

EXCLUSIVE PURCHASE FROM ONE OF CALIF.'S LEADING WHOLESALE JEWELERS!

36,000 PIECES TO CHOOSE FROM

GLISTENING COSTUME JEWELRY! • **GLITTERING NEW SPRING JEWELRY!**

FOR THIS GALA GRAND OPENING

From Fashion Jewelry Co. of California comes this outstanding purchase! We bought their entire stock of earrings, necklaces, bracelets, pins, etc. Choose matched sets in yellow, lime, sky blue, beige, orange, pink, chalk white, cherry red, jet and multi-colors!

ANY PIECE
48¢ EA.

2 For **88¢**
4 For **\$1.68**
6 For **\$2.48**
ENTIRE STOCK TO BE SOLD AT A FRACTION OF REGULAR PRICE!



17 JEWEL Steel Case SWISS MADE MEN'S WATCHES WITH OUR OWN 1 YR. WARRANTY!

1 year warranty! Hand-styled with waterproof band and leather watch band.
\$9.88 PLUS F.E.T.



INCOME TAX TIME! USE A "GENERAL" — ELECTRIC ADDING MACHINE

Total, sub-total, repeat, multiply. Fully electric control keys. Automatic roll indicator. Correction key. Adds & totals to 99,999.99 plus many other features.
\$69.88 Plus M.E.T. 99.50 - M.E.T. VALUE!



MEN'S, LADIES' WATCHES BY **BENRUS** **\$25.88** PLUS F.E.T. SALE PRICE



UNCONDITIONALLY GUARANTEED **3 YEARS**

17 JEWEL

Outstanding selection of Benrus men's and ladies' watches at discount prices! Choose from many styles including waterproofs, shock absorbers, diamond styles, nurses and gold models.



MAR-PROOF COLORS
Remington
HOLIDAY™ PORTABLE TYPEWRITER
\$34.88 PLUS M.E.T.
Lightweight modern typewriter. 16 top quality features. Dent proof, rustproof housing.



WITH CASE!
Remington
MONARCH™ PORTABLE TYPEWRITER
AUTOMATIC KEY SET TABULATOR
Has 2-color ribbon. It's compact, lightweight. Adjusts to your individual touch. Choice of colors.
\$69.88 PLUS M.E.T. 99.95 + M.E.T. VALUE!

DISCOUNT CAMERA and JEWELRY DEPARTMENT



BELL & HOWELL "Director" 8MM OPTRONIC ZOOMATIC REFLEX CAMERA

REFLEX VIEWING... REFLEX SENSING • BUILT-IN FILTER
\$154.88 249.95 VALUE
MAGAZINE Model 426 289.95 \$169.88

ANSCO Regent 35mm 500 WATT PROJECTOR WITH PREVIEW SCREEN & REMOTE CONTROL SOCKET!

Projects all 2x2" slides automatically & manually. 500 watt illumination & "pop-up" editing. Automatic room lite switch.
COMPLETE PRICE
38.88 79.95 VALUE



DIRECT GENUINE CULTURED IMPORT SALE **PEARLS**

EXCLUSIVE OFFER! SAVE 50% AND MORE
... your choice of color & size pearls (5 1/2 to 11MM). In choker style. Semi-Baroque or graduated necklaces. 14 Kt. gold clasp included. Prices plus F.E.T.
29.95 VALUE **\$13.88** 19.95 VALUE
39.95 VALUE **\$19.88**
100.00 VALUE **\$50.00**
200.00 VALUE **\$100.00**
\$4.88 PLUS F.E.T.



DIAMOND RINGS

CHOICE OF 14K YELLOW OR WHITE GOLD

- (A) 7 DIAMOND SET 1/4 CT. **\$82**
- (B) 11 DIAMOND SET 1/2 CT. **\$189**
- (C) 13 DIAMOND SET 1/2 CT. **\$199**
- (D) 18 DIAMOND SET 1 CT. **\$367**
- (E) 13 DIA. COCKTAIL 1/2 CT. **\$167**

Total Carat Weights • All Prices plus F.E.T. EASY CREDIT AVAILABLE!



KEYSTONE K-91 PROJECTOR

8MM MOVIE

WITH

ZOOM LENS

Ultra-bright image projector with 500 watt equivalent illumination! Forward, reverse, rewind, still, on & off with 1 knob control. 400 ft. reel capacity. Lowest price in town!

\$99.95 VALUE

\$49.88 SALE PRICE



WHITE FRONT SCOOP SPECIAL!

ALL NEW FLIP-TOP **NORELCO-20 MEN'S ELECTRIC SHAVER** WITH ROTARY BLADES



No pinch or pull... cool, close shaves everytime. Self-sharpening rotary blades... adjusts to beard automatically. Push button "tip-top" cleaning.

SHAVES TUNE-UP 88¢
\$11.88 SALE PRICE

WHITE FRONT
DISCOUNT DEPT. STORES

EAST LOS ANGELES
5555 EAST OLYMPIC BLVD
3 BLOCKS EAST OF ATLANTIC
CITY OF COMMERCE

LOS ANGELES
7651 50 CENTRAL AVE
JUST SO OF FLORENCE

LOS ANGELES
JEFFERSON BLVD at HAUSER
BETWEEN LA BREA AVE AND
LA CIENEGA BLVD

VAN NUYS
16040 SHERMAN WAY
ONE MILE WEST OF
SHERMAN BLVD

ANAHEIM
HARBOR & WILKEN WAY
ONE MILE SOUTH
OF DISENFIELD

COVINA
1151 NORTH AZUSA AVE
JUST OFF SAN BERNARDINO
FREEWAY & APPROX 800'

SAN BERNARDINO
499 ORANGE SNOW ROAD
JUST OFF SAN BERNARDINO
FREEWAY AT ORANGE SNOW ROAD

TORRANCE
TORRANCE BLVD at
HAWTHORNE BLVD

STORE HOURS: MONDAY thru FRIDAY 12 NOON TO 9 PM • SATURDAY and SUNDAY 10 AM TO 7 PM