

OPEN EVERY NIGHT
TIL 9 P.M.

Beautiful Free Gift Wrapping
1.00 Holds Any Item 'Til Christmas
—ONLY 25 SHOPPING DAYS—

Live T.V. Direct From Zale's Monday, 11:15 p.m.,
Tuesday, 2:00 p.m. & 7:30 p.m., Wednesday,
2:00 p.m. & 6:50 p.m. on Channel 5, KBES-TV

NEVER HAS MEDFORD SEEN SUCH FANTASTIC VALUES ON SUCH FAMOUS NAME MERCHANDISE

ZALE'S GRAND OPENING SPECTACULAR!

ZALE'S... THE NATION'S LARGEST JEWELERS COMES TO MEDFORD
250 STORES NATIONWIDE TO SERVE YOU! CHARGE ACCOUNTS INVITED!

218 E. MAIN

PAY NO MONEY DOWN!
TAKE UP TO A YEAR TO PAY! LAY-AWAY NOW FOR CHRISTMAS!

Free!

with the purchase of \$9.95
or more... beautiful 6-piece
insulated tumbler set... your choice
of color... each with 13 oz. capacity.



GRAND OPENING SPECIAL!



1/2 CARAT OF DIAMONDS
TOTAL WEIGHT
YOUR CHOICE
\$117.75
plus tax
Eleven magnificent diamonds total
1/2 carat in 14K gold channel set
with new beaded design.
\$2.50 WEEKLY \$117.75



Massive 14K gold "tree trunk"
setting holds 9 diamonds totaling
1/2 carat in 14K gold ring.
\$10 MONTHLY \$117.75
Eight radiant diamonds total
1/2 carat in "New Romance" bridge
set in 14K gold.
\$10 MONTHLY \$117.75
All prices plus tax

SPECIAL OPENING PRICES!



1/4 CARAT OF DIAMONDS
TOTAL WEIGHT
YOUR CHOICE
\$69
plus tax
Eleven radiant diamonds totaling
1/4 carat in 14K gold ring.
\$1.50 WEEKLY \$69.00
Award-winning diamond designs! SPECTACULAR VALUES!



Handi-matched bride and
groom set with 12 diamonds
totaling 1/4 carat in 14K gold
ring.
\$6 MONTHLY \$69.00
Exquisite heart pendant is out-
lined with fine diamonds set in
14K gold.
\$99
18 breathtaking diamonds accent
"Bouquet" dinner ring in 14K
gold setting.
\$395
Linda Star is handi-matched
by 2 bold diamonds in garter 14K
gold ring.
Easy Payments \$75
Illustrations enlarged to show detail.



Five baguette diamonds surround
this radiant emerald-cut in a
beautifully simple bridal pair.
14K white gold mounting.
NO MONEY DOWN
\$250.00 plus tax
OPEN AN ACCOUNT TODAY!



Exquisite gem-encrusted diamond gold-
filled, set in rich 14K gold... new
fashion excitement in exclusive
design.
\$3 WEEKLY \$150
prices plus tax
Four brilliant baguettes highlight
the radiance of this marquise dia-
mond in magnificent bridal pair
of 14K gold.
Convenient Terms \$200
Illustrations enlarged to show detail.



Magnificent new styling of
"Skyline" watch... in
two-tone setting of 14K gold.
MONTHLY TERMS \$205
12-Diamond Elgin
Twelve diamonds encircle
diamond case of 17 jewel
Elgin.
A Value Buy at \$69
17-Jewel Elgin watch
with 12 diamonds totaling 1/2
carat in 14K gold case.
\$159
NO MONEY DOWN



12-Diamond Elgin
Twelve diamonds encircle
diamond case of 17 jewel
Elgin.
A Value Buy at \$69
17-Jewel Elgin watch
with 12 diamonds totaling 1/2
carat in 14K gold case.
\$159
NO MONEY DOWN



17-Jewel Elgin watch
with 12 diamonds totaling 1/2
carat in 14K gold case.
\$159
NO MONEY DOWN



1/3 CARAT OF DIAMONDS
TOTAL WEIGHT
YOUR CHOICE
\$99
plus tax
Diamond solitaire weighing 1/3
carat accents new "Gala" 14K
gold bracelet set.
\$2.25 Weekly \$99.00
Matched bride and groom pair
in 14K gold. Heavily finished.
\$9 Monthly \$99.00



Two full carats
Twelve diamonds totaling 2 full
carats base from this exclu-
sive new bridal pair in 14K
gold.
Convenient Terms \$450.00
1 Year in Pay \$795.00



ONE FULL CARAT OF DIAMONDS
TOTAL WEIGHT
YOUR CHOICE
\$249
plus tax
Magnificent wedding band has 11
fine diamonds totaling one full carat
in 14K gold mounting.
1 Year in Pay \$249



Beautiful brooch Princess design
ring has 17 diamonds totaling
one full carat in 14K gold.
Convenient Terms \$249
Men's ring has 15 diamonds
totaling one carat in bold new
mounting of 14K gold.
1 Year in Pay \$249
Ten breathtaking diamonds total
one carat in 14K white gold.
\$249



LOWEST PRICE EVER
17-jewel, water-resistant "check-
proof" watch... life-time
maintaining... a hand-
some 17-jewel Bulova
watch with matching
Special "Twist-O-Flex"
band.
No keep on case
and crystal are intact
YOUR CHOICE
\$10.88
plus tax
Bulova "Cavalier" Daily
17-jewel watch in
white or yellow fashion
case, cord band.
No Money Down!



BULOVA WATCHES
40% OFF
AND MORE
\$24.75 \$19.05
\$35.75 \$21.61
\$45.00 \$25.15
\$59.50 \$32.50
\$75.00 \$40.81
\$115.00 \$58.64
Prices plus tax
ZALE'S prices are always
lower than manufacturers'
list prices... even lower!



17 JEWEL ELGINS
YOUR CHOICE
\$29.95
plus tax
Men's Elgin Automatic, water-
resistant, shock-protected, anti-
magnetic.
\$29.95
Lady's Elgin with 14K gold case,
17-jewel, lifetime movement.
\$29.95
*When case and crystal are intact
*Lifetime Limited Warranty



14K GOLD TIE TACS
Handsome new tie tacs smartly styled in
stunning 14K gold... lifetime
guarantee.
\$3.95
your choice
\$1 Weekly \$3.95



45-PC. MELMAC® DINNERWARE
Complete service for 8 includes: 8 each of dinner plates, salad plates,
soup bowls, cups, saucers, and platter, vegetable bowl, covered sugar,
creamers.
ONLY \$13.88
NO MONEY DOWN
\$1 WEEKLY



5-PIECE TEA AND COFFEE SERVICE
Silverplated pieces
including 10-cup coffee
pot, 8-cup teapot,
cream set, covered
sugar, frosted tray.
\$37.50
plus tax
17-JEWEL ELGINS
your choice
\$19.95
plus tax
Lady's Elgin with 17 jewels,
water-resistant, shock-protected,
anti-magnetic.
\$19.95
*When case and crystal are intact
*Lifetime Limited Warranty



106-PC. ENSEMBLE
• 45-PC. MELMAC®
• 8-PC. STEEL COOKWARE
• 50-PC. STAINLESS
• 3-PC. MIXING BOWLS
ONLY \$39.88
PAY NO MONEY DOWN!
45-piece Melmac® dinnerware... complete service
for 8... including new pattern... handsome as it
practical... 16 teaspoons • 8 decorated dinner plates
• 8 salad plates • 8 platters • vegetable dish •
8 cups • 8 saucers • 8 covered sugar
• 50-piece Stainless Steel Flatware... complete service
for 8... including new pattern... handsome as it
practical... 16 teaspoons • 8 decorated dinner plates
• 8 salad plates • 8 platters • vegetable dish •
8 cups • 8 saucers • 8 covered sugar
• 3-piece Stainless Steel Mixing Bowl Set... non-
breakable... easy to clean
• 50-piece Stainless Steel cookware



Lowest Price Ever!
KODAK CAMERA MOVIE OUTFIT
WITH ANSCO ZOOM PROJECTOR
A LOW, LOW
\$69.95
TAKE MONTHS TO PAY!
Everything you need
for home movies at
this low price!
30" x 40" screen
Anso Zoom Projector
Free processing
Color film
Free developing for one year on every roll
of film you buy at this store from date you
purchase your movie outfit!



WESTINGHOUSE CLOCK RADIO
Low Price!
\$14.88
Attractive 2-tone, impact-proof case, easy to
read clock face, long-range antenna.
CHARGE IT!
ZEPHYR 6-TRANSISTOR POCKET RADIO
Bigest label 6-transistor Zephyr com-
plete with battery, carrying case and
earphone.
Ready 2-way
only \$9.88
NEW TAPE RECORDER
Complete with built-in
striking case, auto-
matic stop, magnetic
erase, and recording
head, battery 2-way,
earphone.
CHARGE IT!
just \$19.88



45-PC. MELMAC® DINNERWARE
Complete service for 8 includes: 8 each of dinner plates, salad plates,
soup bowls, cups, saucers, and platter, vegetable bowl, covered sugar,
creamers.
ONLY \$13.88
NO MONEY DOWN
\$1 WEEKLY



45-PC. MELMAC® DINNERWARE
Complete service for 8 includes: 8 each of dinner plates, salad plates,
soup bowls, cups, saucers, and platter, vegetable bowl, covered sugar,
creamers.
ONLY \$13.88
NO MONEY DOWN
\$1 WEEKLY



WESTINGHOUSE AUTOMATIC 4-SPEED PHONOGRAPH
just \$39.88
EASY TERMS ARRANGED
Rugged construction, full body
speaker system, speed automatic
change, light-weight flip-over
tone arm.



SPECIAL MONEY SAVING VALUE
POLAROID J66 KIT
just \$99.99
Includes modern J66 cam-
era, 2 rolls film, hand-
some carrying case.
NO MONEY DOWN!



12" LONG PLAY RECORD ALBUMS ONLY \$59¢
CHARGE IT!
Hi-Fi & STEREO
GIFT BOXED
Plastic Coated
PLAYING CARDS
ONLY \$9.95
2 decks of sturdy
playing cards with
new design of 4
suits.
Remington "Roll-A-Matic 25"
ELECTRIC SHAV-
ER
Leather trim.
List Price \$29.50
\$18.88
WESTINGHOUSE HAIR DRYER
New modern Westinghouse hair
drying machine has
new design, 2-way,
earphone.
A LOW \$19.88
FORMERLY
ZALE'S
JEWELERS
Phone 779-1331

SPECIAL OPENING VALUES!



45-PC. MELMAC® DINNERWARE
Complete service for 8 includes: 8 each of dinner plates, salad plates,
soup bowls, cups, saucers, and platter, vegetable bowl, covered sugar,
creamers.
ONLY \$13.88
NO MONEY DOWN
\$1 WEEKLY

SPECIAL OPENING VALUES!



45-PC. MELMAC® DINNERWARE
Complete service for 8 includes: 8 each of dinner plates, salad plates,
soup bowls, cups, saucers, and platter, vegetable bowl, covered sugar,
creamers.
ONLY \$13.88
NO MONEY DOWN
\$1 WEEKLY

SPECIAL OPENING VALUES!



45-PC. MELMAC® DINNERWARE
Complete service for 8 includes: 8 each of dinner plates, salad plates,
soup bowls, cups, saucers, and platter, vegetable bowl, covered sugar,
creamers.
ONLY \$13.88
NO MONEY DOWN
\$1 WEEKLY

SPECIAL OPENING VALUES!



45-PC. MELMAC® DINNERWARE
Complete service for 8 includes: 8 each of dinner plates, salad plates,
soup bowls, cups, saucers, and platter, vegetable bowl, covered sugar,
creamers.
ONLY \$13.88
NO MONEY DOWN
\$1 WEEKLY

SPECIAL OPENING VALUES!



45-PC. MELMAC® DINNERWARE
Complete service for 8 includes: 8 each of dinner plates, salad plates,
soup bowls, cups, saucers, and platter, vegetable bowl, covered sugar,
creamers.
ONLY \$13.88
NO MONEY DOWN
\$1 WEEKLY