

NO MONEY DOWN
OPEN NIGHTS 'TIL 9

GIFTS for All for CHRISTMAS
THE FINEST VALUES WE'VE EVER OFFERED



Lawson's
NO MONEY DOWN!

NO MONEY DOWN
OPEN NIGHTS 'TIL 9

Lawson's Loveliest Diamonds of All!

To Cherish Forever!



Mr. and Mrs. 10 DIAMONDS
\$75⁰⁰
14k Gold Easy Terms
\$1.50 Weekly

5 DIAMOND WEDDING RING
\$49⁵⁰
NO MONEY DOWN
\$1.00 Weekly



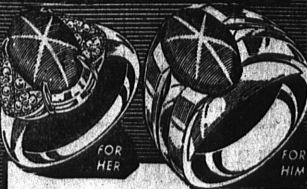
Diamond Earrings
\$49⁵⁰
\$1.00 WEEKLY



NO CARRYING CHARGES

STAR SAPPHIRES

DIAMOND ONYX INITIAL RING
\$24⁹⁵
\$1.00 Weekly



For "Him" DIAMOND RING
\$79⁰⁰
\$1.50 Weekly



Your Choice **\$69⁵⁰** \$1.25 Weekly

Reflecting the deep mysticism of the Orient, these famous Lince, man-made star sapphires are breathtaking in their beauty! The double star sends out its mysterious rays from deep within! See 12 1/2 gold.



14k GOLD TWIN WEDDING RINGS Both **\$12⁹⁵** for

Gifts for All

Breathtaking Beauty in Diamond Timepieces



Lady Hamilton
2 diamonds in 14k natural or white gold.
\$100⁰⁰
\$2.00 Weekly!



DIAMOND WATCHES
A. 16 Diamonds set in 14k white gold case. 17 Jewel Hamilton Movement... **\$195⁰⁰**
B. This beautiful showpiece has one full carat of Diamonds set in 14k white gold. 17 Jewel Hamilton Movement... **\$495⁰⁰**
C. 16 Flary Diamonds set in 14k white gold case. 17 Jewel Hamilton Movement... **\$250⁰⁰**

LOOK!



Reaching to the original Lince. A golden figure-eight holding a fabulous pseudo-pearl—capturing completely.
Retailer \$7.50
Retailer \$4.00 Savings \$4.00

Great Selection to Choose From

Exclusively At Lawson's

PERFECT *Beauty* FOREVER *HeartLock* INTERLOCKING DIAMOND RINGS

LAWSON'S... Perfect 1-2-3 Series



AMERICA'S MOST BEAUTIFUL DIAMOND RINGS
NO MONEY DOWN

Perfect "100" 6 Diamond Set
\$100⁰⁰
\$2.50 Weekly



Perfect "200" DIAMOND SET
\$200⁰⁰
\$4.00 Weekly



Always Together LIKE THIS
Never LIKE THIS

Lawson's
CREDIT? YES!
SELECT THE RINGS OF YOUR DREAMS
NO MONEY DOWN



Perfect "300" 8 Diamond Set
\$300⁰⁰
\$6.50 Weekly

IT'S THE WONDER OF THE AIRWAYS!

Now 1955

ZENITH
with exclusive **WAVEMAGNET ANTENNA**
top performance EVEN ON WEAK SIGNALS!

THE PACEMAKER AM RADIO
Small in size, but big in performance, styling and value. 1 to 3 tuning dial—drive fast, accurate station selection. Built-in Wavemagnet antenna. Powerful Alnico 5 speaker magnet. Superior tone. In wide selection of wonderful NEW colored AC/DC. Model R509, as low as **\$19⁹⁵**

ZENITH SUPER AM CLOCK-RADIO
Awaken to sweet music with this handsome styled new radio. Automatically turns radio on and off. Operates small appliances—acts as convenient, dependable timer. Clock hands glow in dark. In Maroon or Ivory color. AC only. Model R519, as low as **\$41⁹⁵**

THE ZENITH PORTABLE
Amazing Reception—guaranteed only by far bigger sets. The secret is the Zenith Core Loop Antenna (in handle) plus its powerful speaker magnet. Smart color styling—in thrilling new colored AC/DC or battery. Model M200, as low as **\$41⁹⁵**

REVERSE 50 MOVIE CAMERA
Extra powerful lens for longer action, without re-winding. THIS IS AN IDEAL GIFT
\$49⁵⁰
\$1.00 Weekly

ARGUS "75" CAMERA
Complete with batteries, flash lamp, film, carrying case. And everything is yours for only
\$22⁵⁰
\$1.00 Weekly

ARGUS A-4 35mm CAMERA
The new Argus A-4 four most exciting 35mm camera values in years with F38 lens.
\$39⁹⁵
\$1.00 Weekly

POLAROID CAMERA
It's new! Polaroid camera, takes, develops and prints its own pictures in 60 seconds. Take it everywhere you go.
\$69⁹⁵
\$1.25 Weekly

SEE OUR WINDOWS FOR OTHER GREAT VALUES!

Argus C-3 Flash Camera
America's favorite 35mm camera. Coated F38 lens with flash & case, complete.
\$66⁵⁰
1.00 WEEKLY

Lawson's JEWELERS

1317 EL PRADO
OPEN EVENINGS UNTIL 9 P.M.

TORRANCE
PHONE FA 8-4313

WHY RENT? OWN A BRAND NEW
REMININGTON ROYAL or SMITH-CORONA
Terms As Low As **29¢** DAY