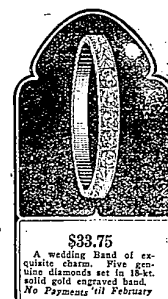


HERE ARE VALUES That Bring the Crowds

Were Ready For Any Rush

Pontiac's greatest credit jewelry institution is ready for you with a gorgeous array of Christmas gifts. Values such as these are beyond equal and make gift shopping a genuine pleasure indeed.



USE OUR GIFT PURCHASE PLAN

Use it! It's yours to enjoy. This plan was conceived so that at Bensam's there would be no such thing as a gift problem. It's simple! It's easy! convenient!

FIRST

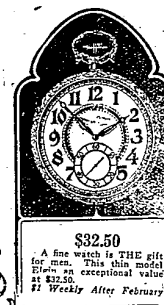
Any Gift or Gifts Up to \$50.00
Yours For \$1 DOWN
Any Gift or Gifts Up to \$100.00
Yours For \$2 DOWN

SECOND

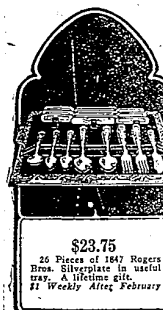
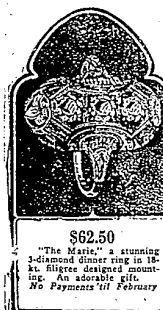
NO PAYMENTS
To Make
TILL FEBRUARY

THIRD

Your Weekly Payments On
Any Gift
Up to \$50 **\$1 WEEK**
Your Weekly Payments On
Any Gift
Up to \$100 **\$2 WEEK**



A force of capable salesmen are here to render you the most courteous service. Every customer will receive helpful attention. No crowd is too large for Bensam's. We're ready for any rush.



BENSAM'S

30 S. Saginaw Street
PONTIAC

Hundreds of other wonderful gift selections on display. All remarkable values.

Direct diamond importers from Amsterdam and Antwerp. Huge diamond stock to choose from.