

# CHRISTMAS GIFT Buying

at Von Burg's Will Bring a Lifetime of Satisfaction

She'll love you  
for it...

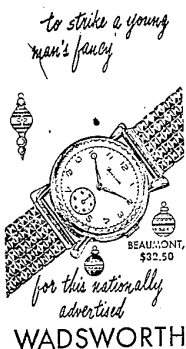
**GIVE  
JEWELRY!**



No other gift will be closer  
to her heart than a gift of fine  
jewelry. And fine jewelry is  
not expensive at

**Ladies' and Men's  
WATCHES**

We have a wide selection of  
smartly styled timepieces  
17 Jewels



for this nationally  
advertising  
**WADSWORTH**

A product of the Elgin  
National Watch Company.  
Dependable jeweled-lever  
movement. As advertised in  
LIFE—Wadsworth prices  
start as low as \$19.95



**SHURLEY, \$52.25**  
10k natural or  
white gold-filled.



C-2, \$120.00  
14k natural or  
white gold case,  
2 diamonds.



MAKE YOUR GIFT  
A "HEART-WINNER"

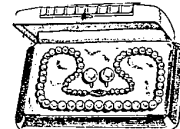
**Hamilton**  
THE FINE AMERICAN WATCH

**WATCH BANDS**

by  
Speidel  
Gemex  
Kreissler  
J-B

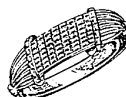


**Fine Fashion Jewelry**



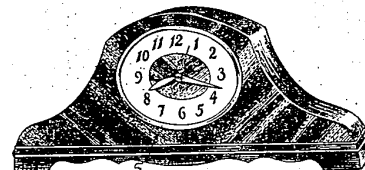
by

Kremetz  
Van Dell  
Engel Bros.  
Deltah  
Duane  
Am-Lee



**CLOCKS**

by  
General Electric  
Telechron  
Seth Thomas  
Westclox  
Revere



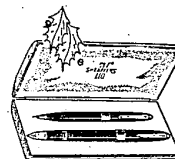
**MEN'S JEWELRY**

by  
Kremetz  
Anson  
Wells  
Simmons



**PEN and PENCIL  
SETS**

by  
Sheaffer  
Waterman  
Parker



**WALLETS**

by  
Enger-Kress  
Buxton

Is Your Diamond



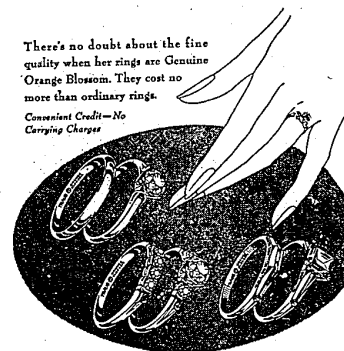
**Norman**  
**\$71.50**

14 K.  
Natural  
Gold-Filled

**SAFE?**

A sharp blow...  
a worn mounting  
can mean the  
loss of your  
cherished  
diamond. Give  
your diamond  
new beauty and  
dependable  
security with a  
smart new  
Orange Blossom  
ring styling. Do  
it today! Use  
our convenient  
credit plan.

There's no doubt about the fine  
quality when her rings are Genuine  
Orange Blossom. They cost no  
more than ordinary rings.  
Convenient Credit—No  
Carrying Charges



**Von Burg's**  
Oldest Established Jeweler in Redford  
Established 1920

KE. 1-1855

Repairs by Expert Swiss Jewelers

**PARKING IN THE REAR OF STORE**

22019 Grand River



and Use Our  
Lay-Away Plan