

TO BE TREASURED FOREVER Gifts of Jewelry

Long remembered is the Christmas when you "say it with jewelry!" A gift of jewelry is not only warmly welcomed on Christmas morning, but is dearly cherished for years to come. Choose here the best loved gifts of all... for all.



the Luxury
of
Girard-Perregaux
is not
beyond your reach

Discriminating men and women know that a Girard-Perregaux is the ultimate expression of good taste. These strikingly beautiful watches are priced all over the world for their modern styling and infallible accuracy. Choose yours from our large selection. Prices start at \$45.00.



Top: 14 kt. yellow or white gold, 17 jewels \$71.50
Center: Yellow or white gold-filled, 17 jewels \$49.50
Left: 14 kt. gold, 17 jewels \$110.00
Prices include Fed. Tax



GIRARD PERREGAUX
Fine watches since 1791

In Every Field, A Leader...

Among Fine Watches
for Men and Women

OMEGA
Ω

MEN'S WATCHES
\$71.50 up

LADIES
WATCHES
\$62.50 up



As jewelers of long standing, we are asked to handle any number of products. But we are forced to be extremely selective and to base our decisions on fact. That's why we choose and recommend Omega. It is the number one name in the fine watch field. Painstakingly produced... superbly styled... winner of the highest awards for accuracy at the world's leading observatories... Omega represents our greatest watch value.

May we show you our Omega selection?

We Are Known
for Our
SWISS TRAINED
WATCH
MECHANICS

★ ★
Pre-View Showing!
2 EXCITING NEW
HAMILTON WATCHES
with EXCLUSIVE "Plus" FEATURES

★
The **TERRY** with Hamilton's Exclusive *Cordette*
Adds Beauty to the Band!
TERRY—17 Jewels
10K Yellow or White Gold Case
Cord 1714, Expansion Bracelet 1750
\$71.50

★
The **MURRAY** with Hamilton's Exclusive
New Protective Features
MURRAY—17 Jewels
10K Yellow Gold filled case
With new exclusive Expansion Bracelet styled to conform with the case
\$71.50

★

Thrill her young heart...
Nationally-advertised
WADSWORTH



A wide choice of exquisite styles—all with dependable jeweled-lever movements. Perfect gift for a young beauty.

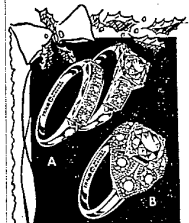
Price includes Fed. tax
A Product of the Elgin National Watch Company

Come to
Von Burg's
for that good
gift watch for him!



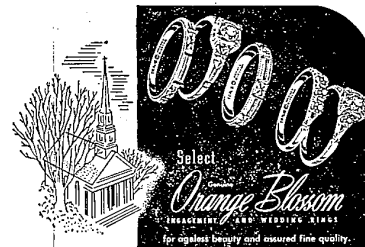
WAYNE... 17-jewel movement, \$24.95
Why give an unknown watch when you can give a Wadsworth for as little as \$19.95?
Price includes Fed. tax

WADSWORTH
A GOOD WATCH AT A BETTER PRICE



Surprise HER THIS CHRISTMAS

Give HER a beautiful *Orange Blossom* diamond ring—she will treasure it for years to come.



Artistic Beauty
for your old diamonds

Many a beautiful diamond lies unseen in a bureau drawer because of an outmoded setting. If you have one, why not bring it out of hiding? It will have new beauty and added safety when reset in a beautiful new *Orange Blossom* "Custom-made" mounting. You'll be proud of the result and pleased with the small cost. Estimates gladly given.

Make
This
Her Best
Christmas
Ever

Von Burg's
OLDEST ESTABLISHED JEWELER IN REDFORD
22019 GRAND RIVER AVE.

