

**WHEN YOU THINK OF SAVING... THINK BIG! THINK BIG BEN!!**

**GRAND  
OPENING  
WATCH  
REPAIR  
SPECIAL!**

Complete

**WATCH  
REPAIR \$3.88**

Includes all parts & labor

• Ultrasonic Cleaning • Electronic Timing  
• Case and Band Cleaned • One Year Guarantee  
Automatic Self-Winding Watches ..... \$7.88

**WATCH  
REPAIR**



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

BRING THE KIDS TO THE ANIMAL CIRCUS  
FREE FRI., SAT., SUN. & MON. — ELEPHANTS 'N EVERYTHING

**BIG  
BEN**



**QUALITY  
REBUILT GENERATORS**



**NEW CAR GUARANTEE**

6 Volt Exchange

**BIG  
BEN  
PRICE \$6.44**



**AUTO VISOR-PAK**

BIG BEN PRICE

The perfect  
stor-all for  
every car  
Val. \$3.95

**\$1.29**

Largest selection of  
Nationally Advertised  
**Major  
Appliances**  
at fabulous  
DISCOUNT PRICES

• Zenith • Motorola  
• Packard-Bell • RCA  
• Hotpoint • Norge  
• Whirlpool • Webcor  
• O'Keefe & Merritt  
• Wedgewood • Tappan  
• Western Holly, Etc.

**CLEAN-UP SPECIAL  
PRESTONE  
CAR POLISH**

• CLEANS  
• WAXES  
• PROTECTS

1 Pint Can  
Regular \$1.95

BIG BEN  
PRICE

**69¢**

Another  
Big Ben  
Savings

For the Do-It-Yourself  
Factory Rebonded



**BRAKE  
SHOES**

Set of 4 for  
2 Wheels

BIG BEN PRICE

**\$2.48**

We carry a  
complete line  
of brake shoes  
at low  
Discount Prices

Exchange



6  
**Transistor  
RADIO**

Complete with  
carrying  
case . . .

BIG BEN  
PRICE

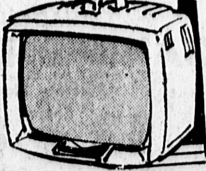
**\$8.88**

**19" THINLINE  
PORTABLE TV**

19"-114" aluminized picture tube, thin line brief case type  
styling. Cascade Tuner, Adjacent channel trans. Completely  
hand-wired chassis. All  
tubes accessible from  
rear of the set.

BIG BEN PRICE

**\$89.95**



**NORGE**

2-SPEED, 2-CYCLE AUTOMATIC WASHER

WITH  
ALL  
THESE  
TOP  
MODEL  
AUTOMATIC  
FEATURES

• 2 speeds  
• 2 prices  
• 10 lb. tub capacity  
• Built-in Sediment Remover

• Exclusive Wave Action Agitation  
• Fresh Water Super Rinse  
• Lint Filter and Dispenser

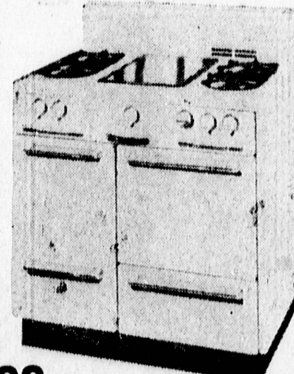
**FREE!**  
• DELIVERY  
• INSTALLATION  
• 1-YR. SERVICE

BIG  
BEN  
PRICE

**\$157.77**

**WEDGEWOOD-HOLLY  
AUTOMATIC GAS RANGE**

35 four-burner, grid-  
dle, standard baking  
oven, pull-out chop  
broiler, spacious  
storage compart-  
ment. Smartly de-  
signed backyard . .  
clean, uncluttered  
lines. Proof  
that you have style,  
quality and trouble-  
free construction for  
a budget price.



BIG BEN PRICE

**\$128.88**

**FREE** INSTALLATION  
and DELIVERY

**NO MONEY DOWN  
36 MONTHS TO PAY**  
PAYMENTS START FEBRUARY, 1962

Move your  
TV SET to  
any room in the house

TV TABLES  
value \$5.95

A  
REAL  
BUY



**\$1.88**

at  
Big Ben

**(DELUXE INDOOR  
TV ANTENNA)**

★ 3-sectional mirror finish  
aluminum shafts  
★ Quickly and easily installed  
on or near a TV set  
★ Genuine plastic topple proof  
base and twin-x cable  
★ No need for outside antenna  
or expensive installation

BIG  
BEN  
PRICE

**59¢**

**IT'S THE BIGGEST GRAND OPENING BONANZA EVER HELD ANYWHERE**

**SHOP THE MOST COMPLETE SPORTING  
GOODS DEPT. IN CALIFORNIA FOR HIS GIFT**



**Ball Bearing  
Genuine Leather  
SHOE SKATES**

For the boys and girls, these  
outdoor skates are a must  
for Christmas.

BIG BEN PRICE

Regular \$7.95  
**\$4.87**

**BRONSON  
FISHING OUTFIT**



• ROD  
• REEL  
• LINE

Fresh water rod,  
reel and line . . .  
Low cost big  
catch . . .

Dad can take  
that boy along  
on a fishing  
trip . . .

An Ideal  
Christmas Gift  
Regular \$7.95

**\$3.97**



Fishermen  
Delight

**FISH  
SKINNER**

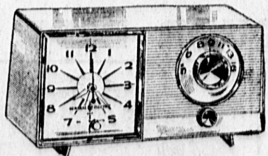
By Townsend

Chrome-plated skinner with stainless  
steel blades. Blade width 4 1/2 inches.  
Removes the skin with the scales with-  
out throwing a single scale. As easy  
to operate as a can opener.

Regular \$5.95  
BIG BEN PRICE

**\$3.87**

★ **GIFTWARE and HOUSEWARE DEPT.** ★



Model C-403

Wake up to music.  
Go to sleep with music.  
Beautiful tone Quality.

**G.E.  
CLOCK  
RADIO**

BIG BEN  
PRICE

VALUE \$21.95

**\$16.99**

**Magalite  
OVAL ROASTER**



• HOLDS 10 LB. FOWL  
• INCLUDES MEAT RACK  
• PROVIDES A LIFETIME  
OF COOKING PLEASURE  
• CAST AS THICK AS TWO  
SILVER DOLLARS  
• GIVES YOU "OVEN FLAVOR"  
FROM TOP BURNER COOKING

BIG BEN  
SPECIAL

**\$10.98**

VALUE \$16.95

Famous Brand Name

**ELECTRIC  
CAN OPENER**

UDICO Model 58-H

Stands on Rubber Legs  
Open Any Size Can  
10-Year Guarantee

REGULAR \$19.95

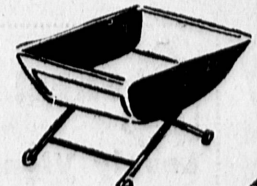
BIG BEN PRICE

**\$11.99**

**LAUNDRY  
CART**

with Casters

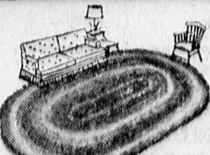
End your washday  
blues with a smile



No Stop  
No Bend  
BIG BEN  
PRICE

**\$1.38**

Val. \$2.95



**OVALS  
\$26.67**  
Approx. 9x12

**RECTANGULAR REVERSIBLE  
BRAIDED RUGS**

Hand loomed multi-toned in predom-  
inantly brown shades. Bound and ready  
to go.

Regular	PRICE	BIG BEN PRICE
6'x9'	\$49.95	<b>\$24.66</b>
9'x12'	\$84.95	<b>\$44.88</b>
12'x15'	\$115.95	<b>\$74.66</b>

**FILL OUT THIS COUPON AND BRING  
TO BIG BEN . . . IT'S YOUR BIG OPPORTUNITY**

TO TAKE PART IN THE GIANT \$10,000 JACKPOT IN PRIZES  
NO PURCHASE NECESSARY

Don't Forget  
Big Ben's  
Hourly Specials  
TERRIFIC  
"MIKE" BUYS

TEAR OUT AND DEPOSIT THIS COUPON  
AT STORE

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
PHONE \_\_\_\_\_  
YOU NEED NOT BE PRESENT

**DRAWING  
FOR PRIZES**

WILL BE HELD

**DECEMBER  
1-2-3-4th, 1961**  
WINNERS WILL BE  
NOTIFIED

**CARPET DEPT.  
OVERSIZE  
RUGS**

• Rayons  
• Nylons &  
• Wool Piles

Select from Tweedy and  
Nubby Loop or Plains. Pile  
textured . . . A real value!

• 12'x18' YOUR  
• 12'x19 1/2 CHOICE  
• 12'x15' ONE  
• 12'x12' PRICE

BIG BEN PRICE  
**\$44**

