


## Seen and Heard in Old London Town.



## REXFORD'S

## THE BUSIEST AND MOST POPULAR STORE ON THIS BUSY STREET

NOT WONDERFUL, ONLY NATURAL, how this store has grown. Not quite two years ago we had one window and 20 feet of space inside. Next we got double the space. Customers kept crowding; had to build back; now 5,400 square feet of floor space, including basement, piled up with all that is new and most salable. STORE ALWAYS BUSY and bright, so we believe our methods are right. To buy in quantities to secure special prices, marking all goods low to make the quantities go, and running a complete Jewelry Store, an Art Store, a Picture Frame Factory all with one rent and one force of employees, that makes expenses low. We shall keep right on seeing how much we can give for a dollar and the store will grow more.

## HOIIDAY TIME SOON HERE.

THE Never bought so low. - Keystone case with Elgin movement JEWELRY and the assortment-..evSTORE erything beautiful that you want before Christmas.
BOY'S Stem wind, stem set, WATCH American works, and a timepiece, \$2.50.
GIRL'S Sterling silver, hand en WATCH graved case; you couldn't imagine a prettier gift, $\$ 2.90$.
LADIES' Two or three hundred, WATCHES from cute, wee silvera $\$ 3.75$ to that $\$ 35$ one set with diamonds, but one we say most about here is that 14 -karat, solid gold, a beauty, \$I5.
GENTLEMEN'S Solid gold, solid
WATCHES silver, but 15 and 20 year gold filled sell the fastest. A
looks as beautiful as solid gold, and what a saving. \$12.
LAMPS What brightens up the room like a beautiful lamp with delicate silk shade? Sold a lot last year, but through fortunate shade buying last summer we are enabled to make prices that are doubling last year's sales.
HERE'S Onyx base, Rochester ONE burner, gold plated, with handsome silk shade, any color, $\$ 3.59$. Lamps at $\$ 5, \$ 7, \$ 10$, complete with shades. If any one is selling cheaper tell us and we mark lower.

THE Has doubled and more PICTURE its size. Hundreds of PICTURE its size. Hundreds of comes in our back door and is car-
STORE popular subjects, framed as they should be and sold same way.
AT 38 c 12 2 subjects of medallions, had to buy 500 to get the price, II by 14, easel back, 75c are gotten for them.
AT \$1 Monogravures, new process and beautiful; ten subjects, framed in white and gold, $20 \times 24$

Pictures at \$1. Pictures at $\$ 2$. Pictures at \$3. Pictures at $\$ 5$. Pictures at \$ro.
Big money's worth every one, or you can pick from thousands unframed and order your frame to suit. SILVEFWARE More silverware
jewelry stores in the city. Often
we run into a good thing and this is one.
ROGER'S Tea spoons, the make 1847 you know, a price you don't know, only 50 sets, sorry they won't go around, 95 c. for 6 . KNIVES Forty sets of triple-plated Knives, just the same as you often see or use, but instead of $\$ 2$ we can say 75 c. the set. 'Nough said.
CHRISTMAS So many are coming
GIFTS in and selecting now. Why don't you? You don't need to pay for or take the goods till later. On sale now are special lots of lovely : gifts that surely are not here later, say nothing of the pushing and crowding that is coming after a bit.

