

**\$738,416 WORTH**  
of **SAVINGS** during

AMERICA'S  
GREATEST  
JEWELRY  
EVENT!

**Kay's 35<sup>TH</sup> Anniversary**

DRASTIC PRICE REDUCTIONS! TREMENDOUS SPECIAL PURCHASES, VALUES IN EVERY DEPARTMENT

These are only a few of the Hundreds of  
Exciting Specials in this Anniversary Sale

**Brilliant Diamond Solitaire**  
Standout Value!



**\$99** plus tax  
**35¢ DOWN**  
**\$2 WEEK**

Sensational savings opportunity! Guaranteed first quality brilliant diamond, exquisitely set in chaste, streamlined mounting of rich 14K white or yellow gold!

**12-Diamond Fishtail Bridal Pair**  
BOTH FOR



**\$135** plus tax  
**35¢ DOWN**  
**YEAR to PAY**

Anniversary challenge value! Guaranteed quality center diamond, 4 side diamonds! Matching wedding band has 7 brilliant diamonds. Exquisite mountings are preferred fishtail—in 14K gold!

**12-Diamond Platinum Bridal Pair**  
BOTH FOR



**\$299** plus tax  
**35¢ DOWN**  
**YEAR to PAY**

Exciting proof of more for your diamond money at Kay. Radiant center diamond, 4 radiant side diamonds in precious iridium platinum! Matching fishtail wedding band has 7 diamonds!

**15-Diamond Bridal Ensemble**  
BOTH FOR



**\$249** plus tax  
**35¢ DOWN**  
**YEAR to PAY**

Tremendous Anniversary saving! Guaranteed fine center diamond, 6 brilliant side diamonds in exquisite mounting of unusual design. 8 Radiant diamonds in matching band. 14K gold!

**5 Diamonds in Precious Platinum**  
Anniversary Thriller



**\$399** plus tax  
**35¢ DOWN**  
**YEAR to PAY**

It takes an event like Kay's Anniversary to bring you such rare savings! Brilliant, center diamond, plus 4 side diamonds (including 2 gorgeous bouquet diamonds) in rich platinum!

**3-Diamond Engagement Ring**  
Anniversary Feature



**\$179** plus tax  
**35¢ DOWN**  
**YEAR to PAY**

Sensational diamond value—just for Anniversary! Guaranteed quality center diamond and 2 brilliant side diamonds, in exquisite new-design mounting of rich 14K gold.

**35-Diamond Bridal Ensemble**  
BOTH FOR



**\$199** plus tax  
**35¢ DOWN**  
**YEAR to PAY**

We challenge comparison to this exciting Anniversary value! Radiant center diamond and 14 brilliant side diamonds! 20 more diamonds in matching band. Note the unusual settings of 14K gold.

**Brilliant Diamonds**

**Save!..on**  
**Guaranteed**

FIRST QUALITY DIAMONDS, "TRIPLE-TESTED" BY OUR EXPERTS FOR CUT, COLOR, PURITY

*Special Low Anniversary Prices... Special Low Credit Terms!*

**Anniversary Special!**  
**Your Choice \$69**  
**35¢ DOWN — \$1.50 WEEK**

Here's a good example why Kay Sells More Diamonds than anyone else in the world! Every diamond hand-picked for this event! Every diamond first quality—a "Registered Perfect Gem"—guaranteed for LIFE! Every diamond "Triple Tested" for cut, color and purity! Only the one diamond in hundreds that passes these tests is fine enough to be sold by Kay! Exquisite settings of precious platinum and 14K white and yellow gold! Buy now and SAVE at low Anniversary prices! Take a year to pay! No Charge for Credit!

**EVERY DIAMOND GUARANTEED IN WRITING!**

**IT'S O.K. TO OWE KAY!**  
**KAY JEWELERS**  
137 W. Washington St.

Satisfaction Guaranteed or Your Money Cheerfully Refunded! — No Charge for Credit! — Open an Account at Kay Now!

