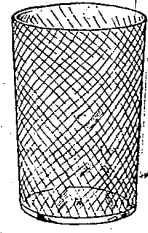


REORGANIZATION

And Greater Business Sale

A SENSATION!
50% OFF!
On Set and Emblem Rings!
 \$12.50 Fancy Rings... \$6.25
 \$18.50 Stone Rings... \$9.25
 \$15.00 Emblem Rings... \$7.50

Tomorrow marks the greatest jewelry event that has ever, to our knowledge, been presented in the County of Oakland. For many years Jos. Burman has been known as a leader in this community. Now there comes to this store a complete re-organization prior to the official opening of the business by the Clare Jewelry Co. This necessitates a complete clean-up of all stocks preparatory to the radical change of policy and management. To speed this up we have decided upon this extensive reorganization sale. Original cost of merchandise has been forgotten (except nationally advertised goods). As much of the old stock as possible must be sold in the next few days to make room in our show cases for new merchandise already on its way. Exceptional indeed are the many values. Phenomenal indeed are the offerings. The sale is now in full swing and includes a gorgeous array of gift merchandise for the Christmas season.



Water Glasses
1c
 An unusual offer, as long as they last—to help people become acquainted during this great re-organization sale.

Closing Out Former Stocks, Preparatory To Change Of Policy And Management!



\$75 Fine Quality Diamond Ring!
\$50
 Beautiful blue-white solitaire in a prong set mounting consisting of 18-kt. solid white gold. The mounting is hand-pierced and hand-engraved.
 Pay Next Year



Gorgeous New \$150 Diamond Ring!
\$115
 Gorgeous blue-white stone surrounded by six smaller gems in a step mounting of 18-kt. solid white gold.
 Pay Next Year!



Lady's Beautiful BULOVA Watch!
\$24.75
 The famous nationally advertised Bulova, fully jeweled and guaranteed. Set in a stunning white gold-filled case, with band to match.
 Pay Next Year!



Man's Guaranteed 15-Jewel Bulova!
\$24.75
 Men! Buy now for Christmas. Nationally advertised, fully jeweled and guaranteed—radium dial and hands. White gold-filled case.
 Pay Next Year!

BUY GIFTS NOW




Take advantage of this great reorganization sale and purchase your Christmas gifts now. Pay only a small amount down now, and pay the balance on convenient credit next year. An opportunity that only Clare can offer during this great reorganization sale. Shop now and buy where buying is a profitable pleasure.

WATCH CRYSTALS ANY STYLE! SIZE! 39c



Man's Hamilton!
\$55
 Nationally advertised—radium dial and hands—fully jeweled and guaranteed. Case finished in white gold filled.
 Pay Next Year!



Man's New Elgin!
\$21
 The nationally advertised Elgin—jeweled and guaranteed in a white gold filled case. Radium dial and hands. A special Clare feature.
 Pay Next Year!

Just Take A Look At These Sensational Diamond And Watch Values! . . . Reductions From 25 % up to 100 % On Generally Prevailing Prices AND NO STRINGS Attached!

Never have such sensational values been offered in diamonds and watches! But we have got to clear out these stocks. There are no two ways about it. Original cost means nothing. A clean sweep is our aim. These reductions are bonafide—and comparison will prove just how sensational they really are.

- DIAMOND RINGS**
- Generally Sold at \$25.00 . . . \$17.95
 - Generally Sold at \$50.00 . . . \$28.50
 - Generally Sold at \$75.00 . . . \$50.00
 - Generally Sold at \$100.00 . . . \$75.00
 - Generally Sold at \$125.00 . . . \$95.00
 - Generally Sold at \$150.00 . . . \$120.00
 - Generally Sold at \$200.00 . . . \$150.00
 - Generally Sold at \$250.00 . . . \$195.00
 - Generally Sold at \$300.00 . . . \$225.00
 - Generally Sold at \$350.00 . . . \$275.00

LOOK! \$25 Watches!



Your Choice For Men or Women
\$8.95
 A special reorganization feature. Both watches jeweled and guaranteed, with mesh bands to match. Cases are white gold-filled. The strap watch has radium dial and hands.
 Regularly \$25
 25c Down

CLARE JEWELRY COMPANY

Successors to Jos. Burman Jewelry Store: 65 S. Saginaw St., Pontiac