NO FINER GIFT THAN A WATCH...

NO FINER WATCH THAN A BULOVA

The Most Thrilling Gift of All—

BULOVA

21-JEWEL

ACADEMY AWARD

Wear the watch the stars wear!

ACADEMY AWARD "H" 21 Jewels $49.50

ACADEMY AWARD "O" 21 Jewels $59.50

ACADEMY AWARD "K" 21 Jewels $55.00

ACADEMY AWARD "P" 21 Jewels Expansion Band $59.50

ACADEMY AWARD "BB" 21 Jewels, 14 Kt. Gold $65.00

ACADEMY AWARD "OO"

ACADEMY AWARD "S"

ACADEMY AWARD "R" 21 Jewels Expansion Band $71.50

Watches enlarged to show detail

Christmas Special!

ACADEMY AWARD "OO"—21 Jewels Expansion Bracelet

ACADEMY AWARD "S"—21 Jewels

Your Choice Only $49.50

Hamilton and Happiness GO HAND IN HAND under Any Christmas Tree

WESLEY $180.00 19 jewels. 14k natural gold case.

FL-42 $225.00 17 jewels. 14k natural or white gold case and bracelet.

BRENT 19 jewels. Natural gold-filled case. $71.50

CARLTON 17 jewels. Natural gold-filled case. $67.50

JUDY 17 jewels. 14k natural or white gold case. $71.50

give the one you love the joy of owning a Traditionally Fine . . . Trustworthy Hamilton AMERICA'S FINE WATCH

ANNE 17 jewels. Natural or white gold-filled case. $64.00

FREDA 17 jewels. Natural gold-filled case. $57.75

LAMBERT 17 jewels. Natural gold-filled case. $57.75

Prices include Federal tax

To Be Cherished

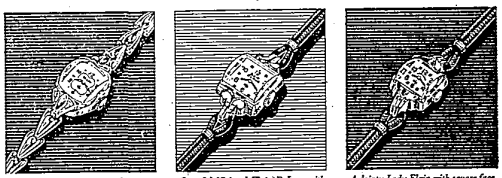
Masterpieces of beauty and fine craftsmanship. Quality that speaks for itself.

Orange Blossom

ENGAGEMENT & WEDDING RINGS

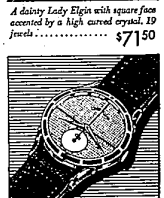
AN ELGIN PACKS A LOT MORE MAGIC THAN MISTLETOE

Mistletoe may be traditional, but an Elgin is more magic. So for Christmas give an Elgin. This is the beautiful watch with the heart that never breaks—the guaranteed DuraPower Mainspring that eliminates ordinary mainspring trouble.

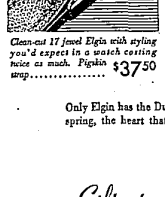


A graceful 17 jewel Elgin with picture-frame dial. Combination link and expansion bracelet..... $42.50

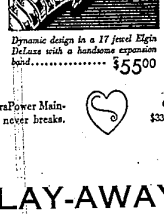
Graceful 17 jewel Elgin DeLuxe with beautifully designed end pieces and high curved crystal.... $57.50



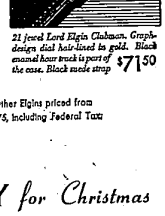
A dainty Lady Elgin with square face accented by a high curved crystal. 19 jewels..... $71.50



Clean-cut 17 jewel Elgin with styling you'd expect in a watch costing twice as much. Pigskin strap..... $37.50



Dynamic design in a 17 jewel Elgin DeLuxe with a handsome expansion band..... $55.00



21 jewel Lord Elgin Clubman. Graph-design dial hair-lined in gold. Black enamel hour track is part of the case. Black mesh strap $71.50

Only Elgin has the DuraPower Mainspring, the heart that never breaks.

Other Elgins priced from $33.75, including Federal Tax

Gifts to LAY-AWAY for Christmas

Christmas Gifts

Longines-Wittnauer WATCHES

Unusual shaped lady's watch in yellow gold-filled case. Cut crystal set. Jewels. $37.50 FTI

Square gold-filled case with stainless steel back. Uses matching expansion bracelet. 17 Jewels. $59.75 FTI

Delicately styled watch with expansion bracelet in gold-filled. 17 jewels. $67.50 FTI

The square man's watch in alternating high-low gold-filled. 17 jewels. $71.50 FTI

Modern design 14K solid white or yellow gold, hand-set dial, applied 17 Jewels. $100. FTI

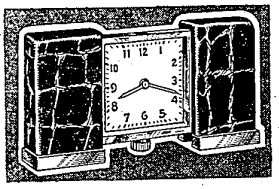
Round man's strap watch with sweep second hand. 14K solid case. Genuine alligator strap. 17 Jewels. $105. FTI

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

LONGINES WITTNAUER Watches

BUDGET TERMS IF DESIRED

WE GIVE S&H GREEN STAMPS



Beautiful Clocks of Dependability

Seth Thomas General Electric

Telechron Westclox

Big Ben Revere

Baby Ben

FIVE GENERATIONS OF FINE SWISS WATCH MAKING

Von Burg's

OLDEST ESTABLISHED JEWELER IN REDFORD

22019 GRAND RIVER AVE.