

Established
1896

AND NOW AT THIS MOST OPPORTUNE TIME COMES OUR CLOSING OUT SALE!

For twenty-nine years we have been conducting an honest, conscientious jewelry business in Salem—we say "honest business" because we know and you know that any business could not survive twenty-nine years if it were not built on the foundation of honesty—honest goods, honest prices and honest service.

We have disposed of our lease to the First National Bank who will erect a new building on this site. In order to open our new store with a complete new stock we are

going to close out our present stock of high grade Watches, Diamonds, Silverware, Clocks, etc., at greatly reduced prices.

You will note in this and future advertisements that we are selling nationally advertised goods (that sell at one price the country over) at reduced prices. This is very seldom, if ever, done and we mention it only to try to impress upon you the magnitude of this real closing out sale.

STARTING FRIDAY AT NINE O'CLOCK

Everything Goes!

Even Contract Goods Included In This Great Cost Forgotten Event

BRACELET WATCHES



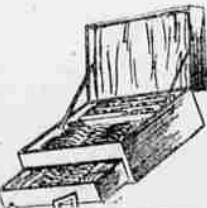
\$65.00 Lady's small Waltham bracelet watch, white gold filled case
Now..... **\$34.50**

\$25.00 to \$30.00 lady's small bracelet watches, 15 jewels, green or yellow gold filled cases. Now..... **\$9.85**
\$85.00 Lady's small Elgin watch, 14kt. solid green gold enamel case. Now..... **\$67.50**
\$225.00 Lady's small Elgin bracelet watch, platinum diamond set case. Now..... **\$185**

SILVERWARE SPECIALS

At Less Than Nationally Advertised Prices

\$26.10—1847 Rogers Silver Plate, 26 piece set of tableware in handsome tray. Now..... **\$21.45**
\$32.50—50 year Community Plate, 26 piece set in a buffet serving tray. Now..... **\$23.85**
Choice of five patterns. Now..... **\$26.70**
Community Tudor Plate, 43 piece set, 25 year guarantee. Now..... **\$21.35**
\$74.25 Sterling Silver 26 piece set. Seven patterns to choose from. Now..... **\$45.77**



A DEPOSIT WILL HOLD ANY ARTICLE UNTIL CHRISTMAS



WALTHAM HOWARD ELGIN Guaranteed WATCHES

\$15.00 Gentleman's Elgin Watch, green and white gold filled cases..... **\$11.15**
\$25.00 Gentleman's Elgin Watch, green and white gold filled, fancy dials. Now..... **\$18.75**
\$52.00 Gentleman's Hamilton Watch, 17 jewels, 14 kt. permanent white gold filled case. Now..... **\$47.50**
\$100.00 Gentleman's Waltham Colonial Watch, 17 jewels, adjusted and three positions, 14 karat solid gold case. Now..... **\$78.15**
\$50.00 Gentleman's Waltham Colonial, 15 jewels, permanent gold filled case. Now..... **\$34.65**
\$65 Gentleman's Howard Watch, 17 jewels, adjusted temperature Isochronism and positions, 14 kt. permanent white gold filled case. Now..... **\$48.50**

MANTLE CLOCKS

Reg. \$15.00 Clock with spread base mahogany finish
Now..... **\$8.95**



\$16.00 Seth Thomas Mantle Clocks in mahogany cases now..... **\$12.55**
\$25.00 Seth Thomas Mantle Clocks in mahogany cases now..... **\$18.85**

\$35.00 Seth Thomas Mantle Clocks in mahogany cases, now..... **\$28.50**
\$59.00 Seth Thomas Westminster Chime Clocks in mahogany cases, now..... **\$47.45**

DIAMOND RINGS



We would call your particular attention to the cut of our Diamonds. They are cut deep which insures that live, brilliant sparkle. You will not find a shallow cut, dead diamond in our stock.

\$50.00 High Quality Diamond Rings now..... **\$37.50**
\$75.00 High Quality Diamond Rings now..... **\$66.25**
\$125.00 High Quality Diamond Rings now..... **\$93.75**
\$200.00 High Quality Diamond Rings now..... **\$150.00**

OUR ENTIRE STOCK IS ON SALE. SEE THE CUT PRICES ON THE REGULAR TICKETS

POMEROY & KEENE

State at Liberty Street, Salem