

Ever Lovely... Everlasting... JEWELRY GIFTS

for joyous Christmas Giving

Christmas Diamonds



The perfect year-round gift. She will be especially proud to wear a beautiful *Orange Blossom* styling.

New! the most enchanting pattern of our times!

May Queen

Remember HOLMES & EDWARDS is superior to all other silverplate. The most used spoons and forks are sterling inlaid with two blocks of sterling silver where they rest on the table. Thus should wear occur, there is sterling underneath.



All patterns made in U.S.A.

HOLMES & EDWARDS

Sterling Inlaid Silverplate

52-piece service for 8: 8 knives, 8 forks, 16 teaspoons, 8 salad forks, 8 soup spoons, 1 butter knife, 1 sugar spoon, 2 tablespoons... all in handsome chest with tarnish resistant lining... **\$69.00**

6-PIECE PLACE SETTING... **\$8.00**

We Have On Display, Many Other Famous Makes of Fine Silverplate...

1881 ROGERS COMMUNITY

Merry Christmas FOR THAT SPECIAL SOMEONE!



BULOVA ROMA 12 Jewels \$27.50



BULOVA DIRECTOR 15 Jewels Expansion Band \$35.75



BULOVA VIVIAN 17 Jewels Expansion Bracelet \$42.50



BULOVA ACADEMY AWARD 21 Jewels \$49.50



BULOVA ADORABLE 17 Jewels 2 Diamonds 14 Kt. White Gold \$71.50



BULOVA ULTIMATE 17 Jewels 14 Kt. Gold Sweep-Second Hand \$135.50

Easy Credit Terms

"Ah, tell that inside story to every Santa Claus!"

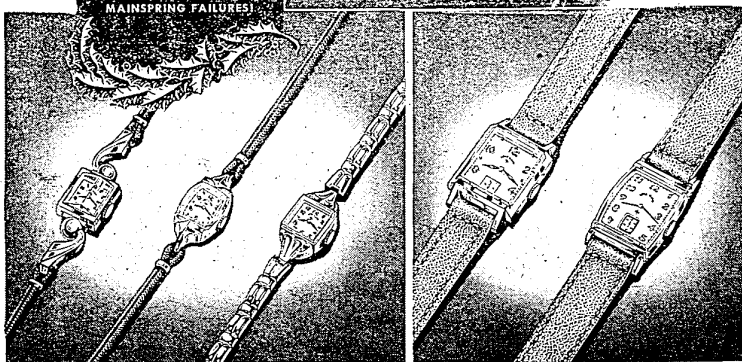
said MRS. LAWRENCE TIBBETT when she saw the beautiful new ELGINS and learned of their DuraPower Mainspring



"BEST-DRESSED WOMAN" Mrs. Tibbett is the charming wife of the famous Metropolitan opera star



ELIMINATES 99% OF ALL REPAIRS DUE TO STEEL MAINSPRING FAILURES!



\$33.06 up to \$71.50

* Lady Elgin. 19 jewels, adjusted. DuraPower Mainspring. 14K natural gold filled case. Flat crystal. Gold filled bracelet. \$71.50

* Lord Elgin. 21 jewels, adjusted. DuraPower Mainspring. 14K natural gold filled case. Unique crystal design. \$71.50

* Lord Elgin. 21 jewels, adjusted. DuraPower Mainspring. 14K natural gold filled case. Has a handsome leather strap. \$71.50

† Prices include Federal Tax

The inside story that so impressed Mrs. Tibbett should also impress the one you wish to surprise with an Elgin this Christmas. For Elgin's DuraPower Mainspring is truly a great advance in watch-making. See these beautiful new Elgins that have won the admiration of America's style leaders. We have them in a wide range of prices and styles.

* Made of "Elgitor" metal. Patent pending

ELGIN watches

TIMED TO THE STARS!

Give Him An

Exclusively new...

GYROMATIC* by GIRARD PERREGAUX FINE WATCHES SINCE 1791



The Gyromatic—latest and greatest advancement in self-winding watches. So sensitive, the slightest movement keeps it wound. So completely practical, it shrugs off shock and works under water. So ingeniously simple, you need never fear expensive repairs. See the new, thin and handsome Gyromatic!

* Reg. U.S. Pat. Off.

LIFE \$71.50 net tax Others from \$52.50

Because She Loves the Loveliest... GIVE HER AN ELEGANT

HAMILTON AMERICA'S FINE WATCH



VERNA... \$71.50 17 jewels. 14K natural or white gold case. Prices include Federal Tax

JUNE... \$68.50 17 jewels. Natural or white gold-filled case. Expansion bracelet.

FAY... \$57.75 17 jewels. Natural or white gold-filled case.

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

Gifts to LAY-AWAY for Christmas