

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. 16 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

STAR SAPPHIRES

DIAMOND ONYX INT. 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, gemstone star sapphires are breath-taking in their beauty! The exotic star sends out its mysterious rays from deep within! See it! 14k gold.

14k GOLD TWIN WEDDING RINGS
Both \$1995 for

NO CARRYING CHARGES

Breathtaking Beauty in Diamond Timepieces

Lady Hamilton 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. \$1950
- B. This beautiful showpiece has one full carat of Diamonds set in 14k white gold. 17 Jewel Hamilton Movement. \$4950
- C. 16 fiery Diamonds set in 14k white gold case. 17 Jewel Hamilton Movement. \$2500

Exclusively At Lawson's

PERFECT Beauty FOREVER

Heart Lock INTERLOCKING DIAMOND RINGS

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

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

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

Perfect "300" 8 Diamond Set
\$30000
\$5.50 Weekly

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

LOOK!

Enchanting as the original Lorelei. A golden figure-eight holding a fabulous pseudo-pearl—capturing completely.

Necklace \$7.50 Earrings \$4.00

Great Selection to Choose From

IT'S THE WONDER OF THE AIRWAYS.

New 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. 5 to 1 tuning dial—five fast, accurate station selection. Built-in Wavemagnet antenna. Powerful Alnico 5 speaker magnet. Beautiful tone. In wide selection of wonderful NEW color! AC/DC. Model R509, as low as **\$1995**

ZENITH SUPER AM CLOCK-RADIO

Awaken to sweet music with this hand-specially styled jazz 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 ZENETTE® PORTABLE

Amazing Reception—equalled only by the bigger sets. The secret is its Iron Core Loop Antenna (no hands) plus its powerful speaker magnet. Smart color! Attracting—in thrilling new color! AC/DC by battery. Model M403, as low as **\$4195**

REVERE 50 MOVIE CAMERA

Extra powerful motor for longer scenes, without re-winding. THIS IS AN IDEAL GIFT

\$4950
\$1.00 Weekly

ARGUS "75" CAMERA

Complete with take-up, 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, your most exciting 35mm camera value in years with F35 lens.

\$3995
\$1.00 Weekly

POLAROID CAMERA

It's new! Polaroid camera, takes 8x10-1/2" prints, its own pictures in 30 seconds. Take it everywhere you go

\$6995
\$1.25 Weekly

SEE OUR WINDOWS FOR OTHER GREAT VALUES!

Lawson's JEWELERS

Argus C-3 Flash Camera

America's favorite 35mm camera. Coated F3.5 lens with flash & case, complete

\$6650
1.50 WEEKLY

1317 EL PRADO

OPEN EVENINGS UNTIL 9 P.M.

TORRANCE

PHONE FA 8-4313

WHY RENT? OWN A BRAND NEW

REMININGTON ROYAL 9" SMITH-CORONA

Terms As Low As **29¢ DAY**