

LAWSON'S CHRISTMAS JUBILEE OF GIFTS

Christmas Gifts For 'HIM' Need Extra Selecting

One would think that Santa Claus being a man himself, would do better in his distribution of gifts to the male population! Mom and Sis and the kids are pretty sure to find their heart's desire under the tree but the man of the house all too often finds another gay and gaudy necktie, a couple of not very glamorous shirts and a can of his less than favorite smoking tobacco.

It's high time for some imagination to be used in the choice of gifts for Dad and Granddad, Hubby, Uncle and Boy Friends.

The new styles in men's jewelry are extremely smart and good looking and therefore make extremely appealing and suitable gifts. The rich conservatism in men's clothing calls for more shirts with French cuffs and these in turn call for more cuff links.

A complete wardrobe of cuff links with matching the bars should be the goal of every well dressed male. To make this a Christmas "He will long remember give him a really fine watch! Or give him a handsome ring that he will be proud to wear."

With so many women these days working outside their homes getting pay checks, women should take an increased interest in gifts for their men. Lawson's Jewellers have a complete selection and experienced salespeople to help you choose just the right Christmas gift for "him."



IN OFFICE . . . Mrs. Laurine Trimble always can be seen busily at work in the office at Lawson's. She is a two year Torrance resident, living with her husband at 2325 Selma Ave.

Necklace Important Day, Night Wear

The news is at the neckline. For day and night wear, the big collar is all-important, and the focal point for a jeweled detail for accent.

Unquestionably the necklace has become an important addition around the throat. In white pearl, rhinestone, gold chain or colorful beads, the necklace is important for every occasion.



DIAMONDS . . . Diamonds, all sizes and shapes, but each sparkling with magnificence, are on display now at Lawson's Jewellers. An invitation to "come in and look around" for your Christmas gift purchases, has been extended by the management of the finest store.



VETERAN . . . A veteran of 35 years in the jewelry business is A. Robinson, vice-president of Lawson's Jewellers. He has been a California resident for 12 years, active in community life. Robinson is vice-president of the Lions Club, a member of the new Elks Club, and a member of the Torrance Moose Lodge and the Chamber of Commerce. He is in Masonic Lodge, and wishes to all a Merry Christmas.

Lawson's Feature Easy Credit Plan

Because of Lawson's unique position in the credit field, they are able to bring the best values to their customers at very easy terms.

Their "no money down"—"up to a year to pay," terms are possible because Lawson's carry all their own accounts, and deal directly with each customer individually. No finance company is ever involved, each customer discusses his own personal situation as friend to friend with Lawson's manager and arranges payments to suit his pocketbook.

By carrying their own accounts Lawson's does away with unnecessary delay and red tape and can offer a more personal service to each individual customer. Come in during Lawson's Jubilee and get the details of Lawson's famous easy credit plan.

Buyers Search The Globe for Merchandise

Lawson's buyers constantly search the great markets of America and other trade centers of the world to serve their customers with the most up-to-date and the most wanted merchandise.

Charles Hill, of Lawson's, recently has returned from an extended swing through Europe in his search for better values for their customers. Hill spent weeks finding extra special buys in from the Black Forest, Mulich and Hamburg; and unusual gift items from Rome, Milan, and Paris.



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Diamond Care Important Jewelers Say

If you own or intend to own a diamond you'll want to know about its care. Like any "personality," a diamond responds to attention. While not easily destroyed, the stone can be chipped, dimmed by dirt, or carelessly lost from a loosened setting. These precautions are suggested:

Don't drop or bang the diamond against a hard surface. Although the hardest substance in nature, it will crack and chip.

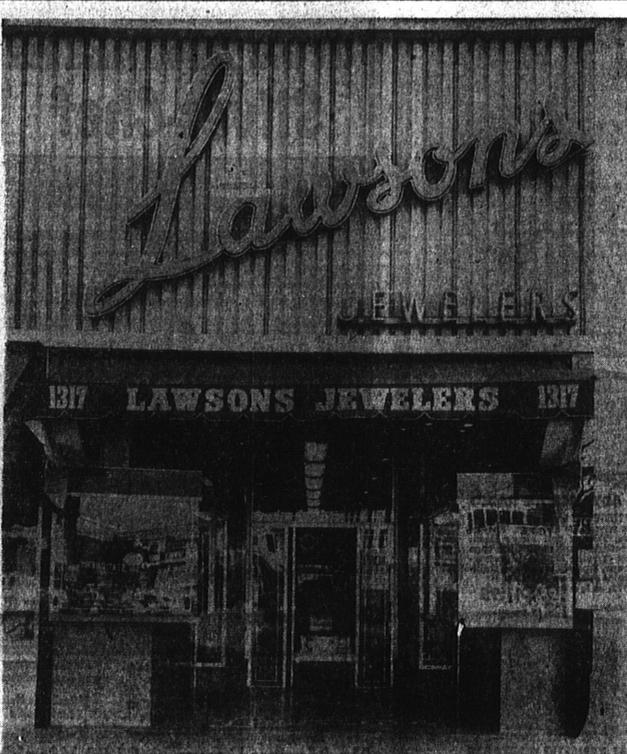
Don't jumble diamond pieces together in a jewel box. Remember that diamonds have the power to scratch one another, though no other jewel can scratch them.

Don't risk extremes of heat and cold. Internal flaws that you have never seen may be enlarged and come to light. In two cups of hot water put one tablespoon household ammonia and a few soap flakes. Or make hot suds with any good detergent. But don't rinse in icy water afterward!

Don't expect mere hand-washing to keep your rings clean. The soap collects on the under side and dims the stones. The natural oils of the skin are attractive to diamonds. Dust, soot, the film of oil that is gathered and it must be dissolved or scrubbed off. Use hot suds and a little eyebrow brush. Rinse in tepid water, dip in alcohol to cut any remaining soap film, drain on tissue.

Bring your diamonds into Lawson's Jewellers every six months for an examination. They'll be glad to test for loose stones and bent pins or safety catches. Lawson's also have new ideas for resetting the same old stones to give entirely new effects. There's no item of apparel that can be remade so many times and look so smart as your diamond jewelry.

For an outstanding selection of exquisite, fiery diamonds in every price range come to the jewelers who have a reputation for beauty, style and quality in diamonds . . . Lawson's Jewellers.



HOLD YULE JUBILEE . . . The newly redecorated Lawson's Jewellers at 1317 El Prado is now holding its Christmas Jubilee of Gifts, with gifts galore offered at a price range within everyone's budget. Everything for the loved ones . . . diamond rings, watches, radios, cameras, electric shavers, silverware, jewelry, typewriters, all are available at Lawson's confidential, easy-payment credit terms.

Watches Always Are Right For Fine, Appreciative Gift

If you're groping for a gift, fine watch. Even the person who "has everything" will thrill to the beauty of a truly handsome watch. At Lawson's Jewellers you'll find all the famous, nationally advertised watches such as Hamilton-Illinois, Longines-Wittnauer, Omega, Bulova, LeCoultre, Gruen, Elgin and many others in an exciting array of styles at modest prices. Watches from Lawson's are your best buy for a gift that will give a lifetime of pleasure.

Solve your gift problems by selecting a fine watch this week from the wide selection of styles at Lawson's. There you'll find a watch that exactly suits the taste of the person you're shopping for—and one that exactly suits the limitations of your pocketbook—and, at Lawson's, you can arrange a convenient, confidential easy-payment plan. The address, of course, is 1317 El Prado.

FRIENDLY . . .

Ruth Robinson, wife of Lawson's Vice-President A. Robinson, is manager of the Credit Department. She is a member of the Lionsess, and a member of Torrance Business and Professional Women.



SET FOR CHRISTMAS . . . The gaily-decorated Lawson's Jewellers at 1317 El Prado speaks for itself with the coming of the Yuletide season. Gifts for all, at prices within the budget of all, are on display now. All are available on Lawson's easy, confidential, credit terms.

Bargains Galore At Lawson's Now

There will be bargains galore at Lawson's Jewellers, 1317 El Prado, during their Christmas Jubilee of Gifts, another in a series of special events, it was announced yesterday.

The object of Lawson's big Christmas Jubilee is to bring to the shoppers of this growing community a large selection of new and wanted merchandise, ideal for the Yuletide season, yet priced within everybody's budget.

Everything you want to make this a truly Merry Christmas for your loved ones . . . diamond rings, watches, radios, cameras, electric shavers, silverware, work-saving electrical appliances typewriters, jewelry . . . all BIG values now at Lawson's, and on confidential easy-payment credit terms.

Lawson's Jewellers attract wide patronage through their policy of offering high quality and personal service. Their personal have pledged themselves to offer their customers the greatest amount of service, courtesy and convenience so as to make shopping at Lawson's Jewellers a pleasure and a delight.

Typical of the feeling Lawson's Jewellers expresses in the community is told in this statement issued yesterday by Robert W. Lawson:

"Your confidence in this fine American community is shared by Lawson's. That is why we have made an investment here in its future. We hope we are an important part of your daily lives, as your family jewelry store for values."

"What we do mean by 'values' is more than low prices! Values at Lawson's will stand for MORE quality for your money. Here are some of the reasons why:

"A staff of buying specialists constantly combing the markets.

"Twelve store buying power—wit histories conveniently located in Torrance, San Bernardino, Santa Monica, Norwalk, Lancaster, Reseda, Oxnard, El Monte, Downey, Bellflower and two in Bakersfield.

"Maximum economy through sterilized store design and operation.

"A policy of small profits for the biggest bargains for our customers.

"A liberal, easy confidential

Twelve Lawson's Stores Are Ready to Serve You

Twelve Lawson's Jewellers stores serve Southern California, including the Torrance store, at 1317 El Prado.

Other locations are: 374 "E" St., San Bernardino; 415 "A" St., Oxnard; 1507 - 19th St., Bakersfield; 1833 Sherman Way, Reseda; 304 W. Valley Blvd., El Monte; 1350 Third St., Santa Monica; 16527 Bellflower Blvd., Bellflower; 5228 E. First Street Blvd., Downey; 11721 Rosecrans Ave., Norwalk; and 2023 Chester Ave., Bakersfield.

credit payment plan. To aid in pleasing our customers, Lawson's guarantees your satisfaction or your money back."



MANAGER . . . David Tanner, manager of Lawson's Jewellers, cordially invites all Torrance people to come in and say "hello." A Navy veteran, Tanner recently has purchased a home in Walteria, where he resides with his wife, Barbara, and their two-year-old daughter, Lynda Ruth.

Clocks are Tops As Gift Items

Clocks make ideal gifts for young and old, married or unmarried. Yes, clocks, make ideal Christmas, wedding, birthday and anniversary gifts because they are utilitarian and the price range is varied enough to meet every gift-giving budget.

To give you an idea of the scope of clock models and styles available today, you will find it rewarding to visit Lawson's Jewellers during their Christmas Jubilee.



SALESWOMAN . . . Mrs. Claire Jones is one of the helpful and understanding saleswomen at Lawson's. She is the mother of four children.

Careful Gift Selection Is All Important

By ROBERT W. LAWSON
So the gift, so the friendship. Carelessly chosen gifts usually

mark a careless admiration; while gifts such as one finds in our magnificent assortment are wholly suggestive of affection of the truest sort. Always giveable gifts, always acceptable gifts. They're the only kind we have on display.

The problem of choosing the right present vanishes the instant one enters and sees our fine selections of everything from inexpensive jewelry to beautiful, fiery diamonds. Not forgetting, of course, the wonderful work-saving electrical appliances we carry.

Look where you will, at Lawson's you'll see fascinating suggestions . . . for mother, for father, for wife, for husband, for sister and brother and the others to be remembered by you.

Strange indeed if one cannot find a present to satisfy both fancy and purse from a selection so large, so diversified and so modestly priced. With a sensible, easy-payment plan at your disposal . . . Lawson's Jewellers



REPAIRMAN . . . Hal Massie holds down the watch repair department at Lawson's. A member of the Optimist Club, Massie has been a Torrance resident for 27 years. For 10 years he has specialized in keeping everyone's watch "on time." Hal just has moved into his new home at 1785 Iris St., with his wife and two children.