

"It's Better to Buy Here Than to Wish You Had"

The House of Dickinson

Announces Its Readiness to Serve You
During This -- Its

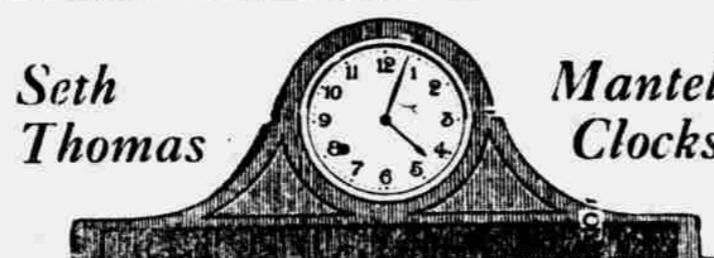
Seventy-first Christmas Season

With displays of Gift Jewelry, Cut Glass, Silver, Watches and Diamonds that out-rival those of all previous seasons, we bid you welcome to choose gifts to your liking and gifts that will be cherished by those who happen to be so fortunate as to be the recipients. Jewelry in all its varied forms is the one gift that predominates at Christmas time. Gifts of Jewelry from the House of Dickinson—the house that has been serving you and yours throughout almost three-quarters of a century with Jewelry that has represented the finest the world affords, and during this our seventy-first Christmas season, you'll find the House of Dickinson to be the one place in this locality where the Spirit of Christmas reigns supreme and where displays are complete. We welcome you to see other displays first as we truly know you'll find this house "The Best Place to Shop—After All". By reading this page carefully you'll surely find the suggestions given most helpful in making up your Gift list. We suggest that you shop as early as possible in order to get best selections and also to avoid late shopping crowds.

Gift Suggestions for "Him"

Diamond Rings, Scarf Pins, Lodge Rings, Gold Knives, Cigar Cutters, Cigarette Cases, Watches, Watch Chains and Tops, Fountain Pens, Signet Rings, Cuff Buttons, Lodge Emblems, Diamond Studs, Traveling Sets, and scores of other high-grade articles; many found here exclusively.

Seth Thomas Mantel Clocks



A most useful and attractive gift is a Seth-Thomas Clock. These clocks are noted for their excellent time-keeping qualities, as well as being very artistic and ornamental.

Gift Suggestions for "Her"

Diamond Ring, Wrist Watch, Silver Plate, Set Ring, Bar Pin, Mesh Purse, Bracelet, Necklace, Cut Glass, Toilet Set, Ivory Manicure or Toilet Set, Fountain Pen, Dickinson Silver, Clock, Beads, Silver Picture Frame, Hand Bag, Vanity Cases, Brooches and many other useful and practical gifts too numerous to mention.



Handsome Display of Silver Plate

Mother certainly will appreciate a gift of silver from her boys and girls, even though they have grown to manhood and womanhood now.

It is a gift that lasts just like a mother's love.

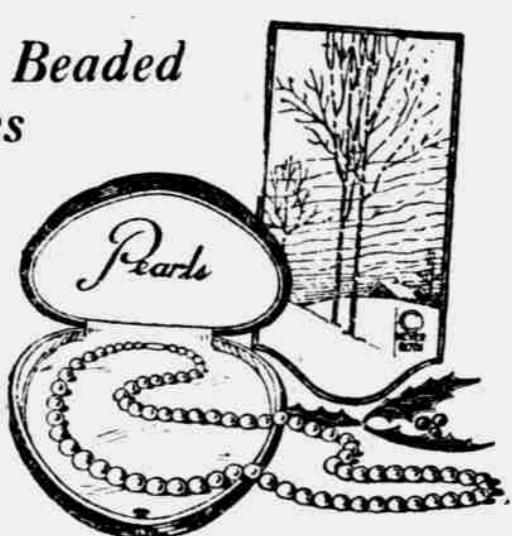
We invite your attention to the many beautiful pieces we are showing for Christmas.

Beautiful Set and Signet Rings for Men & Women

If you contemplate the purchase of a Ring as a Christmas Gift do not miss our marvelous collection of Rings which is the most varied and most complete line ever shown here. Hundreds of original mountings, many unique and distinctive. And you'll find your favorite stone here in handsome mountings at a price that will surprise you as the most of our rings were bought before the latest advances.

Pearl, Gold & Beaded Necklaces

No Jewel is more beautiful than the Pearl, and our showing of Pearl Necklaces will surely meet with your approval. We also have many attractive Gold and Beaded Necklaces.



The Dream Gift



A Dickinson Diamond

You want to make, "her" dreams come true—you want to make her happiness supreme—and of course you can do it by the finest of all gifts—a Diamond.

A well-chosen Diamond, according to our idea, should possess three virtues—beauty, utility and quality—and the greatest of these is quality. On this basis we have assembled a seemingly endless assortment of beautiful Diamonds for "her", all of them set and arranged in extremely good taste.

You can buy "her" Diamond here in confidence as The House of Dickinson has been selling Diamonds in this community during the past seventy-one years—a record we are exceedingly proud of.

A most wonderful gift for Mother, Wife, Sister or Sweetheart is

Dickinson Silver

The woman who insists on correct service finds Dickinson Silver a practical ware that exactly meets her ideal in exquisite charm of design and solid wearing quality.

It is our pride to have a distinctive showing of Sterling and Plate Silver always at your service.

If you are in doubt as to what to give the women folks this Christmas, decide on Silver and your gift will undoubtedly be appreciated.

Lavalliers Make Useful Gifts

We expect to sell hundreds of these Lavalliers because they are so beautiful and the values so exceptional. Wonderful variety in plain gold designs; others radiant with jewels.

BEAUTIFUL CAMEO BROOCHES

There is a certain sentiment attached to Cameos that make them most desirable for Christmas gift-giving. We have some very beautiful ones at prices ranging from \$7.50 and upward.



America's Best Known Makes of Reliable Watches

Are Offered in Our Christmas Display For Men

We are proud of the fact that we can announce to you that our entire showing of Watches for Men consists of only America's best known makes, as we eliminate entirely any foreign makes of Watches.

In our display we offer a wide choice of such makes as the Hamilton, Elgin, South Bend, Illinois and Waltham. We stand back of every one of these and all are sold with a guarantee of complete satisfaction.



Wrist Watches of the Better Quality

America's Best Products Comprise Our Gift Display for Women

You couldn't please her better than to surprise her with one of these dainty timepieces. We are very fortunate to be able to boast of an unequalled stock of Ladies' Wrist Watches. They're hard to get, but, folks, we sure have them. See our display of beautiful Wrist Watches in all of the newest shapes and designs. We sell only best American makes that we can guarantee. Every model has the name plainly stamped on the dial, so you know exactly what you are getting when you buy here.

We Cannot Recommend Swiss Watches



O. E. DICKINSON

"The Best Place to Shop After All"