

Blum's Furniture

The delicate Italian ceramics were originally made in a factory founded by King Charles IV of Naples at the royal palace of Capo di Monte (king of the mountain). The best examples are beautifully modeled centerpieces marked with a fleur-de-lis dating from the mid-18th Century and are extremely rare. The factory changed location after the reign of King Charles and the molds were sold to the Doccia family. Most of the tableware and vases today are finely detailed and hand-painted in a palette of colors ranging from bright spring pastels to subtle sienna shadings on fruit baskets. They can be found at Blum's Furniture, 5927 Westheimer.

Houston Jewelry offers shoppers something more than mere gems

Customers at Houston Jewelry and Distributing need not look far beyond the firm's extensive jewelry department to realize it carries much more than rings and watches.

"We carry everything," Sandra Shapiro, Houston Jewelry advertising manager, said.

Shapiro does not exaggerate. Offering thousands of gift items priced from less than \$1 to \$50,000, Houston Jewelry can supply Houston Christmas gift givers with household appliances, sports equipment, camera and electronics equipment, toys, video games, wide screen TVs, silverware and china, crystal and leather goods.

Houston Jewelry's namesake stems from its gem and jewelry dealership. The firm's two Houston stores offer one-of-a-kind pieces, custom jewelry and fine watches by such makers as Piaget, Rolex and Concord. With most pieces ordered from Dallas jewelry manufacturers and other dealers, Houston Jewelry allows customers to define their individual needs for Christmas jewelry gift-giving.

Shapiro said the dealer provides its own shop on the store premises where customers may have their own pieces made for them, and will "send people out to all four corners of the earth" to find the finest jewelry available.

"Whatever anyone is looking for, we can find or get it for them," she said.

Houston Jewelry's gift department also provides a wide selection of designer fragrances, Hummel and Lladro porcelain, and Waterford, Lalique, Baccarat and Lenox crystal.

Every major appliance is available at low prices, she said, while the firm also houses an expert camera department selling equipment by all major manufacturers, including Leica, Canon, Nikon, Olympus, Minolta, Pentax and Vivitar. Custom film processing is also available for both black-and-white and color films through Kodak processing.

Houston Jewelry's electronics showroom is stocked with products by Sony, Panasonic, Hitachi, Sansui, JVC, General

nic, based in Paris.

Personalized styles, utilizing the Jacques Dessange perfectly mastered technique, make it possible to adapt each hair cut to the face of each individual. Biennial hairstyling shows are attended by 4,000 hairdressers, the largest show organized by a private organization.

Jacques Dessange has become an international businessman. In 10 years he has made his name the most important hairdressing trademark in Europe. Presently, 20,000 customers are having their hair

Electric Technics and Zenith.

Sporting goods and exercise equipment is available as well, while luggage by Samsonite, Escort, Seward, First Flight and Airways offers other gift ideas.

Even low prices on over-the-counter drugs are offered in Houston Jewelry's drug and sundries department.

Other various gift items, including binoculars, telescopes, wallets, lighters, pens, pencils and small, personal appliances are available as well.

Houston Jewelry's large and varied toy department sells all kinds of games, toys and stuffed animals. Video and electronic games by Atari and Mattel's Intelelevision, to name just two, are waiting to be enjoyed Christmas morning.

To aid Christmas buyers in choosing from the thousands of items offered at the two Houston locations, Shapiro and Houston Jewelry listed some of the hottest-selling gift items this year, including:

- Heavy French and German imported gold jewelry (bracelets, necklaces and earrings.)
- Designer wristwatches.
- Lladro and Hummel porcelain figures.
- High fashion belts and bags in fine leather, eel and snake skins.
- High-tech electronics and "smart" typewriters.
- Cordless telephones.
- Exercise equipment, including joggers, rowers and stationary bikes.

Also in the interest of aiding Christmas shoppers and shoppers throughout the year, Houston Jewelry offers personal home shopping service and bonus commercial incentive programs. Gift certificates, too, are available.

Houston Jewelry and Distributing has two locations in Houston: 9633 Westheimer at Gessner Road, with Christmas hours from 9:30 a.m. to 9:30 p.m. weekdays and 9:30 a.m. to 7 p.m. Saturdays; and 802 Milam at Rusk in downtown Houston, open from 9 a.m. to 6 p.m. weekdays and from 9 a.m. to 5:30 p.m. Saturdays.

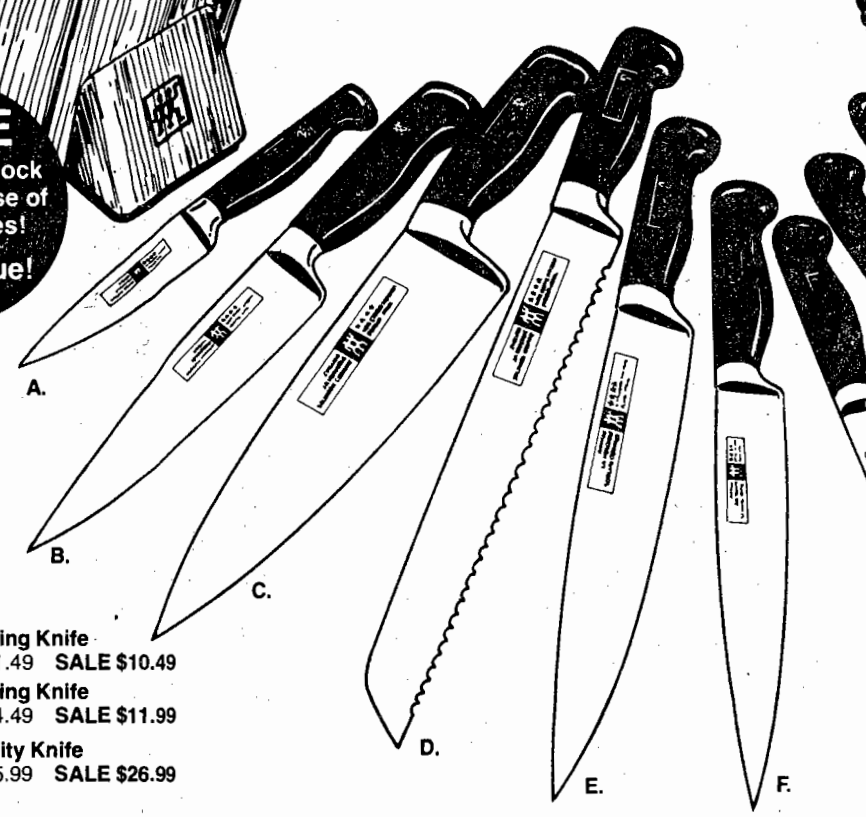
HENCKELS KNIFE

The world's fine yours at 25 to

When you buy cutlery it pays to buy the tempered steel holds its professional edge the world choose Henckels cutlery as they can get the world's best at incredible savings



FREE
Solid Oak Block with purchase of any 4 knives!
A \$50 Value!



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| A. 3" Chef's Paring Knife
Regularly \$21.49 SALE \$10.49 | D. 8" Scalloped Bread Knife
Regularly \$38.49 SALE \$28.86 | F. 6" Chef's Knife
Regularly \$41.99 SALE \$31.99 |
| 4" Chef's Paring Knife
Regularly \$24.49 SALE \$11.99 | E. 10" Ham Slicer
Regularly \$47.49 SALE \$35.61 | 8" Chef's Knife
Regularly \$51.99 SALE \$38.99 |
| B. 6" Chef's Utility Knife
Regularly \$35.99 SALE \$26.99 | 12" Ham Slicer
Regularly \$49.99 SALE \$37.49 | 10" Chef's Knife
Regularly \$62.49 SALE \$46.49 |
| 6" Cleaver
Regularly \$57.99 SALE \$43.49 | | |
| C. 8" Chef's Carving Knife
Regularly \$41.49 SALE \$31.11 | | |
| 9" Chef's Slicing Knife
Regularly \$45.99 SALE \$34.49 | | |
| 10" Chef's Slicing Knife
Regularly \$49.49 SALE \$37.11 | | |

Town & Country Mall 800 West Belt-Suite G242 Phone: (713) 932-1711 Hours: Mon-Sat 10am-9:30pm	The Park 1200 McKinney Suite 305 Phone: (713) 223-0143 Hours: Mon-Fri 10am-7pm Saturday 10am-6pm	273 Pasadena Town Square Phone: (713) 473-3811 Hours: Mon-Sat 10am-9pm
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Prices Good Thru Dec. 10

