

# SHUTE & CO.

Jewellers

Optometrist

## WELCOME YOU To the Grand Re-Opening of their Store TUESDAY, NOVEMBER 30



A SIGNET RING, A BIRTHSTONE  
or better still

A RAISED INITIAL RING

for the CHRISTMAS GIFT is one of the most personal that can be received.  
It remains for many years a constant reminder of the GIVER and a  
source of pleasure for the WEARER.  
Our RAISED INITIAL RINGS are made to order. So get yours early!

PRICED FROM \$12.00 TO \$25.00

GOLD SIGNETS  
FROM \$6.00 TO \$18.00

FINE SILVERWARE IS ALWAYS ADMIRER.



EVERY  
LADY

married or single admires BEAUTIFUL SILVER FLATWARE.  
Some prefer the plainer patterns as "LADY HAMILTON" and "BERK-  
ELEY SQUARE". Others favor the more ornate such as the "CORONA-  
TION" and "HIS MAJESTY." Either are the very best makes by  
COMMUNITY AND 1847 ROGERS.

We are showing some beautiful NEW CHESTS that will delight any  
lady at prices in the Quantity Discount Plan that are not expensive.

\$28.00 TO \$65.00  
(depending on the number of pieces)

For the Best Gift  
CHOICE  
DIAMONDS

There's a world of romance in a diamond's sparkle . . . and there's a  
world of value in Shute's certified Blue-White gems. See this grand selec-  
tion today!

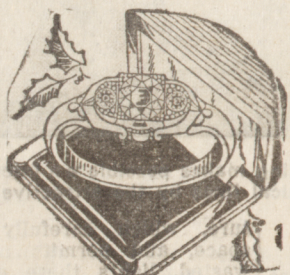
IT TAKES  
MANY YEARS

of experience in grading and select-  
ing diamonds to make one capable of  
securing the VERY BEST VALUE.  
SHUTE has made it a necessity to  
select only the perfect and most bril-  
liant diamonds. For this opening we  
are showing a most varied and out-  
standing selection of quality

DIAMOND RINGS

from

\$15.00 TO \$1,200.00



18 K YELLOW GOLD Setting.

Perfect diamonds, Attractive

metal presentation case, \$50.00.

WEDDING RING to MATCH

\$12.50

THIS IS NOT A SELLING DAY; VISIT OUR STORE  
AND SEE THE BEAUTIFUL THINGS AT  
YOUR LEISURE.



Presenting

FREE  
A LUCKY  
SCARAB SPOON  
to the first

500 LADIES TO  
VISIT THE STORE

3,000 years of good luck  
in this attractive gift!

SHOWING THE FINEST AND BEST VARIETY OF WATCHES  
OF THE BEST MAKES PROCURABLE — WE OFFER YOU FOR YOUR INSPECTION  
LONGINES - BULOVA - GRUEN - WALTHAM  
Watches in styles to suit everyone — The new CURVEX by GRUEN is a KNOCKOUT!  
Curved to the wrist, Accurate as a Pocket Watch!  
\$42.50 AND UP

GIFT  
VALUES  
in  
JEWELRY

You'll Find the Perfect Gift for Her or Him at SHUTE'S!  
Because of its highly personalized nature, jewelry is the ideal gift. See SHUTE'S  
great selection at reasonable prices!  
BRACELETS - EARRINGS - NECKLACES - BROOCHES

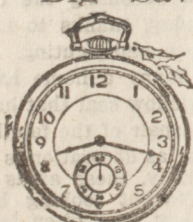


Real Bargains In Fine Ladies' Watches

You will be thrilled by this beautiful selection of hand-  
some ladies' wrist watches . . . round, baguette, novelty  
shapes . . . plain and be-diamonded, in white, or natural  
gold, or platinum. Jeweled movements.

\$7.75 AND UP

Big Savings In Accurate Men's Watches



Pocket and wrist models both are represented in this huge  
group being offered at prices sure to meet every purse.  
Every model is jeweled, enclosed in a fine case of engraved  
white or natural gold . . . will meet every test for accu-  
racy and dependability . . .

Gruens and Bulovas, \$24.75 to \$75.00



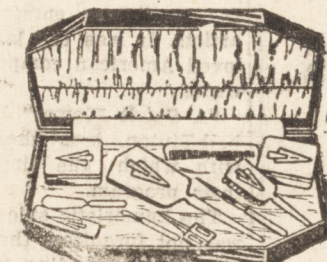
A CHARMING GIFT

to the HOST or HOSTESS of the PARTY

useful and in good taste. We are showing

COCKTAIL SETS

sturdily built in chromium as shown \$10.00  
above for . . . . .  
Real value and a very acceptable gift



ONE OF THE MOST POPULAR  
CHRISTMAS GIFTS

for the lady is the  
DRESSER SET

and one of the most acceptable. This year we are showing STRIKING,  
ATTRACTIVE SETS in the Cloissone Enamel in different colors.  
VANITY CRYSTAL SETS and STERLING SILVER SETS in a variety of  
beautiful patterns.

PRICES FROM \$7.00 TO \$50.00  
(depending on the number of pieces)

Give SILVER

Truly the aristocrat of all gifts is silver . . . with its touch of  
distinction and assurance of good taste. At SHUTE'S you will find an un-  
usual selection of fine silver, reasonably priced.

4 Piece Coffee Set

\$16.00

See for yourself the  
Finest Silver Display  
in the Maritime Prov-

inces. You will get many suggestions for  
Christmas. \$1.00 and up.



JEWELLERS  
566 QUEEN  
STREET

# SHUTE & CO.

OPTOMETRIST  
PHONE 50-41