## Announcing Special CHRISTMAS BUDGET PLAN

Pay Half Before Xmas - Balance Next Year

WEEK STARTING FEB. 1ST, 1950

SPECIAL LAY-AWAY PLAN-\$1.00 HOLD'S ANY ARTICLE TIL XMAS









Mother and Dad holding secret conferences . . . Junior being very well behaved . . . Christmas is definitely on its way!

We think that this Christmas will be one of the biggest and happiest ever. And to make it extra merry, we've stacked our shelves to the rafters ... filled our showcases 'til they're fairly bulging with nationally known brands of "just what you've always wanted."

Now the only question is, how to take the hustle and push . . . the fatigue and short tempers, out of your annual Yuletide shopping tour. We've a suggestion.

Shop at home, where you will be served by friends and neighbors . . . where you will be served best, because your salespeople know you! Shop at home because you save time and money—and still can obtain anything and everything that's available anywhere else. Shop at home because you are supporting the merchants who are supporting YOU ... through their interest in better schools . . . better churches . . . better public serv-

And on Christmas Day, let's all go to church ... rich in the knowledge that this Christmas, by shopping right here, we've contributed to a better Holiday Season for ourselves—and a better community for all!



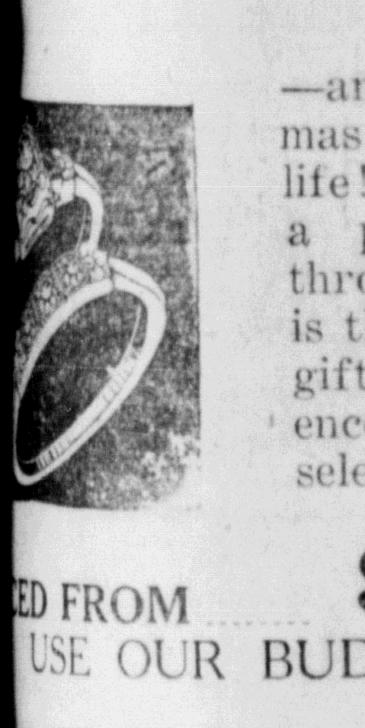
## NATIONALLY **ADVERTISED** WATCHES

BULOVA GRUEN OMEGO ROLEX **HAMILTON** ELGIN LONGINES WITTNAVER MIDO

MAVADO and Many Many Others

PRICED FROM \$24.50 to \$300

USE OUR BUDGET PLAN

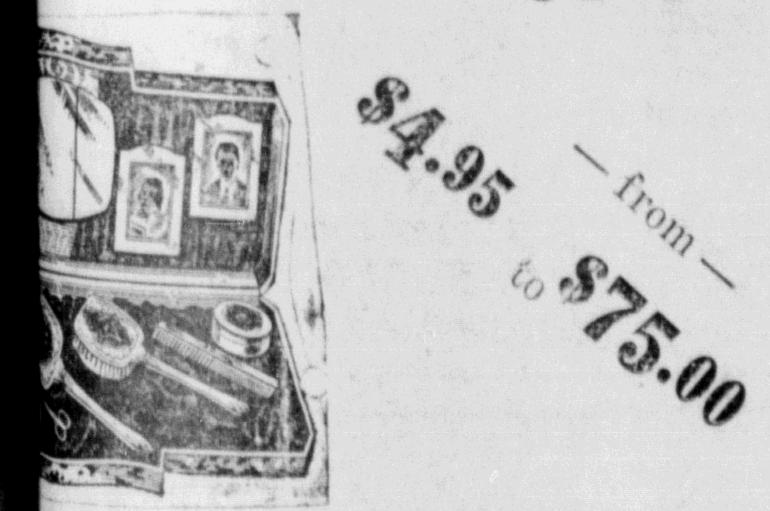


-and it will be a Christmas she'll remember all her life! The clear brilliance of a perfect diamond enthroned in a lovely setting is the most perfect of all gifts. Choose with confidence from our outstanding selection of fine jewels.

a Diamond Christmas

\$30 to \$500 USE OUR BUDGET PLAN

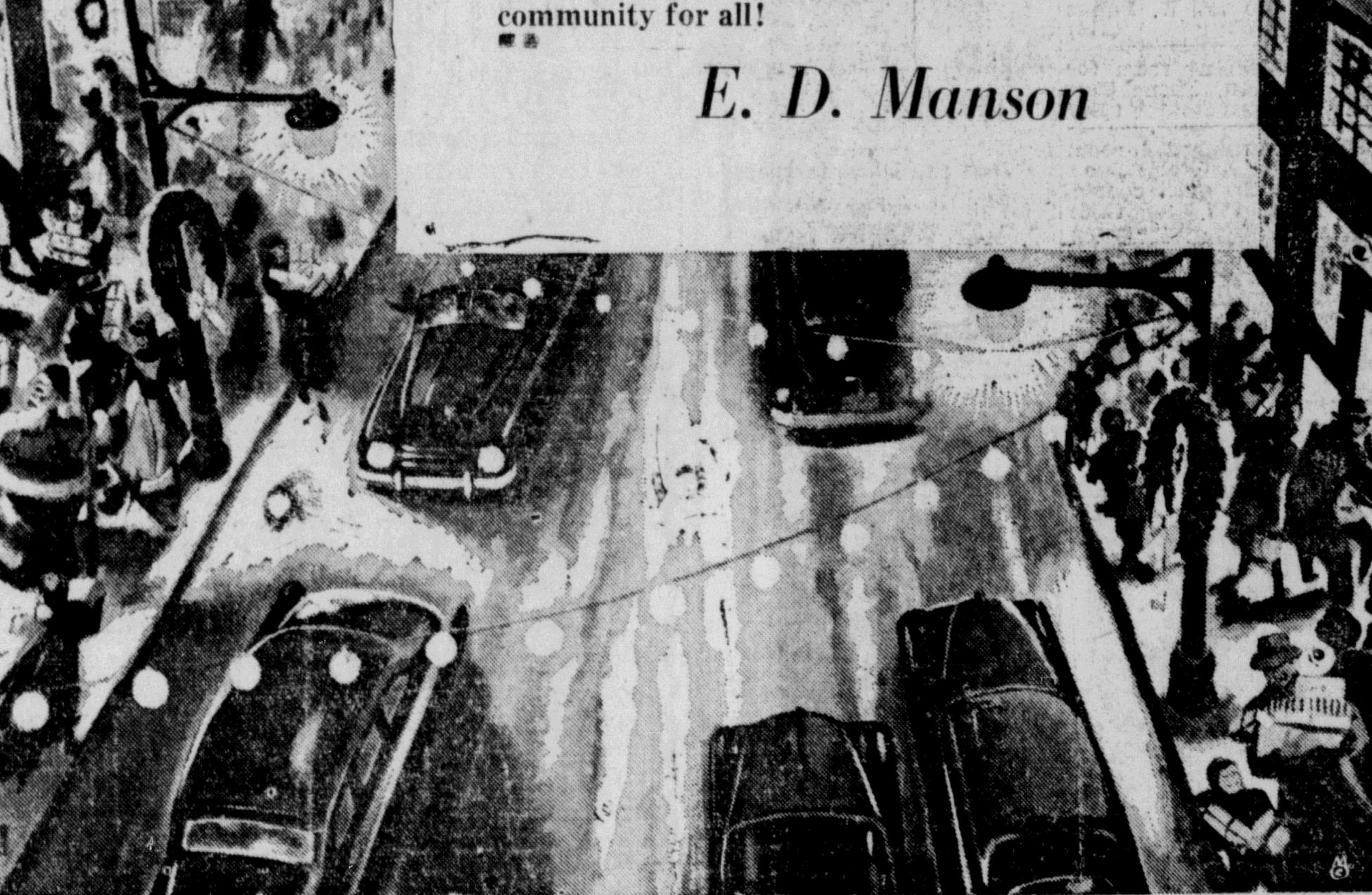
CIAL OFFER ON ALL VANITY



AMEOS, EVENING BAGS, TS, PINS, RINGS, AND A WONDERFUL GIFTS for That Certain Wonderful Girl

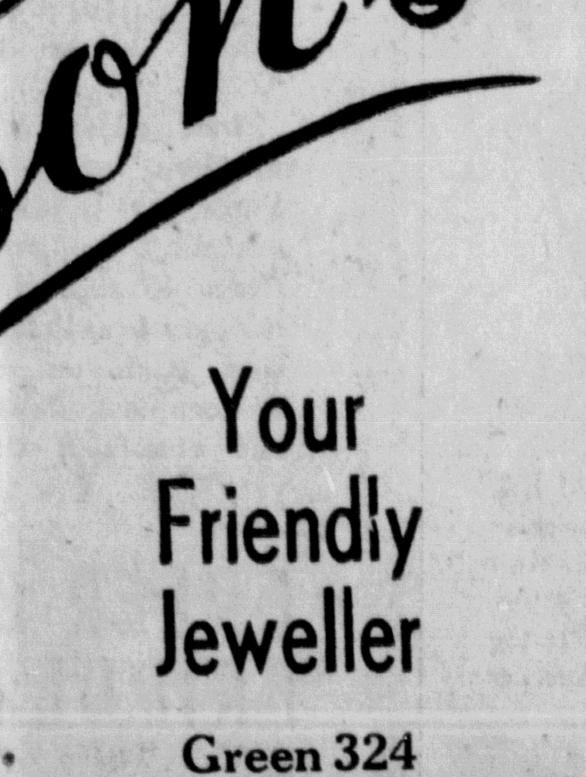
FLATWARE COMMUNITY 1847 ROGERS INTERNATIONAL STERLING Priced from

\$32.95 and up



Jeweller

Box 998, Prince Rupert



## COMPLETE SELECTIONS

OF—SIGNET AND STONE RINGS BRUSH SETS TRAVEL CLOCKS PEN AND PENCIL SETS FANCY SMOKING STANDS ELECTRIC RAZORS AND MANY OTHER UNIQUE AND IDEAL GIFTS THAT ARE SURE TO PLEASE - AT PRICES BEYOND COMPARE -



TEA SETS

WM. A. ROGERS 1881 ROGERS Priced from

\$12.95



FOR MOM & DAD