

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



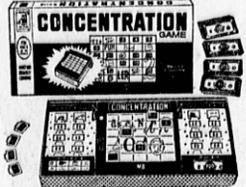
## BIG BEN SPECIAL IDEAL'S KISSY DOLL



22 1/2 inch kissing doll has rooted Sharon 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 Concentration. **\$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, quality 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-saving 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

Combine skill and the fun of working with magnets.  
6.00 VALUE  
BIG BEN PRICE **\$3.87**

## 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  
EMENE—PLAYTIME  
HUBLER  
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  
WHIRLWAY  
COWBOY HAT  
DIAPER BAG SETS  
PLAY DOUGH  
TINKER TOYS  
TEA SETS  
DOCTOR SETS  
DOLLAR COLOR  
BOOKS  
CRAYOLA



## FINE IMPORTED 10 SPEED 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—Paterson—Babyline—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

## FANTASTIC WONDERLAND OF TOYS NOW OPEN • BIGGEST DISCOUNTS EVER!

IDEAL • MATTEL • GILBERT • LIONEL • BRADLEY • UNGAR • TRANSOGRAM • EMENE • TONKA • TINKER TOY • REMCO • TODOR • HASSENFELD • GOLDBERGER • PLAYTIME • HUBLER • ARCHER • MARK REST • COLOR FORMS • OHIO ART • PARKER • DAVIS • ARGO • ALUMINUM SPECIALTY CO.

# 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 & ammunition dept. in the beach area. Headquarters for Remington, Smith and Wesson, 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 aqua-filts standard binding.  
Value Single banna ski . . . 29.50  
BIG BEN PRICE **\$10.95**  
Value Double banna ski . . . 49.50  
BIG BEN PRICE **\$15.95**

## FAMILY FUN SET

FOOTBALL  
SCOOPBALL  
BASEBALL

Everyone will love this set. 7.50  
BIG BEN SPECIAL **\$4.87**



### LIQUID CENTER GOLF BALLS



Made by one of America's leading sporting goods manufacturers.  
Value \$6.95 Dozen  
BIG BEN PRICE **\$2.78**

### 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**

## WHEEL BALANCING

Weights Included **98¢**

## Terry Cloth SEAT COVERS EASY ON AND OFF COVERS ONLY

Perfect protection for late model car seat fabrics! Front or Rear Assorted Colors **\$2.19**

## Huge Discounts on... AUTO ACCESSORIES



PRESTONE SEALER and STOP LEAK  
36¢  
12 OZ. CAN



VISTA by Simonize  
CLEAN-UP SPECIAL  
\$2.25 Mtg. Lid  
Keep 10 m. on.  
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¢**

## TYDOIL OIL By Tidewater Oil Co. Regular 45c Qt.



Non Detergent 20 OR 30W  
BIG BEN PRICE **19¢**  
AUTO SAFETY BELTS  
Prevents many serious injuries! Proven by racing drivers and 1000's of motorists.  
NEW LOW PRICE **\$3.59**

## BIG BEN HOURLY SPECIAL

To Lucky Ticket Holder YOU CAN BUY A

REVERE 35MM STEREO CAMERA

**\$5.00** FULL PRICE  
Fill Out Coupon

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. 1-23-4, 1961

NAME .....

ADDRESS .....

PHONE .....

Tear out and bring this and deposit at store. Drawing 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

Fri., Sat., Sun., Mon. Only

## Men's Quality Watch

FOR ONLY **\$2.98**

PRICE FULL

Reg. \$9.95 value FULLY GUARANTEED FOR 1 YR.

With This Coupon



BRING THIS COUPON AND BUY TH