORTMENT IS COMPLETE.

DOORS OPEN MONDAY, JAN. 31st, at 9. m.

613 Main Street

The Gem Shop

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