

YOU ARE INVITED TO ATTEND THE *Opening* OF **WEISFIELD & GOLDBERG'S**

CREDIT JEWELRY STORE IN EUGENE
at 881 WILLAMETTE

FRIDAY AND SATURDAY, NOV. 1st, 2nd
HOURS 9:00 A. M. TO 5:30 P. M

PERFECT *Diamonds*

Are Assured by Weisfield's 10-Store Buying Power... The Largest in the Northwest

"Miss Simplicity" PERFECT DIAMOND SOLITAIRE

A Feature
Value at

69⁵⁰

Exquisitely simple, undadored mounting of 14-karat gold, set with a glorious, fire-filled perfect diamond in high Tiffany-type mount.

OPEN AN ACCOUNT... PAY 1.25 WEEK



"LIBERATOR" MIZPAH
DIAMOND FOR MEN
In 14K gold... **49.50***
"...and Mizpah, for he said, May the Lord watch between me and thee when we are absent one from another."
Genesis - 31:49



PERFECT DIAMOND
MATCHED PAIR
Both Rings... **150.00**
A perfect diamond glorifies the handsomely wrought, perfectly matched bridal pair.
2.00 WEEK



PERFECT DIAMOND
ENGAGEMENT RING
In 14K gold... **169.50**
Three glorious diamonds sparkle in this daintily fashioned engagement ring of 14K gold.
2.00 WEEK

AMERICA'S FAVORITE

Watches

★ BULOVA ★ HAMILTON ★ LONGINES ★ WYLER
★ ELGIN ★ BENRUS ★ GRUEN

AND OTHER FAMOUS MAKES

15-JEWEL BULOVA WRIST WATCH FOR MEN

29⁷⁵

PAY
ONLY
1.25 WEEK

Handsomely styled, model in smart, modern Sun-gold finish case over accurate, dependable 15-jewel movement. A watch for any man to wear proudly!



HAMILTONS **52.50** AND UP
GRUENS **37.50** AND UP
BENRUS **24.75** AND UP
ELGINS **29.75** AND UP

★ OPEN AN ACCOUNT

★ TAKE UP TO A YEAR TO PAY

Now.... A WEISFIELD & GOLDBERG STORE TO BETTER SERVE OUR THOUSANDS OF LANE COUNTY CUSTOMERS

Today at 9:00 A.M. we open the doors of our new Eugene jewelry store, and sincerely hope that our many Eugene and Lane County friends and customers will be on hand to take advantage of our opening day feature values, which will also be offered on Saturday. These opening day values are just a taste of the type of values we plan to bring you every week of every month during the years to come. We pledge you the benefits of our 10-store buying power in providing greater selections of fine jewelry, beautiful gifts and attractive things for the home — all at the lowest possible prices, and all on the easiest credit terms in town!

OPEN A WEISFIELD ACCOUNT NOW FOR PRE-CHRISTMAS GIFT BUYING

It will take only a few minutes to open a convenient WEISFIELD credit account. Then you can select all your Christmas gifts for every name on your list — add them all to one account and take up to a full year to pay for them. Save your bonds and pay out of income.

★ Up to a Year to Pay ★ As Low As 1.25 Week
★ Lay-Away Terms As Low As \$1 Down

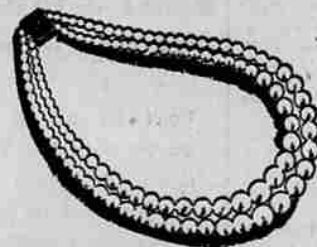
FAMOUS-MAKE SILVER PLATE

For Immediate Delivery

1847 ROGERS BROS. **64.75**
52-Pc. Service for 8

HOLMES AND EDWARDS
Inlaid **65.75**
50-Pc. Service for 8

COMMUNITY PLATE **71.50**
50-Pc. Service for 8
PAY ONLY 1.25 WEEK



2-STRAND SIMULATED PEARLS

Soft, lustrous pearls in favorite double strand necklace to wear with everything from sweaters to sequins. In satin-lined gift box.

Other Simulated Pearl Necklaces... **1.95 to 49.50***



GIFT RING SPECIALS!

Our Reg. **17.89*** Our Reg. **24.50***
24.50
LADY'S ZIRCON
Genuine blue zircon set in dainty mounting of 10K gold—for every lady!
MAN'S DIAMOND ONYX
Favorite black onyx set with a perfect diamond in 10K gold mounting.



ANTIQUED CHATELAINE

Handsomely-wrought antiquated gold finished chatelaines, draped with unusual fobs, joined by triple-strand link chain.

Other Chatelaines in wide variety... **1.00 to 39.50***

TRUST WEISFIELD'

TO BRING YOU THESE HARD-TO-GET

Opening Day FEATURES

LIMITED QUANTITIES for IMMEDIATE DELIVERY



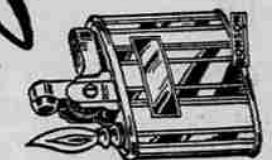
GILBERT
ALARM CLOCKS
1.75

Handy and reliable with large, easy-to-read dial in smart ivory enameled case.
ADD TO YOUR ACCOUNT



TRIG TEAKETTLES
2.95

Singing teakettles of gleaming chrome over solid copper base. Cool bakelite handle. CHARGE IT!



RONSON LIGHTERS
5.50 and 6.00

Your choice of shining chrome finish or new tortoise finish in popular Ronson lighters.

NO MONEY DOWN



PARKER "51" PENS
12.50

The famous pen with the sheathed point that writes dry! Plastic barrels with stainless steel caps. **1.25 WEEK**



"PRESTO" COOKERS
13.95

Save cooking time, flavor, vitamins with this finest of all meal-getting pressure cookers.

1.25 WEEK



1946 MIXMASTERS
31.00

Genuine Mixmaster with 18 speeds for every need. Complete with 2 bowls, juicer attachment.

1.25 WEEK



E.C.A. 5-TUBE RADIO
29.10

Sharp tuning, built-in antenna, automatic volume control in 2-tone walnut finished cabinet.

\$9.99 DOWN... 1.25 WEEK



SCHICK ELEC. SHAVES
15.00

Famous Colson model with exclusive "2M" hollow-ground head, complete with leatherette case.

1.25 WEEK

New 1946

Admiral

RADIO - PHONOGRAPHS
AND RECORD PLAYERS

In Limited Quantities



\$29⁹⁵

Plays 12-18 inch or 10-12 inch records. Automatically through your radio.

AUTOMATIC RECORD CHANGER PLAYS RECORDS THROUGH YOUR PRESENT RADIO

Hear your favorite records one after another without moving from your chair! This fool-proof automatic record changer has only 3 moving parts while changing records. In 5 seconds your new record is playing. The improved tone arm can be moved at any time without damage to the mechanism.

Also Limited Quantities of
FAMOUS MAKE RADIOS and PHONOGRAPHS

PAY ONLY 1.25 WEEK

Remember...

If Weisfield & Goldberg Can't Repair
Your Watch—
Throw It Away!

(* Add 20% Federal Tax to These Prices.)

WEISFIELD & GOLDBERG

881 WILLAMETTE