

If you're a smart, sentimental Santa ...

GIVE QUALITY AND GET VALUE

Allen Jewelers

Open a Budget Account, at No Extra Cost to you.

Quality, now more than ever, is your best buy . . . quality jewelry gifts mean long-lasting happiness to the giver, as well as the recipient. This store's reputation for Quality is our proudest possession and you can buy here with confidence, knowing you're getting VALUE because you are buying QUALITY.



\$45.00
17-Jewel Helbro's pocket watch; knife and chain; thin model.



\$19.95 up
Large selection of new style fapel watches for women.



\$24.75
Ladies' dependable watch with expansion bracelet to match.



\$34.50
SILVERWARE
Rogers & Bros. — 51 pieces. — Service for eight.



\$5.95
COFFEEMAKER
CORV heat-proof, 8 to 10-cup family size; vacuum sealed.



95c
Triple Silverplated. 2-piece set.



\$1.95 up
Famous — make compacts of highest quality in various sizes and styles.



\$5.50 up
Ronson sure-fire lighters; also available are Ronson Table lighters.



2-DIAMOND BRIDAL ENSEMBLE BOTH RINGS \$69.50
A brand new creation of tailored 14K gold mountings enhancing the brilliance of the 3-diamond engagement ring and the 5-diamond wedding band.



LADIES' 2-DIAMOND BIRTHSTONE RING \$29.75

Compare our fine Diamond Values!



DIAMOND SOLITAIRE
Brilliantly beautiful solitaire set in your choice of carved 14K gold mounting.
\$42.50



BRIDAL ENSEMBLE
Three diamonds in engagement ring and wedding band; lovely fistful setting.
\$127.50



5-DIAMOND BEAUTY
Large center diamond flanked by four brilliant side diamonds; 14K gold mounting.
\$97.50



BIRTHSTONE RINGS
Choice of her birthstone set with or without side diamonds; 10K gold mountings.
\$7.95 up



HEMATITE RINGS
Large engraved stone in masculine style; 10K yellow gold mountings.
\$19.95



WHITE ZIRCON RING
Looks like a real diamond genuine Siam Zircon set in 10K gold mountings.
\$12.95



FOSTORIA GLASS WARE
Popular Patterns
60c up



TWIN LENS REFLEX CAMERA
—Complete with shoulder strap.
\$9.95



MEN'S SWANK SETS
Swank jewelry adorned with his own initials; assembled in a gift box.
\$2.50 up

ONE DAY CHRISTMAS SALE!

STAINLESS STEEL EXPANSION BANDS



to fit all men's watches.
\$1.79

In white; spring steel constructed; handsome and sturdy.

OPEN A BUDGET ACCOUNT TODAY!

ALLEN JEWELERS

1321 SARTORI AVE.

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TORRANCE