

\$738,416 WORTH of SAVINGS during

AMERICA'S
GREATEST
JEWELRY
EVENT!

Kay's 35th Ann

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 baguette diamonds) in rich platinum!

Save! ... on
Guaranteed

Brilliant Diamonds

FIRST QUALITY DIAMONDS, "TRIPLE-TESTED" BY OUR EXPERTS FOR CUT, COLOR, PURITY
Special Low Anniversary Prices . . . Special Low Credit Terms!

* This sensational low Anniversary price tells you why Kay sells more diamonds than anyone else in the world! Every diamond a "Registered Gem"—hand-picked for this great event! (Many of these rings gold!

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!

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

EVERY
DIAMOND
GUARANTEED
IN WRITING!

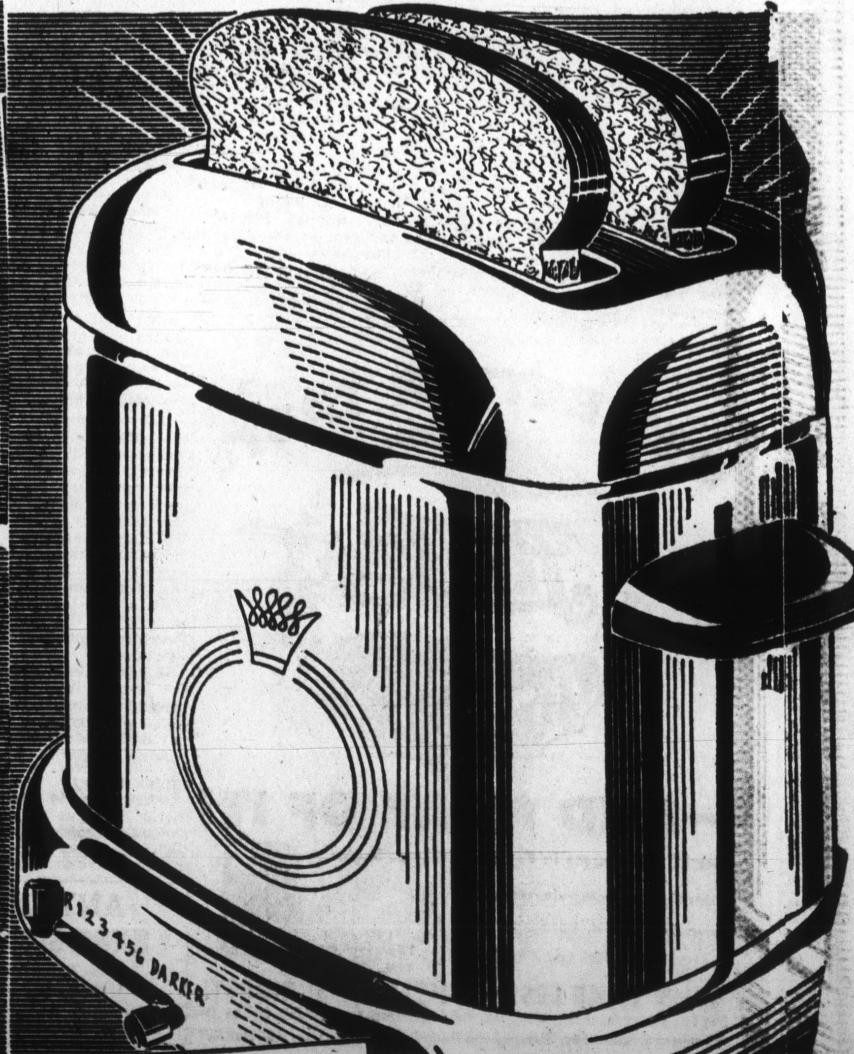
Guaranteed Diamond
Radiant Diamond Engagement Ring

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.



* We can
* Water
hand!