

Leading All Lists For Christmas Gifts

are these from

LAKE JEWELERS

STERLING FLATWARE and HOLLOWARE

for her chosen pattern or a complementing
addition of holloware.

Over 135 patterns to choose from and everything from salt and peppers to tea services by these famous silverhouses — Towle, Gorham, International, Reed & Barton, Lunt, Wallace, Steiff, Fisher, Randall, Heirloom.



JEWELRY & COSTUME JEWELRY

A choice of so many lovely items, each will reflect the good taste of the one giving. From charm bracelets to diamond brooches, the selection is limited to the finest of each type. To choose the item you particularly wish to reflect your regard is comparatively simple and each is certain to please to the utmost.

Pearl Necklaces; Diamond Pins, Earrings, Brooches; Cameos



WATCHES

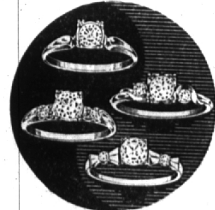
A favorite gift for him or her. Accurate time is what they wish and this they will get from the timepieces in our selection. Style and type of movement are most important features, too. Self-winding or chronograph, circular or rectangular face, simple steel case or diamond bedecked, all these can be found to exactly suit the individual.



• HAMILTON • OMEGA • GIRARD PERREGAUX
• MOVADO • PATEK-PHILIPPE

DIAMONDS

When the choice of a gift for her is particularly difficult, diamonds are always the perfect solution. They convey as no other gift the expression of the finest for the one most desired to please. Versatile in settings they are at best of taste in cocktail rings to necklaces.



A LAKE JEWELERS' diamond is assurance that the combination of clarity, cut, color and carat weight is the best for your investment.

GIFT WRAPPING

mailing and delivery without charge of course.
And, too, we'd like you to be our charge customer.

"A
JOY
TO
GET"

"A
JOY
TO
GIVE"

LAKE JEWELERS

69 W. MAPLE

"THE STERLING STORE OF BIRMINGHAM"

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