

EHRlich's

 Redford's Leading Jewelers

Celebrating Our GRAND OPENING

Never
Before
Such a
Sale!

In celebration of the opening of our New Store we are giving values the like of which you have never before been able to share. A careful perusal of every item here will prove a wise bit of economy on your part.

Make
No
Down
Payment

Just think of it, Folks! During this Grand Opening Sale you need make no down payment, whatsoever. That means you can buy any of these advertised specials for no cash down. Come today and take advantage.

25 PIECE SET OF DISHES



DIAMOND
RING

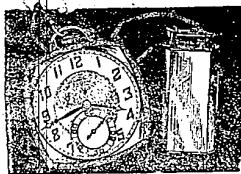
\$29.75

No Money Down

A gem of surprising size and brilliance at this Low Price set in an exquisite mounting of 18 kt. White Solid Gold.

Dishes Free!

ELGIN-CHAIN-LIGHTER



A famous Elgin Pocket Watch, highly jeweled and fully guaranteed along with a gold filled chain and a dependable Lighter, made by Dunhill. A feature of our Grand Opening!

\$17.50

No Money Down

Dishes Free!

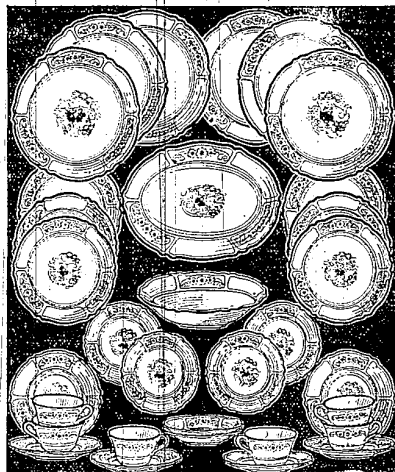
"1847" ROGERS SILVER

\$26.25

No Money Down

Lifetime Guarantee—complete service for 6—new and unique design you will instantly admire. Comes complete with a handsome Service Tray.

Dishes Free



ATTEND OUR GRAND
OPENING SALE TOMORROW!

Every customer making a purchase of \$15 or over during our Grand Opening will receive ABSOLUTELY FREE with our compliments this gorgeously designed set of Dishes that any one would be proud to have grace their table.



BRIDAL PAIR

\$69.50

No Money Down!

A beautiful heart-shaped mounting of 18 kt. White Solid Gold holding a flashing Diamond along with a matched Wedding Band boasting 7 Diamonds.

Dishes Free!

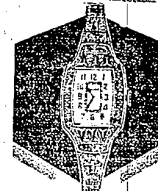


"LONE EAGLE"

\$37.50

Guaranteed 15 Jewel Movement enclosed in a Mesh case with a Mesh Band to match. Nationally Advertised at the cash price on Credit.

No Money Down!



"MISS LIBERTY"

\$37.50

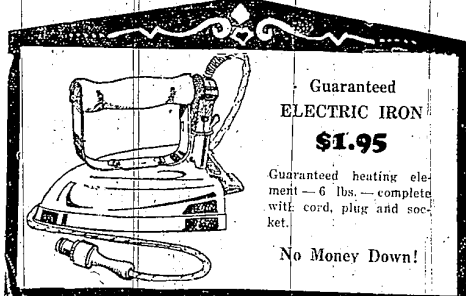
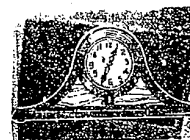
Six Simulated Sapphires adorn the dainty case of this popular Bulova Wrist Watch. Pay no cash down for yours at our Grand Opening.

Dishes Free!

Guaranteed 8-Day
MANTEL CLOCK

\$6.95

Inlaid Mahogany effect—strikes the hour and half hour with melodious Chimes. Fully guaranteed Movement. A new Low Price to celebrate our Grand Opening.



Guaranteed
ELECTRIC IRON
\$1.95

Guaranteed heating element—6 lbs.—complete with cord, plug and socket.

No Money Down!



TROJAN
STRAP WATCH
\$7.50

A regular Trojan for work—Nationally Advertised at the Cash Price on Credit. Fully guaranteed movement that simply knows no error.

No Money Down!



26 Piece Set of
SILVERPLATE
\$3.95

Service for Six

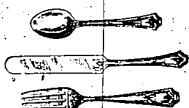
Complete service for 6—complete in a modernistic chest, new design

SOUVENIRS FOR ALL

CREDIT JEWELERS

EHRlich's

22015 GRAND RIVER
Redford



59c

Genuine Silver Plate—Sold below actual cost to make this an event long to be remembered.



5c

Below cost to make friends for our new store. Come early, the supply will go quickly. Sterling.