



TORRANCE
CRENSHAW
WESTERN
PACIFIC COAST HIGHWAY

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 Saran 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.

Value \$4.00
 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 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 throughout. More power for hill climbing—remote control starting, stopping and reversing. 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
 Combines 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
 EMENEE—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
 WHIRLAWAY
 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 1/2" 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—Peterson—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 • EMENEE • TONKA • TINKER TOY • REMCO • TUDOR • HASSENFELD • GOLDBERGER • PLAYTIME • HUBLER • ARCHER • MARK • BEST • 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 equal-flex standard binding.
 Value Single banana ski... 29.50
 BIG BEN PRICE **\$10.95**
 Value Double banana ski... 49.50
 BIG BEN PRICE **\$15.95**

FAMILY FUN SET

FOOTBALL
 SCOOPBALL
 BASEBALL
 Everyone will love this Reg. 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**
 Dozen

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

Batteries
 6 VOLT BATTERY Group #1
 12 MONTH GUARANTEE
 BIG BEN PRICE **\$5.88**
 exchange

WHEEL BALANCING
 Weights Included **98¢**

Terry Cloth SEAT COVERS
 EASY ON AND OFF COVERS ONLY
 Perfect protection for late model car seat fabric!
 Front or Rear Assorted Colors **\$2.19**

Huge Discounts on... AUTO ACCESSORIES

PRESTONE SEALER and STOP LEAK
 36c
 12 OZ. CAN
 Plugs, seals radiator leaks! Saves valuable anti-freeze.

VISTA by Simonize
 CLEAN-UP SPECIAL \$2.99 Reg. \$3.99
 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¢**
 Qt.
AUTO SAFETY BELTS
 State Approved
 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, 2, 3, 4, 1961.

NAME _____
 ADDRESS _____
 PHONE _____

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

FRIDAY, SATURDAY, SUNDAY, MONDAY ONLY

TP BRING THIS COUPON AND BUY

Men's Quality Watch

FOR ONLY **\$2.98** FULL PRICE Reg. \$9.95 value

GUARANTEED FOR 1 YR. With This Coupon

FRIDAY, SATURDAY, SUNDAY, MONDAY ONLY