

YOUR FRIENDLY CREDIT JEWELER

CELEBRATING THE BIRTH OF OUR BUSINESS .... WITH VALUES THAT SHOW OUR TRUE APPRECIATION!

RELIABLE'S 1ST

ANNIVERSARY Sale

25¢ DOWN 18 MONTHS TO PAY

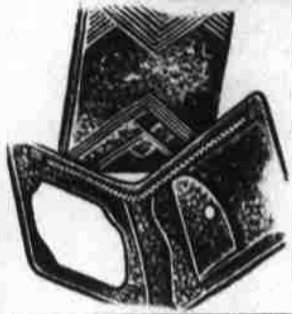
The Biggest Money-Saving Party We Ever Gave... Use Your Credit to "Snap Up" These Birthday Specials!



While new in Waynesville, Reliable has already established itself as Waynesville's First Credit Jeweler—first in quality, first in price and first to bring Waynesville and Haywood County long credit terms on fine jewelry—all without charging you one cent extra for credit!

Not One Cent Extra For Credit — Just Say "Charge It" and Enjoy Low Cash Prices!

Genuine Leather BILLFOLDS ... 91¢



Boost Your American Standard of Giving!

**SOUVENIR COUPON FREE**

**1,000 Crystal Ash Trays**  
NO PURCHASE NECESSARY!

Just fill out the coupon below and bring it in and receive your ash tray while 1,000 last. Hurry!

Name .....

Street Address .....

City .....

State .....

**3-DIAMOND WEDDING RING \$991**

An anniversary sensation in a 3-diamond wedding band! 3 genuine diamonds set in solid gold at a price you won't find duplicated.

Special at only \$991

Easy Terms

Buy And Save Now For Christmas!

**BIRTHSTONES & INITIAL RINGS For Men and Women \$991**

Terms To Suit

Fine birthstone rings for men and women and handsome initial rings. Buy now at this special price!

Lay Away "Her" Christmas Gift at Today's Low Price

**BUY IN NOVEMBER**

Lay Away Gifts For Christmas Now!

**BREAKFAST SET**

Complete With Tray **27¢**

**4-Diamond ENSEMBLE \$1971**

Lay Away "Her" Christmas Gift at Today's Low Price

Special bargain! Beautiful diamond set engagement ring and 3-diamond wedding ring to match.

An Anniversary Sensation

**10-Diamond DUETTE \$2971**

An almost unbelievable value with diamonds so expensive on today's market. Perfectly matched stones set in solid gold.

Friendly Credit

**ELGIN \$2975**

You know you own a fine watch if it's an Elgin. Selected from these beautiful models at the nationally advertised price.

PAY WEEKLY

**BULOVA \$2975**

Bulova! The world's leader in style and beauty! You'll be proud to own one—need to give one.

EASY CREDIT

**BENRUS \$2975**

The watch that times the air—water. The world's only truly shock-proof watch, yet a guaranteed accurate time-keeper.

CONVENIENT TERMS

**4 Piece JAM SET 27¢**

Finely cut crystal dish, and chrome colored lid spoon and tray.

**Genuine Leather WATCH STRAPS 21¢**

Values to \$1.00. But a 1st anniversary special at only 21¢

**Sterling Silver Salt-Pepper Set Of Six 71¢**

Genuine Sterling silver tops with beautiful crystal bases. All pieces for the price of one. See them!

**50-Pc. Set Fine SILVER PLATE \$13.31**

Complete service for eight in fine silver plate—Handmade in U.S.A. Guaranteed.

MAKE YOUR OWN TERMS

**Electric Toaster \$2.01**

A beautiful finish and heavy duty element makes it a value you can't duplicate.

IDEAL FOR THANKSGIVING

**YOUR ACCOUNT OPENED IN 3 MINUTES**

**32-PC. SET of DISHES Special For Thanksgiving at only \$3.91**

Here's an ideal gift to lay away for Thanksgiving. 32 beautiful pieces in an entrancing pattern. This extra special for Lay-A-Way can't last long—so hurry.

CHARGE IT WITH A SMILE

An Actual \$10.00 Value

**HOLLOWWARE \$3.95**

Heavy silver plate on copper base—with all the wanted pieces! You've always wanted these fine and useful utensils. Buy them now at 1-3 off regular price.

THANKSGIVING SPECIAL!

**RELIABLE JEWELERS**

Waynesville's Friendly Credit Jeweler  
On Main Street

Lay It Away Or Take It Away—Buy Now and Save

**PLYMOUTH CLOCK \$9.91**

With Chimes Anniversary Special

**DIAMOND ENGAGEMENT RING MATCHING WEDDING RING SMART WRIST WATCH All 3 for \$29.75**

Here's what you get for the price of the watch alone!

- A beautiful diamond engagement ring.
- A 14-karat wedding band to match.
- A handsome, reliable, fully jeweled ladies' watch.

**MINT DISH 19¢**

Anniversary Special

**FINE 3-PIECE CARVING SET \$2.11**

**5-Piece Smoker Set 27¢**

Crystal and Chrome ...

YOUR ACCOUNT OPENED IN LESS THAN 3 MINUTES