

KAY

—Buy Now—Stocks
Are Exceptionally Large—Values
and Service Are Marvelous!

Indianapolis' Xmas Store
"Your Promise to Pay Is
Good With Kay"

READY-THOUSANDS OF KAY GIFTS

3-Stone "Bonded"
Diamond
WEDDING BAND
\$25.00
Exquisitely hand carved white gold wed-
ding band set with three fiery diamonds.
ONLY 75c DOWN!

3-Stone "Bonded"
Diamond Ring
\$29.75
Ladies' graceful white gold filigree effect
finger rings. Set with three flaming dia-
monds.

Ladies' Purses
\$3.95
Smart leather purses
Made in new hand-
tooled designs.
50c a Week!

Fiery Kay
"Bonded" Diamond Ring
\$125.00
White gold mounting of unusual individuality,
set with exquisitely cut diamonds of unusual
beauty.

"1847 Rogers" Silverplate
\$26.75
"1847 Rogers" Bros. silver-
plated ware in sets of various
sizes. All knives have stain-
less steel blades.
Pay Next Year!

Other Remarkable Silverplate
Values at \$12.50 to \$75.00

A widely popular Elgin strap watch with chromin finish
case. Same price cash or credit.

ONLY 50c A WEEK!

Men's Guaranteed
STRAP WATCHES
Special at
Only 50c a Week!

A Wonderful Gift!
400-DAY
CLOCKS
\$14.95

The clock that runs 400
days on one winding.
Has graceful glass dome
and brass trimmings.
ONLY 45c DOWN!
Pay Next Year!

KAY
JEWELRY COMPANY
137 W. Wash. St.
Next Door to Peoples Outfitting Co.
AMERICA'S LARGEST CREDIT JEWELRY ORGANIZATION



Latest shapes,
beautiful designs.
While they last—

14c

Men's 17-Jewel "Illinois Sterling"
WATCH **\$32.50**
With Knife and
Chain to Match

17-Jewel thin model pocket
watch with adjustable guaranteed
beautiful movement, richly engraved
gold filled case.
Pay Next Year!

Men's "Elgin" Watch
With Knife and Chain
Handsome
plain or engraved cases.
A real man's
gift.
75c DOWN!

19.75
75c DOWN!

Saturday Special!
4-Piece Smoking Set
Complete with tray,
cigarette holder,
ash tray and match
case—
98c

Tune in on WKBF every Wednesday night 7 to 7:30
and hear the Kay "Bonded" Diamond Orchestra.

Pen and Pencil Sets
for "Him or Her"
\$8.50
Up
Only 50c Down!
Pay Next Year!

Sheaffer pen and pencil sets in at-
tractive gift boxes.

Only 50c Down!
Pay Next Year!

Pay
Next
Year!
Open a
Kay Charge
Account!
The Magic Way to Happiness
**A Kay Bonded
DIAMOND**

Kay Bonded Diamonds are like money in the bank! They are constantly increasing in value—plus the joy and satisfaction of wearing a sparkling gem and the assurance that you can get your money back at any time. Our Diamond Repurchase Bond, with ten millions behind it, is our promise to buy back within three years at full price as agreed. This is not a trade-in offer, but a bonded money-back guarantee!

Our 37-Store Buying Power Brings Them to You at
LOWER PRICES

Men's 15-Jewel 'Bulova'
"The Ambassador"
\$37.50

The Ambassador strap watch, a distinctive manly model with 14-kt. gold filled case and flexible mesh band to
ONLY \$1.00 DOWN!

The Famous ELGIN
"Legionnaire" for Men
\$19.00 UP

A widely popular Elgin strap watch in chromium finish
case. Same price cash or credit.

ONLY 50c A WEEK!

Men's Guaranteed
STRAP WATCHES
Special at
Only 50c a Week!

A Wonderful Gift!
400-DAY
CLOCKS
\$14.95

The clock that runs 400
days on one winding.
Has graceful glass dome
and brass trimmings.
ONLY 45c DOWN!
Pay Next Year!

Ladies' Lovely 'Bulova'
15-Jewel Movement
\$29.75

A wrist watch of modern design with
guaranteed 15-jeweled "Dustite" movement
in rectangular case of wondrous beauty.

ONLY \$1.00 DOWN!
Pay Next Year!

Exquisite
"Bonded" Diamond Ring
\$50.00

An exquisite creation of hand chased white
gold set with brilliant diamonds.

Pay Next Year!

Beautiful Toilet Sets
\$27.50

Three, ten and twenty-
piece toilette sets of
pearl-on-amber,
ONLY \$1.00 DOWN!
Other Gorgeous Toilet Sets Specially
Priced From \$9.75 Up
Pay Next Year!

Ladies' Diamond Set
WRIST WATCHES
\$45.00

15-Jewel wrist watch in beautifully engraved case
studded with diamonds and semi-precious stones.

ONLY 75c A WEEK!

Ladies' Guaranteed
WRIST WATCHES
Daily engraved cases. Accu-
rate and dependable. Special...

\$8.75

Ladies' and Gents'
Set Rings
Fine quality semi-
precious stones set
in solid white gold
in scores of distinc-
tive styles.

\$8.50
50c a Week!



Lighter and Cigarette
Case Sets
\$12.50
Up
Lighter and cigarette case sets
made by Benson Clark, Gold-
enwood and Evans. Only 50c a Week!

9-Piece Modernistic
DESK SETS
98c

Everything for the desk. A
marvelous gift. While they last.

