



# LAST CALL!

## Only 8 More Days

Sale Positively Ends Saturday Night, January 29.  
These Are Final Reductions. Don't Wait! BUY NOW!



### Of Cost and Below Cost Selling In This Great

# Liquidation Sale

**ONLY 8 DAYS**  
Left-Sale Ends  
Sat. Nite, Jan. 29

**Costume Jewelry**  
Pins, Brooches, Locketts  
Bracelets, Earrings  
Necklaces, Chatelaines  
Still A Good Selection  
**1/2 PRICE**

**"SALE-END"**  
**Super Special**  
Regular \$32.50  
Nationally Advertised  
**Deltah Pearls**  
WITH MATCHING  
EARRINGS  
**\$9.95**

OVER  
1000 PIECES  
**China-Crystal  
Glassware  
Pottery**  
Many Famous Brands  
**1/2 PRICE**

**"SALE-END"**  
**Super Special**  
Regular \$12.95  
12 KARAT G. F.  
**Bracelets**  
THIS IS TRULY A  
"GREAT BUY"  
**\$3.95**

**ONLY 8 DAYS**  
Left-Sale Ends  
Sat. Nite, Jan. 29  
**Men's Jewelry**  
Key Chains, Tie Bars,  
Collar Sets, Cuff Links,  
Belt Buckles, Tie  
Clasps.  
Not All But Most Of It.  
**1/2 PRICE**

**IT'S THE TALK OF THE TOWN!**  
**DIAMONDS AT 1/2 PRICE**  
The original price remains on Every Diamond in Stock. Go to any of the 3 Great Steele Stores and select your Diamond. Whatever price you find, JUST CUT IT IN HALF. NO and-ifs or buts—You Save One-Half On Any Diamond at Steele's.  
**1/2 PRICE PLUS TAX**

**PUBLIC APOLOGY!**  
We wish to apologize to the many folks who came to the opening of our great Liquidation Sale and did not receive the service we are in the habit of giving our customers. The response to our Opening Advertisement was far greater than we anticipated. Help shortage and limited floor space made it impossible for us to give you the service you justly deserved. We have added help and re-arranged our stock so that we may give you better service from now on. Your comfort and shopping pleasure is our aim.  
THE MANAGEMENT

**Giving Away Rings? Well! Not Quite**  
**BUT IT'S THE NEXT THING TO IT**  
Every Mans Ring—Every Ladies' Ring—Every Childs Ring—  
In All Three Stores—Over 8,000 To Choose From—  
**1/2 PRICE PLUS TAX**

**A WATCH PRICE**  
That Will Shake This  
County From  
**"END To END"**  
**Ladies' WATCHES**  
YES SIREEE—17 JEWEL  
LADIES WATCHES  
Smart New Styles —Encased In  
Beautiful Gold Filled Cases.  
Fully Guaranteed 17-Jeweled  
Movement In Every Watch  
Get Yours While They Last  
**\$14.95**  
PLUS TAX  
A Once In A "Life-Time" Price.

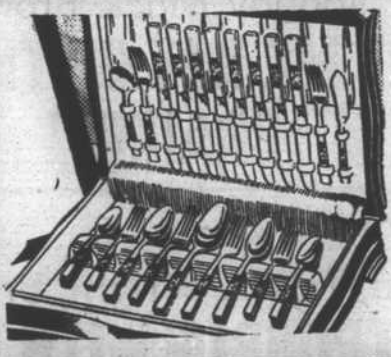
LADIES And  
CHILDREN'S  
**LOCKETS**  
Many Sold For Over 7.50  
**\$1.95**

**We Are Not Going Out Of Business!**  
**We Are Going Out FOR Business!**  
As In The Past—Our Old Policy Still Prevails.  
Every Customer Must Be Satisfied—Every Item  
Guaranteed As Represented.

FOR THE "LITTLE"  
ONES" WE MISSED  
**BABY RINGS**  
ALL SOLID GOLD  
**39¢**

**What Man Can Afford**  
To Be Without A  
Watch At A Price  
**LIKE THIS?**  
**Men's WATCHES**  
It's Hard To Believe—But It's True  
17 Jewel Men's Wrist Watches—  
Gold Filled Cases with Genuine  
Leather Straps For Only \$14.95.  
Every Watch Guaranteed—Every  
Watch A Precsion Time Piece.  
Only About 50 In Each Store  
**\$14.95**  
PLUS TAX  
Don't Delay—Get Yours Early

I Promised You—  
**Silverare Bargains**  
And I Will Keep  
My Promise!  
**UNTIL IT IS GONE!**



52 Piece—Tarnish Proof  
Chest Included  
**\$34.95**  
No FED. TAX  
Only About 50 Sets In  
Each Store

**CARL W. STEELE'S JEWELRY STORES**  
3 BIG STORES ELKIN      3 BIG STOCKS NORTH WILKESBORO      A TRIPLE SACRIFICE MOUNT AIRY