

Santa Clues for successful gifting



Christmas is a FAMILY AFFAIR

For the pleasing-est gifts that ever went under the family tree, come, choose from our wide and wonderful selection.

We've the perfect watches for all the folks in the family.

We Have Watches From
\$12.95 and up . . .

The Only Watch of Its Kind in the World!
the new **ETERNA-MATIC**

• self • winding • on • ball • bearings



EVERY MOVEMENT OF YOUR HAND WINDS YOUR WATCH

A dramatic new development in watchmaking! The brilliant new self-winding mechanism rides on 3 amazingly small ball bearings. It responds instantly to the slightest motion of your hand . . . winds itself more smoothly than any other watch. Designed by perfectionists—the ETERNA-MATIC is the nearest thing to perpetual motion in a watch . . . the most modern timepiece you can own or give!

For men: in stainless steel, water-resistant. Also in 14K gold-filled.

For women: the smallest ball bearing self-winding watch in the world. Cord or strap model, gold-filled. Cord model, 14K gold.

17 jewel movement shock-protected anti-magnetic sweep second hand



Remembers to Wind Itself
OMEGA
Automatic

Just set it and forget it! Winds as you wear it. Stainless steel and gold-case models from

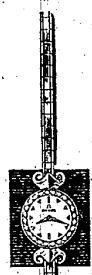
The gift Mother has been waiting for...

Sapphette
by
OMEGA

watches with jewel-like crystals in distinctive pastel tints

Facet-cut crystals mounted like precious gems lend fashion distinction to world-renowned Omega accuracy. An unusual watch for a woman of discriminating taste.

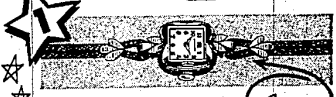
In 14K white or yellow gold



Crystal Tints:
Sapphire Blue
Peridot Green
Pastel Rose
Diamond White

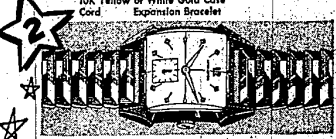


2 EXCITING NEW Hamilton WATCHES with EXCLUSIVE "Plus" FEATURES



The **TERRY** with Hamilton's Exclusive *Cordette*
Adds Beauty to the Band!

TERRY—17 Jewels
10K Yellow or White Gold Case
Expansion Bracelet



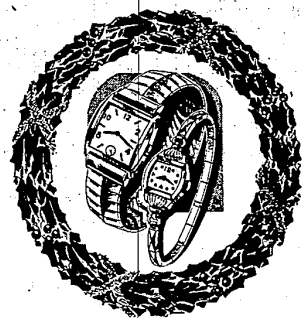
The **MURRAY** with Hamilton's Exclusive
New Protective Features

MURRAY—17 Jewels
10K Yellow Gold filled case

With new exclusive Expansion Bracelet styled in contrast with the case



for "MOM"



for "DAD"



for "BROTHER"

Beautiful

WATCHES
for Christmas



for "SIS"

*to strike a young
man's fancy... come to*



for this nationally
advertised
WADSWORTH
A product of the Elgin National Watch Company.
Dependable jeweled-lever movement. As advertised in LIFE—

Thrill her young heart...
Nationally-advertised WADSWORTH
ELIZABETH,
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

Presenting the World acclaimed

"Cocktail"

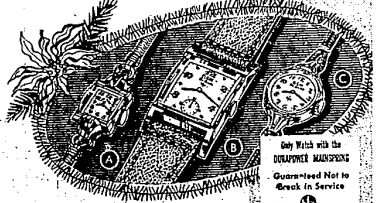


World's only watch with
"MOTION" beauty!

ERNEST BOREL
SINCE 1885

Once each generation an entirely new idea is born. Such an idea is the new "Cocktail", by Ernest Borel. Here is exciting beauty created by motion. An ever-changing pattern of subtle designs move gracefully across the face of "Cocktail"—fascinating and handsome. In addition, a special transparent back exposes its "Super-Fathometer" Ernest Borel movement, renowned for accuracy the world over.

Only 16 More Days to a thrilling ELGIN Christmas



Magnificent *flair of the future*
Styled by Henslee
Take a Year to Pay!

Only Watch with the
DUAL-POWER HANDSPRING
Guaranteed Not to
Break in Service
A 19-jewel Elgin
Ultra smart case
and bracelet
inlaid band
B 17-jewel Elgin
Dual-power spring
with diamond
crystal
C 17-jewel Elgin
Dual-power spring
with diamond
crystal



GOLD FILLED
and
STAINLESS STEEL
EXPANSION
WATCH BANDS

Von Burg's
Oldest Established Jeweler in Redford
Established 1929

KE. 1-1855

Repairs by Expert Swiss Jewelers

22019 Grand River

PARKING IN THE REAR OF STORE

We Are Known
for Our
SWISS TRAINED
WATCH
MECHANICS

**SHOP
EARLY**
for best selection!
and Use Our
Lay-Away Plan