

Weisfield's Store In Shopping Center To Open Thursday

Weisfield's, considered the West's largest chain of credit jewelers, will open a new store in the Medford Shopping Center Thursday.

Mike Alesko, store manager, said the firm will open at 9:30 a.m. and on Monday and Friday nights the store will remain open until 9 p.m.

The new store's interior is up-to-date in design with display space arranged to allow customers to examine the merchandise if they wish. In addition to diamonds and watches, the firm merchandises costume jewelry, silver-plate, sterling, cameras, luggage, small appliances, radios, television sets, dinnerware, housewares and giftware.

Twelve Medford area per-

sons will be employed at the new store.

To Continue Policy

"We are proud to be welcomed into such a fine location and intend to continue here our thriving policy of selling famous brand merchandise on liberal credit terms," according to President Leo Weisfield.

The method of selling consumer goods on easy budget terms was pioneered by the founders of Weisfield's Jewelers. The history of the firm as it is known today goes back to 1918 when the Weisfield and Goldberg store opened in Seattle. Sam Weisfield and his brother-in-law, Ralph Goldberg, began their business with a watch repair shop.

Shortly after their opening, Leo Weisfield joined his brother and encouraged the growth of the firm by instituting jewelry sales. In 1950, the name became Weisfield's Jewelers. Now the Weisfield's claim the distinction of being the largest jewelry firm on the West Coast.

There are 33 Weisfield's stores located throughout Washington, Oregon, Idaho and northern California. The home office is in Seattle.

On Ability To Pay

It was explained that the firm's "simplified credit" plan is contingent upon one's ability to pay. The customer sets the terms and there is no down payment necessary. There is also no limit to the amount that can be charged, according to Alesko.

Customers may open an account on the basis of a charge-a-plate or recognized credit card. Credit is also available to college students, servicemen and responsible minors.

"Young Americans are reliable citizens and should be permitted to get a start toward acquiring the things they need and want as soon as they feel they are able to do so," he added. A Weisfield credit card is good in any of the firm's 33 stores.

Alesko has been with Weisfield's for nine years. He has been manager of the downtown store in Medford. That store will now be closed.

"Weisfield has made extensive surveys to determine the possibilities for a new store and believes that the Medford Shopping Center area is one of the most promising areas in the state," according to Alesko.



MIKE ALESKO
Store Manager

Hatfield Asked To End Dispute

Salem-UPB-Six officials of the Lumber and Sawmill Workers Union Tuesday asked Gov. Mark Hatfield to help settle a dispute with the Bate Lumber Co. at Walla Walla in Northeast Oregon.

Fighting erupted on the picket line at the Bate mill July 23. The strike began June 16.

The union committee, headed by Earl Hartley of Portland, executive secretary of the Western Council of Lumber and Sawmill Workers, asked Hatfield either to arbitrate the dispute or to appoint a fact finding board.

Hatfield, who met with the delegation for an hour, took the matter under advisement.

Hartley said the committee turned to Hatfield because the union is "exploring every avenue" for a settlement. Negotiating sessions broke off some weeks ago.

Others at Tuesday's meeting included Russ Chandler of Baker, secretary-treasurer of the union's Blue Mountain District Council, union officials from the Coos Bay, Eugene, Bend and Portland districts, and Warner Nunn, Hatfield's executive assistant.



LEO WEISFIELD
Company President

What could
the English
possibly mean by
"Gordon's
and splash?"

"Splash" is the English way of saying "soda water." Mixing it with Gordon's Gin is a popular pastime on the other side of the Atlantic. Most Americans prefer "tonic and ice" as a mixer. But on the choice of gin—complete accord. Gordon's. Its distinctive dryness and flavour seem to tip the balance. You'll find these qualities wherever you call for Gordon's by name; for every bottle is still based on Alexander Gordon's original 1769 formula. Could this be why Gordon's is the biggest-selling gin in England, America, the world?



DISTILLED LONDON DRY GIN 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN BY GORDON'S DISTILLERS LTD., LONDON, U.K. PRODUCT OF U.S.A.

OUR MISTAKES YOUR GAIN....

LEMON SALE

INTRODUCING OUR MISTAKE MAKERS:

Men's and Boys' Wear

Ed Culbertson, Buyer

Shoe Department

Don Platt, Asst.

Ready-to-Wear Dept.

Bob Nelson, Buyer

Domestic, Housewares

Kathleen Esp, Buyer

Children's, Lingerie

Audrey McCabe, Asst.

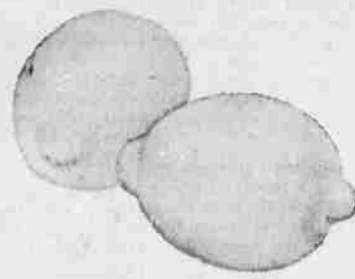
Accessories, Gifts

Hal Schmechel, Buyer

Leona & Helen, Assts.

Pat Bishop, Buyer

Doris Caldwell, Buyer



**BE EARLY!
ON SALE 9:30 A.M.
THURSDAY**

Lemons For Ladies

**WOMEN'S CLOTHING
Buyer: Kalamity Kate
READY-MADE FASHIONS?**

We have here a group of the most unusual dresses. The styles must be all wrong, the colors crazy or something is haywire. No one wanted them at their regular price so you see what you can do for these prices.

Values to 12.98 4.00
Values to 14.98 7.00
Values to 17.98 9.00
Values to 19.98 11.00

SWIM CAP close-outs . . . if nothing else use them in the shower. Obnoxious colors and styles. **2c**

TERRY SWIM JACKETS . . . they've laid around long enough. Famous make. Hope you like 'em. **1.88**

SWIMSUIT CHAOS! Good bye summer, hello Fall. No more swimming! That's what you think. With prices like these you could go tobogganing in these.

Values to 10.98 4.00
Values to 16.98 6.00
Values to 19.98 8.00
Values to 25.98 11.00
Values to 29.98 13.00

Ugly **JAMAICAS** and uninteresting **CAPRIS**. Horrible stripes, plaids, plaids in sickening colors. **88c**

BLOUSES! BLOUSES! You name the kind you want and we've got it! Dacrons, Cottons, Silks, Dressy and Shirts. All the ugly styles you could want in one big sick collection. **88c to 6.88**

SUMMER HELENCA short Cardigans, sweaters, . . . live for cotton dresses. There's nothing nice we can say about them. **4.99**

3 ONLY SWIM SUITS, famous make. Evidently no one liked them. Would you for? **1.88**

1 ONLY CABIN BOY LENGTH PANT. This one is a goodie. **88c**

Lemons for Men

**HABERDASHER'S HEADACHES
Men's Dept., Street Floor**

ANY LARGE SIZE MEN to squeeze into these large size lemons? **BERMUDA TYPE SHORTS**. Sizes 34 to 42. **2.99**

WE'VE HAD THESE long enough . . . they don't get any sweeter hanging around here. **RELT-ON MODEL COTTON SLACKS**. Sizes 27 to 32. **1.99**

One only **MEN'S SUIT** . . . a badly squeezed lemon. Size 46 reg. In dark brown. **23.71**

WE'RE LONG ON SHORTS! Men's tennis shorts. Famous make. Originally 3.95. You can steal these at just **37c**.

AN ODD ASSORTMENT of odd patterns in swimwear. Won't some of you odd-shaped customers with odd ideas come in and take 'em. Originally 5.95. Now odd priced at just **1.99**

MEN'S SLACKS? Not all sizes but just about every combination of fabrics you've ever heard of and some we made up. Regular 12.95. Now **1/2 PRICE**

WE'RE SHAKING THE TREE for the last time and these lemons are all yours. Entire stock of short sleeve sport shirts. **1/2 PRICE**

SOME SPORT reading this want to gamble? Take a chance in this sportcoat size 42, blue-ony. Originally 35.00. You can't lose at just **16.00**

HAVE YOU EVER HEARD of this famous brand dress shirt for just \$1.00? Well we haven't either so we priced this one at just **49c**

WE SALVAGED A FEW CHOICE ITEMS from the waste basket and decided to try just once more. **BARGAIN TABLE** with items priced so low we won't even mention the prices.

STILL LOTS OF SUMMER LEFT . . . Straw Hats. **1.99**

SLEEP PARTS . . . what are they? Separate pajama tops and bottoms. **1.00**

ACCORDING TO WEBSTER A LEMON IS A FRUIT LIKE AN ORANGE ONLY WITH A YELLOW SKIN AND A SOUR TASTE . . . WE THOUGHT THE FOLLOWING MERCHANDISE WOULD BE SWEET LIKE AN ORANGE . . . BUT, NOW IT HAS TURNED YELLOW WITH AGE AND SOUR TO OUR TASTE . . . PLEASE TAKE IT AWAY! ON SALE THURSDAY MORNING . . .

Lemons for Boys

**DELINQUENT SPECIALS
Boys' Dept., Lower Floor
Buyer: Emotional Ed**

SUMMER PAJAMAS for Small lemon pickers. Sizes 6 to 16. **1.00**

SHORT SLEEVE SPORTSHIRTS. Some orange, some lemon, some lime . . . some selection! **1.33**

WE'VE GONE ALL THE WAY on this one . . . knit shirts for boys. Includes 24 sleeve boatnecks, collar model gauchos — top brands. Stock up for school. **1.33**

BOY'S SWIM SUITS — not really lemons . . . simply too many of them. Famous make, entire stock. **1/2 PRICE**

BEACHCOMBER PANTS for boys — You don't have to be a beachcomber or even a lemon picker to wear these . . . white cotton twill. **1.44**

Domestic Lemons

**HOME HORRORS
Buyer: Horrible Hal**

FABRICS: Sour grapes have nothing on these real sour lemons—let's squeeze them out of the store. **400 YARDS ASST. SYNTHETIC FABRICS**, regular to 1.98 yd. **88c yd.**

The silkworm must have had a bad day, and are still spinning in these grapes when they made this mess of yarn. **180 YDS. SILK & RAYON FABRICS**, regular 2.98 yd. **1.33 yd.**

Matte Jersey is just a fancy name meaning "How awful can a fabric designer get and still get away with it?" **20 YDS. MATTE JERSEY**, regular 2.98 yd. **1.88 yd.**

Cottons—by the piece, by the yard, by the group, any way you want them, we will sure be glad to give them to you—even by the inch! **400 YARDS ASST. COTTONS**, regular to 1.39 yd. **77c yd.**

25 1/7c . . . **2 2/3c** . . .

LINENS:

Crying towels—You will really break yourself up over these. 5 only, regular 1.00 **33c**

Tablecloths—fit to cover anything—except a table that is. Many, many uses however, polish the car, cover the bird cage, scrub the floor. Many sizes too! **50 ODD CLOTHS**, regular 2.29 to 10.98 now going for **1/3 OFF**

DRAPES:

I could hang myself when I brought these but if you will hang them in your home, I will make you a real deal—by the way these are assorted curtains, all sizes, colors, and patterns. Regular to 5.98 **1.88**

For the low time rate—of perhaps for those who care to live dangerously. **OSNABURG SHORTIES** (curtains that is) Regular 2.98 **88c**

BEDDING:

Do you have four twin size beds? We have four twin size spreads in the most gosh awful color combinations you have ever seen. If you want a good laugh just stop in and see these. If you have real nerve buy them . . . well regular 10.98 (by the way they're quilted too!) **3.88**

WANTED: 10 people, must have tenacity, poor eyesight, bad judge of colors, and have a strong desire to have a quilted coverlet on their beds. **10 ONLY QUILTED COVERLETS**, reg. 10.98 ea. **7.88**

Need a spare? We have three to spare! Someone really good! We have 5 only. General Electric dual control air sleeping blankets. **NO BLANKETS JUST CONTROLS**, reg. 11.95 **5.88**

Kiddies and Lingerie Lemons

**LITTLE KIDS STUFF
FIGURE FLATTERERS
GAUDY GIRLS' THINGS
LINGERING LINGERIE
Buyer: Precarious Pat**

INFANTS:

Stretch sunsuits reg. 2.00 **.99**

1 Only Stretch Pajama reg. 3.00 **.19**

3 Only Stretch Romper Set reg. 4.00 **1.99**

5 Only Nylon Stretch Suits reg. 2.98 **1.49**

Swim Trunks reg. 1.49 **.49**

Walking Shorts reg. .50c **.09**

reg. 1.00 **.29**

reg. 1.98 **.59**

Little Boys' Shirts values to 2.25 **.59**

2 Only Boys' Long Pants reg. 3.98 **.59**

Here's a gaudy group of girls' ditty dresses. Just ripe for picking . . . we've squeezed all the juice out of 'em, we're leaving the peels for you!

GIRLS' & TEENS DRESSES

Values to 5.98 **2.49**

Values to 8.98 **3.49**

Values to 12.98 **4.49**

Values to 18.98 **5.99**

Here's another group of girl type things . . . too numerous to mention, too uninteresting to describe and too undesirable to think about. You'll have to see all this stuff to believe it.

FOR GALS TODDLERS THRU TEENS:

1 Only Girls' Coat reg. 12.98 **1.99**

2 Only Teen Swim Suits reg. 10.98 **1.99**

Girls' & Teens Terry Togas Values to 5.98 **.99**

2 Only Girls' Sweaters Regular 4.98 **.99**

7 Only Girls' Crop Top Blouses Values to 1.99 **.29**

Girls' Blouses Values to 3.98 **.79**

Girls' Sleepwear & Robes Regular 2.98 **1.49**

Regular 3.98 **1.29**

Girls' Sportswear It's yours for **1/2 PRICE**

Toddler, Girls & Teen Swim Suits To 3.98 **.99**

To 5.98 **1.99**

To 7.98 **2.99**

To 9.98 **3.99**

Girl your lemons get! Get in the pull of things with some of these

FIGURE FIBBING FOUNDATIONS:

GRAND GIRDLE GOODIES

5 Only Reg. 10.00 **4.99**

2 Only Reg. 6.50 **1.49**

1 Only reg. 5.98 **.99**

Some were regular 7.95 **3.49**

Some were 12.50 **7.99**

(We will add a big in this mess the that sold for 4.95 **1.99**)

Here's some fancy items that we'd rather sell than give. Selling seems to have been a problem because of their shapes, sizes, colors etc. It's been with us a long time so we call it

LINGERING LINGERIE:

PRISY PEGNOIR SETS

reg. 10.98 **5.99**

reg. 35.00 **17.99**

BABY DOLLS

Reg. 3.98 **2.49**

Reg. 4.98 **2.49**

1 Only reg. 5.98 **2.99**

Reg. 9.00 **4.99**

2 Only reg. 12.98 **6.99**

SLIPS

Values to 4.50 **2.99**

1/2 Type reg. 4.00 **2.99**

Cotton & Blend Sleepwear

1 Only long sleeve gown and Panty, Regular 4.00 **1/2 OFF**

How regular 1.45 **.49**

**BE EARLY!
ON SALE 9:30 A.M.
THURSDAY**

Accessory, Gift Lemons

**LITTLE MISTAKES (Notions)
GAUDY GIFTS
CENTER AISLE SLIP-UPS
Buyer: Delirious Doris**

1 ONLY TERRY WRAP SACK (ladies?) . . . large enough for a tent. Or wrap up the garbage if you want. **1.77**

Reg. 4.98

3 ONLY Foam Cushioned TERRY CHAISE LOUNGE COVERS. We've chased them long enough. **2.44**

Regular 6.00

2 ONLY R. G. Barry Case-On pillow covers. Gaudy red and orange. **1.19**

Regular 2.59

3 ONLY TRAVEL PILL KITS. Don't laugh! We have 'em for the women who has everything. Place for a pill for every purpose. **2.17**

Reg. 5.00

5 ONLY Odd Ball brands of Creme Rins and Shampoo. **47c**

Reg. 1.00

ASSORTED EARRINGS—in one grand glorious jumbled up group. Citrus tones, half-tones, 24 tones. Every available summer shade . . . now that Fall is here! **19c p.t.**

Regular to 2.00 p.t.

FASHION PINS . . . might be tulips or lilies. You could change the color to lime or lemon if you prefer. **99c**

Regular 3.00

4 ONLY white SUMMER BOLEROS to cover the bare shoulder look. To fit a medium or large sunburned shoulder. **1.77**

Regular 4.98

6 ONLY white PICKIES with ruffles yet! For that lemonish fix look. **99c**

Reg. 3.00

6 ONLY TAPESTRY HANDBAGS—genuine lemons. Look out of place anywhere you want to go. **77c**

Reg. 2.98 p.t.

2 ONLY FADED UMBRELLAS to hide the refreshing summer sun. **1.77**

Reg. 6.98

1 ONLY CHILD'S UMBRELLA . . . flowered plastic good for one beautiful day in the rain. **44c**

Reg. 2.98

Bond Street LEATHER CREME . . . only two years old but good to the last package and squeeze . . . and that