

WEISFIELD'S

Introduce the *NEW*

CROTON *Antarctic*

SELF-WINDING 17-JEWEL WATCH

with Proven Rugged Precision Movement

✓ PLUS NEW *THIN* STYLING

SELF WINDING

WATERPROOF

ANTI-MAGNETIC

SHOCK RESISTANT

UNBREAKABLE MAINSPRING AND BALANCE STAFF

THIS IS THE WATCH THAT WENT TO THE ANTARCTIC

with Admiral Byrd on Operation Deepfreeze. It was snowed on, rained on, sleeted on. It was never wound. It was dropped, hit and knocked against ice. It lived in temperatures from 100 above to 40 below, and it never lost a second. This watch is waterproof***, self-winding, shock-resistant, anti-magnetic, with a guaranteed unbreakable mainspring and balance staff. That's why Croton can guarantee it unconditionally for 3 years. And now, with its new slim case and handsome face, it looks good enough to go anywhere.

69⁵⁰

A YEAR TO PAY

AS ADVERTISED IN THE SATURDAY EVENING POST

3 YEAR GUARANTEE

*The Guarantee: "If within 3 years, the Antarctic fails to perform through any mechanical defects (outside of abuse), we will repair at free of charge."

WEISFIELD'S

THE WEST'S LARGEST CREDIT

Jewelry

122 E. Main Medford Ph. SP 3-5348

... OPEN EVENINGS UNTIL 9 P.M.

*As long as case is unopened, crystal and crown intact