

LAWSONS for the MOST AMAZING WATCH VALUES!

22-KARAT
Gold
decorated
"Ambassador"
102-PC. DINNERWARE ENSEMBLE

AT THIS SENSATIONAL LOW PRICE

\$22.88
 Complete
 102 Pieces

\$1.00 Down, \$1.00 Weekly

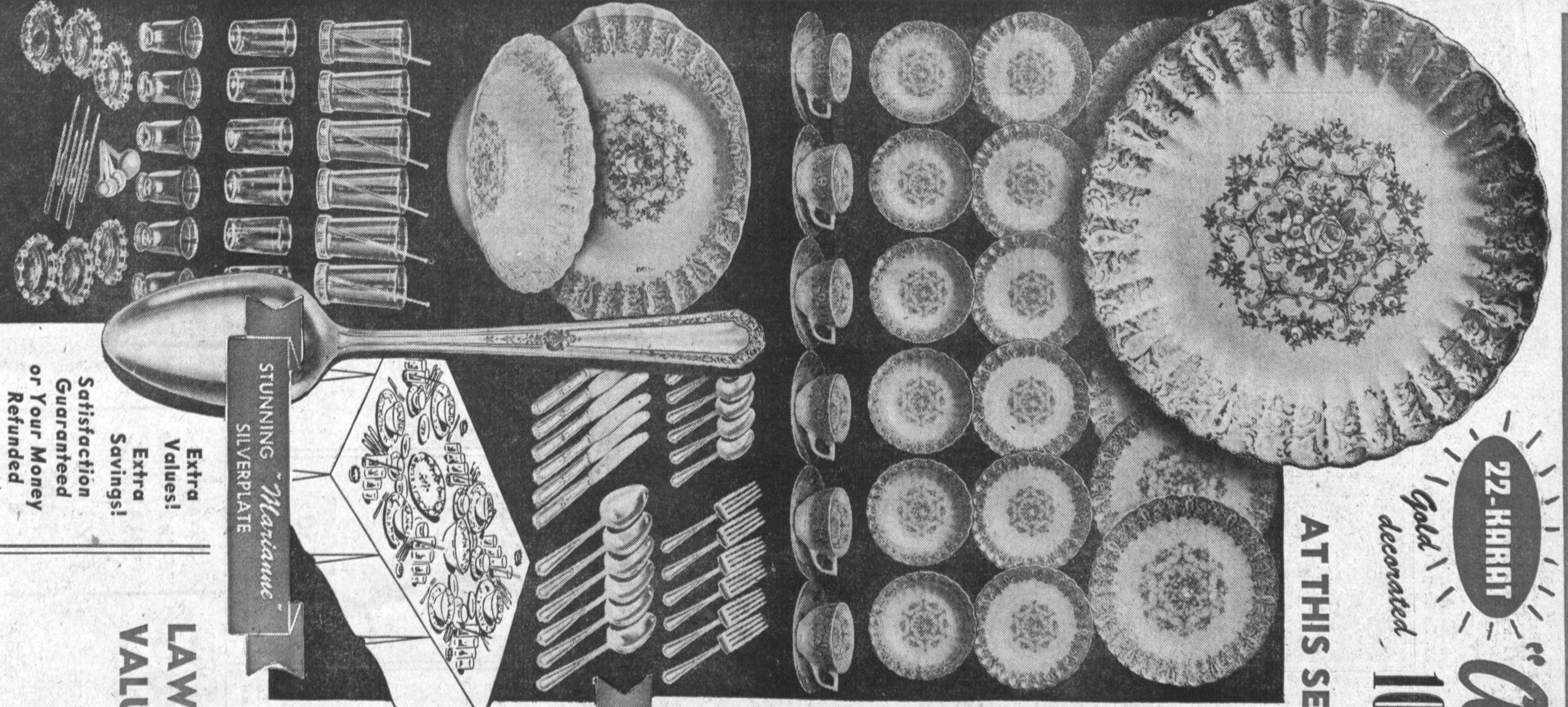
BUY NOW AND SAVE

The perfect gift for the home or for gift giving time, Mother's Day, June brides, or anniversaries. Take advantage of this outstanding value, the complete 102-piece set at this low price.

Look at These Sensational QUALITY FEATURES!

- ★ Real 22-Kt. Gold Decorations
- ★ Large 10" Dinner Plates
- ★ Safe-Edge Gold-Banded Glassware
- ★ "Marianne" Guaranteed Silverplate

There's what you get!



STUNNING *Marianne*
 SILVERPLATE

Extra Values!
 Extra Savings!
 Satisfaction Guaranteed
 or Your Money Refunded

BUY NOW FOR GIFT GIVING TIME!

Mother's Day, June Brides, Anniversaries
USE LAWSONS' LAY-AWAY PLAN

NO DEPOSIT REQUIRED FOR LAY-AWAY
 USE LAWSONS' CONFIDENTIAL EASY CREDIT
 No Interest or Carrying Charges — Year to Pay

LAWSONS SENSATIONAL VALUES FOR GIFT GIVING TIME!

LAWSONS
 JEWELERS

1317 EL PRADO AVE.
 TORRANCE, CALIF.

BUY NOW FOR GIFT GIVING TIME! BUY NOW AND SAVE!

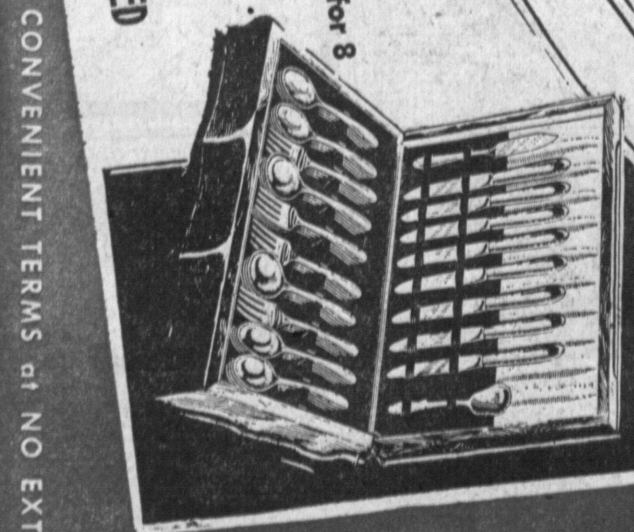
LAWSONS JEWELERS
DIAMOND DAY'S
 THE GREATEST DIAMOND SUPER VALUES! EVER OFFERED
ON EASY CREDIT TERMS

Lawson's greatest diamond values. Prices are the lowest in our history. Exquisite gifts of brilliant diamonds, famous make watches, fine jewelry, electric appliances, radios, and many more—and they are yours to give or own on Lawson's no money down, and lower than ever credit terms. Up to 1 year to pay, never any interest or carrying charges, and you get immediate delivery.
Buy Now and Save! During Lawson's Greatest Diamond Days



10 DIAMOND BRIDAL PAIR
 Both for **\$99.50**
 for \$2.00 Weekly
 Ten fiery diamonds in 14K gold dovetail settings.

FREE!
 Reg \$39.75, 44-piece... Service for 8
 Nationally Advertised
SILVERPLATE
 WITH ANY
 DIAMOND RING PURCHASED



CONVENIENT TERMS of NO EXTRA COST

GIFT SUGGESTIONS
 for
MOTHER'S DAY
 SUNDAY, MAY 13th
FATHER'S DAY
JUNE BRIDES
GRADUATES
ANNIVERSARIES
 & Birthday Gifts
 USE LAWSON'S
 LAY-AWAY PLAN
 NO DEPOSIT REQUIRED FOR LAY-AWAY

Extra Value
 Ladies' & Men's
17 JEWEL WATCHES
 Reg. \$29.95
\$17.95
 Choice
 50c Weekly
 Your choice Ladies' or Men's 17-jewel watches, 10K rolled gold plate cases, fully guaranteed. Buy now and save.



BULOVA
 AMERICA'S GREATEST WATCH VALUE!
 EASY TERMS
\$1.00 A WEEK
 Your Choice
\$29.75



DIAMOND ONYX INITIAL RING
 Reg. \$29.75
\$19.75
 50c Weekly
 Genuine diamond in Onyx with your own initial.

14K GOLD TWIN WEDDING RING
 Reg. \$19.75
\$9.95
 for both
 50c Weekly
 14K gold twin wedding ring for Her and for Him. Exceptional value!

LADIES' 2-DIAMOND BIRTHSTONE RING
 Reg. \$24.75
\$12.95
 50c Weekly
 Ideal gift for "Her" — 2 genuine diamond and simulated birthstone in 10K gold setting.

IMMEDIATE DELIVERY

LAWSONS EASY CREDIT TERMS, NO INTEREST or CARRYING CHARGES,

LAWSONS
 JEWELERS

1317 EL PRADO AVE.
 TORRANCE, CALIF.

SENSATIONAL VALUES! EXTRA QUALITY! EXTRA SAVINGS!
 Same Low Prices—Cash or Credit