

**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

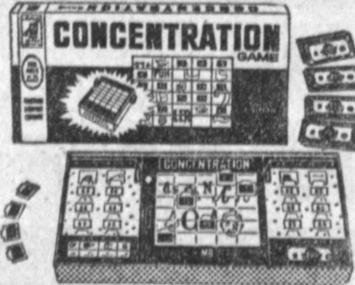


22 1/2 inch kissing doll
has rooted Sarah
hair and wears a
baby's outfit. Press
her hands together
and she will pucker
up and emit a real
kissing sound.

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

Combines 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—REMCO
LIONEL—TUDOR
BRADLEY
HASSENFELD
UNGAR—GOLDBERGER
TRANSOGRAM
ARCHER
EMENEE—PLAYTIME
HUBLEY
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
WHIRLAWAY
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 • HUBLEY • ARCHER • MARK
REST • COLOR FORMS • OHIO ART • PARKER • DAVIS • ARGO • ALUMINUM SPECIALTY CO.

FINE IMPORTED \$90.00 10 SPEED VALUE 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

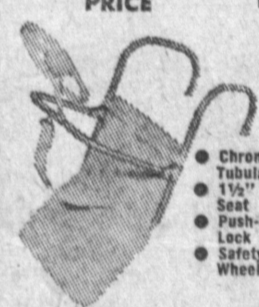


BABY FURNITURE

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 Gate
• 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 W-
esson, High Standard, Ruger
and other fine brands.

Value 39.95

BIG BEN PRICE \$24.95

GOLF CLUBS

5 IRONS, 2 WOODS



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

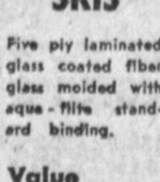
Value \$44.95

BIG BEN PRICE \$19.95

HEALTHWAY

WATER

SKIS



Five ply laminated
glass coated fiber
glass molded with
equal—Nite stand-
ard binding.

Value Single banana ski .29.50

BIG BEN PRICE \$10.95

Value Double banana ski .49.50

BIG BEN PRICE \$15.95

FAMILY FUN SET

FOOTBALL
SCOOPBALL
BASEBALL

Everyone will
love this
Reg. 7.50

**BIG BEN
SPECIAL**

\$4.87



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

HEALTHWAYS 110 LBS.

BAR BELL SET



Value 28.95

**GRAND
OPENING
SPECIAL**

\$14.25

AT
BIG
BEN

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
fabric!

Front or Rear

Assorted Colors

\$2.19

Huge Discounts on...

ACCESSORIES



PRESTONE SEALER and STOP LEAK

Plugs, seals
radiator leaks!
Saves valuable
anti-freeze.

36c

12 OZ. CAN



VISTA by Simonize

CLEAN-UP SPECIAL

\$2.95 Mfg. List

Keep it in mind.

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¢

TYDOL OIL

By Tidewater Oil Co.

Regular 45c Qt.

Non Detarant

20 OR 30W

BIG BEN PRICE

19¢

Qt.

AUTO SAFETY BELTS

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

Fill Out
Coupon

TP **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.
DRAWING FOR PRIZES DEC. 1,
2, 3, 4, 1961.

NAME

ADDRESS

PHONE

Year out and bring this coupon and deposit at store. Drawings 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 Opportunity
to Purchase

1—MINK STOLE \$10.00

2—DIA. RING \$10.00

3—COLOR TV \$10.00

4—STEREO \$10.00

FRIDAY, SATURDAY, SUNDAY,
MONDAY ONLY

TP BRING THIS COUPON AND BUY

FOR ONLY

\$2.98

PRICE

FULL

Reg. \$9.95

value

FULLY

GUARANTEED

FOR 1 YR.

With This
Coupon



TP