GIVE HER A From 50.00

The Christmas you give her a dia-

#### FOR HIM A WRIST WATCH

**FULLY GUARANTEED** Automatics - Waterproofs Shockproofs - Dress Watches Hundreds to choose from SPECIAL TRADE-IN Your Old Watch as Down Payment

From 19.95

#### GIVE HIM A DIAMOND RING

Your gift will be a lasting present given with all the love in your heart for that particular one.

From 59.95

#### FOR HER A WRIST WATCH

FAMOUS BRANDS Elgin • Girard-Perregaux Bulava • Gruen • Waltham Hamilton • Wadsworth

LARGE SELECTION Take a Year to Pay

From 19.95

Spread The Glow of Christmas with

Gifts Beautifully Gift Wrapped Without Extra Charge!

#### OPEN EVERY NIGHT UNTIL 9 P.M.

PAY NOTHING DOWN - TAKE A YEAR TO PAY ON APPROVED CREDIT-NO INTEREST OR CARRYING CHARGES!

**Beautiful** - Practical

#### **Watch Bands**

The Baby Bar And identification bracelets Just right for the cocktail hour. are useful gifts of exquisite Compact, but how useful! quality and good taste. We've a complete selection of hand-Bottle opener, funnel, corksome styles for men and womscrew, and 2-oz. jigger rolled en, including the new photo-

From 1.00

Golden-Hued

#### Dirilyte

A luxurious golden-hued solid metal of Heirloom quality, solid, scratch-resistant, extremely durable, adding new color and drama to the table.

26-pc. set 80.80

Heavy Based

#### Desk Pen Set

A desk set adds beauty to the most important room or office. Doubly treasured as a gift because each set is equipped with famous Shaeffer Snorkel Pen, or Parker 51.

From 7.50

## The Gift of Gifts

Our rings for men win wholehearted masculine approval. That's why you're so sure to please him when you let us help you choose his ring for Christmas.

FREE KIDS' CHRISTMAS PARTY FRIDAY EVENING

Salem Senior High School By Salem Trades and Labor Council

English China For the Toddler

**Baby Gifts** 

Match your darling's silver-

ware to your own, and add a

silver cup, or a Royal Doulton

dish set. Perhaps a jewelry set,

locket, ident. bracelet or neck-

lace would please the wee one.

Clocks

For a modern or provincial

home. And for every room.

Kitchen wall clocks, alarm for

the bedroom, coo-coo for the

den, mantle for the fireplace,

traveler for the wanderer -

plair, or ornate - we have

Lenox and Royal Doulton

Figurines

Graceful and dainty to off-set

that particular spot in your

home - or the real he-man

character portrayed on a Toby

Jug-useful as well as orna-

From 4.35

Ideas from 1.20

#### Cups & Saucers

Here, you'll find a sparkling, shining Christmas wonderland ... a treas-

ure of glittering gift stars. But there's something else, something

SPECIAL you'll feel as you find wonderful gifts so quickly for every name

on your list. It's a warmth, a welcome, a glow that grows. It's special glow

of Christmas that shines in the gifts we selected so carefully, that grows

with our eagerness to help you choose, that spreads Christmas joy to those

English bone china for the collector - Fine quality - Interesting patterns - Unusual

who receive them with your "Merry, Merry Christmas!"

From 2.75

Parker & Shaeffer Electric & Key Wind

#### Pens and Pencils

Let us show you how neatly the Shaeffer Snorkel pen fills what a large capacity the Parker pen has - and, how smoothly they both write.

> Pens from 5.00 Sets from 8.75

Cut & Molded

#### Glassware

Patterns by Kusak, Duncan, Silver City and Viking. That gift for the home may be found in this department.

From the Ocean Depths

**Cultured Pearls** 

Cultured Pearls, the Christ-

mas gift she'll love and wear

with pride for years to come.

Our fine fashions in pearls

From 10.00

start as low as \$10.

From 1.25

From 6.75

#### Chinaware

Lenox - Castleton - Royal Doulton - Wedgwood Large selection of patterns to suit her toste-styled in standard, temple and coup shapes. Buy one piece or a complete set. Place settings

From 6.70

10

DAYS FREE TRIAL

#### SHAVERS

26.50 27.50

IT COSTS NO MORE TO SAY IT'S FROM:

SIDEVIERSIMONINE

Dial 4-2224

DIAMOND RING

mond . . . is the Christmas you give her her heart's desire. To make sure you give her the finest within your means, let us help you choose from our superior collection.

Choose a

#### **Hamilton Watch**

For that Christmas gift, and you give both exquisite fashion and life-time accuracy. You will find so many smart styles in our large collection of famous Hamiltons.

From 57.50

#### A Lovely Gift . . . **Jewel Boxes**

Jewel boxes - practical and beautiful—in many colors and styles. Styled in sections with a little key to lock in your treasures. Some with music.

From 4.95

Elgin American

#### Compacts

Highly styled in silver plate or sterling. Some have wee little music boxes. Just right for Christmas.

From 3.95

For Modern Living

#### Stainless Flatware

To give or to own, Stainless is the perfect tableware for today's informal living. Simple, clean-cut, superbly crafted its rich weight and perfect balance give you a wealthy feeling and yet it is unbelievably economical. Best of all, Stainless permits you to enjoy the elegance of finest tableware without the care. It never needs polishing!

26-piece sets

the contract of the proper contract of the property of the pro

From 38.50

Sterling Silver

3.75

Different

#### Famous Names

Gorham - Wallace - Towle Reed & Barton - International Alvin - Heirloom - Smith Whiting

> 6-Place Setting (including Fed. Tax)

> > From 19.80

Holloware Pieces In

### Sterling, Silver

Compotes, candle holders, trays, tea services, gravy boats, vegetable dishes. Everything you could want in the most popular patterns.

From 2.00

#### A Lovely Gift - A'

Birthstone Ring

Your gift of a beautiful ring will be worn and treasured Christmas after Christmas. Especially if it's one of our exquisite fashions in precious

From 9.95

# A He-man's Ring

From 12.50 \*All prices include Federal Tax