

BIG BEN IS LOCATED AT
CORNER OF CRENSHAW BLVD.
& PACIFIC COAST HIGHWAY
IN TORRANCE

NOW'S THE TIME TO SHOP FOR CHRISTMAS...YOU WILL NEVER SAVE MORE! CHRISTMAS GIFT HEADQUARTERS

DOORS OPEN FRIDAY: 12 NOON, NOV. 24,

BIG BEN



BIG BEN SPECIAL IDEAL'S KISSY DOLL

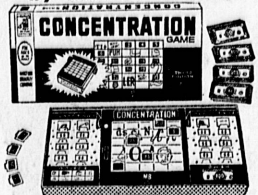


22 1/2 inch kissing doll
has rosy cheeks, wavy
hair and wears a
baby's outfit. Press
her hands together
and she will pucker
up and emit a real
kissing sound.

Value 18.00
BIG BEN
GRAND OPENING
PRICE

\$9.77

CONCENTRATION by MILTON BRADLEY



A game everyone will enjoy. It is
based on the TV program Con-
centration. **\$4.00 VALUE**

BIG BEN
PRICE **\$2.87**

ROLLER SKATES

Ball bearing, rugged steel skate. Hi-speed
wheels. Bright red wheel discs. Unit-weld
construction. Bright-plate satin finish, qual-
ity leather. Deluxe
equipment. Free
extra ankle pad.
Fully guaranteed.



4.99 Value

BIG BEN
PRICE

\$1.97

SCRABBLE FOR JUNIORS



The word and picture version of
scrabble designed for the 6 to 12
year age group.
Even tiny tots can start on the A.B.C.'s
and graduate in no time to making
real words.

2.00 VALUE
BIG BEN
PRICE **\$1.37**

BIG BEN SPECIAL ELECTRIC FOOD CENTER by IDEAL

Here's a replica of
Mother's modern
multi-function work-
ing food center
that really works.
It has a blender
to make drinks, a
mixer for stirring
creamy batters
and an ice cream
maker motor
driven.



10.00 Value
GRAND
OPENING
PRICE

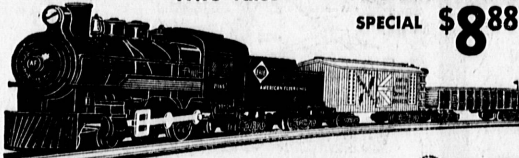
\$5.97

A. C. GILBERT AMERICAN FLYER FREIGHT

"THE PIONEER FLYER" Complete 7-pc. set
All the romance and color of Casey Jones. Authentic replica detail thru-
out. More power for hill climbing—remote control starting, stopping and
reverse.
Set includes: 8 wheel Erie Steam Locomotive, Freight Car, Gondola,
Caboose, 8 Sec. New Curved Track, 1 Sec. New Straight Track, 1 Terminal
Uncoupler Track and Transformer.

19.95 Value

BIG BEN OPENING
SPECIAL **\$8.88**



MAGNASTIKS
Combine skill and the fun
of working with magnets.

6.00 VALUE

BIG BEN
PRICE **\$3.87**

AS SEEN
ON TV

POLLY-PANDA
A child's joy—inflatable 40"
tall Panda with voice. Biggest
toy value yet.

REG. 5.00

BIG BEN
PRICE **\$1.93**



TOYS for BOYS and GIRLS

FANTASTIC WONDERLAND OF TOYS GRAND OPENING DISCOUNTS!

Thousands of Toys for Boys and Girls

IDEAL—TONKA
MATTEL—TINKERTOY
GILBERT—REMO
LIONEL—TUDOR
BRADLEY
HASSENFELD
UNGAR—GOLDBERGER
TRANSOGRAM
ARCHER
EMENEE—PLAYTIME
HUBLER
COLOR FORMS
OHIO ART
PARKER—DAVIS
ARGO—ALUMINUM
SPECIALTY CO.

ALL AMERICAN
MADE
Values to 3.00

YOUR
CHOICE

44¢

AT BIG BEN

STICK-HORSE
TELEPHONE
NURSE SETS
PAINT SET
BATONS
CAR-BACK TOY
COLOR FORMS
WHIRLWAY
COWBOY HAT
DIAPER BAG SETS
PLAY DOUGH
TINKER TOYS
TEA SETS
DOCTOR SETS
DOLLAR COLOR
BOOKS
CRAYOLA



FANTASTIC WONDERLAND OF TOYS NOW OPEN • BIGGEST DISCOUNTS EVER!

IDEAL • MATTEL • GILBERT • LIONEL • BRADLEY • UNGAR • TRANSOGRAM • EMENEE • TONKA • TINKER TOY • REMCO • TUDOR • HASSENFELD • GOLDBERGER • PLAYTIME • HUBLER • ARCHER • MARX
REST • COLOR FORMS • OHIO ART • PARKER • DAVIS • ARGO • ALUMINUM SPECIALTY CO.

FINE IMPORTED 10 SPEED ITALIAN BIKE

26" Racing Bike with super strong light
weight frame. Bene Lux ten speed gears,
dual hand brake, 26" x 1 1/4" white wall
tires. Racing saddle, rat trap pedals
slotted for toe clips and straps. Choice of
flamboyant colors.



BIG BEN
Opening Special
\$49.95

COMPLETE
SELECTION



BABY FURNITURE

At Fantastic Low Discount Prices.
Pride — Royal — Peterson — Baby-
line — Hedstrom — Simmons —
Storkline, etc.

SIT-OR-STAND SEAT

BIG BEN
PRICE **\$4.97**



• Chrome plated
Tubular Frame
• 1 1/2" Cushioned
Seat
• Push-Button
Lock Seat Gals
• Safety Flex
Wheel

IT'S THE BIGGEST GRAND OPENING BONANZA EVER HELD ANYWHERE

GIFTS OF ALL SORTS FOR ALL SPORTS

MARLIN "22" Bolt Action RIFLE



17 shot bolt action. Most
complete gun & ammu-
nition dept. in the beach
area. Headquarters for
Remington, Smith and Wes-
son, High Standard, Ruger
and other fine brands.

Value 39.95

BIG BEN
PRICE **\$24.95**

FAMILY FUN SET

FOOTBALL
SCOOPBALL
BASEBALL

Everyone will
love this
Rea. 7.50
BIG BEN
SPECIAL

\$4.87



GOLF CLUBS

5 IRONS, 2 WOODS



A wonderful Christmas gift for
him or her. Available in men
or women's. Left or right
handed.

Value \$44.95

BIG BEN
PRICE **\$19.95**

LIQUID CENTER GOLF BALLS



Made by one of America's lead-
ing sporting goods manufac-
turers.

Value \$6.95 Dozen

BIG BEN
PRICE **\$2.78**
Dozen

HEALTHWAY WATER SKIS



Five ply laminated
glass coated fiber
glass molded with
aqua-filite stand-
ard binding.

Value Single banna ski...29.50

BIG BEN
PRICE **\$10.95**

Value Double banna ski...49.50

BIG BEN
PRICE **\$15.95**

HEALTHWAYS 110 LBS. BAR BELL SET



Value 28.95

\$14.25
AT
BIG BEN

GRAND
OPENING
SPECIAL

BIG BEN LOWEST DISCOUNT PRICES ON

BRUNSWICK Safety P.T. Nylon Tube Type 15-Month Warranty OPENING SPECIAL



SIZE
640x15
BLACK **\$8.95**

Exchange plus tax



6 VOLT BATTERY Group #1

12 MONTH GUARANTEE

BIG BEN
PRICE **\$5.88**
exchange

WHEEL BALANCING

Weights
Included **98¢**



Terry Cloth SEAT COVERS
EASY ON AND OFF COVERS
ONLY

Perfect protec-
tion for late
model car seat
fabrics!

Front or Rear

Assorted Colors

\$2.19

Huge Discounts on... ACCESSORIES



**PRESTONE SEALER and
STOP LEAK**
Plugs, seals
radiator leaks!
Saves valuable
oil—freezes.

36¢
12 OZ. CAN



VISTA by Simnize
CLEAN-UP SPECIAL
\$2.25 Mfg. Ltd.
Large 16 oz. can.

AT BIG BEN... **83¢**

PRESTONE



Heavy Duty Brake Fluid

• Performance to spare
• High boiling point
• Exceeds SAE Spec.
70R1 and Fed. Spec.
VV-H-910
• Regular (12 oz.) size

BIG BEN
SPECIAL

32¢

TYDOIL OIL By Tidewater Oil Co. Regular 45¢ Qt.

Non Detergent
20 OR 30W
BIG BEN
PRICE **19¢**
Qt.



Prevents many
serious injuries!
Proven by racing
drivers and
1000's of motor-
ists.

NEW LOW PRICE

\$3.59

BIG BEN HOURLY SPECIAL

To Lucky Ticket Holder
YOU CAN BUY A

**REVERE
35MM STEREO
CAMERA**

\$5.00
FULL
PRICE

Fill Out
Coupon
→

COUPON

FILL OUT THIS COUPON AND BRING TO BIG BEN...IT'S YOUR BIG OPPORTUNITY TO BUY ONE OF THE FANTASTIC HOURLY SPECIALS AND TO TAKE PART IN THE \$10,000 JACKPOT IN FREE PRIZES

With This Coupon
You May Win

- 1—FREE TRIP TO LONDON
- 2—TRIPS TO MEXICO
- 3—BOOKS OF KNOWLEDGE
- 4—TRIPS TO PIERPOINT

Hundreds of other prizes. Draw-
ing for prizes Dec. 1-23-4, 1961

NAME

ADDRESS

PHONE

Tear out and bring this and deposit at store. Drawing for hourly
specials every hour. You need not be present to win the right to
purchase an Hourly Special or to win a free prize.

With This Coupon
YOU MAY WIN AN OPPOR-
TUNITY TO PURCHASE

- 1—MINK STOLE \$10.00
- 2—DIA. RING \$10.00
- 3—COLOR TV \$10.00
- 4—STEREO \$10.00

Fri., Sat., Sun., Mon. Only

BRING THIS COUPON AND BUY TH

Men's Quality Watch

FOR
ONLY

\$2.98

PRICE
FULL

Reg. \$9.95

value

FULLY
GUARANTEED
FOR 1 YR.

With This
Coupon

