

**KAY  
JEWELRY  
CO.**

# Anniversary

# 12<sup>th</sup>

**Values That Will Make This the Greatest Anniversary Sale in Our Entire Career!**

**12% Discount  
On Any  
Purchase**

THIS announces the first day of what is unquestionably one of the most sensational sales this city has ever seen! It has taken months of preparation and planning to offer such stupendous Anniversary Sale Values! And such an event as this is could only be expected from a store like KAY'S! On everything excepting nationally advertised merchandise we are going to offer a 12% discount! Every trustworthy person in Indianapolis and vicinity can buy any article for only 12c down and take 12 months to pay. This is simply to celebrate the 12th Anniversary of the Kay Jewelry Organization! Note the values below for the first day. Come! Expect the unusual. We promise you'll not be disappointed! Tell all your friends about this sale and you'll be doing them a favor. Never in our history such extraordinary values—such remarkably low terms! It will certainly pay you to buy now for Christmas and save the difference.

**This Sale Starts Tomorrow at 9 A. M. ... Plan to Be Here!**

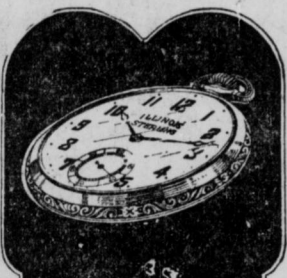
**Watches**  
**12c Down  
12 Months to Pay**

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12 Months  
TO  
PAY**

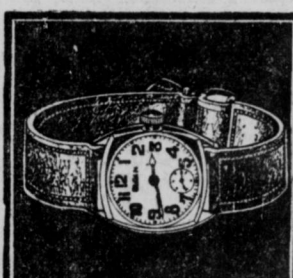
**Diamonds**  
**12c Down  
12 Months to Pay**



**Men's \$14.50 Elgin or Waltham Watches**  
Guaranteed accurate and reliable. Jeweled movement in a beautiful white gold filled case. We have secured a number at a special price—you save the difference. Less 12% Discount. Sale price ..... **\$12.76**  
12c Down—12 Months to Pay!

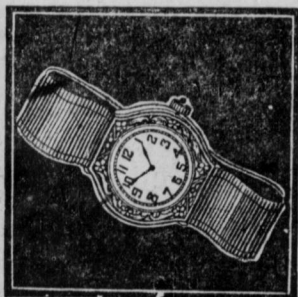


**Men's \$32.50 Famous Illinois Sterling Watch**  
The country over men prefer this wonderful timepiece. 17-Jewel adjusted movement. 20-Year gold-filled thin model case. Less 12% Discount. Price ..... **\$28.60**  
12c Down—12 Months to Pay!



**Men's \$19.50 Strap Watch**  
Guaranteed jeweled Elgin movement in a handsomely nickled case. Fine leather strap. Luminous dial and numerals. A sale feature. Less 12% Discount. Sale price ..... **\$17.26**  
12c Down—12 Months to Pay!

**Tomorrow—A Solid Gold Scarf Pin With Every Man's Watch for Only 12c Extra!**



**Ladies' \$15.00 Tonneau Wrist Watch**  
Attractively engraved white gold filled case, guaranteed ruby jewel movement. This watch is offered at a great reduction for this sale only. Less 12% Discount. Sale price ..... **\$13.20**  
12c Down—12 Months to Pay!



**Ladies' \$59.75 Diamond Wrist Watches**  
Set with four blue-white diamonds and four sapphires. Really beautiful watch with guaranteed accurate movement. Solid gold case. Less 12% Discount. Sale price ..... **\$52.58**  
12c Down—12 Months to Pay!



**Ladies' \$32.50 15-Jewel Tulip Watch**  
One of the newer shapes much in demand this season. Handsomely engraved. Guaranteed 15-jewel imported movement. Less 12% Discount. Sale price ..... **\$28.60**  
12c Down—12 Months to Pay!

**Tomorrow—A \$4.50 White Gold-Filled Flexible Watch Bracelet with every Wrist Watch for 12c Extra!**



**Cigarette Case Special 85c**

For the first day of this event we place them on sale at this price. Come early—

**New Leather Bags \$4.12**

The season's latest styles. All the new fall colors. Genuine leather—

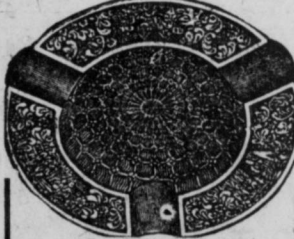


**Opening Day Specials**



**\$27.50 50-Pc. Set Wm. Rogers Silverplate**  
**\$19.12**

Lowest price ever for this event. Complete set, consisting of—  
12 Knives 12 Soup Spoons  
12 Forks 1 Sugar Shell  
12 Teaspoons 1 Butter Knife  
Guaranteed for 25 years. Comes in mahogany effect chest as shown.  
**Silver-Plated Bread Tray for 12c Extra**



**Imported Japanese ASH TRAY**  
Beautifully designed, highly silver finished metal tray. A most useful article for home or office. While they last ..... **12c**

**Men's \$1.00 to \$2.50 Genuine Leather Belts**  
Anniversary Special. Belt only. All sizes. While they last ..... **12c**

**Opening Day Specials**



**Ladies' \$10 to \$25 New Pearl Necklaces**  
**\$7.12**

They'll all be wearing pearls again this fall. So Kay offers this Big Anniversary Special. Fastens with white-gold safety clasp.  
12c Down—12 Months to Pay!



**Genuine "Gillette" Razors**  
Get here early. While they last, each ..... **12c**

**\$5 for a Slogan**  
During this event we will pay \$5 in trade for every slogan we accept. Send in as many as you want. Write name and address plainly. Here is an example—"It's O. K. to Owe Kay." Or, "Your Promise to Pay Is Good With Kay."



**\$20.00 Brilliant Blue-White Diamond**  
These diamonds are all of excellent color and cut. Each is set in a distinctive white-gold mounting of delicate engraving. See them ..... **\$17.60**  
12c Down—12 Months to Pay!



**One Large Lot Gorgeous Diamond Rings**  
These rings have always been sold in our store for much more. To give Anniversary buyers a super-value they have been cut to almost half ..... **\$9.12**  
12c Down—12 Months to Pay!



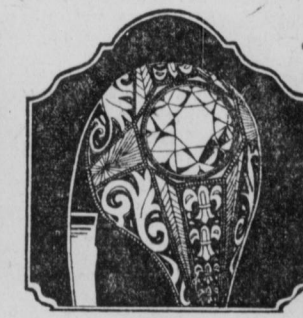
**\$37.50 Fiery Diamond Rings**  
Glowing, perfect diamonds of great brilliancy in your choice of ladies' or gentlemen's mountings of 18-kt. green or white gold ..... **\$33.10**  
12c Down—12 Months to Pay!



**\$50.00 Perfect Diamond Rings**  
If you want a larger, more brilliant diamond than money can buy elsewhere see this remarkable gem. Most gorgeous of mountings to choose from ..... **\$44.00**  
12c Down—12 Months to Pay!

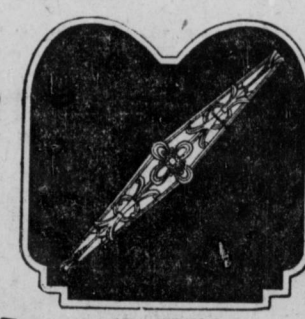


**Ladies' \$75 7-Diamond Cluster Rings**  
Seven blue-white diamonds set in a fine white-gold mounting so that they look like a large solitaire. On sale tomorrow at this price. While they last ..... **\$39.12**  
12c Down—12 Months to Pay!



**\$100 Perfect Blue-White Diamond Rings**  
Guaranteed to be very brilliant and free from flaws. Fine blue-white color. Set in white-gold mountings that display them to advantage ..... **\$88.00**  
12c Down—12 Months to Pay!

**With Every Diamond Engagement Ring We Offer An 18-kt. White Gold Wedding Ring for 12c Extra!**



**Diamond Bar Pins \$12.12**

White-gold barpins, set with a blue-white diamond. Fastens with safety clasp.

**One Lot Ladies' and Men's \$10-\$25 Birthstone Rings**  
Any month, all styles. Every one delicately set in a handsome mounting. Specially priced for this event only ..... **\$5.12**



**12c DOWN**

Your Promise to Pay Is Good With Kay

**KAY JEWELRY CO.**  
137 WEST WASHINGTON ST. CO. 137 WEST WASHINGTON ST.  
Open Until 9 o'Clock Saturday Night

Your Promise to Pay Is Good With Kay

**12 MONTHS TO PAY**