

AT LAWSON'S

1317 EL PRADO AVE., TORRANCE

Phone 3181

CONTINUING OUR GRAND

# OPENING SPECIALS

EASY CREDIT TERMS  
UP TO 1 YEAR TO PAY

**NO MONEY DOWN**

IMMEDIATE DELIVERY

## LAWSON'S LAY AWAY PLAN NO DEPOSIT REQUIRED FOR LAY AWAY

NO INTEREST OR CARRYING CHARGES  
SENSATIONAL SAVINGS IN EVERY DEPARTMENT

### IT'S SILVERWARE TIME! SILVERPLATE

Nationally Advertised

**HOLMES & EDWARDS**  
52-Piece Service for 8

**\$69<sup>50</sup>**

Complete with Chest  
\$1.25 WEEKLY

Available in 4 elegant patterns.  
"Youth," "Danish Princess," "Eternally Yours," and "Spring Garden."

**COMMUNITY**  
52-Piece Service for 8

**\$74<sup>50</sup>**

Complete with Chest  
\$1.50 WEEKLY

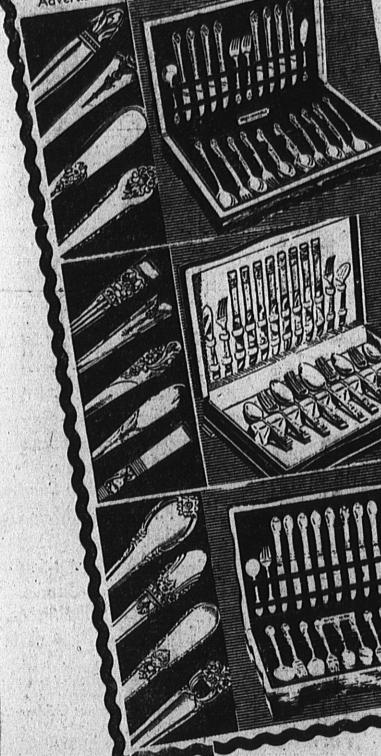
Fine silver craftsmanship. Choices of  
"Morning Star," "Evening Star,"  
"Lady Hamilton," "Coronation,"  
and "Milady."

**1847 ROGERS BROS.**  
52-Piece Service for 8

**\$69<sup>75</sup>**

Complete with Chest  
\$1.25 WEEKLY

Choose from 5 lovely patterns:  
"Adoration," "First Love," "Eternally Yours,"  
"Remembrance," and "Daffodil." Great Value!



LADIES' & MEN'S  
**BULOVA**  
with  
EXPANSION BANDS

**\$33<sup>75</sup>** Fed. tax incl. choice  
**\$1.00 WEEKLY**

Two great Bulova watch values, priced low for such fine watches. 17 jewel ladies' or gents' 15-jewel with expansion bands.



LADIES' & MEN'S  
**ELGINS**  
with the  
DURAPOWERS  
MAINSRING

**\$29<sup>75</sup>** Fed. tax incl. choice  
**\$1.00 WEEKLY**

Ladies' or Men's 15-Jewel Elgin Dual Watch with the Durapower mainspring. 10K Rolled Gold Plate Cases. Buy now for Christmas.



LADIES' & MEN'S  
**GRUENS**  
THE PRECISION WATCH

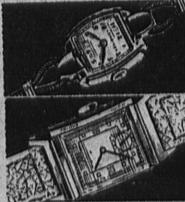
**\$29<sup>75</sup>** Fed. tax incl.  
**\$1.00 WEEKLY**

Gruen, the precision watch in 10K Rolled Gold Plate Cases. Your choice of ladies' or men's at this low price. Fed. Tax. Incl.



Ladies' & Men's  
**HAMILTON** Watches

Ladies' & Men's  
**LONGINES** Watches



From **\$52** Fed. tax incl.  
**\$1.50 WEEKLY**

Choice **\$71** Fed. tax incl.  
**\$1.50 WEEKLY**

LAWSON'S HEADQUARTERS  
for BULOVA • ELGIN • HAMILTON • GRUEN  
LONGINES WITTENEAUR WATCHES  
ON EASY CREDIT TERMS

**FREE!!**  
**\$1,000.00**  
IN VALUABLE PRIZES

Prizes to be awarded  
**OCTOBER 20**  
at the Civic Auditorium

Ask Manager for full details



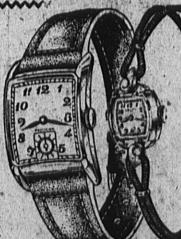
**3-DIAMOND RING** Regular \$150.00 **\$97<sup>00</sup>**  
**DIAMOND RING** Regular \$100.00 **\$69<sup>00</sup>**  
**DIAMOND & RUBY** Regular \$75.00 **\$49<sup>00</sup>**

Lawson's Easy Terms - Up to 1 year to Pay

**SPECIAL!**  
**Identification BRACELETS**  
Heavy Link Chain  
Regular \$4.95  
**\$2<sup>95</sup>**

**SPECIAL!**  
**PINKING SHEARS**  
Smooth Cutting  
Stays Sharp for years  
Reg. \$3.95 **\$2<sup>49</sup>**

**SPECIAL!**  
Gold Filled Ladies & Men's  
**EXPANSION WATCH BANDS**  
Reg. \$5.95 **\$1<sup>69</sup>**



Ladies' and Gents' **WATCHES**  
Natural Gold Color

**\$12<sup>95</sup>** Regular 24.75  
**CHOICE**

Easy Credit Terms—50c wk.

Lawson's for exceptional watch values. Your choice ladies' or men's guaranteed watches in 10-k rolled gold plate cases. Buy now and save!

**SPECIAL!**  
14K GOLD  
**Twin Wedding Rings**  
For Her—For Him  
Reg. \$19.75 **\$9<sup>95</sup>**  
For Both Rings

**SPECIAL!**  
30-PIECE  
**SILVERPLATE**  
Regular \$7.95  
**\$3<sup>95</sup>**

**SPECIAL!**  
Westinghouse  
**IRON**  
Real Value  
Regular \$16.95  
**\$8<sup>95</sup>**

**17-JEWEL LADIES' and MEN'S Waterproof Watches**  
• Sweep Second Hand  
• Shock Resistant Your Hands  
• Illuminous Dial Choice  
• Dustproof  
REGULAR \$37.50  
**\$24<sup>75</sup>**  
\$1.00 WEEKLY  
Your choice of these 17-jewel Ladies' or Men's waterproof watches for accuracy and exceptional rough wear. Real value!



**EXPERT WATCH REPAIRING ALL WORK FULLY GUARANTEED BY EXPERT WATCHMAKERS PROMPT SERVICE**

### LAWSON'S DIAMOND VALUES! Greatest Savings During Opening Sale!

WRITTEN GUARANTEE WITH EVERY DIAMOND SOLD  
Lawson's the House of Perfect Diamonds a Tradition nearly Half a Century

**11-Diamond Bridal Pair Both for \$125**

**10-Diamond Bridal Pair Both for \$99.50 \$2.00 Weekly**

**6 Diamonds Bridal Pair Both for \$79**

**8 Diamonds Both for \$175**

**7 Diamonds Both for \$150**

OUR PRICES ARE THE SAME CASH OR CREDIT NEVER ANY INTEREST OR CARRYING CHARGES

SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED

**SPECIAL!**  
**ELECTRIC TWIN WAFFLE IRON**  
Regular \$16.95  
**\$10<sup>95</sup>**

**SPECIAL!**  
**Silverplate BREAD TRAY**  
Regular \$4.95  
**\$2<sup>95</sup>**

**SPECIAL!**  
**Sterling Silver Candlesticks**  
Regular \$6.95  
**\$3<sup>95</sup>**

**SPECIAL!**  
**Sterling Silver Salt & Peppers**  
Regular \$7.95  
**\$4<sup>95</sup>**

### GRAND OPENING SPECIAL PLANTERS TABLE LAMP

Ideal for HOME STUDIO OFFICE

Sold Copper

Plants Not Included

**\$1**

With Any Purchase of \$15.00 or Over! Complete with Shade

# LAWSONS

1137 EL PRADO AVENUE TORRANCE  
Phone 3181 Open Friday and Saturday Eves 'til 9 p.m. during Sale

SEE OUR WINDOWS FOR OTHER GREAT VALUES