Bring the Crowds

Were, Ready For Any Rush

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



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\$49.50

A 3-stone diamond ring of extreme beauty. 18-kt solid gold mounting. An unusually fine gift. \$1 Weekly After February



\$11.45
Handsome Eigin Watch ith attractive knife and to match. Extra hristmas gift value for men. No Balance till February



\$19.75

The young girl will delight wearing this genuine full cut diamond ring. 16-kt. solid gold mountings. If Weekly Alter February



\$12.45

Radium dial. Jeweled Elgin Strap. Strong quality case. Dependable and low priced.

\$1 Weekly Aftet February



\$33.75

A wedding Band of exquisite charm. Five genine diamonds set in 18-kt. solld gold engraved band, No Payments til February

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!



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

Any Gift or Gifts Up to \$100.00

Yours For \$2 DOWN



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



\$50.00

A diamond ring she'd

Sparking high qualy gem. Choice 18-kt.
ountings. A real Christfea.vue.
Leckly After February



\$28.50

Benrus Wrist Watch. Reliable jeweled movement. Engraved rectangular case. She'll enjoy its timekeeping qualities.

No Payments 'til February



\$32.50

A fine watch is THE gift for men. This thin model Elsin an exceptional value at \$32.50.

Here After February

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.



\$62.50
"The Marie," a stunning
3-diamond dinner ring in 18kt. filigree designed mounting. An adorable gift.
No Payments'til February



\$23.75
26 Pieces of 1847 Rogers
Bros. Silverplate in useful
tray. A lifetime gift.
\$1 Weekly After February



\$19.75

11-Piece toilet set in issh
ion's latest color effects
22-kt. gold inlay decora
tions. Satin lined box.
No Balance 'til February

BENSAM'S

Hundreds of other wonderful gift selections on display. All remarkable 30 S. Saginaw Street PONTIAC

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