

Follow the Crowds to the Greatest Birthday Celebration We Have Ever Held!

KAY'S 14th Anniversary Sale

Amazing Values!—Amazingly Easy Terms!

If ever possibilities were offered you to save money on high grade, nationally known jewelry; if ever an opportunity came your way to obtain the greatest values on the easiest possible terms—this sale provides it!

STORE OPENS PROMPTLY AT 8:30 SATURDAY MORNING!

"Your Promise
to Pay Is
Good With
Kay"

31
Stores
in
Principal
Cities



EXTRA!
Sessions Clock and
26-Pc. Wm. Rogers Set
Anniversary Sale Price

\$14.14

14c Down
14 Months to Pay

The well-known popular Sessions 8-day mantel clock striking every half hour is a beautiful clime: mahogany finish with an 18-inch base. 26-Piece set of Wm. Rogers & Son tableware in the very latest pattern, guaranteed for 25 years by the makers and by Kay.

Guaranteed
Alarm Clocks
Anniversary
Sale Price

74c

Accurate and de-
pendable; a Kay
14th anniversary
feature special.

Manning and
Bowman Electric
Percolator Set
Anniversary Sale Price

\$7.14

14c Down

Backed up by Kay's guar-
antee. Four pieces—Percolator,
Creamer, Sugar, and Tray.
Complete and ready to use.

Smart New
COMPACTS
Hand-decorated; many
new styles and shapes.
Sale price

74c



"Kay Bonded Diamonds"
Engagement Ring
and Wedding Band

Latest
Design!



Anniversary
Sale Price

\$49.14

A blue white dia-
mond engagement
ring with carved
wedding band, both of
18-kt. white gold. A Perfect Match!

ONLY 14c DOWN!

Tomorrow, Saturday—ONE DAY ONLY!
Men's Guaranteed Strap

WATCHES

\$9.14

Only 1 to a
Customer

None Sold to
Dealers

Anniversary
Sale Price

Just the watch you've
been looking for at less
than half of what you ex-
pected to pay. Fine, dependable movements; accurately
timed and adjusted; choice of plain or engraved cases.

Only 14c DOWN!

EXTRA SPECIAL

Tomorrow, Saturday, ONE DAY ONLY!

1 Large Group
of Genuine
"Kay Bonded"

Only 1 to
a Customer

Diamond
RINGS

While They Last

ONLY
14c
DOWN

\$18.14

None Sold
for Cash!

We believe this to be the most sensational diamond
offer ever made. A genuine full cut genuine Kay
Bonded Diamond, dazzling with fire and brilliancy,
set in 18-kt. solid white gold hand engraved
mounting.

KAY GUARANTEED WATCHES!—KAY BONDED DIAMONDS!



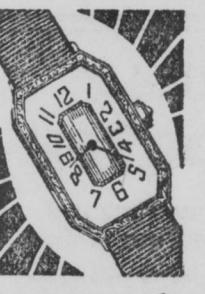
Bulova Strap
Watch
Anniversary Sale Price
\$29.75
14c Down

The favorite watch of
aviators, sportsmen and
those who favor accuracy.
Thoroughly guaranteed by
the Bulova factory and by
KAY! We can't cut the
price, but we have lowered
the terms.



Reliable Strap
Watches
Anniversary Sale Price
\$14.14
14c Down

A dandy strap watch for
golfing, general and sports
wear. Guaranteed movement;
neat leather strap.



Rectangular
Wrist Watch
Anniversary Sale Price
\$14.14
14c Down

Here is the most popular
shape watch in the country
today—guaranteed, move-
ment encased in carved
white gold filled case.



Ladies' 15-Jewel
Wrist Watch
Anniversary Sale Price
\$24.14
14c Down

The most popular shape
watch in the country today—
the rectangular. Thoroughly
guaranteed movement in
choice of several popular
shaped cases. A splendid time-
piece, and a real Kay value!



Diamond
Wrist Watch
Anniversary Sale Price
\$39.14
14c Down

A real beauty set with two
diamonds and choice of 4 em-
eralds or blue sapphires. The
choice of guaranteed movement
in choice of several popular
shaped cases. A splendid time-
piece, and a real Kay value!



3-Stone
Diamond Ring
Anniversary Sale Price
\$24.14
14c Down

The latest, design in triple
stone rings, especially
secured for this sale! Three
handsome diamonds, in an
18-kt. white gold hand-
engraved mounting of rare
charm.



KAY BONDED
Diamond Ring
Anniversary Sale Price
\$39.14
14c Down

Here is a KAY blue white
diamond (BONDED), in
beautiful hand carved, hand
engraved, 18-kt. solid white gold
mounting. Choice of many new styles, some more
ornate than others.



Beautiful Kay
Bonded
Diamond
Anniversary Sale Price
\$74.14
14c Down

A gorgeous, scintillating
gem, the beauty of which is
set off by a gorgeous mount-
ing of 18-kt. solid white gold.
Many beautiful hand-
engraved styles.



Gorgeous Kay
BONDED
Diamond
Anniversary Sale Price
\$94.14
14c Down

These stones are of excellent
color and full cut. Each is
distinctive in a white gold
mounting of delicate en-
graving. Don't fail to see it!



Imported Elephant
ASH TRAYS
34c

Assorted col-
ors; stand 3
inches high
and 4½ inches
wide.



Leatherette
Cigarette Cases
While They Last—
14c

Choice of col-
ors; 20 cigar-
ette capacity.



KAY
JEWELRY COMPANY
137 W. Washington St.
"The Indiana Theatre Is Opposite Us"



Beautiful 3-Piece
Toilet Sets
\$9.14

Beautiful new
patterns. Comb,
brush and
mirror.

Only 14c Down



BOUDOIR
LAMP
Anniversary Sale Price
EXTRA SPECIAL
\$1.14

The latest craze, some-
thing new and different!
Choice of several color
shades with silver plated
base cord and plug
complete.