

OH-ME!

ONLY
8 DAYS

So . . . while Santa is pondering on the few days left until Christmas, perhaps you should think about your own list of whom and what. May we suggest that at Lake Jewelers you will find the finest gift for any home or person. Consider the advantages of giving



STERLING SUPERB HOLLOWARE

Here is a gift item that offers an unlimited selection of forms and patterns, in flat ware alone we have 125 patterns available from the greatest silverhouses in the world. And our holloware includes every conceivable piece from salt and pepper shakers to sumptuous tea services. Sterling is a gift that exemplifies thoughtfulness so, place it at the top of your list.

REED & BARTON
INTERNATIONAL
HEIRLOOM
WALLACE
GORHAM
TOWLE
LUNT

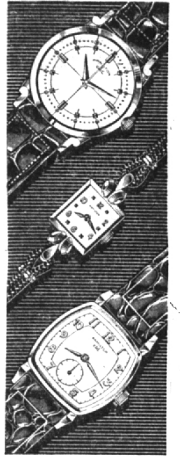
GIFT
WRAPPING
MAILING
DELIVERY

without charge of course. A telephone call will deliver your gift.

WATCHES

If we point with pride at our list of watches we do so in the firm conviction that no finer timepieces can be offered. The person you have in mind, no doubt, presently has a watch. But, isn't it possible that he or she deserves a new, a more accurate, or more appropriately styled watch? From stainless steel cases to diamond settings, our selection guarantees the particular watch for your recipient at the price your budget can afford.

GIRARD PERREGAUX
HAMILTON
MOVADO
OMEGA



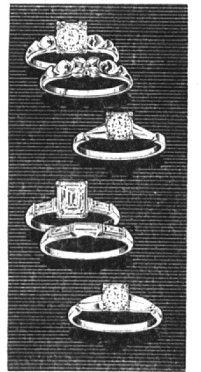
JEWELRY

If, and we know it is, your object is to really delight her this Christmas, wait until you see the pleasure she shows upon receiving one of our artfully conceived, costume jewelry pieces. Stunning workmanship in the best of taste is your assurance that, whether it be a starkly simple or elaborate jeweled piece, she will truly love your choice. Earrings, brooches, pendants, bracelets, scatter pins are at your command.



DIAMONDS

What shall we say about diamonds that has not been said appropriately so many, many times before. Perhaps the outstanding feature of diamonds is the love and affection that is inherent in their giving and receiving. A diamond is without peer when you wish to express these sentiments. Whether it be an engagement ring, a wedding ring or a memento of fifty years of wedded happiness, a diamond in a ring or in a multi-setting will best say "I love you".



OPEN DAILY
9 A. M. to 9 P. M.
UNTIL CHRISTMAS

"The Sterling Store Of Birmingham"

69 W. MAPLE

MI 4-5315