

**PAY KAY
NEXT YEAR**

OPEN AN
ACCOUNT WITH

KAY

AMERICA'S
GREATEST
JEWELER

Give Jewelry!

Genuine Elgin Watches

Fancy White Gold Guaranteed Cases

Handsome plain and fancy silver dials. 12 size, thin models. A real beauty. Specially priced.

\$14.50

Pay Only 50c a Week

The Gentlemen's
Watch sensation
of the year. Don't
miss it. Pay only
50c a week.

**Give HER a
DIAMOND
RING**

**BLUE-WHITE
DIAMOND**

Ladies' and Gents' Stunning,
Perfectly Cut, Blue White
DIAMONDS

Unusually large, fine quality diamonds. Each
gem beautifully mounted in new design 18-
karat. Hand engraved, solid white or green
gold mounting.

Specially
Priced
While
They
Last at— **\$37.50** Only
50c
a
Week

**Give HIM
a Good
WATCH**

**ABSOLUTE ACCURACY
ILLINOIS-STERLING**

WATCHES

This Handsome
17-Jewel Accurately
Adjusted Timepiece
Comes in highly finished
20-year gold-filled case.
Specially priced tomorrow
at

\$32.50

Pay Only \$1 a Week

Full Mantel Size

**8-Day
Clocks**

Beautiful mahogany finish
guaranteed day clock. Will
make a wonderful gift.

\$10.95

8-Day
Strikes
the Half
Hour and
Hour

Silver
Dial!
Rich
Mahogany
Finish

**DIAMOND
CLUSTER
RING**

Ladies'
Beautiful Cluster
Diamond Rings

18-Kt. White Gold Finely
Pierced Filigree Mounting.
Seven fine quality brilliant
white diamonds in mountings
of 18-karat white gold.

\$75

Only
\$2.00
a Week

**Genuine "Rosedma"
PEARLS**

Newest two and three-
strand efforts.
—Just received.
—Nothing to equal
them in beauty.
—Don't fail to see
them.

\$10

Also a Wonderful Assortment of
the Famous La Tusca Pearls
In all the Newest and Wanted
Styles and Prices ranging from

\$15 to \$100

**3 Special Groups ladies'
DIAMOND RINGS**

The home of Indianapolis' greatest
values. It will pay you to see the new,
beautiful 18-kt. white gold platinum
and diamond studded mountings.

\$50—\$67.50—\$100

And Up to
\$250.00

Easy
Terms

**DIAMOND
DINNER
RING**

\$50

Ladies' Brilliant
3-Stone Genuine
Diamond

Dinner RINGS

A Startling Value—3 extra
large diamonds in a beau-
tiful 18-kt. white gold Dinner Ring mounting.
Only \$1.00 Down and 50c a Week

**QUALITY
DIAMOND**

Brilliant, Beautifully Mounted,
Fiery, Perfect Quality

Diamond Rings

Large, fine, perfectly
cut gems stunningly
mounted, remarkable
for their brilliancy,
Only \$2 a Week

Only
50c
a
Week

Beautiful
Wedding Rings

18-Kt. Solid White Gold,
Elegantly Hand-Engraved
With 5 Genuine
Diamonds
Special at—

\$37.50

Only
50c
a
Week

**MEN'S
STRAP
WATCH**

Square or
Octagon Shapes

A handsome timekeeper. Fully
guaranteed. Ideal for business or
sport wear. Special at—

Pay
Only
50c
a
Week **\$25.00** Makes
a
Real
Gift!

TOILET SETS

In White Ivory, Amber, Pearl,
Pearloid, Turquoise, Ruby
Tortoise Beautifully Inlaid

Ranging in size from
a 3-piece dresser set to
15 and 18-piece sets in
elaborate silk and sat-
in lined chests at—

\$12.50

Only 50c a Week

**WM ROGERS
SILVERPLATE**

26-Piece Silver Sets

Packed in handsome
silk or satin lined
chest as illustrated.
Pay \$1 down.

\$9.75

Only 50c a Week

Ladies'
Onyx Rings

Set With Genuine
DIAMOND

\$15 and up

Only 50c a Week

Semi-Precious Stones

Consisting of Garnets, Amethysts, Bloodstones, Aqua
Marines, Diamonds, Emeralds, Pearls, Rubys, Sardonyx,
Opals, Topaz and Turquoise.

\$7.50—\$10.00—\$15.00—\$20.00—\$25.00

Pay Only 50c a Week

RUBIES

**WRIST
WATCH**

Ladies' Lovely 15-
Jewel White Gold
Finely Adjusted
Wrist Watches

A WONDER VALUE

Choice of rectangular or new
oblong shapes. Finely adjusted
and fully guaranteed. While
they last—

Only
50c
a
Week **\$27.50**

Only
50c
a
Week

OPEN UNTIL 9:00 SATURDAY NIGHT

KAY

137 WEST
WASHINGTON ST.

JEWELRY
CO.

137 WEST
WASHINGTON ST.

DIRECTLY OPPOSITE CAPITOL THEATRE ON W. WASH-
INGTON STREET.

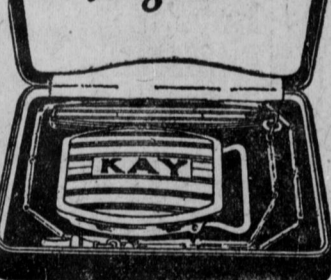
Ladies' White Gold Wrist Watches

The very gift she wants! At a
low price that is positively amaz-
ing! Guaranteed "Laco" move-
ment in fine engraved case. Be
sure to see it tomorrow!
Specially Priced at.....

\$15

"The Ideal Gift for Him"

Hayward



Gentlemen's Genuine
"HAYWARD"

Combination Sets

Belt Buckle and
Cuff Links to Match **\$5.00**

Belt Buckle, Belt
Chain and Cuff Links **\$7.50**

Belt Buckle, Knife
and Chain to Match **\$10.00**

The above come in assorted patterns
and designs in green and white gold
finish.

YOUR PROMISE TO PAY IS GOOD WITH KAY