

RELIABLE JEWELERS  
"IT'S EASY TO PAY THE RELIABLE WAY"  
WAYNESVILLE, N.C.

CELEBRATES  
WITH

SENSATIONAL SAVINGS

RELIABLE JEWELERS  
"IT'S EASY TO PAY THE RELIABLE WAY"  
WAYNESVILLE, N.C.



# ANNIVERSARY

SALE STARTS FRIDAY



Princess  
•  
Solitaires  
•  
Matched Sets

DURING THIS SALE  
Entire Stock of

## DIAMONDS

# 33 1/3% Off



ANNIVERSARY SPECIAL

## 1/2 OFF

### SILVERPLATE

Beautiful silverplate from the world's largest silver company... new pattern. Complete service for 8, priced for quick sale... Hurry, there won't be any more at this low price.  
Service For 8 — Regular \$25.95 Value

# \$12.95

ONLY

Credit Too  
Get More For Your Money



ELONS Your Choice \$39.75 75c Weekly



Bulova Your Choice \$35.75 \$1.00 Weekly

LAY - AWAY FOR CHRISTMAS

ONLY 15 MEN'S \$39.75 New

## WATCHES

GUARANTEED FOR 12 MONTHS

On Sale

# \$10.95

LUCKY PURCHASE Special!

A TIMELY FACTORY PURCHASE MEANS SAVINGS FOR YOU!

this is  
**TOO GOOD TO MISS**



## THIS IS THE PLACE



# Free GIFT

TO EVERY PERSON VISITING OUR  
STORE FRIDAY - SATURDAY

Limited Quantity — A Gift To Everyone 16 and Over.

Credit Too  
Get More For Your Money

Lay-Away Now For Christmas!

PEARLS 2 FOR \$1

VALUES UP TO \$3.95

Singles — Doubles — Triples



LOOK

New 1955 Styles  
FAMOUS  
**Watches**  
Ladies' — Men's  
Values To \$29.75

# \$14.95

12-Months Guarantee

Lay Away Your Christmas Watches Now!  
BULOVA HAMILTON ELGIN BENRUS

## SALE EXPANSION

### WATCH BANDS



Values to \$5.95

FOR MEN

FOR WOMEN

# Your \$2.88

Choice only

WIDE CHOICE OF STYLES

NEWEST DESIGNS

SOME NEVER SHOWN BEFORE

FREE FITTING WHILE YOU WAIT!

Choice of 1/20th 10K GOLD FILLED or stainless steel

ONE LOT OF GENUINE LEATHER

## BILLFOLDS

# \$1

VALUES UP TO \$5.95

One Lot Boxed

## COSTUME JEWELRY

Necklace And Ear Rings

SPECIAL

# \$1.95

Lay-Away For Christmas

Extra Special

Ladies' Solid Gold

## Diamond Ring

Value

\$39.75

ONLY

# \$10.95



Deluxe Automatic  
**Electric Iron**  
Light Weight  
Full Warranty  
\$14.95 Value

# \$7.95

Quantity Limited



WEDDING RING SET  
Bride and Groom rings  
of 14K gold.

# 33 1/3 Off

## RELIABLE JEWELERS

"IT'S EASY TO PAY THE RELIABLE WAY"

WAYNESVILLE, N.C.

EASIEST TERMS IN TOWN

Large Selection

## MEN'S JEWELRY

Ideal For Christmas Gifts

# \$1 UP

Limited Quantity

Men's Solid Gold

## Stone Rings

Values To \$29.75

# \$10.95

## PRICE BUSTER



Silver Plated  
HOLLOWARE  
Choice of Pieces

# \$5.95

\$12.95 Values

EASY TERMS