

Make Your Gift Selections NOW at . . .

make Christmas last with

# JEWELRY

The spirit of Christmas shines brightly through months and years to come . . . when your gift is a well-chosen piece of fine jewelry!

by  
**Denoma and Keepsake**

World's finest Diamond Rings. Many beautiful Denoma and Keepsake styles at nationally-advertised prices. See the difference in color by viewing the diamonds of your choice under our fine gem selection instrument.

## BIRTHSTONE RINGS

Just received . . . a new selection of Ladies' Rings and Birthstone Rings . . . just unpacked. Wide selection Men's Rings, too.

We feature a fine selection of Diamond Mountings. A gift idea: Have your wife's present Diamond Ensemble remounted . . . with wedding ring to match.

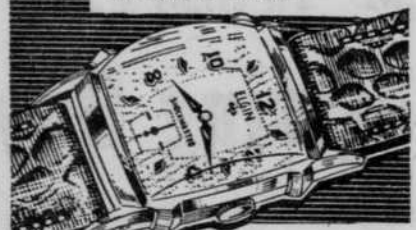
## WATCHES

BULOVA — WADSWORTH  
ELGIN — WESTFIELD  
HAMILTON

### Elgin . . .



**MERMAID**  
Lovely new design. 19 jewels. Waterproof and shock-resistant. Alligator strap. **\$65.00**



**NORTHBROOK**  
Richly styled with exclusive "Rite-Grip" dial. 17 jewels. Shock-resistant, waterproof. **\$55.00**



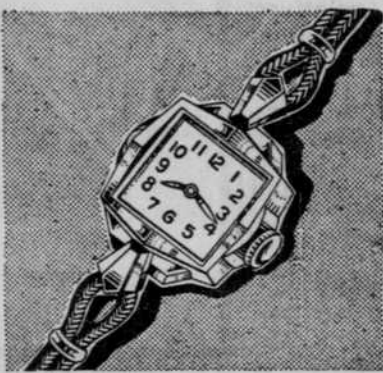
**SEA NYMPH**  
Elegant waterproof watch for her. 17 jewels. Shock-resistant. Brown cobra strap. **\$49.75**

Prices include Fed. Tax.  
Every Elgin has Guaranteed Unbreakable DuroPower Mainspring.  
\*Provided watch case is serviced periodically and seals are restored after opening for any reason.

FOR MEN . . .  
WATERPROOF WATCHES  
from  
**17.50 Up**  
17-Jewel



FOR LADIES . . .  
Wadsworth  
**19.95 Up**



### Give China for '55

Get set for a Merry Christmas with China from our lovely selections . . . finest ever offered in the O'Neill region:

#### CHINA

Theodore Haviland  
American and French  
(in stock)  
Garden Flower  
Rosallinde — Shelton  
Autumn Leaf  
Concord — Sylvia

Calif. Vernonware  
California Casual  
California Shadows  
Homespun

Forsythia by Knowles  
20-Piece Starter Set  
7.95

#### CRYSTAL

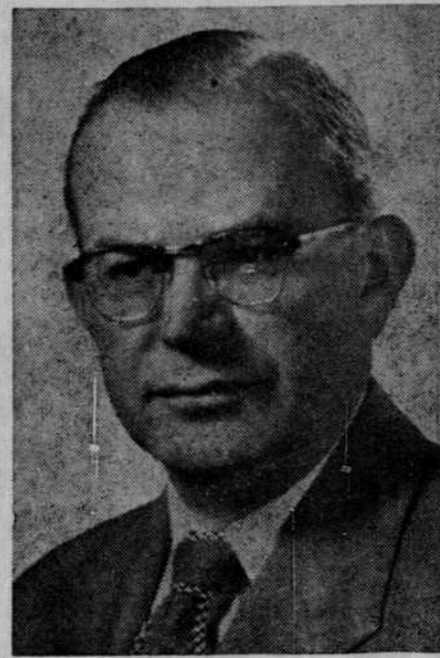
Cambridge Crystal  
Cambridge Square  
Caprice — Rosepoint  
Laurel Wreath

Fostoria Crystal  
American — Heather  
Holly

**Shop Early**

# McINTOSHES

... Lay Away for Christmas Giving!



WM. W. McINTOSH

## WATCH BANDS

If your husband or boy friend owns a watch which he treasures highly, we suggest a new WATCH BAND. We have assorted styles, various lengths . . . a fine, inexpensive gift suggestion.

## ALUMINUM STERLING TRAYS

Hand-hammered. Complete with handles . . . ideal gift for the home. 13" x 18".

**8.50**

INFANT'S RINGS  
• 10-Karat Gold  
BIRTHSTONE RINGS  
• 10-Karat Gold

Ladies' DRESSER SETS  
New Selection

Tie Clasps  
Cuff Links  
Key Chains  
Billfolds



Silver Holloware Coffee Servers (at left) **\$35.00** and up  
Libby Hostess Sets



CLARA O'CONNELL

Give a Fraternal Ring or Emblem

MASONIC — KNIGHTS OF COLUMBUS  
CATHOLIC DAUGHTERS OF AMERICA  
ODD FELLOWS — EASTERN STAR — REBEKAH

\$1 Holds Any GIFT ITEM

New Parker "21" now with



exclusive new Electro-Polished Point

"21" Special **\$5.00**

If you are not completely satisfied after using the Parker "21" for 10 days . . . just return the pen to us for credit or refund.

Sheaffer Pens . . . . . 3.50 Up  
Parker Pens . . . . . 3.50 Up

Liquid Lead Pencils by Parker  
Papermate  
Waterman's Ballpoint with Sapphire Jewel Ball

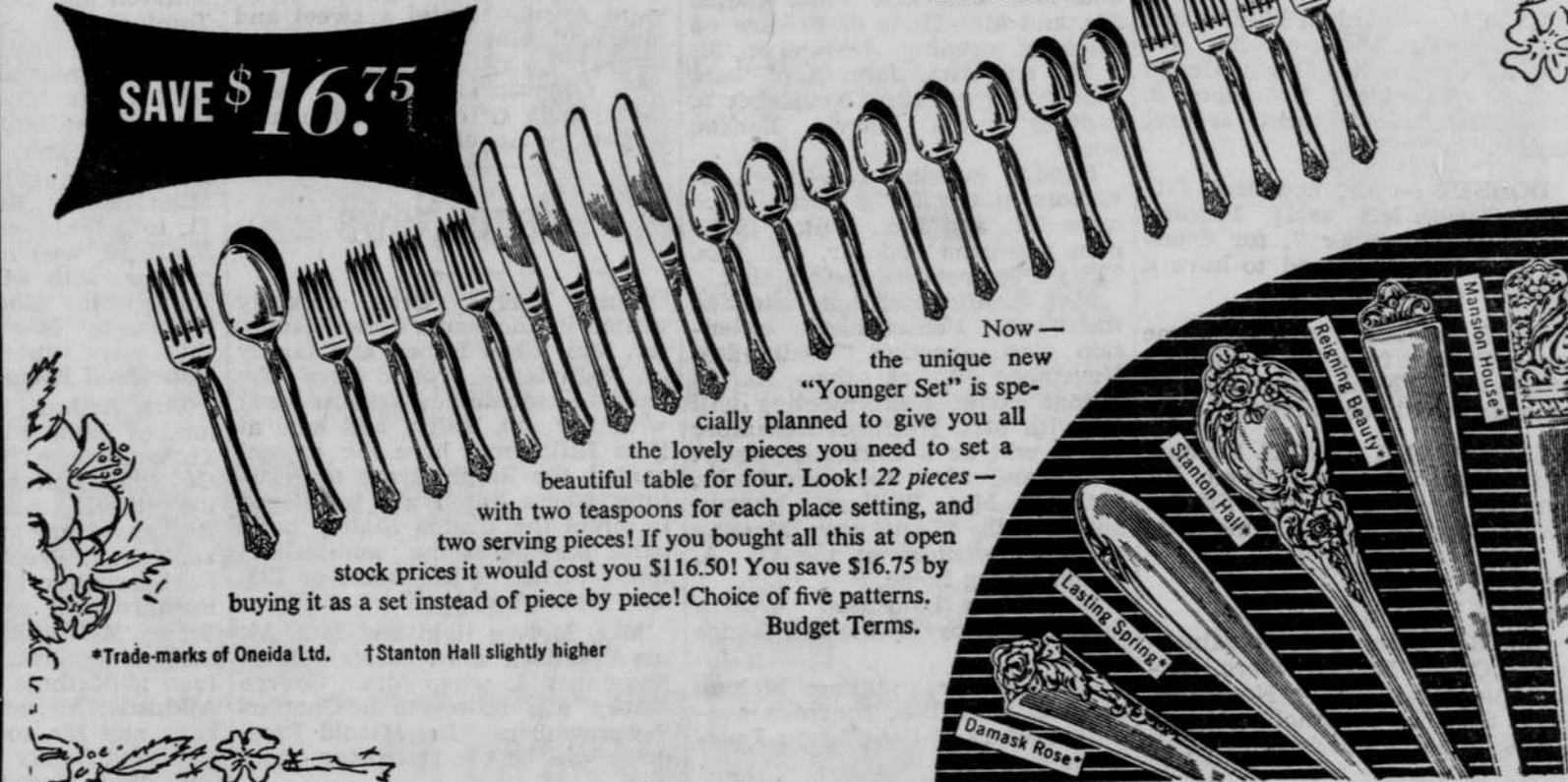
## ELECTRIC RAZORS

Schick . . . . . 19.95 to 29.50  
Sunbeam . . . . . 26.50  
Remington . . . . . 27.50  
Norelco . . . . . 24.95

now — ALL THE SOLID STERLING SILVER YOU NEED TO ENTERTAIN AT DINNER tonight!  
THE "YOUNGER SET" IN HEIRLOOM\* STERLING

22-Piece Service for 4 NOW only **\$99.75<sup>1</sup>**  
FED. TAX INCLUDED

SAVE **\$16.75**



REVELATION SILVERPLATE . . . . . 17.95  
By International. 52-piece, service for eight. Set in chest.  
26-Piece, service for 6 . . . . . 6.95

ETERNALLY YOURS by 1847 . . . . . 79.75

SOUTH SEAS by Community . . . . . 79.75  
54-piece, service for 8. Regular 104.10 value.  
ALSO BY COMMUNITY: White Orchid, Evening Star, Coronation, Morning Star.

REMEMBRANCE by 1847 . . . . . 79.75

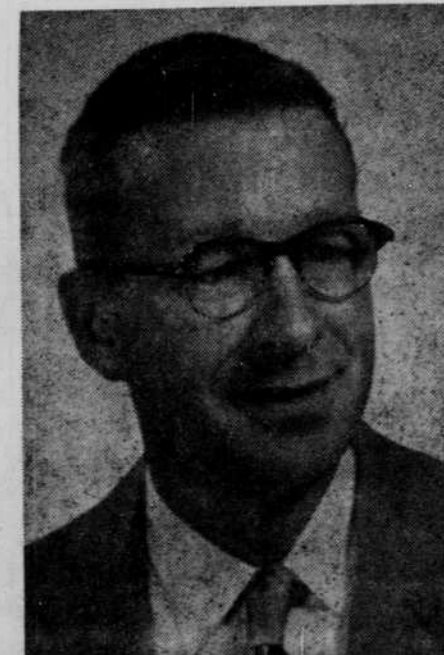
BRIGHT FUTURE by Holmes & Edwards  
Service for 6 . . . . . 69.75  
Service for 8 . . . . . 84.50

DAFFODIL by 1847 . . . . . 79.75  
52-Piece, service for 8 . . . . . 79.75

FLARE by 1847  
54-Piece, service for 12 . . . . . 99.75  
52-Piece, service for 8 . . . . . 89.75

SILVER MELODY by International . . . . . 245.50  
42-Piece, service for eight. Drawer chest at no extra charge. (Price includes tax).

Heirloom Sterling  
By ONEIDA  
Offers a 22-piece Younger Set, regular 116.50, in assorted patterns. **99.75**



ELDON RAMSDEL

## IT'S NEW! IT'S GLORIOUS!



Special Introductory Offer  
**54-Pc. Service for 8** **SAVE \$28.25**  
TOTAL VALUE . . . \$113  
for Only — **\$84.75** Anti-Tarnish Drawer Chest INCLUDED  
New distinctive silhouette! Enhanced by simplicity of design and smart, functional proportions. Buy now and save!  
NO FED. TAX

Also SILVER By  
WALLACE SILVERSMITHS — GORHAM SILVERSMITHS