

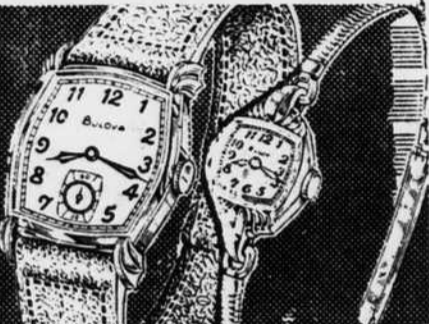
5 Franc Jewelry Stores



Opal Cluster \$65
Pay \$1.50 and take it with you. \$1.50 a week. plus tax.
10 opals clustered around a large iridescent opal. Birthstone of month.



Lady's & Man's \$49.50 Diamond Plus tax
Pay \$1 and take it with you. \$1 a week.
A-quality diamonds set in rich 14-k yellow gold. Guaranteed in writing.



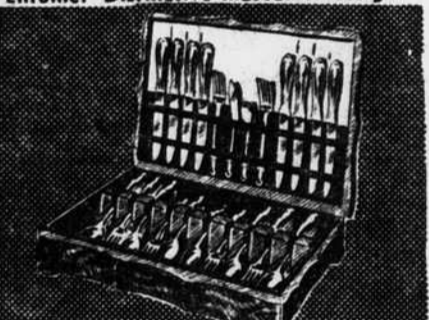
Bulova Watches
Pay 50c and take it with you. 50c a week. **\$33.75** ea. tax included.
Man's 15 jewel "Banker" or Lady's 17 jewel "Miss America" in yellow.



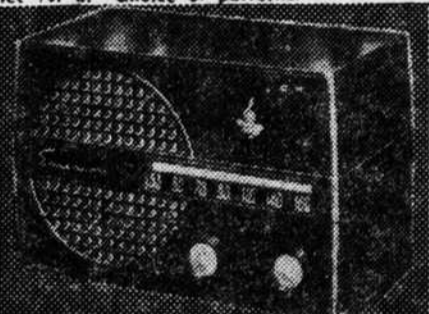
Sterling Candlesticks \$5 pr
Pay 50c and take it with you. 50c a week. plus tax.
Rich, heavy genuine sterling silver candlesticks to please any hostess.



Ronson Lighter-Case \$10
Pay 50c and take it with you. 50c a week.
Classic beauty created in gleaming chrome. Distinctive masculine design.



53-Pc. Wm. Rogers & Son \$43.75
Pay \$1 and take it with you. \$1 a week. Includes chest.
Exquisite gleaming silver in a complete service for 8. Choice of patterns.



Emerson Portable \$19.95
Pay \$1.25 and take it with you. \$1.25 a week.
AC-DC or Battery Alnico 5 dynamic speaker. Super loop antenna.



Hamilton Beach \$39.50
Pay 75c and take it with you. 75c a week.
Make your kitchen work lighter and food tastier with this Mixer.

HIGH IS THE WORD FOR FRANCO QUALITY

LOW IS THE WORD FOR FRANCO PRICES AND WE PROVE IT—DAY AFTER DAY.

For 26 years Franc's policy has been the same . . . top quality merchandise at the lowest possible prices. What's more, you can buy this famous name merchandise ON CREDIT at nationally advertised cash prices. There's never an interest or carrying charge . . . even though Franc's price is as low or lower than anywhere in town. That's right—Franc sells only the finest at no charge for credit. There are 5 Franc stores. Visit the one that's near you tomorrow.

Of course you can open a 30-day charge at Franc and charge anything to your account from \$5 to \$500. Rings Enlarged to Show Detail

5 Franc jewelry stores--26 years of service.
627 7th St. N. W. at G in Wash., D. C. Open 9 a.m. to 6 p.m. daily
1125 H St. N. E. at 12th in Wash., D. C. Open 10 a.m. to 9 p.m. daily
3100 14th St. N. W. in Washington, D. C. Open 10 a.m. to 9 p.m. daily
714 King Street in Alexandria, Virginia Open Friday nites 'til 9 p.m.
3137 Wilson Blvd. in Arlington, Virginia Open Friday nites 'til 9 p.m.

Satisfaction Guaranteed on all your money back

LOW COST... LIFETIME JEWELRY... LONG LIFE
FRANC
Jewelers
... DIAMONDS... WATCHES...

Other Complete Departments at Franc Jewelers • Diamonds • Watches • Jewelry • Silverware • Luggage • Dinnerware • Lamps • Radio and Television • Photographic Supplies • Cameras • Optical • Electrical • Repair