



HONORABLE CHAMP — Grand Champ Azumafuji fashions a proud smile and holds up a trophy almost as big as he is after bagging 13 matches in 15 days to win Japan's Spring wrestling tournament.

New Credit Plan Easy On Budgets

A new type no-down-payment credit plan that has swept the Southern California area like wild-fire was introduced here today by Hartfield's, women's apparel store at 4th and Main Streets.

No-down-payment credit setups aren't exactly new, but the novel Hartfield plan, called the "One, Two, Three Plan," is entirely new. Under this plan, Hartfield's customers may buy without any down payment and their payments will be low enough for the most modest budget. On purchases up to \$20, the budget payment will be only \$1, up to \$40, payments are \$2, and up to \$60, payments are \$3.

HONOR

Hartfield's Klamath Falls store was honored as the third store in the big 27-store chain to be selected for the popular plan. Miss Helen Nicholson, Hartfield's manager here, sparked with enthusiasm as she explained the plan.

"It's a real thrill to be able to offer our customers this practically painless purchasing plan," said Miss Nicholson.

Although it will mean more work for Hartfield's credit manager here, Miss Helen Leinen, she was equally enthusiastic about the plan.

"It's a good feeling to be able to open accounts for persons which you know won't be a damaging drain on their budgets," said Miss Leinen.

Hartfield's new plan should greatly ease the cost-of-living problem for thousands of low-income families. Being able to purchase smart new apparel without any down payment on an extremely low budget plan will be a boon for business girls and housewives. . . . And for father's budget, too!

RECEPTION

Typical of the new plan's reception by Hartfield's customers here this morning was the comment of a young housewife.

"With two children, a mother has to learn to watch a budget closely," she said, "but with Hartfield's no-money-down plan, I was able to get some lovely new things I need without wrecking my budget."

Before the Hartfield firm decided to try the plan, the management conducted a widespread survey in the many areas served by their stores.

"They found the great need was for a plan enabling people to buy without having to make a tough down payment and subsequent budget payments so large as to periodically cripple modest banking accounts."

"The 'One, Two, Three Plan' grew out of this survey. At first glance, it was frighteningly different from old style credit plans. But Hartfield's courageously decided to give their customers a trial with the plan.

It was tried in two of the firm's 27 stores and response was amazing. Grateful customers flocked into Hartfield's to take advantage of the painless plan.

Quickly, the Hartfield management decided to open the plan in a third store and Klamath Falls was singled out. So, the "One, Two, Three Plan" went into action at Hartfield's here this morning.

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MD
TOILET TISSUE

SOFT · WHITE · STRONG

Bathroom luxury at a budget price

Hartfield Combines Sensational Values

NO DOWN PAYMENT

1-2-3 BUDGET PLAN

PURCHASE UP TO \$20 PAY ONLY \$1 Per Week

PURCHASE UP TO \$40 PAY ONLY \$2 Per Week

PURCHASE UP TO \$60 PAY ONLY \$3 Per Week

Three Tremendous Days... THURSDAY, FRIDAY, SATURDAY, JULY 10-11-12 To Inaugurate Hartfield's New Revolutionary 1-2-3 NO MONEY DOWN--BUDGET PLAN

It's Simple—Easy—Convenient
PAY \$1 WEEKLY ON PURCHASES UP TO \$20
PAY \$2 WEEKLY ON PURCHASES UP TO \$40
PAY \$3 WEEKLY ON PURCHASES UP TO \$60
Don't miss these value packed Bargain Days

Super Value!
Reg. 16.99 **SUITS \$8**
Beautifully tailored gabardine and novelties... expensive details, fully lined. Assorted pastels and whites. Sizes: 10-20.

\$1 DRESS Special
Any 3⁹⁹ Dress \$1 WITH PURCHASE OF REG. 3.99 DRESS
2 Dresses for 4.99 BEMBERG PRINTS, PRINT AND SOLID COLORS PRINTED PIQUES—COTTON SHEERS
100% ALL WOOL - Reg. 16.99 to 19.99 TOPPERS \$10
An outstanding collection consisting of CHECKS, BAR CHECKS, NAILHEADS and NOVELTIES. Suitable for year 'round wear. All sizes. YOU CAN'T AFFORD TO MISS THESE VALUES.

Extra Special 100% ALL-WOOL COATS \$15
Fall Coats, fully lined and with interlining. A remarkable value.

BLOUSES 88¢
Butcher linens, Picolays, broadcloths. All sizes — All colors. Reg. 1.59.

1.99 Value BLOUSES \$1.59
SPECIAL PURCHASE
Precious nylons, crepes, sheers, cottons

2.99 Blouses 2 FOR \$5
ENTIRE STOCK
Gorgeous assortment of dressy and tailored styles. Pastels and whites. All sizes.

SUMMER SKIRTS 2 FOR \$5
Butcher linens, novelty cottons, solid and prints.

SLIPOVER SWEATERS 2.49
Imported fine gauge Zephyr wool with famous non-stretch "pp" neck. New fall colors.

PANTIES 3 pr. \$1
NON RUN BEMBERG TRICOT KNIT
Reg. 39c All Colors

NYLON HOSIERY 1.35 pr. 59¢ Pr.
51 GAUGE - 15 DENIER
Nationally Advertised for
New Fall Colors Sizes 8½-10½

79c PANTIES 2 for \$1
NYLON TRICOT
Hollywood briefs, picot elastic legs in all colors and sizes. 59c Each

SPECIAL VALUE 1.59
Guaranteed Washable FROSTY SATIN SLIPS and Sanforized COTTON SLIPS 1.99 Value...

2.99 Slips 2 FOR \$5
ENTIRE STOCK
Nylons, crepes and satins, perfection fit. White and luscious pastels.

Petticoats \$1.59
A Hartfield Exclusive! Washable multi-filament and Sanforized cottons, heavily trimmed. Small, medium, large.

2.99 Gowns SAVE and Pajamas \$1
ENTIRE STOCK
2 for 2.99

\$1 BRAS 89c EACH 2 FOR \$1.69
ENTIRE STOCK
Many styles, strapless, padded, circle stitched, in dainty pastels, black and white. Sizes A-B-C.

Hartfield's

737 MAIN ST.

STORE HOURS: 9:30 to 5:30

Take Months to Pay... The Hartfield Way!