STERLING SCULPTURE

# Effer Garkling Gewelry

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.

### 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, serving fork, butter knife,

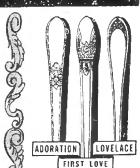
1847 ROGERS BROS.

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now in strikingly beautiful chests with embossed ivory covering . . . fitting gift for the loveliest bride you know! 1847 ROGERS BROS you know! 1847 ROJERS BNOS 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 al-most a century!

34 Pc. SERVICE for 8 \$37.95 52 Pc. SERVICE for 8 \$52.95





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



#### RING VALUES!

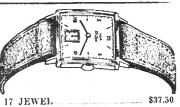
THEY'RE IDEAL GIFTS!



WEDDING RING



\$185.00 SOLITAIRE



15 JEWEL \$33.75

17 JEWEL \$37.50



15 JEWEL \$2:.75





A Small Deposit Ŵill Hold Any ltem For You

Medallion

Small as a dime

Lady Bulova

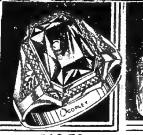
A new 17 jewel Bulova

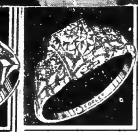
Ranger

15 jewels

ican Clip

17 jewels





\$59.50



sterling design by Gorham. Simple, graceful, clean-cut, with beautifully-balanced lights and darks and spacious monogram area.

Let us show you how inexpensively you can begin to give your dinner table the charm of sterling silver.



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



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

"死死死死死死死战 成死死死死死死死死

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## Give A Perker Fountain Pen

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

## 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

\$7.75 up Ladies' Stone Set Rings \$12.50 up Men's Stone Set Rings \$5.00 up Wedding Rings Diamond Engagement Rings ..... \$15.00 up \$1.00 \$2 Silver Service, while it lasts \_\_\_ Four Salad Forks, special \$1.00 Costume Jewelry

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 Lockets Beautiful Pendants

• Electric Shavers

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



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

YOUR JEWELER

NORTH WILKESBORO, N. C.