

Just what I want for Christmas

Christmas is Coming—
sooner than you think!
visit
JEWELER'S NAME
today!

We've Styles Galore NOW!

Avoid last minute disappointment
\$100 Reserves your selection!

Give BULOVA Academy Award Watches
21 JEWELS
ONLY \$49.50 and up
THE WATCH THE STARS WEAR

ELGIN BANNER BUYS
FEB. 17—APRIL 1
\$33.75

Prices include FEDERAL TAX
EASY CREDIT TERMS

Your Choice \$35.75

Your Choice \$59.50

17 Jewels—14 Kt. Gold Your Choice \$71.50

The one you love deserves the best—



CLARA \$64.00
14K gold-filled case.
LANA \$71.50
14K gold case.
MARTIN \$52.25
10K gold-filled case.
WESLEY \$180.00
14K gold case.

Hamilton

You can give no finer gift to the one you love than a fine Hamilton watch. We now have a lovely selection of Hamilton watches at our store. Stop in soon. Prices start at \$52.25, Federal Tax Included.



Precious moments...when gifts for Christmas are exchanged by two who really care. The gift so fine...so fitting for the occasion. Come see our outstanding collection, today!

Watches

a fine time piece of either Foreign or Domestic manufacture.

AMERICA'S FINE WATCH

*Cyromatic**
by GIRARD PERREGAUX
FINE WATCHES SINCE 1791

GIVE ELGIN
MADE IN AMERICA SINCE 1865

BULOVA
Academy Award
WATCHES
21 Jewels

Christmas Gifts

Small square case with stainless steel band. Has matching expansion bracelet. 17 Jewels. \$27.50 F.T.

Delicately styled watch with expansion band. 14K gold-filled case. 17 Jewels. \$62.50 F.T.

The square man's watch is ultra-thin. Highly polished gold-filled case. 17 Jewels. \$71.50 F.T.

Modern design, 14K yellow or white gold-filled case. Applied dial markers. 17 Jewels. \$100. F.T.

Second man's strap watch with sweep-second hand. 14K gold case. Genuine alligator strap. 17 Jewels. \$125. F.T.

Merry Christmas to the World's best Mother

GIVE HER A Lady Elgin

Price includes Federal Tax

only watch with the miracle **DURAPOWER MAINSPRING**

19 Jewels. 14K gold filled case. Gold-filled bracelet.

Other ELGINS From \$29.75

\$1 A WEEK

FASHION WATCH OF THE YEAR

Von Burg's
OLDEST ESTABLISHED JEWELER IN REDFORD
22019 GRAND RIVER AVE.
KENWOOD 1-1855

Exquisitely designed Longines-Wittnauer Watches are but one important part of the exciting adornment offered for your critical choice.

Gifts to LAY-AWAY for Christmas