

HERE IT IS!
FINEST QUALITY. GREATER VALUES
ONLY **50¢** A WEEK

WALTHAM PREMIER
Every Watch Cased and Timed at Factory

SALEM 9 Jeweled, automatic rolled gold case, black leather strap. \$22.50

SHAWMUT 17 Jeweled, automatic rolled gold case, black leather strap. \$29.75

PEARODY 17 Jeweled, automatic rolled gold case, black leather strap. \$29.75

SEABURY 9 Jeweled, automatic rolled gold case, black leather strap. \$22.50

Nothing Down Stevens Brown

Wm. A. ROGERS
By ONEIDA LTD. Silvermith

30 PIECES including SALAD FORKS

only **25¢** PERCED ROUND SERVER

Wm. A. ROGERS
By ONEIDA LTD. Silvermith

WITH "INNER-CEPTOR"
Loop-Antenna

Emerson
New 1940 Radio Sensation

\$14.95

Model CV-264
WITH "MIRACLE TONE CHAMBER"

5-Tube Superheterodyne • 7-Tube Performance with two Double Duty Tubes

• For AC or DC Operation • Gets Standard American Broadcasts

• Inner-Captor Loop Antenna — eliminates need for external aerial

• Attractive embossed design — in Choice of Three Colors — Morocco Ivory, Morocco Brown, Morocco Red.

Model CW-279
WITH "MIRACLE TONE CHAMBER" and "KEY-TOUCH" TUNING

A touch of your finger and the designated station comes in.

5-Tube Superheterodyne • 7-Tube Performance with two Double Purpose Tubes • For AC or DC Operation • Gets Standard American Broadcasts and Police Calls • Built-in Antenna • Figure Mottled Bakelite Cabinet.

\$17.95

There is an Emerson for Every Purpose and Every Purse.
\$7.95 to \$99.95

DR. EARLE BRYANT PERKINS
Zoologist of the 2nd

BYRD ANTARCTIC EXPEDITION
makes this statement:
"My TAVANNES WATCH has withstood hard service to a remarkable degree under severe atmospheric conditions..."

Carle B. Perkins

This is the **TAVANNES Endicott WATCH**

• Waterproof • Shockproof • Dustproof

Free **Heirloom Plate** WITH YOUR SERVICE OF THE **Console CHEST**

A \$20.00 VALUE

The Console—a genuine and mahogany "table chest"—28 inches high. It stands on three graceful legs—a beautiful table with highly polished top, for dining room or living room. The tarnish-proof interior holds 33 to 92 pieces of silverware, bearing the proudest name in silverware—HEIRLOOM PLATE!

The 53-piece Service for Eight is only \$59.75—and with it we give you the Console Chest, absolutely FREE. And there's no reason to postpone owning this beautiful service. We will arrange payments to suit your convenience.

The 53-PIECE SET consists of—16 Teaspoons, 8 Dessert Spoons, 8 Knives, 8 Forks, 5 Table Spoons, 8 Salad Forks, 1 Butter Knife, 1 Sugar Spoon.

Fiesta Pottery

Regular \$7.20
20-piece set
\$4.95
50¢ Weekly!

A NEW GIFT THRILL!
Fascinating! Lovable! Desirable!

2 DAY SPECIAL SALE

20 PIECE Dresser Set
Stunning Natural Gold Finish

\$14.95

50¢ WEEKLY
No Interest • Carrying Charge

Other Sets
\$295 to \$2750

Come In Tomorrow! OPEN AN ACCOUNT

Santa's Solution to your **GIFT Problems**

This Christmas **ASK FOR ACCURACY HAMILTON**

Watches
• Elgin
• Hamilton
• Waltham
• Longines
• Tavannes
• Grant

Diamonds—"Rings 'o Romance"

CHINA Wedgewood Rosenthal Community Johnson Pope-Gosser

SILVERWARE Community 1817 Rogers Heirloom Tudor Plate Wm. Rogers

EMERSON RADIOS
SHAVERS Shavermaster Remington

MIXERS Hamilton Beach

Wise Santa Selects An ELGIN 50¢ A WEEK Pays for it!

Men's Popular Elgin **\$32.50**
A sturdy and dependable Elgin for men. Has leather strap.

Ladies' Elgin Baguette **\$39.75**
Artistically designed and suitable as ever be. White or natural gold-filled case.

Boys' Fine Initial Ring, Sterling **1.35**

Girls' Birthstone Ring, 2 Diamonds, Solid Gold **6.95**

Genuine Cameo, gold **10.95**

Perfect Book End
Holds one book firm. Expands to hold several volumes. Spring Action—Slip one book out, others snap together. No tumbling or marred furniture. Streamline, light weight and stronger than massive book ends. Chromium Coat with Black, Red or White Handle. Price in gift box. **1.00**

Six-Piece Dresser Set, for girls **4.75**

Nothing Down Stevens Brown

27 SHOPPING DAYS Until CHRISTMAS

Costume Jewelry
Travelers' Samples
Values to **\$2.50**
95¢ YOUR CHOICE

Nationally Advertised Merchandise

27 SHOPPING DAYS Until CHRISTMAS

Parker Pens

Pen and Pencil **1.95 to 15.00**

HAMPSHIRE Bread Tray

This graceful piece adds beauty to any table setting. All-over hand hammered effect in Satin Chromium.

1.68 Guaranteed

Electric Iron Special 1.68 Guaranteed

Electric Toaster Special 1.68 Guaranteed

Waffle Irons With Heat Indicator 2.95

STEVENSON-BROWN

OUR ENLARGED STORE IS READY TO SERVE YOU
Our Stock Complete—Come In and Look Around—You Will Not Have to Buy!

Rings 'o Romance
NATIONALLY ADVERTISED

New **SWEETHEART** Duette **\$19.95**

CONVERTIBLE CREDIT TERMS
Diamonds Set in Sweetheart Panels!

The most unusual bridal creation for the favorite of your heart. 14K white or natural gold in heart, floral and heart-boat design.

29.00 Diamond Set. Sale **19.65**

16.50 Diamond Set. Sale **8.95**

45.00 Diamond Bridal Set. Sale **29.95**

39.50 Diamond Set. Sale **22.75**

EUROPEAN CRISIS MADE THIS Diamond Buying Opportunity Possible!
SAVE DURING THIS GREAT **IMPORT Sale!**

DIAMONDS DIRECT FROM ANTWERP ELIMINATE THE MIDDLEMAN'S PROFIT

Rings 'o Romance FULL 1/4 carat DIAMOND RINGS

It's the Best Diamond Buy You'll Ever Make!

\$39.75
75¢ a Week

BUY WISELY—BUY WEIGHT!

The full 1/4 carat diamond is a direct import feature. The mounting an exquisitely fashioned creation in 14K solid white or yellow gold.

THIS Wedding Day 1/3 CARAT DIAMOND BRIDAL DUETTE ONLY **\$69.50** \$1 a Week

Certified Perfect Diamonds

150.00 Gents' Diamond Ring. Sale **89.50**

50.00 Diamond Band Ring. Sale **29.65**

75.00 Diamond Band Ring. Sale **49.65**

25.00 Diamond Band Ring. Sale **13.65**

Special Purchase **LOCKETS 1.75—Now 95¢**

Solid Gold **WEDDING RINGS Special 2.50**

Leather **WATCH BANDS Values to \$1.85 29¢**

Beautiful **Cut Glass Now 1/4 Price All in Stock**

Sterling Silver **Birthstone RINGS Values to \$1.50 98¢**

10 Kt. Gold Sides Sterling **CAMEO RINGS Values to \$6.00 2.95**

EXTRAORDINARY OFFER

200 Watches
VALUES TO \$18.50
Now **8.95** Only
YOUR CHOICE

Most Beautifully Styled

Most Accurately Timed

— FULLY GUARANTEED —

Visit Our **New Optical Rooms**
TWO REGISTERED OPTOMETRISTS TO SERVE YOU

FREE EXAMINATION
FREE REPLACEMENT OF BROKEN LENSES WITHIN ONE YEAR
RIMLESS GLASSES EXCEPTED
PAY NOTHING DOWN — ONLY 50¢ A WEEK

STEVENSON-BROWN
(2 Entrances) **CREDIT JEWELERS and OPTICIANS** Liberty & Court Sts. Telephone 7818

Jam Set 9¢

Special OFFER

7-WAY Lamp \$5.95

TAKE IT HOME PAY NOTHING DOWN

50¢ A WEEK

STUDY THESE FEATURES

- Glass bowl reflector, having three stages of light.
- 3 Candle Extens has a switch lighting each candle separately and all together.
- Individual Nix-Lite switch on base.
- Heavy frosted tubing, heavy and gold antique finish.
- Nearly salted shade with harmonizing trimmings to match.
- Genuine Minox insert.

SAVE UP TO 50% OFF

"T'WAS THE NIGHT BEFORE CHRISTMAS, WHEN ALL THROUGH THE HOUSE, NOT A CREATURE WAS STIRRING—
because they had a **MIXMASTER**"

Sunbeam Mixmaster, the food mixer preferred by women everywhere for its easier handling, wider usefulness, lasting service. Does the tiring arm-work of cooking, baking, getting meals, mixes, mashes, whips, stirs, blends, extracts fruit juices—no end to its usefulness every meal. Choice of color schemes: Ivory and Green or Black and White. Complete with juice extractor. **\$24.50**

3-SLICE AUTOMATIC TOASTMASTER—REG. SILENT IDEAL XMAS GIFTS

Closing Out 1939
Model **\$12.75**

NO NEED TO DENY HER THIS PRACTICAL GIFT

It's Beautiful!

FOR SISTER—MOTHER—BRIDES—FOR ALL THE FAMILY!

4 PIECE ELECTRIC URNSET

\$10.95

the new **AC MODEL Sunbeam SHAVEMASTER**

7.50