

WEISFIELD'S TO OPEN NEW STORE HERE WEDNESDAY

Growth of Medford Area Recognized; Credit Policy Told

Weisfield's, the West Coast's largest chain of credit jewelers, will open a new and modern store in Medford tomorrow. Doors will open at 9:30 a.m. and remain open until 9 p.m., it was announced by John Nuich, store manager.

Weisfield's leased property at 122 East Main st. several months ago, part of the old First National bank, and since then has done a complete remodeling job inside and out.

Recognizing that Medford is in the center of a fast growing area, Leo Weisfield, firm president, said: "We are proud to be welcomed into this prime location. We intend to continue here our ever growing policy of bringing famous brands at liberal credit terms to this community."

Modern Design

The new Weisfield store has a modern front of striking design. Inside display space is designed to give the customer every opportunity to examine merchandise on the shelves and offer the utmost in customer convenience, Nuich stated.

Weisfield's will feature diamonds and mountings obtained from distributors known throughout the world. There will also be a selection of nationally advertised watches.

In addition to precious jewelry, Weisfield's will carry extensive lines in nationally known costume jewelry, silverplate and sterling, cameras, luggage, small appliances, radios, television, dinnerware, housewares and giftware.

Employees of the new store will be Medford residents with the exception of Nuich and the credit manager, Freelyn Wenzel.

The thought that the average family should be able to enjoy the things they want and need, when they need and want them, is the backbone and inspiration of the Weisfield enterprise, the firm's president said today. A



LEO WEISFIELD
President of Company

new Weisfield store opens here tomorrow.

"It is difficult for most people to save up a nest egg for a specific item of merchandise that will add to their happiness or provide them with more leisure time," Leo Weisfield, the firm president declared. "Our firm encourages people to buy out of income and make small, regular monthly payments."

The Weisfield policy provides a way for the American of average means to acquire the better things of life through the use of personal credit, he said.

Plan Provided

This idea of selling on easy budget terms, within the reach

of the average American family, was pioneered by the founders of Weisfield's and one to which they have stuck through the years.

Weisfield believes that every young couple should have an engagement ring, that every family should have modern home appliances, and that every home should have the proper silver and dinnerware for entertaining, he added.

What at first may have seemed a strange and risky idea has proved itself, the executive said. Weisfield's has proved that advertised products could sell at national cash prices on the installment plan for jewelry, as well as for home furnishings, he concluded.

"If Sam Weisfield Can't Repair Your Watch Throw It Away," was the rather startling slogan which marked a first step to success for a tiny, 6 by 10 foot watch repair shop in Seattle in 1918.

This small watch repair shop was founded by the late Sam Weisfield who was joined in business a year later by the late Ralph Goldberg.

Since 1918 the watch repair shop has grown into a chain of stores extending through three states and totaling 20 stores.

Many Cities

The name Weisfield's is firmly established as a jewelry chain with modern stores in Seattle, Tacoma, Renton, Everett, Bel-

lingham, Bremerton, Port Angeles, Longview, Yakima and Pasco in Washington state. Oregon stores include Portland, Salem, Eugene, Roseburg and Medford. The California locations are Chico, Sacramento and Eureka.

Today Weisfield's employs many highly trained union watch makers who service thousands of watches every month. The firm has been authorized by several trans-continental railroad systems to give regular inspection service for their vital watches.

In servicing all makes of watches it has always been Weisfield's policy to use only factory-authorized parts as far as possible. This entails stocking literally millions of tiny parts.



JOHN NUICH
Store Manager Here

THE WEST COAST'S
GREATEST
DIAMOND VALUES
STYLES FOR LADIES AND MEN

75⁰⁰ Value
Your Choice
\$59⁵⁰ Each
NO MONEY DOWN
ONLY 1.25 A WEEK

- SELECT YOUR RING NOW AND SAVE
1. **ASTRID 15-DIAMOND WEDDING BAND**
15 sparkling diamonds are beautifully set in a modern 14-karat gold mounting. See it. No Money Down—Pay Only 1.25 a Week
 2. **TOSCA WITH BRILLIANT SOLITAIRE**
An exquisite bridal pair mounted in 14-karat gold daintily carved with orange blossoms. No Money Down—Pay Only 1.25 a Week
 3. **DAVID MAN'S DIAMOND SET ONLYX**
Handsomely carved mounting is of 14-karat gold. Diamond is set in black onyx. No Money Down—Pay Only 1.25 a Week

Illustration Enlarged to Show Detail

122 EAST MAIN
MEDFORD

Expert
WATCH REPAIRING

INSPECTION OVERHAUL
Your watch will be scientifically examined, cleaned and adjusted. Bring it in tomorrow.

4⁹⁹
ALL FOR ONLY

JUST ADD IT
TO YOUR
WEISFIELD ACCOUNT

NO MONEY DOWN
25c A WEEK

FREE "LOANER" WATCH WHILE YOURS IS BEING REPAIRED

Values to 5.95
TONE ON TONE
COSTUME JEWELRY
Your Choice
2⁹⁵
NO MONEY DOWN
25c WEEK
Opaque and jewel like stones are contrasted and harmonized in unusual design.

REG. 4.95
BRASS PIN-UP or DESK LAMP
WITH FLEXIBLE NECK
2⁴⁹
NO MONEY DOWN
ONLY 25c WEEK
A modern desk and reading lamp that is as handsome as it is practical. Goose neck for easy adjusting.

REGULAR 39.95
3-WAY
TRAVLER
BATTERY ELECTRIC PORTABLE
RADIO
\$19⁸⁸ LESS BATTERIES
No Money Down — Only 75c Week

- 5-Tube Set, Super-Sensitive Circuit
- Built-In Ferramic Rod Antenna
- 5" Alnico Dynamic Speaker
- Automatic Volume Control
- Exceptional Tone Quality
- Superior Long Distance Performance

Smartly styled portable in a choice of grey, maroon, forest green or mahogany color. Buy now and save!

REGULAR 19.95
COMPLETELY
AUTOMATIC
2-SLICE
TOASTER
with heavy appliance cord
\$7⁸⁸
NO MONEY DOWN
25c A WEEK

This toaster has all the features of those selling for much, much more. It is pop-up type with automatic light-dark control and a handy crumb tray.

WEISFIELD'S
THE WEST COAST'S LARGEST
CREDIT *Jewelers*

122 E. MAIN ST. — MEDFORD
OPENING DAY HOURS: Wednesday 9:30 a.m. til 9 at Night

SPECIAL PURCHASE
SALE
FINE QUALITY IMPORTED
HI-POWER PRISM **BINOCULARS**
1/2 PRICE AND LESS
LEATHER CARRYING CASE INCLUDED FREE!

FOR THE SPECTATOR
6x30
REG. 35.00
14⁸⁸
LEATHER CARRYING CASE INCLUDED
Guaranteed one year. Hard coated lenses. Interlocking washers keep glass aligned. No Money Down—50c A Week

8x30 Regular \$40
NO MONEY DOWN **18.88** 50c A WEEK
Guaranteed 1 Year. With carrying case

FOR THE HUNTER
7x35
REG. 50.00
18⁸⁸
Leather Carrying Case Included
NO MONEY DOWN . . 50c WEEK

WEISFIELD'S
Jewelers
122 E. MAIN — MEDFORD

Guaranteed 1 year. Hard coated lenses, wide range vision, individual focus. BUY NOW AND SAVE

THE WEST COAST'S
GREATEST WATCH VALUES
Choice of Styles for Ladies and Men

LESS THAN 1/2 PRICE
REG. 24⁷⁵
NOW ONLY **11⁸⁸**
LONG EASY TERMS
25¢ A WEEK

A VERY SPECIAL WATCH PURCHASE! Varied Styles
We had a rare opportunity to buy a large quantity of imported watches and pass the savings on to you. In this group: men's and women's styles galore. But hurry!

LIMITED QUANTITY ON SOME STYLES . . HURRY!

WEISFIELD'S
THE WEST COAST'S LARGEST
CREDIT *Jewelers*

122 E. MAIN STREET — MEDFORD
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