

Von Burg's has

Just what I want

for Christmas



Give Her the Gift She Will Cherish Forever — a **GENUINE ORANGE BLOSSOM DIAMOND RING**
Bright, sparkling Diamonds in Beautiful Individual Settings by Traub!



For Your Man Who Is Going Places There Is Certainly No Finer, No More Impressive Gift Than a Handsome Watch.

Give Him A

Exclusively new...
GYROMATIC* by GIRARD PERREGAUX
FINE WATCHES SINCE 1793



The Gyromatic—latest and greatest advancement in self-winding watches. So sensitive, the slightest movement keeps it wound. So completely practical, it shrugs off shock and works under water. So ingeniously simple, you need never fear expensive repairs. See the new, thin and handsome Gyromatic!

*Reg. U.S. Pat. Off.

He'll travel on time, he'll travel in style when he wears the modern watch you give him this Christmas.

Gifts to **LAY-AWAY** for Christmas

New!

the most enchanting pattern of our times!

Mary Queen

Remember HOLMES & EDWARDS is superior to all other silverplate. The most used spoons and forks are sterling inlaid with two blocks of sterling silver where they rest on the table. Thus should wear occur, there is sterling underneath.



All patterns made in U.S.A.

HOLMES & EDWARDS

Sterling Inlaid Silverplate

52-piece service for 8: 8 knives, 8 forks, 16 teaspoons, 8 salad forks, 8 soup spoons, 1 butter knife, 1 sugar spoon, 2 tablespoons...all in handsome chest with tarnish resistant lining... **'69.00**

6-PIECE PLACE SETTING... **'8.00**

We Have On Display, Many Other Famous Makes of Fine Silverplate...

1881 ROGERS COMMUNITY



Beautiful, Genuine **SWEDISH CRYSTAL**

Exquisitely styled with dainty pattern—it's a perfect gift she will enjoy for years to come!

Von Burg's

OLDEST ESTABLISHED JEWELER IN REDFORD
22019 GRAND RIVER AVE.



Give ELGIN

the only watch with the miracle DURAPOWER MAINSPRING*!

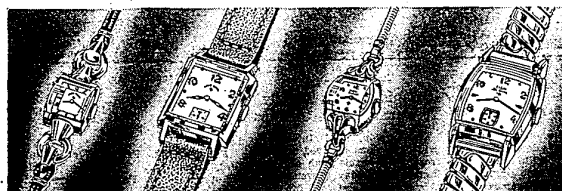


Yes, you get as good as you give when you give each other Elgins... models for men and women that are twins for elegance of modern styling... Twins for quality...

twins for enduring service. The only watch with the exclusive DuraPower mainspring that eliminates 95% of watch troubles caused by steel mainspring failures.

Other Elgins from \$29.75

*Patent Pending



Lady Elgin. 19 jewels. 14K natural gold case. High curved crystal. **'100.00**

Lord Elgin. 21 jewels. Lapped 14K natural gold case. Applied 18K gold figures. **'135.00**

Elgin DeLuxe. 17 jewels. 10K natural gold filled case. Gold filled bracelet. **'55.00**

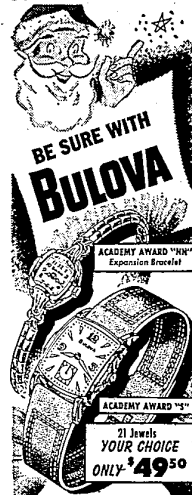
Elgin DeLuxe. 17 jewels. 10K natural gold filled case. Expansion band. **'57.50**



FL-40 14K natural gold case and bracelet. 17 jewels. **'175.00**

FL-42 14K natural or white gold case and bracelet. 17 jewels. **'225.00**

FL-43 14K natural gold case and bracelet. 17 jewels. **'250.00**



BE SURE WITH **BULOVA**

ACADEMY AWARD "WIN" Expansion bracelet

ACADEMY AWARD "WIN" 21 Jewels

YOUR CHOICE ONLY **'49.50**

SHEAFFER'S Triumph
DESK SET

Magnificent gift for home, den or office! Modern-classic Jet Crystal base with matching "White Cat" Pen. Sheaffer Desk Sets in wide range of styles from \$10.00 to \$108.00



Model shown

\$17.50