

COUPON FREE!
 TP
Free—10 Trips to Mexico!



During our gala Grand Opening celebration, 10 lucky couples can win a romantic 3-day vacation at beautiful Rancho La Puerta in Tecate, Mexico. Nothing to buy... all expenses paid. Take advantage of this opportunity to visit lovely Mexico.

FILL OUT COUPON ON PAGE 5, BIG BEN SECTION FRI.-SAT.-SUN. & MON.

On Hourly Special
 YOU CAN BUY
A PACKARD BELL COLOR TV
 FOR **\$10⁰⁰**
 FULL PRICE

FILL OUT COUPON PAGE 5, BIG BEN SECTION FRI.-SAT.-SUN. & MON.

BIG BEN JACKPOT
 Free—50 Trips to
Pierpont Landing
 in Long Beach



This is the spot for deep sea fishing... and 50 lucky people will win trips to this sportfishing capital of the world. Lots to do... lots to see... during an exciting, fun-filled day at Pierpont Landing in Long Beach.

FILL OUT COUPON PAGE 5, BIG BEN SECTION FRI.-SAT.-SUN. & MON.

GRAND OPENING SPECIAL
AUTOMATIC ZIG-ZAG SEWING MACHINE



FREE Console Cabinet with Purchase of Machine

NO ATTACHMENTS NEEDED!

VALUE **139.50**

BIG BEN PRICE \$49⁹⁵

Sewing becomes simple with this famous zig-zag sewing machine. It's nationally advertised in Life Magazine. With automatic tension, forward and reverse speeds, and more. You get both machine and cabinet for less than the price of the machine alone.

BIG BEN COUPON
 TP
REMINGTON 7" PINKING SHEARS
 VALUE \$1.95
BRING THIS COUPON FRI.-SAT.-SUN. & MON.
68¢

EVERYTHING FULLY GUARANTEED YOU MUST BE SATISFIED OR YOUR MONEY BACK!

SAVINGS ON WOMEN'S WEAR

BULKY FUR TRIMMED CARDIGANS
 Bulky knit cardigans. Fur trimmed with Alpine-Lamb-Fox, White Russian.
BIG BEN PRICE \$19⁷⁷

That Chic Look for a Smart Gals Wardrobe
BULKY SWEATER AND SLACK SET
 Beautiful Hi-Fashion Matching Set
BIG BEN PRICE \$8⁸⁸

The Ideal Christmas Gift
BULKY SWEATER AND SKIRT SET
 Full color range selection
BIG BEN PRICE \$8⁸⁸ Don't Miss This Value!

QUILTED ROBES
 A cool night—a warm feeling. Trimmed in nylon tfoot.
BIG BEN PRICE \$8⁸⁸

NYLON BABY DOLL PAJAMAS
 Cool, comfortable, exotic.
BIG BEN PRICE \$3⁵⁷

BLOUSES
COTTON
 Dacron, cotton and nylon. \$2⁶⁷
 Special "Whip-cream" fabric. \$3⁵⁷
 Nylon dacron and pure silk. \$8⁸⁸-\$9⁸⁷
 Trimmed embroideries, Venice lace, pleating box pleating—crystal trim.

LAY A WAY FOR CHRISTMAS
DRESSES
 Large Selection
 Full fashions. Finest fabrics. Choice of color and patterns.
 VALUE 12.95
BIG BEN PRICE \$8⁸⁸

SPECIAL VALUES ON MEN'S WEAR
 FOR MEN... and boys, too!

MEN'S BULKY KNIT PULLOVER SWEATERS
 ★ Crew neck or boat neck
 ★ 100% Shetland wools
 ★ Many colors to pick from
 ★ Sizes: S-M-L
BIG BEN PRICE \$4⁹⁷

Coupon Good FRI.-SAT.-SUN. & MON.
MEN'S STRETCH SOCKS TP
 ● 100% nylon stretch yarn
 ● Reinforced heels and toes
 ● Choice of plaids and stripes
 ● Grey, blue, brown, etc.—one size fits all!
BIG BEN PRICE 17¢

BOYS' POLISHED COTTON IVY MODEL SLACKS
 ★ Four Pockets—pre-cuffed
 ★ Completely Wash 'n Wear
 ★ Colors: Black, Lodge, Charcoal & Antelope
 ★ Sizes 6-16
BIG BEN PRICE \$1⁷³
 VALUE 2.95

BOYS' FLANNEL SHIRTS
 Made of premium quality cotton flannel. Top-stitched collar. Assorted patterns and colors. Sizes: 8-18.
BIG BEN PRICE \$1¹⁷

MEN'S SPORT COATS
 Among these beautiful packages are the latest three button styles. Available in the newest Fall shades and tones sizes: 36-46 reg., short or long.
 ★ Favored for city, country and campus wear.
 ★ Combining comfort and good looks.
 ★ An impressive selection of patterns, weaves and colorings.
 VALUE 19.95
BIG BEN PRICE \$12⁰⁰

LUXURIOUS DRESS SLACKS
 These specially cut, comfortable designed slacks won't stay in stock long at this fabulous price. Specially designed for dress or leisure living. Pick from a large selection of solids and checks. Available in cambridge grey, charcoal brown, and olive. Both plain and pleated models in a year-round weight. Sizes 30-42.
 VALUE 8.95
BIG BEN PRICE \$3⁹⁹

BOYS BOMBER JACKETS
 ★ Toasty warm quilt lining
 ★ Smooth polished cotton ostershell
 ★ Latest cool weather colors
 ★ Sizes: 6-16
 VALUE 5.95
BIG BEN PRICE \$3⁶³

MEN'S DRESS SHIRTS
 ● Made of selected fabrics
 ● Button-down or spread collar
 ● A shirt that will go through washing after washing with no sign of wear
 ● Sizes: neck 14-7, sleeve 32-35
 VALUE 2.98
BIG BEN PRICE \$1⁷⁷

Coupon Good FRI.-SAT.-SUN. AND MON.
Boys' Suspender DUNGAREES
 Washable denim—detachable suspenders. Reinforced at all points of strain. Zipper fly, four pockets.
BIG BEN PRICE \$1¹⁹ TP

BUYS on LINENS and DRAPERIES
 G.E. Automatic

ELECTRIC BLANKETS
 2-year Guarantee
 Washable
 100% Nylon Binding
 Pink or Blue
 Value \$19.95
BIG BEN PRICE \$12⁸⁸

FREE TRAVERSE TRACK
 Complete with cord Ready to install with your purchase of any pair of ready made DRAPES from \$4⁹⁵ pr.
 Complete line of plain and print ready draperies
 Guaranteed Color Fast

SILK & ACETATE PILLOWS
 ● 18 Colors
 ● Tremendous Selection
 ● Welt Edge
 ● Covered Buttons
 Regular \$1.49
BIG BEN PRICE 67¢

GENUINE DAN RIVER SHEETS AND PILLOW CASES
 130 THREAD COUNT GELLOPHANE WRAPPED SANFORIZED
 Value \$2.19
 72x108 or Twin Fitted \$1.57
 Value \$2.39
 81x108 or Dble. Fitted \$1.77

BIG BEN GRAND OPENING SHOE SALE
 For Ladies—MEN—GIRLS—BOYS

The Best Value Anywhere!
INFANT SLIPPERS
 Warm and comfortable. Many attractive colors. Sizes 4-9.
BIG BEN PRICE 87¢

A Terrific Value
WOMEN'S DRESS FLATS
 Rainbow assortment of colors in group. Sizes 4-9.
BIG BEN PRICE \$1⁰⁰

BOYS' ALPINE OXFORDS
 Genuine glove leather uppers, cushioned crepe soles. Sizes 10 to big 3.
BIG BEN PRICE \$2⁹⁷

WOMEN'S IMPORTED BELGIUM SLIPPERS
 Colorful felt uppers. Cushioned crepe soles. SIZES 4½-9
BIG BEN PRICE \$1⁴⁷

Guaranteed Quality
MEN'S CREPE OXFORDS
 Leather uppers, cushioned crepe soles. Sizes 6½-11.
BIG BEN PRICE \$4⁴⁷

A Must Buy
GIRLS' SADDLE OXFORDS
 Attractive, classic styled oxfords. Size 8½ to big 3. While they last.
BIG BEN PRICE \$2⁶⁷

BIG BEN
 CORNER OF GRENSHAW BLVD. AND PACIFIC COAST HIGHWAY IN TORRANCE

YES, Everything Costs Less At Big Ben
DON'T MISS BIG BEN'S HOURLY SPECIALS EVERY HOUR
ON THE HOUR FANTASTIC GIVE AWAY BUYS!