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CLOSING OUT OUR ENTIRE STOCK OF FINE JEWELRY, WATCHES AND DIAMONDS-FOR WHAT IT WILL BRING AT RETAIL PUBLIC SALI

ENTIRE STOCK RUTHLESSLY PRICE SLASHED

-WE QUIT-

We have come to a momentous decision, namely, to go out of the Retail Business in San Pedro . . . Sell Out and Quit.

Business in San Pedro . . . Sell Out and Quit.
After careful thought and serious deliberation and taking into consideration THE GREAT LOSS THAT MUST
BE INCURRED in closing out and
winding up this business, we have decided that there is only one logical,
sensible thing to do.
Place the entire stock on sale to the
public at EXTREMELY DRASTIC
PRICE REDUCTIONS, at prices so low
that the stock will sell and sell quickly
. . . let the merchandise bring what it
will and the loss be what it may.
We do not expect to realize one dollar
profit in liguldating this business, in
fact, we expect to shoulder a TERRIFIC LOSS for we realize that LOW
PRICE AND LOW PRICE ALONE . . .
is the only thing that will sell this
merchandise QUICKLY. Therefore, we
have cut and starbed prices with but
one thought in mind . . SELL THE
STOCK . . . REGARDLESS OF THE
LOSS.

FIXTURES FOR SALE

FIXTURES FOR SALE and Liquidation of Stock and Fixtures Must Be Ac-But One Aim . . , To Close Out and Wind Up This

Down Go Prices ... Out Goes This En Sacrifice and to the Price Slashing ... ize That Low Price Alone Is the Only T

MUST BE SOLD STORE HAS THIS ENTIRE STOCK ED ALL THIS WEEK
TO CUT and SLASH
ALL PRICES.
A Rare Opportunity to Buy You as Gifts . . . At Tremendou crifice For Quick Disposal nest Well-Knov

DIAMOND EARRINGS

(In hand made 14 Kt. Gold Mounting)

One Group, Values to \$125.00. Sale Price \$39.95

LADIES' RINGS

(Fraternal, Birthstone and Costume)

One Group. Values to \$3.69

One Group. Values to \$4.98

DIAMOND DINNER RINGS

One Group. Values to \$19.95 \$69.95. Sale Price......

One Group. Values to \$39.95

MEN'S DIAMOND-SET

One Group. Values to \$34.95 \$87.50. Sale Price

One Group. Values to \$47.50

MEN'S RINGS (Fraternal - Birthstones - Onyx Signet, Etc.)

One Group. Values to \$6.89 \$24.95. Sale Price.......

One Group. Values to \$8.89

One Group. Values to \$12.89

JEWELERS COSTUME JEWELRY

One Group, Values to \$2.49

One Group, Values to \$3.89 89.95, Sale Price

RINGS (Fraternal and Birthsto

Don't Forget the Dayl Sale Starts Thursday! BELOW COST!

STARTS FRIDAY

And Continues Until Entire Stock Is Sold

DIAMOND ENSEMBLES

Sparkling center and 2 side dia monds Engagement Ring with \$143.00. \$59.95

Blue-white center diamond with 2 cut side diamonds and matching 3 diamond Wedding Ring. Reg. \$154.00. \$69.95

Beautiful sparkling center dia-mond with 6 side diamonds En-gagement Ring, 9 diamond Wed-ding Ring at match. \$79.95 Reg. \$195.00. Sale Price \$79.95

8 side and large center diamond Engagement Ring with 14 dia-mond Wedding Ring to match. Reg. \$295.00, \$99.50

Blue-white center and 6 side diamonds Engagement Ring and 10-diamond Wedding Ring \$129.95

Large center sparkling diamond with 4 side diamonds Engage-ment Ring with matching 7-dia-mond Wedding Ring. . . . Reg \$164.50

enter and 2 side dia agement Ring with matching 4-diamond wedding Ring. All in platinum mountings. Reg. \$450:00. \$199.50

Outstanding clear blue-white tenter and 4 side diamonds Engagement Ring with 5 generous liamonds. Wedding Ring to match. Reg. \$555.00. \$239.50

\$264.95

Curved mounting Engagement Ring, Sparkling center and 24 side diamonds and curved 10-diamond Wedding Ring to match. Reg. \$550.00. \$2299.50

DIAMOND ENGAGEMENT SETS (3 to 9 diamonds), One Group Values to \$125.00, \$34.95

DIAMOND WEDDING RINGS
(From 3 to 9 diamonds). One Group, Values to \$24.95

MOUNTINGS
MOUNTINGS
Particular gold and plati ALL HALF PRICE LESS

DIAMOND WEDDING RINGS

(All in 14K, gold modiamond Wedding Ris \$79.50. Sale Price \$34.95

Matched 7-diamond Ring, Reg. \$135.00. Sale Price Wedding **\$54.95**

Double row, 10-diamond Wedding Ring, Reg. \$99.50

MEN'S AND LADIES' WEDDING RINGS (14 Kt., Solid Gold)
Plain and engraved, One group.
Values to \$10.00. \$1.99

Group. Values to \$19.95. \$4.89

MEN'S DIAMOND RINGS Large center diamond in solid gold mounting. Reg. \$59.95 \$149.50, Sale Price.....\$59.95

\$69.95 Sparkling center dia hand made mounting. \$195.00. Sale Price \$79.95

Outstanding sparkling center diamond in tailored mounting. Reg. \$259.95. Sale Price \$99.95 mounting. Reg. \$129.95

6 sparkling diamor Ring, Reg. \$99.50. Sale Price \$46.95

Fancy mounting, 7-diamond Wedding Ring, Reg. \$98.50

7 hand cut matche Wedding Ring, Reg. Sale Price \$114.95

5 matched large diamond Wedding Ring. Total weight ½ Ct. Reg. \$365.00 \$159.50

Dovetail 5 hand cut diam Wedding Ring, Total weight Ct. Reg. \$399.50. \$189.50

MEN'S AND LADIES'
WEDDING RINGS
(14 Kt. Solid Gold)
Wide band and fancy engrevings. One group values to \$15.00.
Sale
\$3.49

One Sale Price

Large center in massive ring with 2 side diamond Reg. \$175.00.
Sale Price

One Group. Values to \$5.89 COSTUME JEWELRY SET gracelet, Pendant on Chain, with natching Earrings. 24 Kt. Gold Plated and set with beautiful assorted stones. leg. \$24.95. Sale Price......\$7..89

> **OPEN EVERY EVENING** TIL XMAS

Men's Water and Shockproof Watches

17 Jewel, Incablec, Sweep Second Hand and Luminous Didi
One Group, Reg. \$27.50. \$14.95
Sale Price Sale Price
One Group, Reg. \$49.50 With Expansion
Band, Sale
\$19.95

Men's Chronograph Watches
17 Jewel, 2-button Antimagnetic, Radium Dial \$24.95

Nationally Advertised

Watches For Less

MEN'S AND LADIES'

Entire Stock Included Without Limit or Reserve.
All \$33.75 to \$39.75
All \$33.75 to \$39.75 All \$42.50 and \$45.00 el watches. \$26.95 \$32.95

\$36.95 All \$65.00 and \$67.50 \$39.95

LADIES' DIAMOND WATCHES

0 Diamond in 14 Kt. Solid Gold Case. leg. \$275.00. Sept. Sep \$129.95

LADIES' WATCHES

*19.95 \$24.95

ALARM CLOCKS "Ingraham". Reg. \$2.75. \$1.69

"Sentinel Little Pal" Alarm. Reg. \$3.95. Sale Price 40-hour **\$2.69** Luminous Dial Alarm Clock. Reg. \$4.95. Sale Price \$2.98 "Ingersoil" Luminous Dial. Reg. \$5.95. Sale Price \$3.49

ELECTRIC ALARM CLOCKS

NURSES WATCH

17 jewel, water & shock resistant, anti-magnetic, luminous dial, sweep second hand, stainless steel case.

Regular \$37.50 \$19.95

GUARANTEED POCKET WATCHES \$1.89

"EVERSHARP" PENS AND

PENCILS
Pencils. Values to \$5.00. 99¢ Pens. Values to \$11.75. \$1.98

MEN'S WATCH BANDS 89¢

MEN'S AND LADIES'
WATCH BANDS (Expansion-Mesh and Many Others)

One Group. Values to \$1.69 One Group. Values to \$2.69 One Group. Values to \$3.49

PARKER 51 Reg. \$15.00. Sale Price \$9.95 Reg. \$19.75. Sale Price \$13.95 ELGIN-AMERICAN

One Group. Values to \$2.89 One Group. Values to \$4.89

"RONSON" LIGHTERS (Pocket or Table Models) ALL AT 1/3 OFF

DRESSER SETS

(3-Pe. Individualy Bo Reg. \$4.95. Sale Price \$2.89

MEN'S JEWELRY (Swank - Kreisler and Other Makes)

Cuff Links, Tie Bars, Key Chains, Cuff Link Sets, Money Clips, Etc. One Group. Values to \$1.49 One Group. Values to \$2.49

I.D. BRACELETS

MEN'S WATCHES

17 jewel, 3 genuine diamonds in dial, with expansion band. . . . Reg. \$71.50. \$32.95

MEN'S SPORT WATCHES 17 jewel, fully guaranteed, all with expansion bands. . . One Group. Values to \$24.95

MEN'S & LADIES WALLETS Buxton & other make

One Group. Values \$1.98 to \$7.50. Sale Price....

10-PC.

KITCHEN KNIFE SET
(Stainless, Hollow Ground)
There's 3 carving knives,
bread knife, cleaver and 5
assorted paring knives, individually boxed. Reg. \$4.98

SMALL ELECTRICAL APPLIANCES G-E Electrice Food Mixer. Reg. \$39.95.

"Magic Maid" Pop Up Automa-tic Toaster. Reg. \$16.95

"Dominion" Automatic Pop-up Toaster. Reg. \$18,95, \$13.95

"Canfield" Automatic Pop-up Toaster. Reg. \$23.95. \$17.75 "Canfield" 8-Cup Automatic Coffee Maker. Reg. \$23.95 \$29.95. Sale Price......

\$21.75

\$15.95 "Dominion" Electric Iron. Reg. \$9.95.
Sale Price \$6.95

"COMMUNITY"
52 PC, SET
TABLE SILVERWARE
(Service for 8)
Choice of Evening Star
or Morning Star
Reg. \$77.50
Sale Price.....\$53.95

SILVER PLATED HOLLOW WARE res, Bon Bon Dishes, Trays Gravy Boats, Etc.

ALL AT 1/2 PRICE SILVER PLATED SALT

AND PEPPER SHAKERS \$1.39 \$1.69

LOVING CUP SALT AND PEPPER SHAKERS

3- & 4-PC. IMPORTED CARVING SETS (Made in Sheffield, England). Values to \$12.98, \$3.98

WELL KNOWN NAME BRANDS OF JEWELRY, WATCHES, DIAMONDS, SILVERWARE, CUTLERY, LEATHER GOODS, GIFTS, ETC.,—ALL SACRIFICED AT TERRIFIC PRICE REDUCTIONS!

STORE FOR RENT NEVER BEFORE ... NEVER AGAIN ... A SALE LIKE THIS!