

COLLIER'S

WONDROUS GIFTS

Brilliant Values that herald Happy Holidays for Everyone!



For that most memorable moment, give Her this most precious pair, set with bewitching diamonds.

\$450.00



A gentleman's choice: a genuine diamond in a modern, good-looking ring of solid gold.

\$100



A style of a birthstone for every man, every woman. Always the ideal gift! Choice,

\$14.50



Carved cameo warrior ring set into a broad golden mounting—the kind men admire.

\$13.00



MEDANA Watches \$12.95



Six sparkling ways to tell your ladylove you want to be Her love mate for life! 14K gold bands.

\$79.50

Open an Account!



For Him, a big-size onyx ring, highlighted by a distinguished diamond.

\$37.00



Twin bands of gold embedded with many exquisitely cut, shimmering diamonds.

\$139.00

TAKES BUT 3 MINUTES TO OPEN AN ACCOUNT!



Five diamonds matched for beauty and value—the first step to lifelong romance!

\$99



Seeking a gift of breathtaking beauty? See this magnificent diamond cluster ring!

\$179.00



Star of our brilliant value parade is this diamond solitaire, set to appear much larger.

\$49.75

Charge it!



Wishing won't make it so, but this diamond-bright pair will deliver your sweet into your arms for sure.

\$750.00

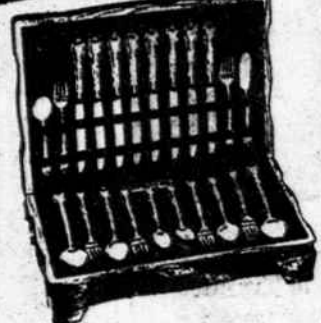
Pay in '49!



GRUEN "Bellevue", one of the famous Veri-Thin creations for the modern woman.

\$45

Charge it!



Yes, 50 pieces of real Rogers silverplate for 8, including chest, yet only

\$33.00



You'll have to go some to beat this threesome for beauty and value! 10 thrilling diamonds.

\$179.50

Pleasing formal



An engaging Christmas value! Three diamonds gracing a natural gold setting.

\$89.00



This heavenly cocktail ring appears like a moon surrounded by twinkling stars.

\$49.00



LADY ELGIN, A queenly gift in 14K natural gold, 19 jewel accuracy, DuraPower mainspring.

\$71.00

Budget all Payments!



BULOVA "Goddess of Time" is a pretty little watch for your own beloved goddess.

\$33.75

Lowest Terms!



HELBROS "Paragon" is a man's dream watch. 17 jewel movement; gold-filled bracelet to match.

\$67.00

Pay us Later!



A simple flick and you always have a light with this A.S.R. "Classic" table lighter.

\$12.00



A stout watch many men prefer. 15 jewel movement, gold-filled case. Made by Elgin.

\$39.75



Golden earrings on sterling silver, designed with a jeweler's artful touch. Pair.

\$9.00



Plain & Engraved Ladies and Mens Wedding Bands

\$5. To \$35.



WYLER-Incaflex unconditionally guaranteed waterproof and shock-proof.

\$37.50 up



GRUEN "Apollo" is as handsome as its namesake. Beautiful link-type expansion bracelet.

\$49.00

Pay in '49!

Budget Terms to Pay Pleasantly in 1949

Collier's

"Whiteville's Leading Jeweler and Silversmith"