



**"Championship drive demands a matching timepiece: Rolex."**

Arnold Palmer

The strong play, the fluent style, the brilliant "charge" . . . Arnie's tournament golf is legendary. He wears a timepiece with the same championship quality: Rolex. Precisely right for a career launched by a 1960 U.S. Open win, and marked today with 61 U.S. tour titles. Like Arnie's own style, the performance and durability of his Rolex Day-Date are unmistakable. This self-winding, officially certified superlative chronometer is pressure-proof down to 165 feet in its impregnable Oyster case. In 18kt. gold with matching President bracelet and hidden clasp, \$5,250.

*Wright Kay*

Fine Jewelers Since 1861 • 313-642-2025

Birmingham / Grosse Pointe / Northland Center / Fairlane / Lakeside / Briarwood / Twelve Oaks / Fashion Square Mall, Saginaw