

Give a Ring, Watch, or Cigar Lighter



One cannot make a mistake by giving "him" this handsome ring. Let your gift carry *value* impression.



A semi-precious gem radiant, Ceylon sapphire, in its glowing hues of alluring color; a dainty setting. Give "her" this beautiful ring.



Our range of HALLMARK Watches includes models for every purpose. Reliability is the known great characteristic of these watches.

A Newer and Better Type of

CIGAR LIGHTER

(Monogrammed)

\$12.50

Silver or Green Gold — with a decidedly smart monogram of raised letters. Also many other lighters from \$3.50 upwards.

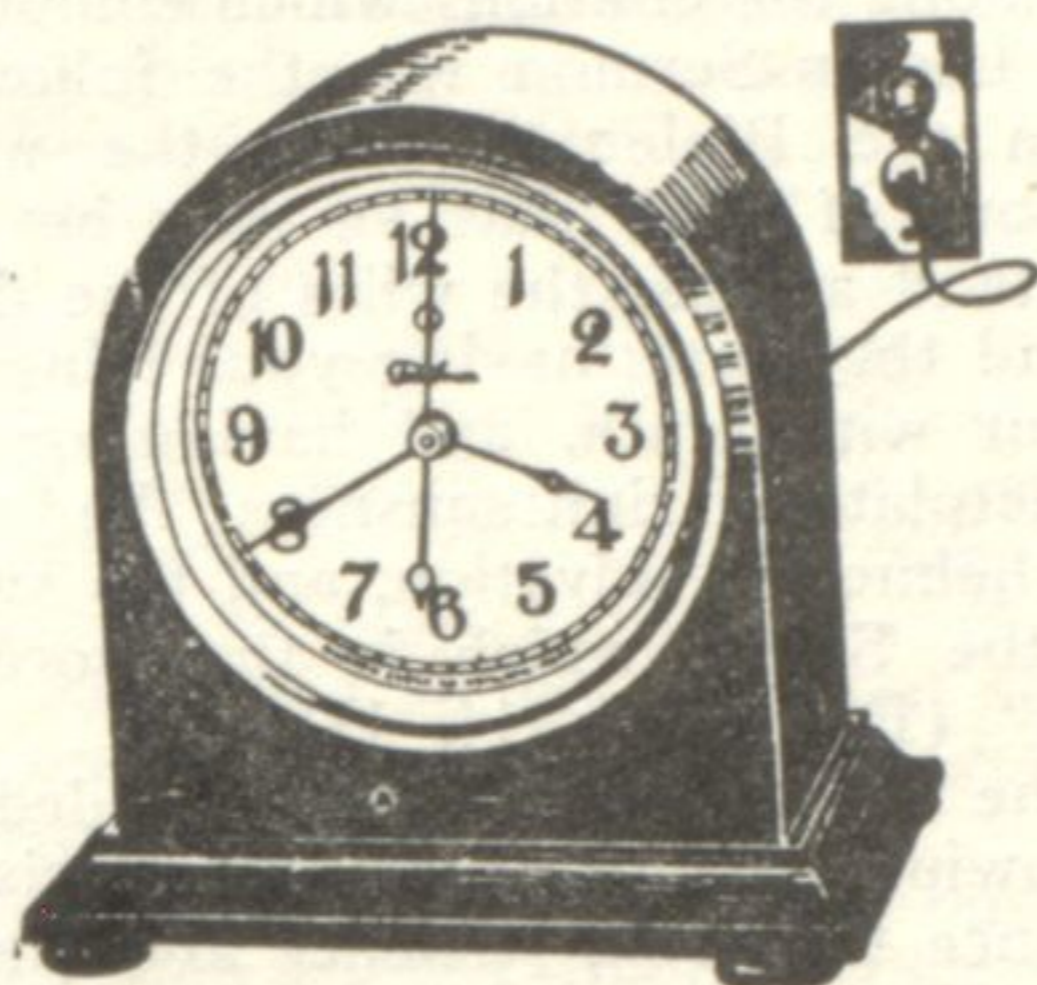
THE HALLMARK JEWELERS

809 DAVIS STREET

EVANSTON

UNIVERSITY 1572

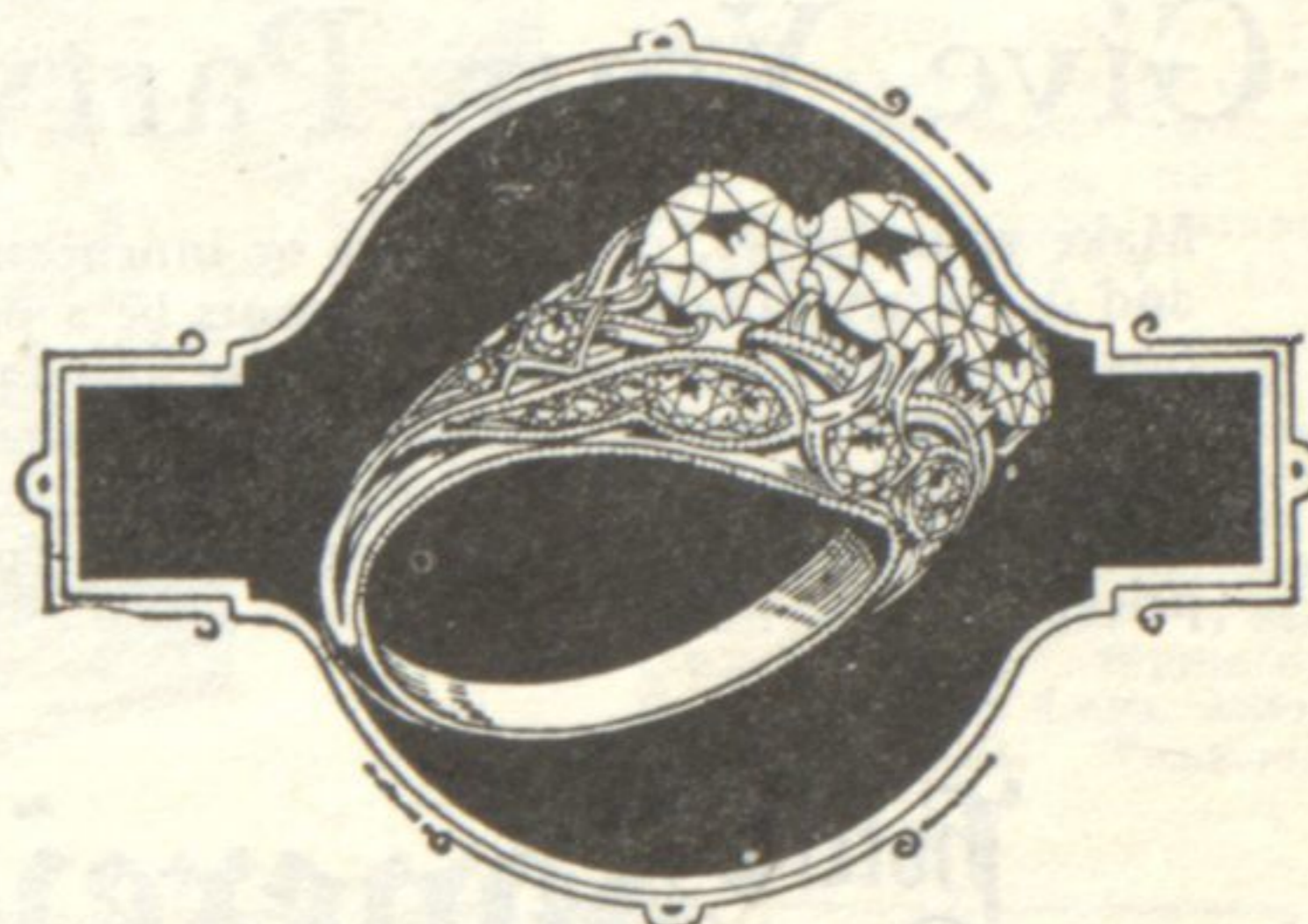
Telechron
The ELECTRIC CLOCK



Correct time NOW! From your own electric outlet. Now acknowledged the best time keeper.

\$17.00 and Upwards.

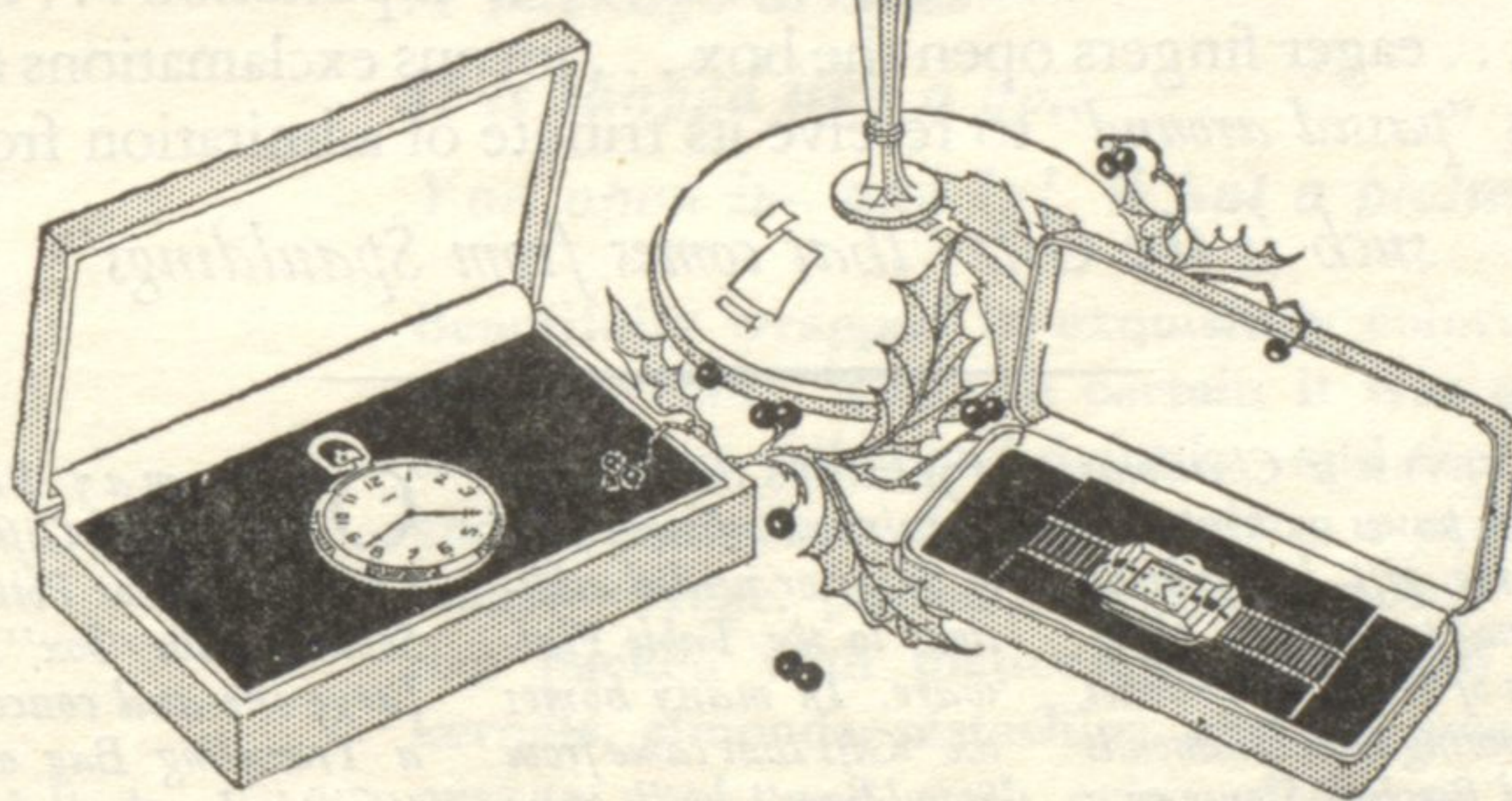
Membership in the Hallmark Ass'n of one jeweler in over 800 cities gives this store a purchasing advantage in the finer jewelry markets. This is reflected to you in prices that cannot be met unless quality is sacrificed.



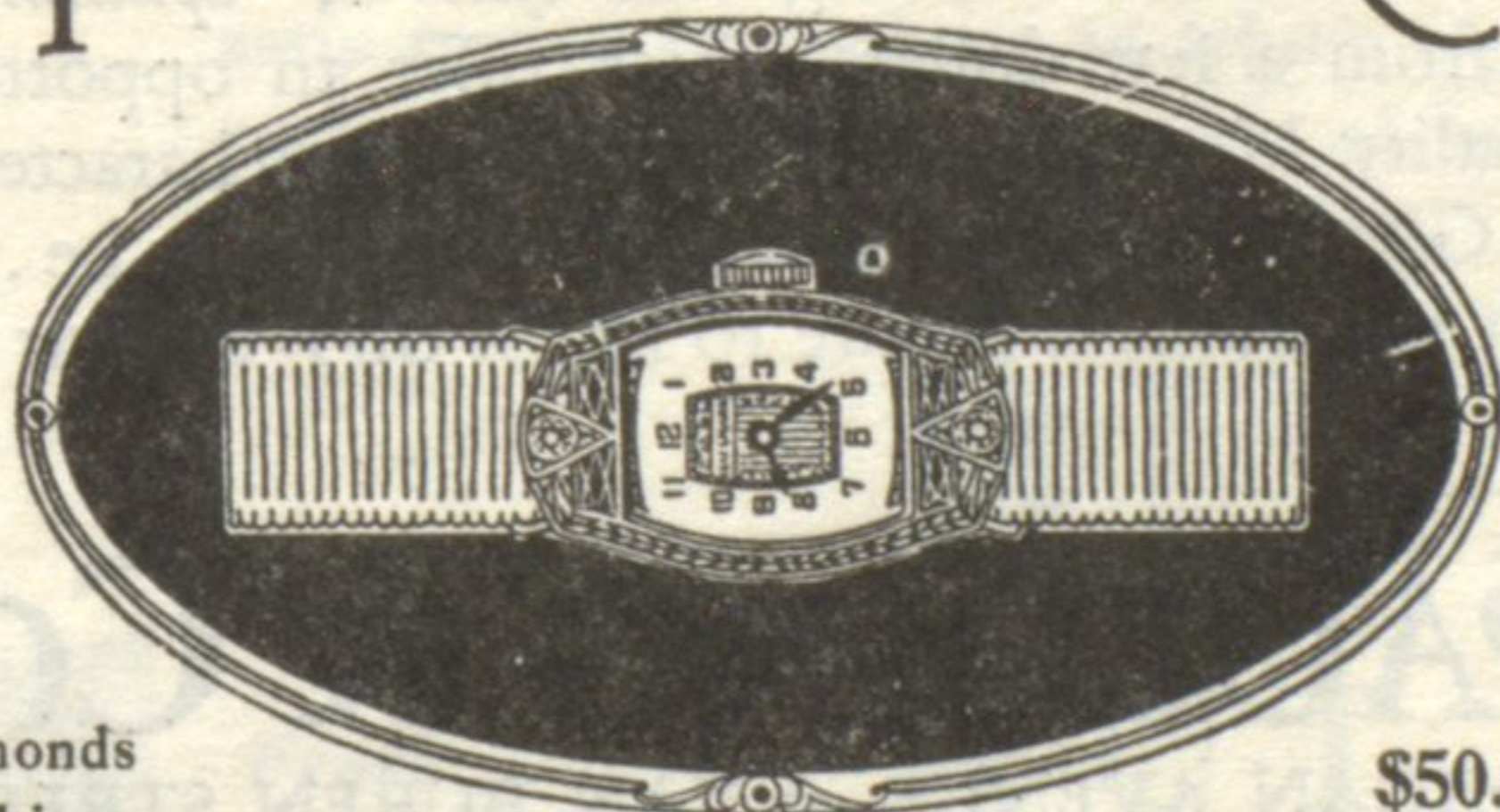
ELEGANCE

Fine tracery of design, executed by skilled craftsmen in precious metals. Such settings are worthy of the diamonds of Hallmark standard quality. Priced as low as \$25.00.

Christmas Time IS ELGIN TIME



Exceptional Value in the FAMOUS HALLMARK



2-Diamonds
4-Sapphires

\$50.00

For years a cherished token of affection and accurate timekeepers. Men's pocket and wrist watches in a splendid selection. Women's wrist watches, some diamond set—each one a masterpiece of jeweler art. Moderate prices prevail.

ILLINOIS



This is one of the HALLMARK STORE special Christmas offerings. It is a graceful design of most pleasing character in 18K white gold, with diamond setting. A beautiful Gift for "her."



Add-a-Pearl Necklaces

become more precious and more loved each year. Why not start one of these strands this Christmas and add to it each birthday and Christmas.

- 3 Pearls, \$5
- 5 Pearls, \$7.50
- 8 Pearls, \$10.00
- 9 Pearls, \$15.00
- 10 Pearls, \$20 and up.