

CAN YOU WEAR THIS \$100,000 DRESS?

RHOADS JEWELERS WILL BRING THIS FABULOUS DRESS — ONE OF THE MOST VALUABLE IN THE WORLD — TO FORT PIERCE. YOU MAY BE SELECTED TO MODEL THIS DRESS ON THE STAGE OF THE SUNRISE THEATRE THURSDAY, DECEMBER 2, DURING THE FASHION SHOW THAT WILL BE STAGED BY THE PILOTS CLUB OF FORT PIERCE. THE MODEL SELECTED WILL RECEIVE AS A PRIZE A STRAND OF GENUINE IMPERIAL CULTURED PEARLS!

ABOUT THE DRESS:

This is the fabulous dress Walter Winchell talked and wrote about. It weighs almost 30 pounds and is valued in excess of \$100,000.00. There are one hundred thousand pearls sewn on a bodice and skirt of ivory satin and tulle. Fifteen years were spent in matching and collecting the beautiful pearls which the dress features.

Fifteen craftsmen labored over two months to make the gown. By special arrangement with the Imperial Pearl Syndicate, owners of the gown, Rhoads Jewelers will bring it to Fort Pierce, to be worn by some lovely local young lady.

Read the contest rules. You may be the one to wear this dress and receive a strand of genuine Imperial Cultured Pearls as your reward. The Imperial Pearl Syndicate will have on display at our Store a \$20,000.00 collection of some of the most beautiful Cultured Pearl pieces ever created, and Mr. Eskow, the Imperial representative will be here to show them to you.

Come in and meet Mr. Eskow during this special showing.



ABOUT THE CONTEST:

To enter the contest that will determine the young lady who will wear the \$100,000.00 gown, follow the simple rules. Three well qualified local ladies have graciously consented to act as judges and select the winner.

The judges will be Mrs. Sybil Cook of Rubins, Miss Bell King of King's Fashion Shop and Mrs. Mae Lampley of Mae Lampley Resort Wear. These ladies will review the contestants at the Flamingo Restaurant on Wednesday, Dec. 1, at 8 P. M. The winner selected will model the gown on the stage of the Sunrise Theatre Thursday evening, during the Pilots Club Fashion Show. There she will be presented with her beautiful Imperial Cultured Pearl necklace.

RULES

1. Contestant must live in the Indian River Area (St. Lucie, Martin or Indian River Counties).
2. Her figure measurements must be approximately 34 bust, 26 waist, 36 hips — 5' 4" height.
3. Contestants must register at Rhoads Jewelers, Rhoads corner, Fort Pierce, at any time during regular business hours and during the following days: Friday, Nov. 26; Saturday, Nov. 27; Monday, Nov. 29; Tuesday, Nov. 30, Wednesday, Dec. 1.
4. Contest closes at 5:30 P. M. on Wednesday, Dec. 1.
4. Contest closes at 5:30 P. M. on Wednesday, Dec. 2.

Another exciting feature of Rhoads Jewelers Six Day Gem Festival will be a special showing of the most complete and famous watch collection in the world.

Mr. Alan Rogers, special representative of the Longines-Wittnauer Watch Co. will be in attendance at our store to show you the thousands of watches in the collection.

Be sure and come in between Nov. 26th thru Dec. 3rd to see this unusual display and to meet Mr. Rogers.

Through the cooperation and courtesy of "Fort Pierce's finest," the Police Department will provide armed guards during the displaying of this million dollar plus showing of pearls, watches and other gems. Armed escorts will transport the collection between our store and the St. Lucie County Bank each day.

See the breathtaking showing of outstanding jewels on display at our store from Friday, Nov. 26th through Wednesday, Dec. 3rd. The collection contains some of the famous pieces in the world, each one genuine. This is the most costly display you have probably ever seen at one time. Included will be: the world's largest Topaz.

HOURS OF THIS DISPLAY WILL BE FROM 9:15 A. M. UNTIL 2:45 P. M. DAILY EXCEPT SUNDAY FROM NOV. 26th THROUGH DEC. 3rd

Rhoads
JEWELERS
JEWELERS FOR
FIVE GENERATIONS