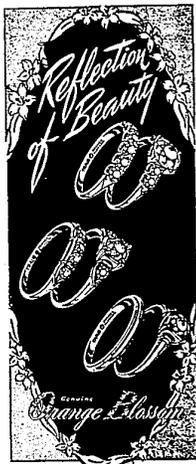




Give Her the Gift She Will Cherish Forever — a GENUINE ORANGE BLOSSOM DIAMOND RING from VON BURG'S. Bright, sparkling Diamonds in Beautiful Individual Settings by Traub!



Make This A Christmas To Remember

Give Gifts of Lasting Beauty. Shop at VON BURG'S for Beautiful Gifts for Every Member of the Family!

- He Will Go For A Smooth Remington Rand, Schick or Sunbeam ELECTRIC RAZOR
- A. S. R., Ronson or Zippo LIGHTER

Christmas Gifts

Longines-Wittnauer
WATCHES

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

BUDGET TERMS IF DESIRED

LONGINES-WITTNAUER
Watches
Precision

JEWELRY GIFTS



52-piece service for eight ... ONLY \$49.75

- 52-Piece Set Includes**
- 16 teaspoons, 8 dinner forks, 8 dinner knives, 8 soup spoons, 8 salad forks, 2 table spoons, 1 butter knife, 1 sugar spoon.
- Lovely anti-tarnish chest included!
- Other 1881 (R) ROGERS (R) silverplate services start at 29.75 ... 6-piece place setting in gift package ... \$5.50
- The 1881 (R) ROGERS (R) Replacement Guarantees its protection!

*Trade-marks of Oneida Ltd.

Community
THE FINEST SILVERPLATE

52-PC. SERVICE FOR EIGHT

\$74.50
No Fed. Tax

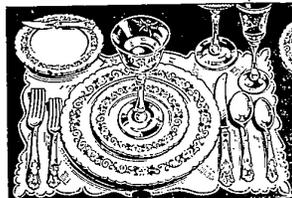
It's a Super-Locked
Stitchless
BILLFOLD BY BUXTON
"3-WAY"

WITH EXTRA INNER FOLD

\$5.00 PLUS TAX
AND UP depending on leather.

No stitches to rip or rot...made from one piece of leather self interlocked. The "3-Way" billfold has an extra super-thin inner fold that can be used as a 'hide-away' for important money — an extra compartment or carried as a smart separate billfold for evening wear — Such versatility!

BUXTON... The Perfect Gift for any occasion



She will thrill to this beautiful, genuine SWEDISH CRYSTAL. Exquisitely styled with dainty pattern — it's a perfect gift she will enjoy for years to come!

GIFT HEADQUARTERS for **SHEAFFER'S** FAMOUS WRITING INSTRUMENTS

Depend on us to present the finest and to come up with the top tips for your Christmas gift list! These Sheaffer gifts gleam with the spirit of Christmas giving and reflect your thoughtfulness for years to come. Given singly or in matching combination, you can give nothing more appreciated than genuine Sheaffer writing equipment from our complete selection of styles in every price range.

TUCKAWAY THREEONE, pen and fountain in hard rubber sleeve, pen case blue or black, Pen, \$10.00; Pocket, \$12.00; Strawwriter, \$10.00. Complete in gift case, \$21.00. No Fed. Tax.

TRIMMER Desk Set shown in jet crystal, D.T. including fountain "White Dove" Pen, Other Sheaffer Desk Sets from \$10.00 to \$18.00.

SENTRAL DELUXE THREEONE in Bone Under Sleeve, Pen Case Blue or black with smoothly-chased Mylar-embossed metal case, Pen, \$15.00; Pocket, \$17.00; Strawwriter, \$10.00. Complete in gift case, \$20.00. No Fed. Tax.

FIVE GENERATIONS OF FINE SWISS WATCH MAKING

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

WE GIVE 25% GREEN STAMPS

Gifts to LAY-AWAY for Christmas