

You get both big selection and savings in
LAWSON'S BIRTHDAY DIAMOND SALE!



Dazzling
 dia
 7 exquisite
 flashing
 diamonds
 \$130 value,
89.50



Exquisite
 "Flaming Star"
 Diamond in
 star setting
 \$200 value
 now just
129.00



Height of
 fashion
 Center stone,
 4 tapered baguettes
 \$400 value
 sale priced
295.00



Perfect
 "100"
 11 diamond set,
 blazing,
 beautiful,
 both
100.00



Superb
 emerald cut
 Stunningly
 impressive,
 \$925 value,
 special
295.00



Gorgeous
 trio
 17 brilliant
 diamonds
 \$300 value,
 all 3
169.50



Wedding ring
 26 diamonds
 modern Florentine
 setting,
 \$385 value,
 save at
199.00



Exclusive
 new design
 Dazzling in
 unique setting,
 \$200 value,
 special price
129.00



Man's ring
 Massive
 diamond,
 Florentine finish,
 \$175 value,
 great buy at
125.00



Modern man's ring
 Distinguished with
 5 matched
 diamonds,
 \$235 value,
 special
149.50



Man's Masonic
 Handsome
 diamond
 ring,
 \$100 value,
 only
69.50



Unusual
 dinner ring
 Blazing with
 3 large diamonds,
 \$150 value,
 sale priced at
99.50



Perfect "300"
 Distinctive
 17 diamond set,
 truly inspired,
 both
 for only
300.00



Brilliant beauty
 Distinctive
 27 fiery
 diamond set,
 \$650 value,
 real special at
395.00



Marquise splendor
 A brilliant
 sensation of
 ultimate elegance,
 \$650 value,
 only
395.00



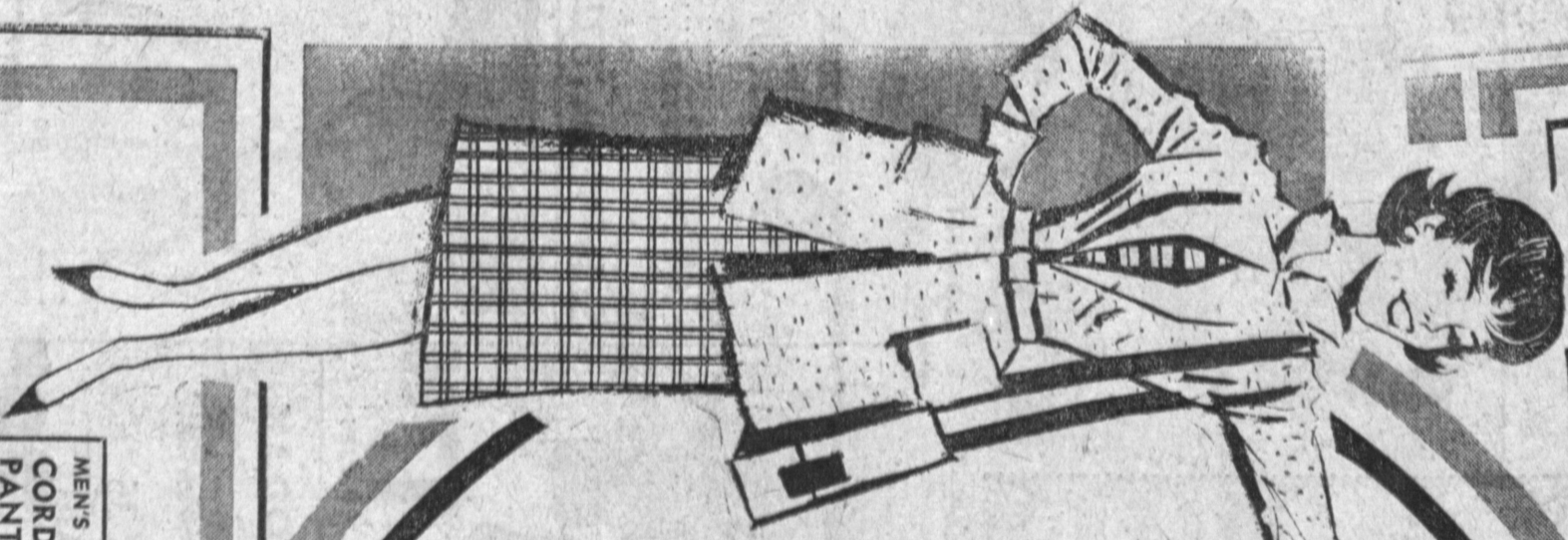
Rare
 pear-shaped
 unsurpassed
 beauty,
 \$750 value,
 now just
495.00

Rare beauty and brilliance in a wide choice of distinctive settings, and every ring at a satisfying saving! You can choose with the utmost confidence. If you are not completely satisfied, return your diamond ring within 45 days and we will exchange it or refund your money... whichever you prefer... that is our **MONEY BACK GUARANTEE**. Your investment is always protected, and we will allow you full price of your original diamond purchased from us toward a new and larger diamond at any time. Take a year to pay, with no money down. Now is the time, too, to lay-away for Christmas gifts.

All rings in 14K yellow or white gold, others in platinum. Rings enlarged to show quality of details and craftsmanship.

Lawson's
 Southern California's Largest Jewelers

DOWNTOWN TORRANCE—1301 SARTORI AVENUE—Fax 8-4313—Open Monday and Friday Nights



YARDAGE DEPT.
 Sofin—Taffetas, Nylon Chiffon, Nylon Organza, Nylon Dotted Swiss.
 VALUE 2 yds. **\$1.00**
 98c yd.
CHRISTMAS PRINT
 BROADCLOTH 3 yds. **\$1.00**
 HOOK TOWELING 2 1/2 yds. VALUE
ITALIAN 2 1/2 yds. **\$1.97**
 VELVETEEN AND VELVET CHIFFON, NON-CRUSHABLE
ELECTRIC SCISSORS DRIZ **\$4.99**
 Reg. \$9.95
 For Tailoring and Dressmaking

Regular 4.79
BOYS' RAINCOATS **\$2.99**
 Made in USA. Genuine rubber with hood.
 Regular 1.98
BOYS' FLANNEL SHIRTS **2 for \$3.00**
 Boys' Quilt Lined NYLON TANKER JACKETS **\$6.95**
 Values to 7.95
BOYS' SWEATERS **\$2.98**
 OLLON—LAMBSWOOL

ENTIRE STOCK of LADIES & CHILDREN DRESSES
1/2 OFF
 FIRST COME, FIRST SERVED
 9x12 RUGS \$24.95 Value **\$12.99** 2 ONLY
 Entire Stock of Curtains and Drapes **20% OFF**
Decorator Sofa Pillows
2 for \$1.00

MENS SPECIAL GROUP VALUES TO 6.95
CORDUROY PANTS \$2.99 Tapered Style Sizes 29 to 36
 Values to 14.95
MENS SWEATERS \$8.00 ea. Cardigan, Pullover, Shawl Collars
 Special Group **MENS CORDUROY SHIRTS** REG. 4.98 \$2.99 S-M-L-XL
 First Come, First Served

Lay-Away
 NOW... SAVE TIME AND MONEY
 Use Your BankAmericard

STRUM'S

1261 SARTORI
 Downtown Torrance
 7-11 9 p.m.
 Open Friday Nights