

WEISFIELD'S, JEWELERS, PURCHASERS OF HARWINS OPEN NEWLY REMODELED STORE FRIDAY MORNING

Old Quarters Remodeled

The public is cordially invited by Weisfield's, Inc., to the 9:30 a.m. Friday opening of Weisfield's redesigned jewelry store.

The latest merchandise will be displayed on the counters, and most people will want to take advantage of the many opening day features.

The interior of the store has been ingeniously re-arranged in such a way that customer traffic will flow easily and conveniently through the various departments.

The store will stock a full selection of diamonds, watches, housewares, home appliances, etc.

Leiter Rosenberg, vice-president of Weisfield's, will be present when the doors open Friday. Regular store hours will be 9:30 a.m. to 5:30 p.m., Mondays through Saturdays.

David Flaks, former manager of Weisfield's Fort Angeles store, now managing the Klamath Falls store, will officiate with Rosenberg.

Attractions For Manager

What with plenty of fishing and big Elks and Eagles lodges, Klamath Falls should make a pleasant home for Dave Flaks, manager of the new Weisfield store here.

Flaks is an ardent angler and an active member of both Elks and Eagles.

He comes here from Port Angeles, where he managed the Weis-



DAVE FLAKS

field store since October, 1952. Altogether, Flaks has had 15 years experience with Weisfield's. He started in the credit department at Portland and worked his way up through assignments at Hanford, Tacoma and Port Angeles.

Mrs. Flaks (Mary Ann) and the two Flaks children, Carmen, 19, and Warren, 14, are to come here as soon as Flaks can find suitable housing.

Basin Future Seen Bright

Purchasers of the Harwin Jewelry Store, Weisfield's Jewelers, Inc., anticipate a brisk business in the Klamath Falls area.

The president of the Northwest's largest credit jewelers, Leo Weisfield, expressed satisfaction in being able to serve the customers of Harwin's. He also looks forward to obtaining the friendship and patronage of many other local people.

Weisfield stated: "Our business has been built on the practice of offering nationally advertised merchandise at nationally advertised cash prices to our customers at low easy credit terms.

"We are proud to bring this policy to the progressive lumber, ranch, farm and recreational area



LEO WEISFIELD

Weisfield's Credit Easy

The "reason for being" has played a vital role in the outstanding expansion of Weisfield's since its founding in 1918.

Their policy provides a means for the average American of average means to acquire the better things of life through the use of their personal credit.

The method of selling consumer goods to individuals on easy budget terms was pioneered by the founders of Weisfield's.

Weisfield's believes every young couple should have an engagement ring; every home should have modern, labor-saving appliances, every dining room the proper silver and dinnerware for entertaining.

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

They proved that advertised products could sell at the national cash price in an installment-plan jewelry.

As shipments are received, they will be advertised and offered to the public on low easy credit terms so all may enjoy their choice of dependable home furnishing products and luxury items.

Startling Motto Used

A 6x10 foot watch repair shop was opened in 1918 with the startling motto: "If we can't repair your watch, throw it away."

The store was founded by the late Sam Weisfield. A year later, the late Ralph Goldberg joined him. The tiny firm grew to a business that now incorporates 12 progressive jewelry stores throughout the Pacific Northwest.

Today, the name "Weisfield's" is firmly established in such towns as: Seattle, where the home store is. Other stores are in Portland, Eugene, Spokane, Port Angeles, Bellingham, Longview, Everett, Bremerton, Tacoma and Yakima.

The Klamath Falls store now makes it an even dozen.

Today, Weisfield's employ many highly trained union watchmakers who service thousands of watches every month. The firm has been authorized by several of the transcontinental railroad systems to give regular inspection service of the vital watches which keep their trains on time.

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

of Klamath Falls, with its wonderful future."

Weisfield was president of the Diamond Council of America in 1950, and is now chairman of their board of Directors for 1953.

Twice a year, he makes a trip to New York to teach classes in jewelry business at the New York University.

Good Display Store Feature

Redesigned, rearranged, modernized. These are the changes for former customers of Harwin's Jewelry store who will find when they first enter Klamath Falls' latest addition.

New window lighting already has been installed for better display of merchandise. And new store fixtures will soon be added.

Numerous departments have been rearranged for easier flow of traffic. Customers will find correlated departments more conveniently located and efficiently arranged.

The home appliance department has been enlarged to make space

for new national brands being shipped to the store. Also new credit, electric appliance and housewares departments have been built.

Soon to be placed on the front of the store will be a new modern neon sign.

All this has been carefully planned so customers can make their way through the store from one department to another more easily and quickly.

Famous Name Brands Here

Carloads have arrived . . . and more are coming.

Those famous name brands housewives, brides-to-be, students, workmen, businessmen, sportmen—everyone—know and recognizes as manufacturers of products that are reliable, guaranteed, and up-to-date.

Fabulous diamonds and mountings, the focal point of Weisfield's, are bought from famous importing companies and designers. Only a few of those famous names reigning at Weisfield's are: Harry Winston, Inc., Arnstein Bros., Louis Rothschild, Inc., and Kasper and Esh.

Famous watch names are: Bulova, Elgin, Longines, Hamilton, etc.

The ever-important housewares department overflows with merchandise from: Revere Ware, National pressure cookers, Presto, Royal China, Edwin Knowles, Santa Anita pottery, Mutual plastics, etc.

Beautifully designed silverplate and sterling in every price bracket is from such master craftsmen as: National Silver, Holmes and Edwards, National Sterling, Heirloom Sterling Silver, Oneida Community, etc.

Large appliances are from: General Electric, Zenith, RCA. Costume jewelry creations are from: Trafari, Coro, Karu, Lisner, and DeHah Pearls.

Other important departments stock cameras and projectors from Eastman, Argus, Ansco; Parker and Sheaffer pens and pencils; Schick, Remington and Sunbeam electric shavers; Remington, Underwood and Royal Typewriters; Ronson lighters, Rolis wallets, Swank Jewelry, Samsonite Luggage.

WEISFIELD'S

SPECIAL PURCHASE!
COSTUME JEWELRY
Year choice of Pins, Earrings, Necklaces, Bracelets
Values to 2.95

1.00
YOUR CHOICE

Colorful and mock rhinestones, simulated pearls and chic tailored styles. Many are copies of famous name designs.

A fabulous opening event—entertainment for you.

Northwest's Easiest Credit Terms

WEISFIELD'S

SUPER VALUE IN MAN'S
Anti-Magnetic
SPORT WATCH

SWEET SECOND HAND
LUMINOUS DIAL AND HANDS
CLEAR UNBREAKABLE CRYSTAL

WITH EXPANSION BAND

Specially Priced At Only
8.95

NO MONEY DOWN
ONLY 25c A WEEK

The Sportsman's Watch
Yellow gold color, metal expansion band, stainless steel back.

Sturdy watch for sportsmen.
New low price.

WEISFIELD'S

MIRROR BRIGHT CHROME FINISH

2-SLICE
AUTOMATIC
"POP-UP"
TOASTER

Regular 19.95
11.95

APPROVED BY UNDERWRITER'S LABORATORIES

• Attractive Bakelite Trim and Handles
• Light-Dark Control for Toast

Toast just the way you like it . . . or hubby likes it! . . . and the kids like it! Light-dark control, convenient crumb tray for easy cleaning. Cord attached. Guaranteed.

WEISFIELD'S New

PELHAM PATTERN

24-PIECE
Service for 6
STAINLESS STEEL
FLATWARE
Req. 9.95

4.95
SET

24-PIECE SET INCLUDES:
• 6 Mirror-Finished Knives
• 6 Oval Soup Spoons
• 6 Teaspoons and 6 Forks
• Novel pattern with all the qualities of stainless steel; will not tarnish, rust, corrode or stain. Has lifetime guarantee.

NO MONEY DOWN
ONLY 25c WEEK

WEISFIELD'S NEW LARGER
JUMBO SIZE
CHROME FINISHED

Automatic
ELECTRIC DEEP FRYER

UNDERWRITERS LABORATORIES APPROVED **UL**

REGULAR 39.95
19.95
NO MONEY DOWN
ONLY 50c A WEEK

Check These Features: Guaranteed for One Year • Automatic Temperature Control Knob Maintains Uniform Heat • Convenient Drain Spout for Emptying Grease • Takes up to 4 lbs. of Quartered Chicken at One Time • Automatic Light Signals When Shortening is Ready for Frying. Weisfield's opening brings you a terrific buy basket. Temperature ranges from 200-450 in this jumbo-size deep fryer. It is sturdily constructed. 8"x9"x6" deep. Has plastic Bakelite base and handles, rustproof fry

WEISFIELD'S WILL GIVE YOU
\$5.00 TRADE IN ALLOWANCE

For your old alarm clock or old radio, when traded in on this new

GENERAL ELECTRIC
CLOCK RADIO

REGULAR PRICE 41.95
LESS TRADE-IN ALLOWANCE FOR CLOCK OR OLD RADIO 5.00

YOU PAY ONLY **36.95**
NO MONEY DOWN • A WEEK \$1.00

★ **BALANCE ON LOW EASY CREDIT TERMS**

CLOCK RADIO
THE RADIO THAT CUTS WORK IN HALF

The Practical Radio That Turns Itself On and Off Automatically

- Turns Itself Off After You're Asleep
- Awakens You to Music
- If You Oversleep, Alarm Rings
- Turns Reading Light Off or On
- Turns Off Sun Lamp
- Automatically Starts the Coffee
- Turns Off the Sickroom Vaporizer
- Turns Electric Fan Off or On
- Turns Electric Blanket Off or On

Make life happier and easier with the radio that says "Good Morning" with music and hot coffee. Even tells time in the dark. It's America's most popular—outsells all other clock-radios. Ideal for everyone, every day—in every room. Lovely modern plastic cabinet. A Weisfield's fabulous opening day money-saving trade-in offer.

OTHER GENERAL ELECTRIC RADIOS PROPORTIONATELY LOW PRICED

WEISFIELD'S
THE NORTHWEST'S LARGEST
CREDIT Jewelers

701 MAIN ST., KLAMATH FALLS