

Elegance Thrives On a Budget

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Elegance Thrives On a Budget

Fifty-four years ago, A. N. Slavick came to Los Angeles from Colorado. He brought with him the unique idea that elegant jewels could be sold on budget terms. It was an idea that extended budget buying could enable countless numbers of

people to enjoy fine jewelry and other accoutrements of the good life that propelled him into the position of owner of one of the nation's most famous jewelry firms.

For more than 50 years, the Slavicks policy offered customers world-famous watches, china, sterling by famous silversmiths, quality artware, gift ware and diamond jewelry -- all on budget buying policy.

From 1917 until 1964, Slavick's operated out of one store, the historically famous West 7th Street location in downtown Los Angeles. In 1964, Slavick's became a member of the Fine Jewelers Guild.

Another facet of the idea of accessibility to elegant jewels

was developed: Take Slavick's to the suburbs. Slavick's mushroomed in an expansion program that is making the Slavick's hallmark of excellence available to more and more Californians.

"The Old Slavick's idea is still being practiced actively," said Burt Curran, chairman of the board of Slavick's, "and it is certainly working."

This year, on its 54th anniversary, Slavick's has renovated and redecorated its posh Torrance store, "and we are still, more than ever before, bringing our customers the most elegant, soul-satisfying pieces of the jewelers art at the most practical prices," Curran says.