

Greater Jewelry Values On Credit

Opening of

TaVEL'S

Crown Jewelry Co.
4 WEST MARKET ST.

PAY AS
LITTLE AS
50¢
WEEKLY

OPEN SATURDAY
NIGHT, OCT. 3,
UNTIL 10 P. M.

Opening
Specials



Meet Mr. TaVEL, Who
Is In Charge of This
Splendid New Store

"Words fail to describe my joy and pride in having won the complete confidence of this great city of Indianapolis. It shall always be my aim, through the years to come, to continue to not only hold but live up to the reputation that the Crown Jewelry Company has established. Come to my store tomorrow—and let me have the pleasure of thanking each and every one of you personally."

M. TaVEL.

Beautiful New Store Now at
MARKET STREET

The Goddess of Time

a 17 Jewel

for only
\$29.75

PAY AS LOW AS
50¢ A WEEK

OPEN AN ACCOUNT
at TaVEL'S
TOMORROW!

KWIKWAY MIXER



PAY ONLY 44¢ DOWN

You'll say it is the greatest
helper in your home as soon as
you've tried this versatile
mixer!

Use it for BEATING—WHIPPING—
STIRRING—MASHING. Sim-
ple adjustment settings for dif-
ferent operations. DEEP 8½-
INCH BOWL for better—LARGE
8½-INCH BOWL for smaller amounts of cream, etc. TWO
SPEEDS, high and low. Finished in beautiful green and
yellow enamel. Two yellow porcelain bowls to match.
Indestructible rubber cord and plug included.

Pay
Only
50¢ a
Week!

... FULLY GUARANTEED ...

Positive beater
grip. Individual
beaters easily re-
moved. Easy to
clean.

Portable. Self bal-
ancing. Easily held
in your hand. Take
it to the store or
anywhere. Use in
any size pan.

Large bowl revolves
automatically with
off-center
to the stove or
table. Insure
thorough mixing of
batter or food.



TaVEL'S

Crown Jewelry Co.
4 WEST MARKET ST.

NO CARRYING CHARGES

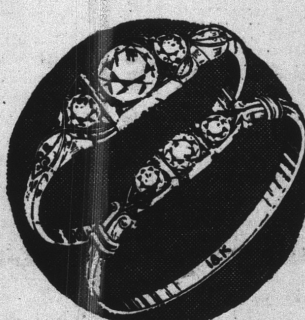
amazing
values
IN
DIAMONDS



4-DIAMOND
BRIDAL PAIR
\$10.94

44¢ Down 50¢ A WEEK

Rings like these — selling for just \$10.94
must be seen to be appreciated! A fine
sparkling diamond in the engagement ring
— 3 exquisitely carved diamonds in the
wedding band. Both rings of white or yellow
gold. You must see them!



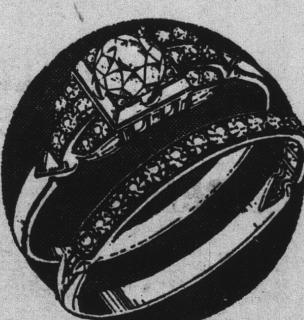
6-DIAMOND PAIR
\$14.94

A lovely 3-diamond engagement
ring and a 3-diamond wedding
band in matched design mount-
ings of solid white or yellow
gold.



8-DIAMOND PAIR
\$19.94

2 rings of unusual beauty—the
engagement ring set with 3 dia-
monds and the wedding band
with 5. Choice of white or yellow
gold 10-kt. mountings.



30-DIAMOND PAIR
\$44.94

Astounding feature value! 15
genuine diamonds in each of
these beautiful solid gold rings.
Just you see them!



Ladies' DIAMOND RING
Beautiful yellow gold mounting
and genuine diamond. Get one
tomorrow!



5 Diamond
WEDDING RING
5 diamonds in a splendid
wedding band of solid gold.



2-Diamond Lady's Watch
A brilliant genu-
ine diamond on
either end of the
square styled
case—movement of
unusual accuracy.
With link band.

44¢ DOWN—50¢ A WEEK



DIAMOND RING
Beautiful new white or yellow
gold mounting set with 5 fine
quality diamonds from our regu-
lar stock of \$37.50 rings.



Man's DIAMOND
RING Special!
\$9.95

—A ring every man will
want at a record low
price. Massive yellow gold
mounting.

Come Tomorrow!
THE SAVINGS WILL
AMAZE YOU!



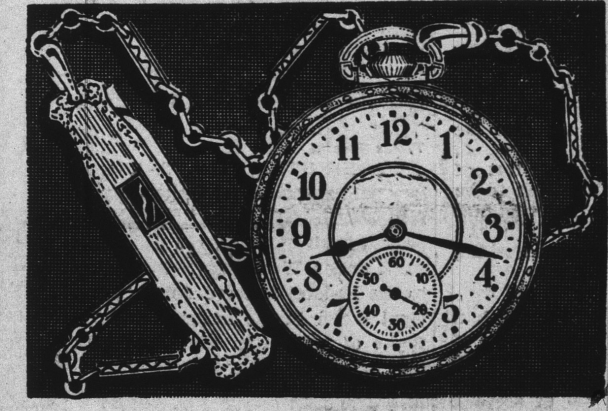
Solid Gold
Men's Diamond
INITIAL RING

Ultra-modern, smartly
styled—initials—genuine
sparkling diamond. Elabo-
rately carved mounting of
exclusive design. This low
price spells action—hurry!

\$8.94

44¢ Down—50¢ a Week

USE YOUR CREDIT



15-Jewel Pocket Watch

You've read about it—heard
of it—talked of it—but never
at this daring price. Known
the world over for its ac-
curate movement and super-
bly engraved case. Now for only
\$6.94 it is scarcely believable!
Trade in your old watch!

\$6.94

44¢ Down—50¢ a Week

BENRUS

—for the Man—For the Woman



WE
ARE
NOW
AUTHORIZED
DEALERS
for

"BENRUS"
WATCHES

An ideal watch for the
man or woman. SHOCK-
PROOF and dust-proof,
seven jewel guaranteed
movement. A new link
band is included.

\$8.94

44¢ Down

USE YOUR CREDIT

EVERLASTING TEAETTE

4c

PARKETTE
Pen and Pencil
Made by Parker

\$1.94

A handsome matching pen and
pencil in gift box at a price so ex-
tremely low that they'll sell fast!

Sale!
Mickey Mouse
Wrist Watch

\$2.44

Keeps time amazingly well! Get
one for the kiddies tomorrow! Save
at this amazing reduction!

MEN! What a Sensation!

Diamond Double Head Cameo

at the Opening Sale Price!

A genuine diamond set in the ex-
quisitely carved double head cameo.
Handsome, massive engraved
mounting. Its low price offers a
splendid opportunity for savings!

\$7.94

44¢ Down
50¢ A Week

