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BIG BEN



New SHOE Dept.

GRAND OPENING

New SHOE Dept.

JUST IN TIME FOR YOUR BACK TO SCHOOL SHOPPING
WITH THE BIGGEST SELECTION OF SHOES IN SOUTHERN CALIFORNIA

WOMEN'S CLOGS
In Gold, Black, White or Bone Leather.
Sizes 4 to 10 . . .

BIG BEN PRICE
\$3.00

TEEN TENNIS OXFORDS
Taper Toes and Square Toes . . . in white or assorted colors . . . canvas or corduroy . . . arch insole . . . sizes 4-10. Also in children's sizes small 5 to big 3.

Regular \$2.99
BIB BEN PRICE
\$1.00

MENS • BOYS • YOUTHS
WHITE TENNIS OXFORDS **\$1.87**

Suction cup soles, cushion arch insole. Little youth size 11 to men's 12.

Women's Folded Slippers
In a smart assortment of styles and colors, padded insoles. \$1.00 value.

In plastic carrying pouch. Genuine soft leather soles.

67¢

TEEN "PATCH" FLATTY PUMP
In black, brown, brass or bone leather with multi-color patches. Teen sizes 4-10; Misses' sizes 12 1/2 to 3. (In black only).

\$3.99 Value
BIB BEN PRICE
\$2.47

BOYS' DRESS AND SCHOOL OXFORDS **\$2.67** Big Ben Price

Black leather. Long wearing sole. Sizes 8 1/2 to 3. Reg. \$3.50.

ALSO MEN'S Sizes 6 1/2-12 IN BLACK OR BROWN—\$5.99 VALUE **\$4.77**

WOMEN'S ROLL TOP PUMP
New "Envelope" Vamp in black smooth leather. 18/8 medium heel. Sizes 4-10. \$4.99 value.

BIG BEN PRICE
\$3.87

Women's and Children's Famous Cape Cod Casuals
In a variety of styles and colors . . . Women's sizes 4-10. Little Girl sizes 12 1/2 to 3.

\$2.50 Value
BIB BEN PRICE
\$1.47

MEN'S FABRIC OXFORDS
Thick rubber sole in black or brown.

Reg. \$3.99
BIB BEN PRICE
\$2.37

Boys' and Men's Plain Toe Oxfords **\$3.77**

Genuine Goodyear welt . . . Black leather . . . Boys' sizes 1 to 6.

MEN'S SIZES 6 1/2 to 12 **\$4.77**

Men's and Big Boys DESERT BOOTS
In Gray Ruffie Buck Leather. Springy crepe sole.

Sizes 6-12. **\$3.87**

\$5.99 Value
BIB BEN PRICE

MEN'S CORDUROY SLIPPERS
Ideal for indoor and outdoor leisure . . . long wearing molded rubber sole. Assorted color combinations . . . sizes 6-12.

Regular \$3.99
\$1.87

Lady RONSON SHAVER
For smooth, gentle shaving

BIG BEN PRICE **\$8.71**

MEN'S SUNBEAM Shavemaster

BIG BEN PRICE **\$21.77**

MAN'S SHAVER RONSON

BIG BEN PRICE **\$14.88**

DIAMOND VALUE SENSATION
Breathtaking Beauty at a Record Low Price!

by the makers of famous FEATUR LOCK

11 DIAMOND ENSEMBLE
BIG BEN PRICE **\$59.87** PLUS TAX

Choice of 14K white or yellow gold
EASY CREDIT TERMS

Full PURCHASE PRICE LIFETIME GUARANTEE
Your full purchase price applied toward a higher priced diamond ring at any time.

Kings and Diamonds enlarged to show detail

We feature a tremendous selection of diamond ensembles at comparable prices.

YOUR WATCH CLEANED **\$3.99** Guaranteed for One Year

Man's 17 JEWEL WATERPROOF Automatic **\$33.95** PLUS TAX

Lady's 17 JEWELS **\$31.95** PLUS TAX

CHILDREN'S WATCHES

Big Ben Price **\$6.95** PLUS TAX

Westlock BIG BEN ALARM
Luminous Dial

Big Ben Price **\$6.87** PLUS TAX

Men's CUFF LINK SETS
In yellow - white

BIG BEN PRICE **\$1.97** From PLUS TAX

BIG PRICE SMASH ON ALL Transistor Radios!

8-TRANSISTOR RADIOS
Pocket size complete with battery Earphone and carrying cases.

Regular \$19.95
\$9.99

150 FOOT MAGNETIC RECORDING TAPE

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36¢

9-VOLT TRANSISTOR BATTERY

- 85-hr. life
- Fits most transistors
- Steel casing

Regular 39c
BIB BEN PRICE
2 FOR 25¢

RADIO & TV TUBES 50% OFF FREE TESTING!

REPEAT OF A SELLOUT!
THE MOST OUTSTANDING OFFER EVER MADE!

WITTNAUER
A DIVISION OF LONGINES

CAMERA 35mm.
Complete with F2.8 lens, shutter speeds from 8 to 500th seconds. Wide angle lens and telephoto lens. Leather carrying cases for lenses and camera.

Regular \$275.00
THIS ENTIRE ENSEMBLE FOR ONLY
\$71.50

TREMENDOUS SAVINGS!

STORE HOURS: MON. - THURS. 12-9 FRI. 10-9:30 SAT. & SUN. 10-7