

Give a Gift that Lasts a Lifetime

ALEXANDER'S BIG CHRISTMAS SALE

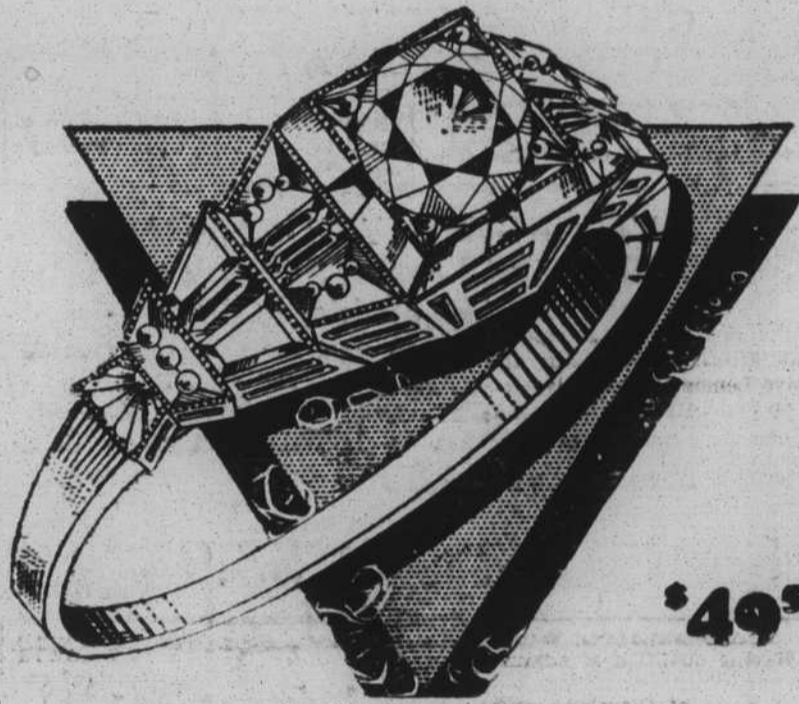
NAME THE DOLL IN ALEXANDER'S WINDOW AND GET THE \$55 DIAMOND RING FREE

GIFT-GIVING WAS FOUNDED UPON THE PRESENTATION OF PRECIOUS, VALUABLE AND LASTING GIFTS. THERE IS NO BETTER WAY OF SAYING "MERRY CHRISTMAS" THAN TO PRESENT A DIAMOND, WATCH OR SOME ARTICLE OF JEWELRY. There is no excuse for you not to present a worthwhile gift when you have the advantage of these astounding values.



\$24.50

Nationally advertised watch for ladies. The case is beautifully engraved and is fitted with a guaranteed 15 jewel movement that will give absolute satisfaction. Complete with flexible expansion bracelet and handsome gift box.



\$49.50

Ladies ring of 18K white gold with sparkling brilliant diamond of our superior quality. An ideal gift for her.



Large assortment of ladies rings with genuine aquamarines, amethysts, topaz and synthetic rubies and sapphires.

\$17.50



A useful gift that he will appreciate. Large assortment of cufflinks in 14K gold.

\$7.50



Complete assortment of gent's stone rings with rubies, amethysts and sapphires.

\$8.50



Ladies dinner ring of 18K white gold with beautiful arrangement of three sparkling diamonds.

\$75



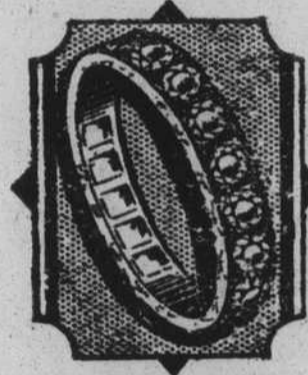
The new square prong ring for ladies with diamonds on each side of large brilliant diamond in center.

\$100 to \$500



Beautiful arrangement of seven sparkling diamonds in a modernistic mounting of 18K white gold for ladies.

\$250



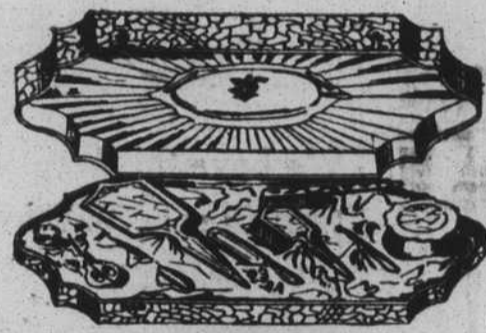
Surprise her with that long wanted diamond wedding ring. Priced according to number of diamonds set in 18K white gold.

\$22.50



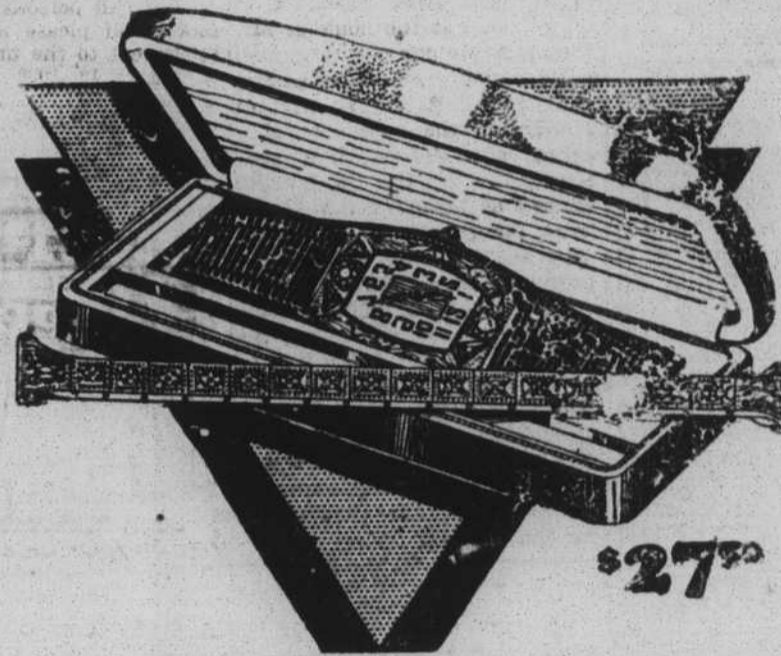
A gift that is sure to please her. A beautifully designed Camero.

\$5.50



Complete boudoir and manicure sets containing all the necessary pieces for Milady's boudoir. Each piece well constructed and fully guaranteed. Complete in gift presentation case.

\$18.50



\$27.50

The season's most popular gift—a ladies wrist watch with beautifully engraved case fitted with guaranteed 15 jewel movement. It comes complete with black silk grosgrain ribbon and flexible expansion bracelet in handsome gift presentation box.



Illinois, Elgin, Waltham and other nationally known wrist watches for ladies with flexible expansion bracelet or grosgrain ribbon, jeweled movements.

\$35.50



Exquisitely designed bar pins set with fiery diamonds in 18K white gold.

\$25



Hamilton, Illinois, Waltham, Elgin, Howard, and other nationally known pocket watches, guaranteed.

\$18.50



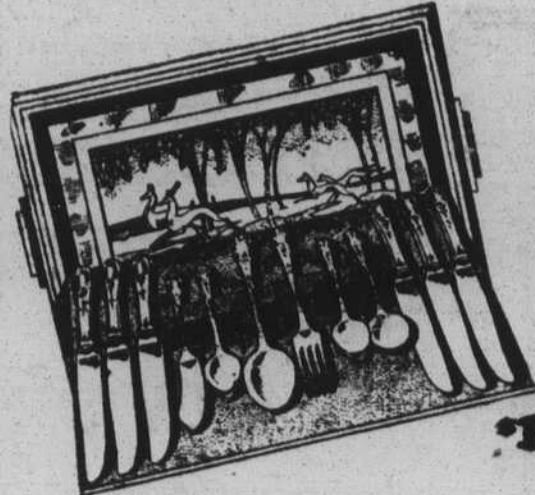
Our standard quality maintained in this appropriate sized diamond set in mounting of 18K white gold.

\$25



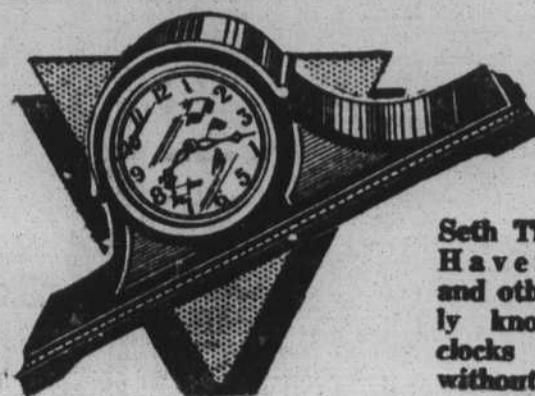
Men's ring of 18K white gold with brilliant diamond of our superior quality.

\$75



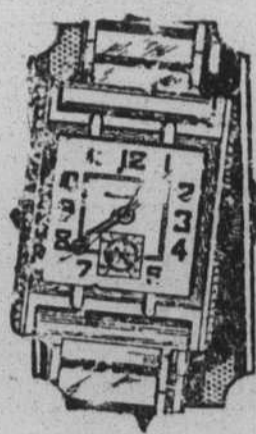
J. Roger's Community, Roger's 1841 and other nationally known silverware, guaranteed. An ideal gift for the home. Complete set.

\$16.75



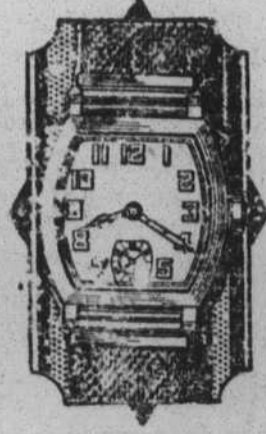
Seth Thomas, New Haven, Sessions, and other nationally known mantel clocks with and without chimes.

\$7.50



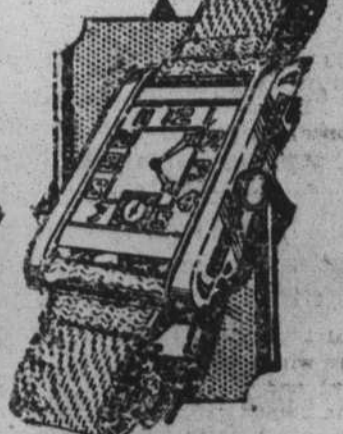
Famous Bulova wrist watch for men with 15 jewel movement and beautifully engraved case. Nationally advertised price.

\$19.50



Bulova, Glendorn, Helbros, Sieda, and other nationally known wrist watches for both men and women.

\$24.50



Illinois, Hamilton, Elgin, Waltham, and other nationally known wrist watches for men, with jeweled movements.

\$18.50

WHAT GREATER GIFT CAN BE GIVEN THAN ONE THAT WILL BE CHERISHED FOR A LIFETIME!

Jeweler

GEORGE ALEXANDER

SHELBY, N. C.

NEXT DOOR TO WOOLWORTH'S.

WE HAVE EVERY KNOWN ITEM CARRIED BY A FIRST CLASS JEWELRY STORE AT THE RIGHT PRICES.