

Von Burg's

Clearance SALE



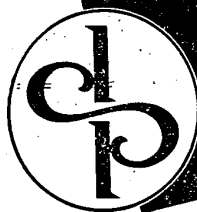
Of Nationally Known Brand Watches Will Continue Until Christmas Eve

Santa Says:

**These Watches are
the Buy of a Lifetime!**

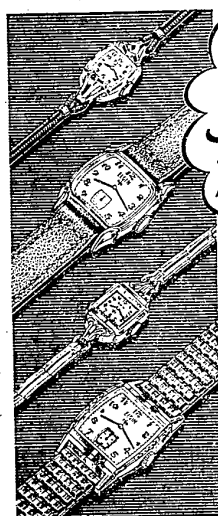


RUST-PROOF, NON-MAGNETIC,



Guaranteed
NEVER TO BREAK!

The DuraPower Mainspring*



*Exclusive
Feature of*

ELGIN WATCHES

Distinctively modern case design. Black nylon cord. A beautiful gift. \$37.50

Handsome styling any man would proudly wear. Leather strap. \$35.75

Exquisite case with high curved crystal. Grooved expansion bracelet. \$39.25

Specially engraved case with comfortable expansion band. \$42.50

Come in and see them today—the new Elgins. Fresh, American styling! Elgin's famed timekeeping accuracy! The unmatched dependability of the DuraPower Mainspring—backed by Elgin's guarantee! Choose from our wide selection of these newest Elgin models. Priced from \$29.75.

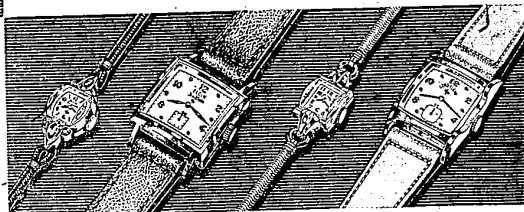
All prices include Fed. Tax

*Trade of "Elgins" metal. Patent pending

ELGIN'S

Guarantee

If a DuraPower Mainspring should ever break in service it will be replaced without charge to the owner of the watch, by any Elgin jeweler or by The Elgin National Watch Company.



17-jewel Elgin DeLuxe. Beautifully styled case with high curved crystal. Nylon cord. \$55.00

Elgin DeLuxe. 17 jewels. Smart square case design. Sturdy shock and water resistant model. \$59.50

30-jewel Lady Elgin. Modern case with high curved crystal. 12K gold filled bracelet. \$71.50

Lady Elgin. 31 jewels. Distinguished case design. High curved crystal. Gold skin strap. \$71.50

40% OFF

On These Wonderful Buys Will Assure
You a Dependable Timepiece of
Lasting Beauty

★ ★ ★ ★

We Are Overstocked

This is your opportunity to give her that
fine watch she has always wanted.

THERE ARE 300 TO CHOOSE FROM

The Dependable Name of

Von Burg's Jewelers

is Your Guarantee of Quality

Our Swiss Trained Watch Repair Men
Give You Further Guarantee of Satisfaction

We Have WATCHES in the
Price Range of

\$33.00 to \$275.00

All at 40% Discount

USE OUR LAY-AWAY PLAN
A Small Deposit Will Hold Any Article

Von Burg's

OLDEST ESTABLISHED JEWELER IN REDFORD
22019 GRAND RIVER AVE.