



IN THE WEDDING CIRCLE

... and for anniversaries and other special occasions, you'll find it so convenient to select your favorite pattern in china, silver, crystal and have it entered in 'The Broadway Del Amo's 'Bridal Registry'. Your patterns, those of your friends are constantly available to others for gift-giving occasions. The regal list of fine brand names always in open stock includes:

In China, Dinnerware

Lenox . . . Flintridge . . . Franciscan . . . Rosenthal . . . Royal Albert . . . Syracuse . . . Caribe . . . Iroquois . . . Noritake . . . Amzo . . . Sango . . . Redwing . . . Johnson Bros. . . Harker . . . Metlox . . . Royal . . . Stangl . . . Vernon.

In Crystal:

Tiffin . . . Fostoria . . . Imperial . . . Bryce . . . Lotus . . . Biefeld . . . Brodegaard . . . Maleras—imports from Sweden, Germany and Portugal.

In Silverware:

Lunt . . . Towle . . . Heirloom . . . Reed & Barton . . . Wallace . . . International . . . Gorham and Stief—these names represent a selection of 80 sterling patterns.



FOR GALA GIFTING

The Gift Shop at The Broadway Del Amo is an aisle of dreams, with treasures from every corner of America and dramatic imports from England, Italy, Sweden, Holland, France and other far-away places.



SURPRISES IN STORE FOR YOU

To say a special "welcome" to the first 100 customers, the Art Needlework department at The Broadway Del Amo has a treasure of surprises, valued at from four dollars to oh-so-much-more.



SHOP-AT-HOME SERVICE

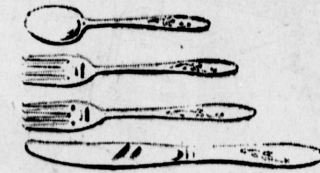
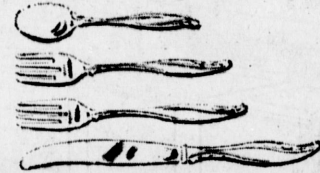
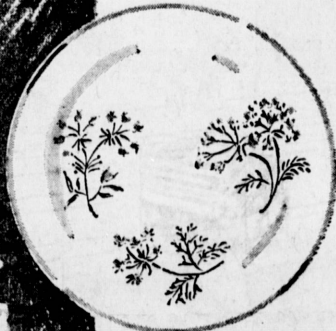
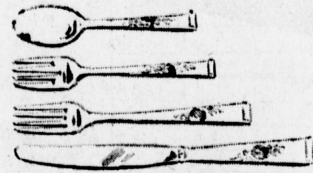
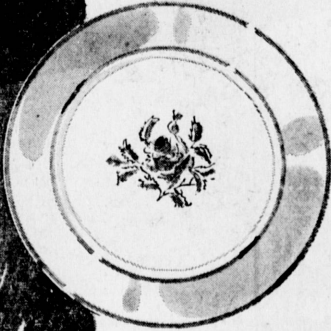
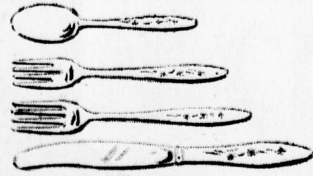
Vinyl Floor Coverings

Does your kitchen, den or family room want to lead an exciting new life? . . . ask to see the colorful new scrub-free vinyl floor coverings in The Broadway's At Home Service. Phone: FRontier 6-8744. Extension 267 for At Home Carpet Service

Upholstery and Rug Cleaning

Clean as a whistle, and just as easy! The Broadway picks up and delivers your rugs and furniture for plant processing, or cleans carpets at your home. Phone: FRontier 6-8744. Extension 267 For Furniture, Rug Cleaning

TO TREASURE NOW AND FOREVER . . .



THE CHINA

Lenox . . . Flintridge . . . Franciscan . . . Rosenthal, a few of the more than dozen fine names to be found always in open stock.

Lenox "Kingsley" 5 pc. place setting	24.95
Flintridge "Cocoa Rose" 5 pc. setting	17.95
Franciscan "Debut" 5 pc. setting	19.75
Rosenthal "Golden Oak" 5 pc. setting	14.95

THE CRYSTAL

Fostoria . . . Ransgil . . . Tiffin . . . Bryce, here pattern-matched to the china for dramatic ensemble. Many more to choose from.

Fostoria "Wedding Ring" stemware, ea.	3.50
Ransgil "Ransom Rose" stemware, ea.	3.25
Tiffin "April" pattern stemware, ea.	3.95
Bryce "Harvest" pattern stemware, ea.	2.75

THE STERLING

Gorham . . . Reed & Barton . . . International are just a few of the master silversmiths whose treasures are to be found in open stock.

Gorham "Celeste" 4-pc. place setting	24.32
Reed & Barton "Classic Rose", 4-pc.	22.73
International "Pine Spray", 4-pc.	21.82
Reed & Barton "Autumn Leaves", 4-pc.	23.18

Sterling prices plus 10% Federal tax
THE NEWEST BROADWAY,
CHINA, CRYSTAL—THIRD FLOOR,
SILVERWARE—STREET FLOOR

THE CLOTH

Quaker's Baroness Punto De Venezia Lace, beauty that weaves a spell by candlelight. Available in 5 sizes, 72" to 108" lengths. 72x90" oblong size as shown 16.95

LINENS—SECOND FLOOR



the **BROADWAY**
Del Amo