

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
ONLY 75c DOWN!
Exquisitely hand carved white gold wedding band set with three fiery diamonds.

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

Sparkling "Bonded"
Diamond Ring
\$37.50
Beautiful ring set with scintillating diamond in 18-kt. white gold square prong effect mounting.
ONLY \$1.00 DOWN!

Gorgeous "Bonded"
Diamond Ring
\$75.00
A ring of striking beauty, set with gleaming white diamond in hand wrought white gold mounting.
Pay Next Year!

Ladies' Purses
\$3.95
Smart leather purses. Many 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.
PAY NEXT YEAR!

Men's 15-Jewel 'Bulova'
"The Ambassador"
\$37.50
The Ambassador strap watch, a distinctive mannish model with 14-kt. gold filled dust-proof case and flexible mesh band to match.
ONLY \$1.00 DOWN!

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!

Cigarette
Lighters
\$2.50
Guaranteed lighters made by Combs, Clark, Gold, and other famous makers.
50c Down!

"1847 Rogers" Silverplate
\$26.75
"1847 Rogers" Bros. silver-plate ware in sets of various sizes. All knives have stainless steel blades.
Pay Next Year!
Other Remarkable Silverplate Values at \$12.50 to \$75.00

The Famous ELGIN
"Legionnaire" for Men
\$19.00 Up
A widely popular Elgin strap watch for men with guaranteed jeweled movement in chromium finish case. Same price cash or credit.
ONLY 50c A WEEK!

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!

Beautiful Toilet Sets
\$27.50
Three, ten and twenty-piece toilette sets of beautifully decorated pearl-on-amber.
ONLY \$1.00 DOWN!
Other Gorgeous Toilet Sets Specially Priced From \$9.75 Up
Pay Next Year!

"Sessions" 8-Day
Mantel Clock
\$12.95
Candlesticks to match. Large size mahogany finish. Fully guaranteed 8-day movements with one-strike chiming.
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!

German Silver-Plated
HOT PADS
14c
—Latest shapes, beautiful designs. While they last—

Men's 17-Jewel "Illinois Sterling"
WATCH
\$32.50
With Knife and Chain to Match
17-Jewel thin model pocket watch with adjusted guaranteed movement in richly engraved gold filled case.
Pay Next Year!

Ladies' and Gents'
Set Rings
\$8.50
Fine quality semi-precious stones set in solid white gold in scores of distinctive styles.
50c a Week!

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

9-Piece Modernistic
DESK SETS
98c
Everything for the desk. A marvelous gift. While they last.

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

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
Sheaffer pen and pencil sets in attractive gift boxes.
Only 50c Down!
Pay Next Year!