

# CHRISTMAS JEWELRY

## CHRISTMAS

**THE SEASON TO KEEP FRIENDSHIP GREEN**

**To Revive Old Ones and Cherish New Ones**



At Christmas every heart expands; the Christmas gift and the Christmas message come as water from a drooping plant. Relatives, friends, old school-mates, old work-mates, the cheery comrade down a mile of life's journey, the stranger who lent a helping hand---to each one---



**CHRISTMAS Brings the Chance to Say "I REMEMBER"**

A message takes a thousand forms, but the right message is here--in this great storeful of HOLIDAY TREASURES. As you make your choice each gift seems to set new waves in motion. CHRISTMAS shopping at this store means dollars saved. Over a million dollars' worth of CHRISTMAS happiness at prices to defy competition.

**Full line of Solid Gold Watches--Ladies and Gents**

### Watches

21 Jewel Railroad Watches, Gold-Filled Cases . . . . .	\$18.00 to \$25.00
17 Jewel Watches, Gold-Filled Cases . . . . .	17.00 to 20.00
15 Jewel Watches, Gold-Filled Cases . . . . .	5.00 to 15.00
7 Jewel Watches, Gold-Filled Cases . . . . .	4.00 to 10.00

### Diamonds

One Karat Diamonds for . . . . .	\$100.00 to \$175.00
Three-fourths Karat Diamonds for . . . . .	75.00 to 125.00
One-half Karat Diamonds for . . . . .	50.00 to 75.00
One-fourth Karat Diamonds for . . . . .	20.00 to 25.00

Full line of Diamond Locketts, Diamond Festoon Necklaces, Diamond Pins, Studs, Ear-Screws, Watch Chains, Cuff Buttons, Fobs, Brooches and Breast Pins at less than what others pay for them. OUR MOTTO:

**WE BUY FOR LESS AND SELL FOR LESS**

**UNCLE SAM'S LOAN CO.**

278 25th Street