

COMPARE OUR PRICES WITH OTHERS

Solid Leather Suit Case, full stock cowhide, shirt fold, straps clear around, double set of straps on inside, kertil lined, brass trimmings, steel frame, **\$4.25** full size, for only.....

18 size, open-face watch, 20 year gold filled case, any 7 jewel American movement **\$6.50** for only.....

12 size open face watch, 20 year gold filled case, any 7 jewel American movement **\$8.50** for only.....

0 size hunting case watch, 20 year gold filled case, any 7 jewel American movement **\$9.75** for only.....

16 size open face watch, 20 year gold filled case, 15 jeweled movement—note **\$11.50** the price.....

6 size hunting case watch, 20 year gold filled case, 15 jeweled movement and we **\$11.75** only ask.....

One line of ladies' solid gold set rings, we're almost giving them away **\$1.75** for.....

One line ladies' solid gold rings, these are beauties and all we ask is **\$3.50**.....

We haven't forgotten the baby—solid gold baby rings for the low price **65c** of.....

You will be surprised at being able to buy a good **\$2.25** guitar for.....

Here you can buy a 20 year gold filled fob as **\$2.25** low as.....

The very best place in town to buy ladies' leather hand bags is right here. We have a large assortment and you can buy a solid leather **\$1.25** one for.....

Solid Leather full stock cowhide traveling bags that will be a pleasure for you to carry anywhere and costs you no more than an imitation **\$3.75** leather, for only.....

16 size open face watch, 20 year gold filled case, any 7 jewel American movement **\$8.50** for only.....

6 size hunting case watch, 20 year gold filled case, any 7 jewel American movement **\$8.50** for only.....

18 size open face watch, 20 year gold filled case, 15 jeweled movement—the price **\$7.75** is only.....

12 size open face watch, 20 year gold filled case, 15 jeweled movement—A bargain, only **\$11.75**.....

0 size hunting case watch, 20 year filled case, 15 jewel movement, for **\$14.00** only.....

One line of ladies' solid gold set rings, these are indeed bargains for **\$2.75** only.....

Men's solid gold rings, many designs to select from, prices range from **\$4.00** \$2.75 to.....

We can sell you a violin at the ridiculously low **\$1.25** price of.....

Here's one you can't beat! A good banjo for this almost impossible **\$2.50** price.....

A chain that is guaranteed for 15 years, you can buy **\$1.50** here for.....

We can save you money on solid leather music rolls. We buy in large quantities and get better prices than others and you can get the benefit. Good **\$1.49** ones for.....

# We Don't Sell Cheap Goods

Don't let our prices deceive you--because the prices are low don't think the goods are "cheap." There's not an article in this store that we don't stand back of, and when we tell you an article is solid gold we don't mean that it is solid on the outside and filled with alloy, we mean that it is solid gold clear through, though we don't ask any more for a solid gold piece of jewelry than others do for cheap "gold filled" stuff.

## Our Stock Consists of First Class New Goods

and not a bunch of second grade, second hand stuff. *Nearly every article in this store is brand new.* We don't do a regular pawn broker business, our loan business is merely a side line and we have very few second hand articles in the store. We'll sell you a new article as cheaply as you can buy a second-hand one elsewhere. *We urge you to come in and see for yourself.* We don't claim the finest store or the swellest fixtures

## But We Do Sell Better Goods for Less Money

than any other store in this city. We have in stock new *watches, clocks, a complete line of jewelry, rings (for the baby too,) violins, brass and reed musical instruments, banjos, mandolins, guitars, mouth harps of the very best makes, musical instrument trimmings, music rolls, rifles, shot guns, revolvers, trunks, suit cases, travelling bags, ladies' hand bags and novelties* too numerous to give you a complete list of. All suitable for Xmas presents. Special bargains in unredeemed diamonds, which are always as good as new. Something here for every member of the family and at prices that fit the wage earner's purse. We cant say too much about our prices, they're our best argument these days of big grocery bills.

## We Don't Claim to Sell Goods Below Cost

but we will sell you goods right here as cheap or cheaper than you can buy them of a catalog house in Chicago. Bring the catalog along with you and we will prove it to you--you save the cost of transportation and we are right here if anything is not satisfactory, we make it good *at once.* *We do not misrepresent the article in the first place* so you are playing a safe hand by buying at this store. We frankly tell you that we make a profit on every sale but we don't want to rob you and we guarantee that you will find

## Live and Let Live Prices on Every Article Here

We cordially invite you to some in and get acquainted with us, we want to make your acquaintance. We'll be pleased to show you anything in the store and we assure you we won't be mad at you when you "just come in to look around" that's what we want you to do, we'll risk your buying if you need anything we have. We will lay the article away for you if you wish and engrave it free.

# Chicago Jewelry & Loan Co.

"Nothing Cheap but the Price"

R. Gross, Mgr.

Auto 6387

912 P St.

THEN COME HERE AND BUY