

Sale to Include All Our New Xmas Stock

This is not in any way a sale of old goods. Our buyer, Mr. Rindt, has made several trips to the jewelry markets, and our stock of new goods is the greatest ever carried by the store. Nothing is held back and nothing is reserved; the sole object of the sale being to get into the store as many people as possible, firmly believing that our methods of doing business and the values offered, are such as will go to make permanent patrons.

Jenkins Opens New York Office

This announcement was made some few weeks ago, and we wish to call your attention to this fact again as it has much to do with this big Xmas Sale. Having this New York office and being affiliated with nineteen of the biggest Jewelry Houses in this country enables us to buy for less and to sell our merchandise at extremely low prices.

**Jenkins & Co., Richmond's Foremost Jewelers**

Announce a Great Xmas Carnival of Value-Giving, with Reduction on Every Article in their Immense Stock in an Effort to Promote Early Xmas Shopping

This announcement is bound to create a sensation, and we wish to fully explain the reasons for it. For many years this store has enjoyed a most liberal patronage from the people of Richmond and the surrounding towns and country. That it has merited this patronage, based as it has been, on reliable merchandise, selling everything exactly as represented and at moderate prices, is needless to say. The policy of this store as outlined, and at all times maintained by the late S. N. Jenkins and his son, William E. Jenkins, under the familiar name of Jenkins & Co., was one that was bound to succeed when applied to any business! Associated with them, in fact for the last several years as manager of the store was W. H. Rindt. Upon the death of Mr. Jenkins in February, the store continued under the same management and it is the ambition of the reorganized company to bring to the Jenkins store during this Christmas season hundreds of new customers, as well as all of our old patrons, and believing it would be more advantageous to the store and to the buying public to move all of our stock in December at lower prices than to have a sale in January, we have determined to offer every article in our store at great reductions during the next two weeks.

Newest Designs in Sheffield and Plated Silverware

We are justly proud of our extensive selection and stock of this most popular ware. You can not make a mistake in purchasing some pieces of the various dependable makes we offer.

MEAT PLATTERS, VEGETABLE DISHES,
TEA SETS, BREAD TRAYS
CAKE BASKETS, BAKING DISHES

A wonderful array of shining table ware—all proportionately reduced for this pre-Xmas Sale.

Coalport and Minton China

These celebrated and popular brands, although advancing in price, we are not withholding from the sale, and offer all Coalport, Indian Tree and Minton China at a reduction of 10%. This is an exceptional opportunity, as these high grade wares are seldom, if ever, reduced.

We are taking the liberty of confining the sale of this merchandise to ONE DAY ONLY—

THURSDAY, DECEMBER 7TH
On which day only, a reduction of 10% will be given. Lovers of Coalport and Minton should make a note of this and not miss the opportunity of securing this advantage.

Dresden and Beleek China

Small, fancy, assorted pieces—\$1.50 dishes for 75¢; \$3.75 pieces for \$2.00, etc. A reduction of from 25 to 50 per cent.

SPARKLING, BRILLIANT CUT GLASS MAKES A MOST ACCEPTABLE GIFT.

We are proud of the most wonderful display of this choicest of table ware in the city. Our assortment consists of newest cuttings and popular artistic shapes—

One large Punch Bowl, exquisitely cut, \$65, at.... \$40.00
\$18.00 Bowl at.... \$13.50 | Nappies, as low as.... \$1.00

Vinegar Cruets, Cream and Sugar Sets, Water Sets, Flower Vases—All materially reduced.



WHEN
YOU BUY
DIAMONDS

The very first thing you should consider is the reputation, financial standing, integrity and experience of your merchant. Unless you can place in him the same degree of confidence you place in your family physician and rely on and follow his judgment in your behalf, you run your chances.

OUR LONG EXPERIENCE, SKILL AND PERFECT
KNOWLEDGE OF GEMS

enables us to select the most choice diamonds available, and makes Jenkins & Co.'s diamonds superior in the most essential qualities of color, cutting and brilliancy.

Disregarding the continual, constant advance on these gems, we are making special reduced prices on our immense stock, which it will profit you to consider. Our knowledge and experience gives our advice much weight and our reputation for reliability and "square dealing" is your assurance that this advice is honestly given.

Beautiful Xmas Specials at \$15, \$18,
\$25, \$50 up to \$500.

This Is Your
Free Railroad Fare Refund Coupon

TO STATION
AGENTS:
Please stamp date and
name of station when
selling a ticket to the
bearer.

STAMP HERE.

On purchase of \$25.00 or more railroad fares will
be refunded to all out-of-town patrons residing
within a radius of 30 miles, if attached coupon is
presented properly stamped by railroad agent.

JENKINS & CO.

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Richmond's Foremost Jewelers

726 Main Street

"The Great Xmas
Gift Store"

**GRUEN**
Veri Thin Watch**Bracelet
Watches**

—Stylish, beautiful and useful, with a charm that will last over many a Christmas. Our

**Wristlet
Watches**

are made with all the skill in small watch-making, and our stock and variety is so extensive that you cannot fail to be suited. Our combined buying power enables us to offer you better values than it is possible for you to secure elsewhere.

Our Hallmark grade—
15 jewel, 25 year guaranteed, marked \$13.50
special at.... \$13.50
is the biggest watch value ever offered in Richmond.

Do not fail to see this wonderful display—by far the largest and most complete in the city. Prices:

\$10 to \$50

\$27.00 to \$50.00

For these new models we claim frankly, the greatest combination of watch values at the price.

"Oh! Isn't it
Beautiful!"

This is the exclamation that seems to come from everybody to whom this most beautiful watch in America is shown. Let us show it to you in its brown leather case. We have just unpacked them.

We are exclusive agents for the Gruen, and feature it as our highest grade watch.

