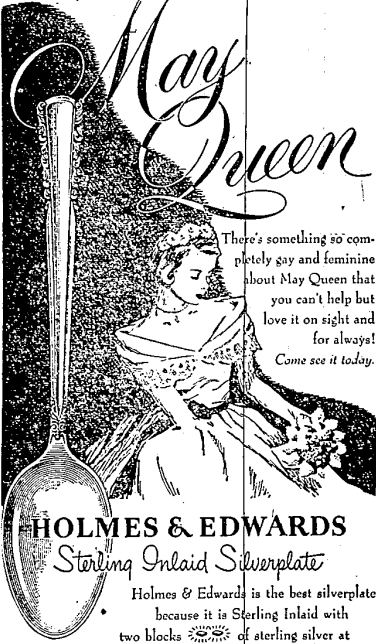


Merriest Christmas GIFTS ever

From Von Burg's . . . They Will Bring A Lifetime Of Satisfaction.

We present the loveliest pattern of our times!



May Queen

There's something so completely gay and feminine about May Queen that you can't help but love it on sight and for always! Come see it today.

HOLMES & EDWARDS
Sterling Inlaid Silverplate

Holmes & Edwards is the best silverplate because it is Sterling Inlaid with two blocks of sterling silver at the two places where most used forks and spoons rest on the table. If wear should come, there's sterling underneath!

6-PIECE PLACE SETTING
52-PIECE SERVICE FOR 8



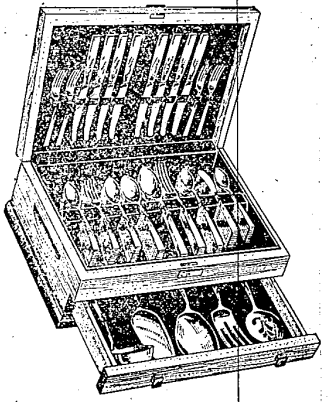
Silver Dish



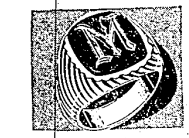
Sugar, Creamer and Tray



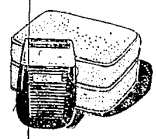
Candelabras



Silver Compact



Initial Ring



Famous Shaver



Cigarette Set

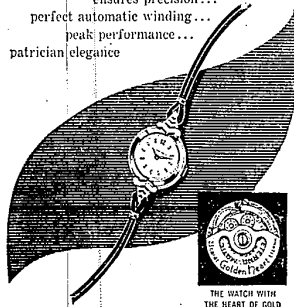


Carving Set

THE NEW Goldenheart ETERNA-MATIC

THE WORLD'S SMALLEST SELF-WINDING WATCH

with 23-k gold rotor that ensures precision... perfect automatic winding... peak performance... patrician elegance



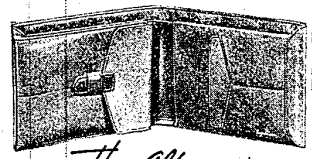
THE WATCH WITH THE HEART OF GOLD

17 JEWELS ANTI-MAGNETIC SHOCK-PROTECTED UNBREAKABLE MAINSPRING

The winding rotor glides on a ballbearing.



Handsome Mantel Clock



The Album

The smart billfold that provides space for dozens of cards and photos. Yet is slim and trim; pockets for bills, tickets, stamps, etc. In black, brown, or wine saddle leather.

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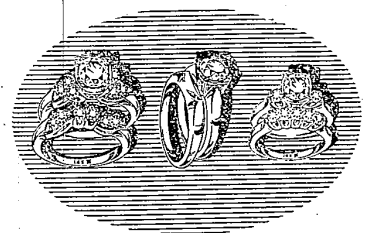
Kressline by ENGER-KRESS



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or make it a **DIAMOND** Christmas

Give her diamonds... the symbol of enduring love!



YOUR HEART'S DESIRE

Exquisite diamonds of your own choice, set in a beautifully styled Milhening ring from our fine selection. Who could ask for a more perfect combination?

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Established 1929

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