

DON'T MISS OUR GIGANTIC Sale!



Follow The Crowd To



DAVID'S JEWELERS-7 NORTH FRONT ST.

★ SELLING OUT !! ★ EVERYTHING MUST GO!! ★ 1/3 to 1/2 OFF ALL STOCK!!

This SALE Will Be CONTINUED Until All MERCHANDISE is SOLD!

Men's Wrist Watches



7 jewel, yellow gold man's watch. Fully guaranteed. Regular priced at \$42.50.

Sale Price 29.75

Federal Tax Included



Men's 17 jeweled, waterproof, shockproof watch. Radium dial, sweep hand. Regular price \$49.50.

Sale Price 32.50

Federal Tax Included

BUSINESS SOLD --- MUST CLEAR OUT ENTIRE STOCK!

This clearance sale is for the purpose of disposing of the complete stock of David's Jewelers in order to make room for the merchandise of the new owners, REED'S JEWELERS, INC. To clear this stock out as rapidly as possible everything in the store is being offered at a 33% discount or MORE!

REED'S JEWELERS, INC., the new owners, intend to handle a complete new line featuring nationally advertised lines such as Hamilton, Longines, Bulova, Waltham, Elgin, Gruen, Holmes and Edwards, Community, 1847 Rogers, Gorham, Parker, Sheaffer, Eversharp, General Electric, R.C.A., Zenith and many other products recognized as being the best in their respective fields. A specialty will be our complete selection of fine, blue white diamonds of only the finest quality obtainable.

Two Diamond Duette



Elaborately carved, yellow gold mounting. Blue white diamonds of the finest quality. Formerly priced at \$82.50.

SALE PRICE 49.50

FEDERAL TAX INCLUDED

Ladies' Wrist Watches



Ladies' two diamond, 14 karat solid gold wrist watch. 17 jewels. Regular price \$100.

Special Offer 66.00

Federal Tax Included



Ladies' 14 karat solid gold dainty watch. 17 jewels. Pink or yellow gold. Fully guaranteed. Regular price \$59.50.

Sale Price 44.00

Federal Tax Included

GLASS CAKE PLATE



Assorted styles in a variety of colors. While they last only **49c**

COSTUME JEWELRY



Our entire line of costume jewelry at give-away prices. Come in and feast your eyes on these creative designs in earrings, pins, bracelets, necklaces, etc. Choose as many pieces as you want.

1/3 to 1/2 Off

Pearls for Milady



Lovely necklaces of simulated pearls, beautiful and lustrous. Entire stock of singles, doubles and triples for

1/3 OFF

DISTINCTIVE DESIGN



A set of impressive beauty. Smartly tailored, yellow gold mounting. Regular price is \$110. Now, at this low price, you can't afford not to get the diamond you've always wanted.

Sale Price 69.50

FEDERAL TAX INCLUDED

GIFTWARE DEPT.

A truly unusual and beautiful selection of gifts of all kinds for all occasions. Vases, cocktail sets, wine sets, pictures, statuettes, figurines, lamps... Every item in the department to go at

1/3 to 1/2 OFF

Federal Tax Included

Military SETS



Fully equipped. Genuine leather. This is an unusual bargain. Formerly sold for \$12.50. Now on sale for

3.95

Wallets for Ladies & Men



Leather wallets with compartments for identification cards, pictures, etc. Formerly sold for \$7.50.

Your Choice 98c

MEN'S BIRTHSTONE RINGS




Men's massive, solid gold rings. Choice of stones. Values to \$32.50. YOUR CHOICE

14.95

Federal Tax Included

BEAUTIFULLY STYLED



Bridal diamond duet. One of our most popular ensembles. Regularly priced at \$52.50. Now only

29.75

Federal Tax Included

IDENTIFICATION BRACELETS

Massive, Solid Silver. Exceptional Value. Formerly Sold for \$15

Sale Price 7.95

Federal Tax Included

Lovely Ladies Lockets



Gold filled, hand engraved. Beautiful designs. Values up to \$9.95. Choice of Styles.

2.95

Ladies Birthstone Rings



Exquisitely designed. Solid gold. Choice of 12 lovely stones. Just the ring you've been wanting for only

9.95

Federal Tax Included

52 PIECE DISH SET

Beautiful patterns — a bargain you can't afford to overlook at this low price. ONLY... Formerly sold at \$32.50.

15.49

David's Jewelers

7 North Front St.

SPECIAL WINDPROOF LIGHTER

While they last! Bright chrome finish. Regularly priced at \$2.00. Now only..

69c