

WISE CHRISTMAS SHOPPERS ARE STORMING THIS SALE

Surplus Stock Liquidation

SALE!

Huge crowds tell a mighty convincing story of the greater values in Carl W. Steele Jewelers. You have dreamed of lower prices and you have waited for lower prices - now they are here in lavish plenty and no one can gainsay, deny or dispute them. Profits are sacrificed! Everything priced for fast selling. We must reduce our tremendous inventory, regardless of our loss. BUY NOW FOR CHRISTMAS AND SAVE AS MUCH AS 75c ON \$1.00. If you want Real Bargains go to Carl W. Steele Jewelers!

Everything Goes! Nothing Held Back! Nothing Reserved!

ALL SALES FINAL!

\$340 Columbia Diamond

Free

Engagement and wedding band to match in a beautiful 14 karat solid gold mounting, with a Columbia Lifetime Certificate.

GIVEN AWAY

At The End Of This Great Sale!



Come on everyone! Get your free ticket . . . Your lucky chance to own a beautiful Columbia diamond wedding set. One of America's finest diamond sets will be given to a lucky customer.

FREE TICKETS TO EVERY ONE.

Attending this great sale! Bring your friends! Tell Everybody! We hope you win!

Grab These Now!
CANDID CAMERAS
They Take Good Pictures!
Out They Go. . . .
79¢

Sensation!
Special Group
SCATTER PINS
Values to \$4.95
39¢

Men! 2-Blade
Finest Steel
BONE HANDLE KNIVES
49¢

SPECIAL!
\$10.00 VALUE!
PIN & EARRING SETS
GO FOR
\$3.49

SACRIFICE!
IDEAL CHRISTMAS GIFT!
Famous "Evans" LIGHTERS
OUT THEY GO!
\$1.88

CLOSE-OUT!
SOLID GOLD
BABY RINGS
ALL SIZES
39¢

DIAMONDS AT TERRIFIC SAVINGS

Ladies' and Men's Solid Gold Mounted - Genuine Diamond -
1-CARAT RINGS . . . \$129.00
Written Guarantee with Every Purchase -

Regular \$24.75 Value!
3-Diamond Wedding Bands \$9.98
SOLID GOLD

Regular \$39.75 Value
Diamond Solitaire Rings . \$12.89

Regular \$47.50 Value!
6 Diamond Duet . . . \$29.00
3-DIAMOND WEDDING BAND AND MATCHING 3-DIAMOND ENGAGEMENT RING -

Sweetheart Bridal Trio . . . 33.00
Diamond Engagement Ring, Matching Wedding Band and Wrist Watch - ALL THREE FOR

Men's Solid Gold Mounted - Genuine Diamond -
1/4-Carat Rings . . . \$69.00
Written Guaranteed With Every Purchase!

BUY NOW AND SAVE

LADIES' SOLID GOLD MOUNTED
Birthstone RINGS
\$5.88

MEN, HERE IS A BARGAIN!
Gold Key Chains
OUT THEY GO -
88¢

GENUINE LEATHER
3-Way Zipper
WALLETS
69¢

With Plastic Card Case and Coin Purse.

WATCHES DRASTICALLY REDUCED

REGULAR \$57.50 - LADIES' 14K, SOLID GOLD -
Wrist WATCHES . \$22.00
17-JEWEL - OUT THEY GO -

REGULAR \$49.75 VALUE! Men's Rock Crystal
17-Jewel Wrist Watches . \$17.00
Steel Back, Stretch Gold-Filled Expansion Band.

REGULAR \$33.75 VALUE - Ladies! Rose Gold Plated
Wrist WATCHES . . . \$14.88
Cushion Domed Crystal Attachment -

Men's Luminous Dial, Stainless Steel Case 17-Jewel
Waterproof WATCHES . \$17.00
Sweep Second Hands, Guaranteed, Accurate and Dependable

Regular \$64.75 Value! Men's 17-Jewel Rhinestone
Dial Wrist Watches . . . \$24.75
Fancy Gold-Filled Expansion Bracelets

Regular \$57.50 Value! Ladies' 14 Carat
Solid Gold Wrist Watches \$27.00
High Domed Crystal, Silk Cord Attachment

DONT MISS THIS SALE

America's Easiest Credit Terms

CASH IS KING!

CARL W. STEELE
Jeweler
NORTH WILKESBORO, N. C.

Men's Or Boys' Wrist Watches
\$3.95 up

VALUES TO \$5.00 -
Costume Jewellery PINS
39¢
Stones In Assorted Colors

LADIES' SWEETHEART EXPANSION HEART
BRACELETS
\$2.88

Sensational OFFER

MEN'S OR BOYS' **POCKET WATCHES . . . \$1.23**

LADIES! GRAB THIS -
PEARLS . . . 88¢
One And Two Strands

SACRIFICED

MEN'S YELLOW OR WHITE
STRETCH BANDS . . . 69¢

VALUES TO \$3.95
EXQUISITE
EARRINGS . . . 39¢

COME IN FOR FREE GIFTS!

SPECIAL
VALUES TO \$2.95
Stunning Compacts
89¢

SPECIAL
\$2.00 VALUE - Men Grab This!
Blue Steel Double-Edge
Razor Blades
100 For **49¢**

SPECIAL
LADIES! SMART STERLING SILVER
Anklets
Out They Go!
59¢

SPECIAL
3-PIECE
Pen & Pencil SETS
Ball Pen, Regular Pen, Automatic Pencil
94¢