

LAWSON'S JEWELERS "THANKS, TORRANCE, FOR YOUR WONDERFUL RESPONSE"

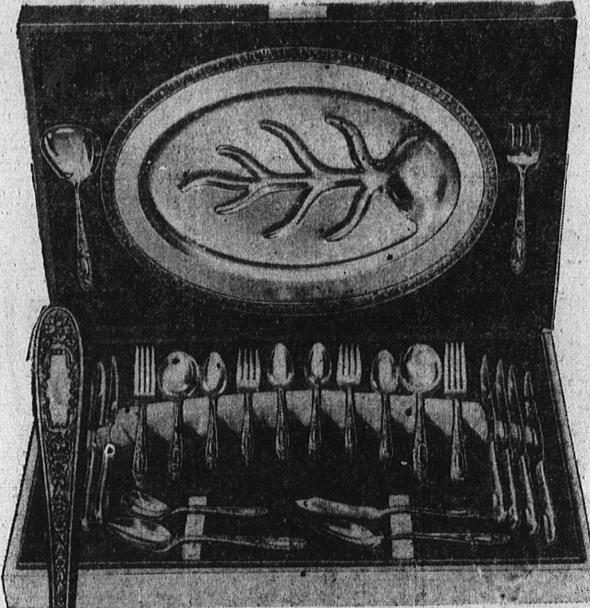
1317 EL PRADO AVE.
TORRANCE

CONTINUING
OUR
BUY NOW
AND SAVE!
IMMEDIATE
DELIVERY

GRAND OPENING SPECIALS

DIAMONDS . WATCHES . JEWELRY . SILVERWARE . APPLIANCES . RADIOS . TELEVISIONS . ETC, ETC.
EASIEST CREDIT TERMS • NO MONEY DOWN
UP TO ONE YEAR TO PAY ★ NEVER ANY INTEREST OR CARRYING CHARGES

IT'S SILVERWARE TIME! THE MOST SPETACULAR SILVERPLATE SERVICE!



Magnificent 54-Piece . . Service for 8

Including a Superb
1 Pc. Salad Set
Plus a Luxurious
Matching 16" Well
& Tree Platter

54-Pc. Service Consists of:
16 teaspoons • 8 hollow handle
knives • 8 round bowl soups
• 8 forks • 8 salad forks • 2
table spoons • 2-pc. salad set

Regular \$49.75

\$39⁷⁵

\$1.00 Weekly

Complete with Deluxe
Anti-tarnish Chest

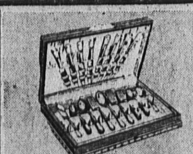
Every woman who takes pride in her home will thrill to the sumptuous beauty of her table agleam with the lavish richness of lovely "Allegro." And every value-minded homemaker will be amazed at our astonishing price for a COMPLETE service in this famed pattern!

- Sunbeam Mixmaster \$42.50
 - Sunbeam Waffle Baker \$26.50
 - Sunbeam Coffeemaker \$34.50
 - Sunbeam Toaster \$24.50
 - Sunbeam Ironmaster \$13.95
- TERMS AS LOW AS 50c WEEKLY

- Westinghouse Roaster \$39.95
 - Westinghouse Sandwich Grill \$14.95
 - Westinghouse Toaster \$20.95
 - Westinghouse Iron \$7.95
- TERMS AS LOW AS 50c WEEKLY

- General Electric Toaster \$21.50
- General Electric Sandwich Grill \$14.95
- General Electric Iron \$12.95

- STERLING SILVER
- Salt and Peppers, Reg. \$7.95 \$4.95
 - Candlestick, Reg. \$6.95 \$3.95
 - Bon Bon Dish, Reg. \$8.00 \$4.95
- LARGE SELECTION OF STERLING SILVER



30-PC. SILVERPLATE
Chest
Not Included \$3⁹⁵
Easy Terms—50c Weekly



Creamer Sugar & Tray
Reg. \$6.95, Complete set \$3⁹⁵



PERCOLATOR SET
4 Pieces, Reg. \$29.95 \$19⁹⁵



5 Diamond Engagement Ring
14-K Gold \$125
Reg. \$175



5 Diamond Wedding Ring
Reg. \$49.50 \$29⁷⁵



Men's Diamond Ring
14-K Gold \$69
Reg. \$100



10 DIAMOND BRIDAL PAIR
Reg. \$125.50 \$89⁵⁰
Both for

12 DIAMOND BRIDAL PAIR
Reg. \$225 \$175
BOTH FOR

Diamond Combination
Reg. \$75.50 \$49⁵⁰
Both for

Large Selection of DIAMOND RINGS GREATLY REDUCED BUY NOW AND SAVE Terms as Low as \$1.00 Weekly



LARGE SELECTION OF WATERPROOF WATCHES
REG. \$24.50 \$17⁵⁰
NOW

LADIES & MEN'S 17 JEWEL Waterproof Watches
REG. \$39.75 \$24⁷⁵

17 JEWEL Chronograph Watch
REG. \$39.75 \$29⁷⁵

LADIES' 17 JEWEL 2 DIAMOND WATCH
Reg. \$39.75 \$24⁷⁵



Reg. \$39.75 \$24⁷⁵

Ladies' 2 Diamond, 17 Jewel* with bead to match, beautifully designed in small dainty size.
OPEN FRI. & SAT. EVES UNTIL 9 P.M.

FREE \$1,000⁰⁰ IN VALUABLE PRIZES

LADIES' DIAMOND RING
MEN'S DIAMOND RING
TELEVISION SET
TOASTMASTER MIXMASTER
and
50 OTHER PRIZES
Ask the Manager for Full Details



BULOVA WATCHES
From . . . \$24.75

ELGIN WATCHES
From . . . \$29.75

GRUEN WATCHES
From . . . \$29.75

Hamilton Watches
From . . . \$52.50

NATIONALLY ADVERTISED WATCHES ON EASY CREDIT Terms as Low as \$1.00 Weekly

RONSON CIGARETTE LIGHTER



Ronson Lighter \$ 6.00
Ronson Lighter Case \$10.00
Ronson Table Lighter \$11.00
50c WEEKLY

NATIONALLY ADVERTISED SILVERWARE



COMMUNITY

52 Pieces Service for 8
Chest Included \$74⁵⁰

1847 ROGERS
52 Pieces Service for 8
Chest Included \$69⁷⁵



Ladies' and Men's BIRTHSTONE RINGS
Values to \$2475 \$14⁹⁵

Ladies' and Men's DIAMOND ONYX RINGS
Values to \$37.50 \$19⁷⁵

LAWSON'S GUARANTEE
SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED

LADIES & MEN'S WATCHES



50c WEEKLY
Reg. \$24.75 \$12⁹⁵ Choice

NATIONALLY ADVERTISED ELECTRIC SHAVERS
SCHICK from \$22.50
REMINGTON from \$24.50
SUNBEAM From \$24.50

TERMS AS LOW AS 50c WEEKLY

HAIR CLIPPER
ELECTRIC REG. \$15 \$9⁹⁵

Grand Opening Special 7-WAY FLOOR LAMP



Beautiful Pleated Rayon Shade in Harmonizing Colors. White Lined for Better Light Reflection
3 Separate Reading Lights
Controlled Reflected Light
Soft Glow Night Light
Reg. \$14.95 \$6⁹⁵
Complete With Shade 50c WEEKLY

Finer Styling - Better Quality - Greater Utility - 64" High - Bronze Finish - Satin Smooth

SAVE \$5.00
PROCTOR TOASTER
Reg. \$18.75



\$13⁹⁵
50c WEEKLY
Buy Now and Save Double Slice Automatic Toaster

NATIONALLY ADVERTISED ELECTRIC SHAVERS

PLANTER LAMP



With Matching Shade
18" High Plants Not Included
\$1

WITH ANY PURCHASE OF \$15.00 OR OVER

HAIR CLIPPER
ELECTRIC REG. \$15 \$9⁹⁵

TERMS AS LOW AS 50c WEEKLY

18" High Plants Not Included

WITH ANY PURCHASE OF \$15.00 OR OVER

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LAWSON'S LAY AWAY PLAN NO DEPOSIT REQUIRED FOR LAY AWAY

LAWSON'S
JEWELERS
1317 EL PRADO AVE.
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PHONE 3181