



Folks, I want to talk to you like a "Dutch Uncle." I want you to read every word of this vast announcement and take its message to heart. I have come several hundred miles to bring a new value to your dollar—I have been placed in charge of W. C. Correll's Jewelry Store with orders to sell their stock in the next seven selling days, as they are overstocked.

I want your help to do this and I am going to make it well worth your while. I am going to smash prices to pulp. They are going down to the lowest ebb they have ever reached, for this is no ordinary event. This sale is for the thrifty who value money for what it will bring in comfort and happiness. I am going to give you the biggest values you ever got in your life, and I don't mean perhaps or maybe. I'll be waiting for you Saturday. **THE MAN IN CHARGE.**

STUPENDOUS JEWELRY

Unfolding a Brilliant Assemblage of Incomparable Jewelry Values. A Great Price Cutting

W. C. Correll Jewelry Co's. Entire Stock

THE MOST AMAZING—MOST TIMELY SALE EVER STAGED

SELLING At These Prices STARTS SATURDAY

THRILLING INTEREST TO THE PUBLIC

Only a store with the stamp and prestige of this store could hope to put over a Sale in such a big way. An Epoch-making occasion replete with Money Savers of timely importance—Entire stock of Jewelry, Silverware, Cut Glass, etc., thrown on the bargain block at prices that will suit anyone's pocketbook. Here you will find values that surpass anything you have ever dreamed of. Every man and woman in Concord and for miles of this store should visit this sale and take advantage of this money saving opportunity before its too late. This Great Sale starts in real earnest Saturday, February 7th, at 9:30 A. M.

We have an incomparable assemblage of the highest grade watches, Diamonds, Cut Glass, Silverware and Jewelry such as it has never before been your good fortune to buy. We assure every economical purchaser that the entire stock will be slaughtered in price, and this announcement is only a mere list of the hundreds of bargains displayed and we know there will be throngs of money saving men and women who will take advantage of this great opportunity.

A visit will prove that cold type fails to describe the merits of this Giant Jewelry Disposal. It's up to You—Profit by it.

LOOK READ

Wahl Fountain Pens

The Best Pen that's made. Our regular price \$2.75. Special Sale Price

\$2.25

These Trusted Hands Never Make Mistakes. Jeweled and Adjusted. Built For Service

The fine ladies' Gruen Wrist watches are the "make or art," as well as durability—perfect time piece. Every woman cherishes a desire for a Gruen Watch, and now is certainly an opportune time to gladden her heart with one of these 15-jewel 25-year case, \$25.00 values at

\$13.95

Everything Expect a To I

GRUEN

All Our Stock of Pickard China Specially Reduced for This Sale

"Pocket Ben" Watches

They are attractive in design, firmly constructed, with highly polished nickel case and fitted with a movement that is reliable and durable. "Pocket Bens" are noted as accurate time keepers. Special

\$1.25

Men's Watches

This is the watch that never argues with "Western Unions", and any watch you buy during this sale must give perfect satisfaction. 12 size Elgin and Waltham, white and yellow gold 20-year cases, with 7-fine jewels, \$22 and \$25 values. Sale Price

\$14.95

Men, Look These Over

Waldemar watch Chains 10k gold watch chains. \$5.00 value. Sale Price

\$2.95

14k white and yellow gold chains. \$12.00 value. Sale Price

\$7.35

Rogers Silver Ware

26 pieces Complete Service of family of six. \$15 values. Sale Price

\$11.25

Rogers knives and forks. Regular \$7.00 values. Sale Price per set

\$5.25

Rogers Tea Spoons. Regular \$2.00 values. Sale Price, half dozen

\$1.20

Sterling Silver Fruit Bowls

Regular \$27.50 Values. Special

\$19.95

Sterling Silver Flower Baskets. Regular \$10.00 values. Special

\$7.25

Silver Water Pitchers, \$14.00 values. Sale Price

\$9.25

Wedding Rings

We sell rings of this character for a little change will undoubtedly cause the bachelors and young men to get quick action. You can buy marriage license, pay the preacher's fee, for the saving you make on one of these rings. Lots of styles to select from. All bona fide bargains at the low price of only

\$4.45

Our Tune For 7 Days is "All For You"

Rings

Sapphires, White, pink and golden; rubies, Garnets, Turquoise, Emeralds, Sardonyx, Topaz and many others. Rings that will last a life time Rings that you'll admire. The kind you like to wear. Hundreds of rings on sale at far less than the actual cost of the stones alone. \$8.00 \$10.00 values. Sale Price

\$4.45

Store Closed Friday, Feb. 6th

to mark down the entire stock for quick for quick selling. Remember sale starts Saturday morning at 9:30 o'clock sharp. Be on time.

Sterling Thim

Saturday at 9:30 are a friendly interest going to sell 50c Stibles at 5c each. We number of these, so Limit, one to a customer.

5c

Men Look!

Big assortment of white and yellow gold chain knives. Regular \$2 values

\$1.35

Every Price Tag Tells a Story

W. C. CORRELL JEWELRY

"The Old Reliable" CONCORD

Platinum Bar Pins

We are offering a choice selection of diamond set Bar Pins in various sizes and shapes. This \$45.00 Platinum Bar Pin is set with three diamonds. Our special price now

\$31.25

Mantel Clocks

This wonderful eight-day Mahogany Clock for \$8.75. The mechanism is simple and durable. The strike are the tones you love to hear. The dial is plain and distinct. An accurate high grade time piece. They sell regularly at \$9.00. Special

\$6.75

Ladies' Wrist Watches

Another certified bargain in extra quality beautiful watches. These 14k white gold 16-jewel watches are surely a bargain that will be appreciated. And then, too, it is a perfect time piece. Oval, cushion and octagon shape. Regular price \$25. Sale Price

\$16.65

Bulova Wrist Watches

A Beautiful Engraved case of white gold, 25 year guaranteed Cushion shape 16-jewel Bulova Movement. A rare bargain at this amazing reduction. Regular price \$22.50. They go now at

\$13.25

Sterling Silver stick

Here's a group of hands is \$6.25 in place of the usual \$10.00. We are proud of these in your values. Sale Price

\$6.25