

Give Her Sparkling Jewelry

from STEELE'S



THIS is one year when you want to strive more than ever before, to bring joy into the lives of those you love. For the girl who means the world to you, no gift can take the place of fine jewelry—whether it be a famous make of watch, a diamond to plight your troth, or something lovely for your future home. Here you will find a wide collection of the finest jewelry for you to select from now—pay later.



\$18.00



\$15.00

STERLING SCULPTURED BY GORHAM



Lyric

\$16.92
PER PLACE SETTING

* Poem in silver . . . this new sterling design by Gorham. Simple, graceful, clean-cut, with beautifully-balanced lights and darks and spacious monogram area.
* Let us show you how inexpressively you can begin to give your dinner table the charm of sterling silver.



Easy Pay Plan

RING VALUES! THEY'RE IDEAL GIFTS!



WEDDING RING \$59.50



SOLITAIRE \$185.00

A Small Deposit Will Hold Any Item For You

\$12.50

\$59.50

Greenbrier
GORHAM STERLING
SIX PIECES FOR ONE PERSON
COST BUT \$16.92

CHANTILLY
GORHAM STERLING
SIX ITEMS FOR ONE COVER
COST . . \$16.33

Give A Parker Fountain Pen

We Invite You to Come in and See Our Complete Stock.

Silver Theater BRIDE'S CHEST

Lovely New Setting for "America's Finest Silverplate"

62 PIECE Service for 8 \$63.95

8 knives, 8 forks, 16 tea spoons, 8 dessert spoons, 8 salad forks, 8 butterspreaders, 3 table spoons, 1 serving fork, 1 butter knife, 1 sugar spoon.

1847 ROGERS BROS.
now in strikingly beautiful chests with embossed ivory covering . . . fitting gift for the loveliest bride you know! 1847 ROGERS BROS. is famous for sterling craftsmanship—expressed in silverplate—high raised ornament in ADORATION and FIRST LOVE patterns. Dainty piercing in LOVELACE. And its reputation for quality covers almost a century!

ADORATION LOVELACE
FIRST LOVE

34 Pc. SERVICE for 8 \$37.95
52 Pc. SERVICE for 8 \$52.95
All in Special BRIDAL CHEST

Tune in Every Sunday-1847 Rogers Bros. Silver Theater Columbia Network

LOOK-GIFT MAGIC-

Give a distinguished **ELGIN De Luxe**

Having trouble on what to give? Come in and see if our magic word won't help. Just say "Elgin!" and you'll see the latest, most exciting watch creations . . . stunning dials . . . high curved crystals . . . the increasingly popular rose gold cases. All American made! Elgin "De Luxe" watches start at \$37.50. Other fine models from \$24.75.

A—Dainty slenderness for a lovely lady. 17-jewel Elgin "De Luxe". \$37.50
B—15 jewel Elgin in a striking rose gold combination. Only \$24.75

17 JEWEL \$37.50

15 JEWEL \$33.75

17 JEWEL \$37.50

15 JEWEL \$24.75

15 JEWEL \$24.75

15 JEWEL \$24.75

The Gift that will always be cherished

BULOVA WATCH!

Medallion
Small as a dime and only \$24.75

Ranger
15 jewels
\$24.75

Lady Bulova
A new 17 jewel Bulova \$29.75

American Clipper
17 jewels
\$29.75

Other Suggestions

- SILVER PLATED FLATWARE**
(1847 Rogers, and Wm. Rogers)
- STERLING SILVER FLATWARE**
(By Gorham Tole, Watson and International)
- Fostoria Glassware • Haviland China
- Watches—Hamilton, Longine, Elgin, Bulova, Westfield and York
- Ladies' Stone Set Rings \$7.75 up
Men's Stone Set Rings \$12.50 up
Wedding Rings \$5.00 up
Diamond Engagement Rings \$15.00 up
- \$2 Silver Service, while it lasts \$1.00
Four Salad Forks, special \$1.00
Costume Jewelry \$1.25

- Also Nice Line . . . Christmas Cards
- Beautiful Crosses
 - Locket-Pendant Sets
 - Locket-Bracelet Sets
 - Billfold Sets
 - Fine Line of Belts
 - Belt Buckle Sets
 - Beautiful Tie Sets
 - Parker Fountain Pens
 - Cigarette Lighters
 - Mantel Clocks
 - Alarm Clocks
 - Military Sets
 - Dresser Sets
 - Lovely Locketts
 - Beautiful Pendants
 - Electric Shavers

Come in and see these and many other items appropriate for gifts or every-day personal use, attractively priced.

PAY AS LITTLE AS 50¢ PER WEEK

That's all it will cost you to give beautiful jewelry, which will bring happiness to someone dear to you. Come in today, and open your account.

Carl W. Steele

YOUR JEWELER NORTH WILKESBORO, N. C.