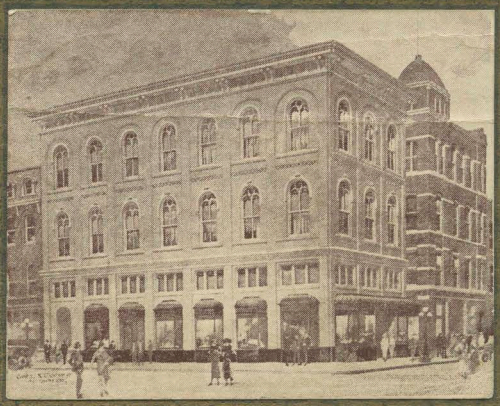


Klein & Son

Jewelers

Montgomery, Alabama

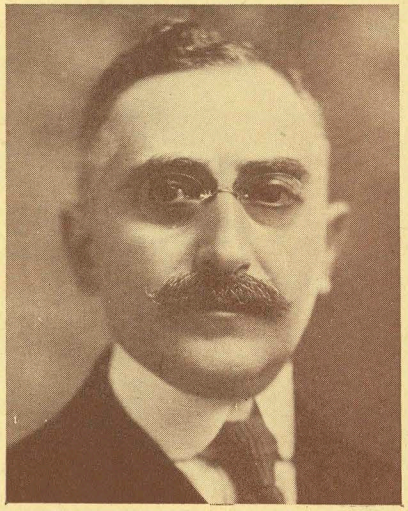
FOREWORD

IT is an axiom of life that the achievement of any one thing which is worthy of more than passing notice, has its inception in an humble, though definite, ideal.

And the history of its accomplishment is the life story of one human being who began with a vision and a purpose; whose chief assets were hope, faith and confidence—with the will to overcome all obstacles—and to be of service to his fellow beings.

So this booklet is dedicated to Leo Klein, founder and guiding hand in the successful building of an institution that stands out as a credit to himself, and as a tribute to the city of his adoption—Montgomery—and to its people, whom he has learned to love so well.

—*Bert Klein.*

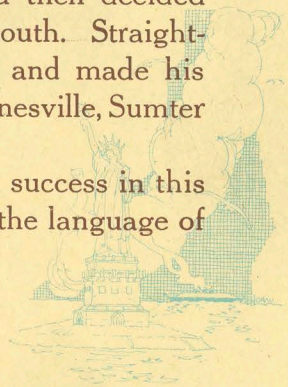


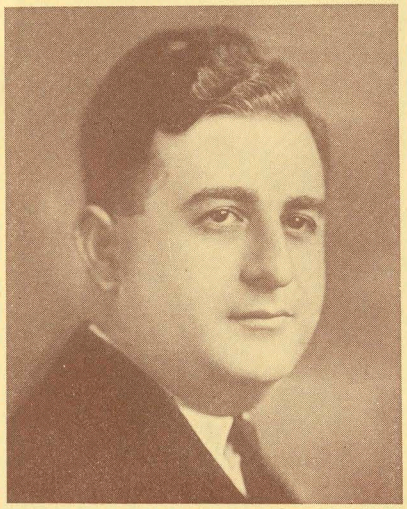
LEO KLEIN
FOUNDER AND SENIOR MEMBER OF
KLEIN & SON, JEWELERS

SOME forty years ago, near Kassa, a little town in the interior of Hungary, an eager, imaginative boy dreamt of a wonder land beyond the Atlantic. His imagination was still further inspired by glowing letters from his older brother, (who had left the family fireside many years before to "try his fortune" in distant America.") Consumed with the longing for adventure and achievement, Leo Klein, then a lad of fifteen, bade his parents good-bye and left the farm, too happy in the fulfillment of his wondrous dream to regret very deeply the farewell to every association of his childhood and early youth.

Arriving in New York, he went to join his brother in Chicago, and then decided to establish himself in the South. Straightway to Alabama he came and made his first permanent stop at Gainesville, Sumter County.

Realizing that to make a success in this new world he must master the language of



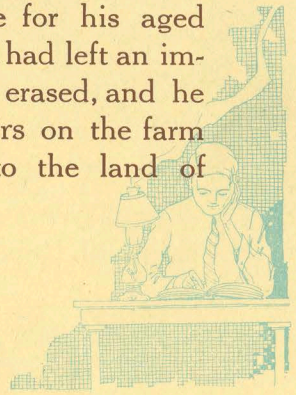


B. H. KLEIN
JUNIOR MEMBER
AND GENERAL MANAGER

his adopted country, he began studying English assiduously, and after a six months course could speak sufficiently well to enable him to find employment in a small grocery store.

Seeking more lucrative employment, he relinquished this position and entered a general merchandise business in Livingston, Alabama. Later an opportunity to become associated with a jewelry store in Tuscaloosa, Alabama, was presented to him. This he accepted promptly and entered upon his career as a jeweler.

Not quite two years after entering the jewelry store in Tuscaloosa, he answered the call of duty and returned to his old home in Hungary to care for his aged parents, but life in America had left an impression that could not be erased, and he determined to arrange affairs on the farm so that he could return to the land of his choice.



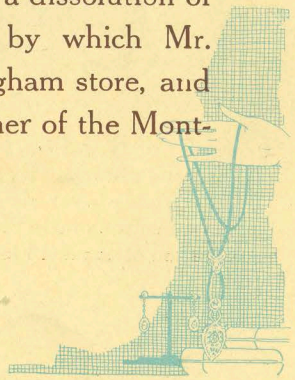
ENTRANCE TO NEW STORE AT 1 AND 3 DEXTER AVENUE

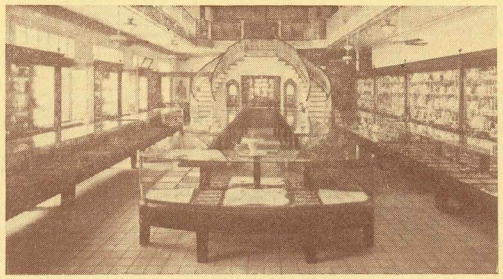
So, in the spring of 1887, Leo Klein again came to America, and once more he chose Alabama for his home; beginning his career for the second time as a clerk, in a small store in Birmingham.

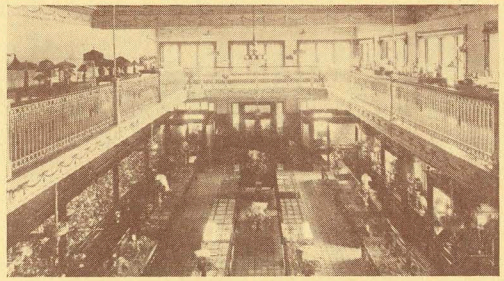
Four years later he formed a partnership with Robert Gary, and they opened an

unpretentious jewelry store in the Magic City at Twentieth Street, between Second and Third Avenue. This marked the first chapter in the evolution of a man's unwavering dream. It was in this small shop that he evolved the principles of success that were later consummated.

When the little shop on Twentieth Street began to thrive in a modest way, the proud owners looked around for other fields in which to establish themselves, and finally concluded that Montgomery would be a favorable location. As a result of this decision, a small store was opened at 7½ North Court Street. Then a dissolution of partnership was effected, by which Mr. Gary retained the Birmingham store, and Mr. Klein became sole owner of the Montgomery enterprise.





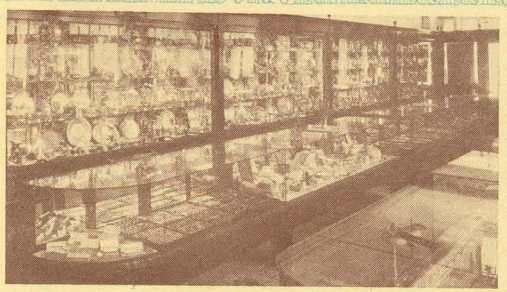


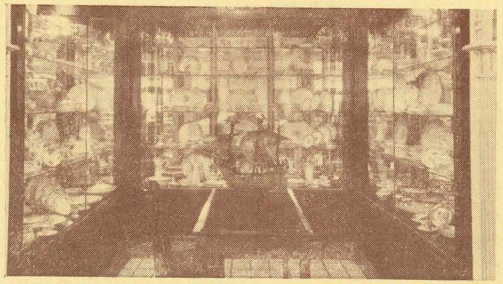
TOP:

Interior of New Store showing Diamond Jewelry Display in Center, and a clear view of all departments on Main Floor and Office on Mezzanine Floor.

BOTTOM:

View of Main Floor from the Mezzanine Floor. Note private display rooms at front, Flat Silver Room on left, and Diamond Room on right.



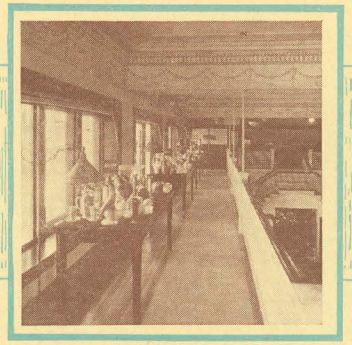


TOP:

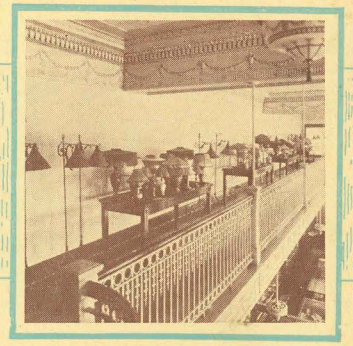
Silverware Department. One whole side of the Main Floor is required to display one of the largest stocks of Silverware in the South.

BOTTOM:

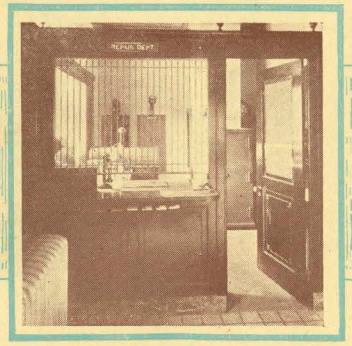
China Display Room on Main Floor with entrance under landing of stairway. Many patterns of distinctly fine China are on display.



SPECIAL GIFT TABLES
ON MEZZANINE FLOOR



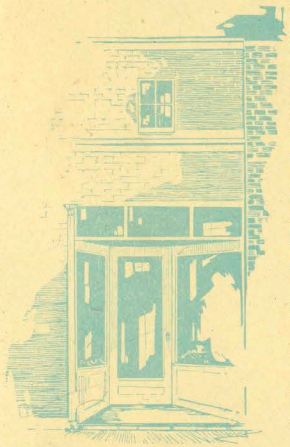
LAMP DEPARTMENT
ON MEZZANINE FLOOR



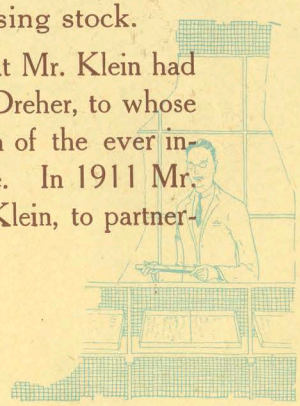
REPAIR DEPARTMENT
ON MAIN FLOOR

SERVICE AND PACKAGE
DEPT. ON MAIN FLOOR

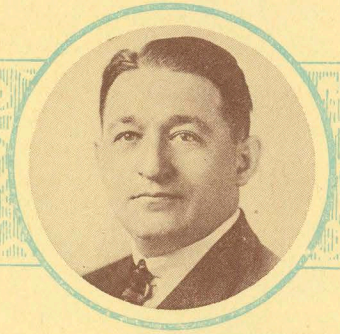
In 1894 when Leo Klein entered upon his career in the Capital City, his establishment consisted of a strip 10 feet by 30 feet, and a single clerk. In a brief time his steadily increasing trade demanded more spacious quarters, and he annexed the neighboring store at No. 7 North Court Street and added three men to his sales force. By 1909 the inadequate facilities of his growing business was the source of much concern, and he conceived the plan of appropriating the clothing store on the corner and remodeling it to house his rapidly increasing stock.



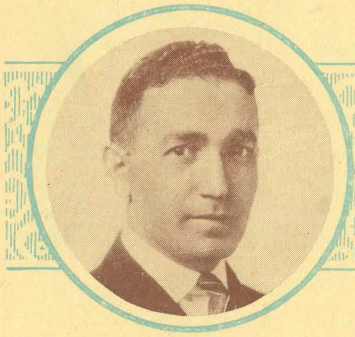
It was during these years that Mr. Klein had associated with him Mr. Fred Dreher, to whose credit must be attributed much of the ever increasing business of the house. In 1911 Mr. Klein admitted his son, B. H. Klein, to partner-



Mrs. G. M. HAMRICK
Saleslady



ELY KANTOR
Assistant Manager



B. F. ROSUMNY
Salesman

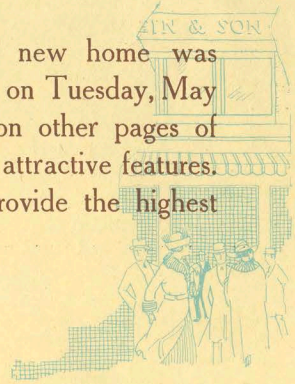
Mrs. LEON HIGGINS
Saleslady

ship, and since that date the business has continued under the firm name of Klein & Son, with B. H. Klein as General Manager.

Maintaining the ideals formulated by its founder in the beginning of his career, the house of Klein & Son has enjoyed steady growth and expansion; gaining a large number of new patrons each year; retaining the loyalty and continued patronage of those who were customers of the store from its beginning.

The increasing patronage of the establishment was an incentive for Mr. Klein to carry into execution a long cherished wish—that of building a more commodious and artistic jewelry store—to show appreciation for the generous patronage of old friends, and to care for the continual growth of new business.

Klein & Son's wonderful new home was formally opened to the public on Tuesday, May 22nd, 1923. Photographs on other pages of this booklet show some of its attractive features. The interior is arranged to provide the highest

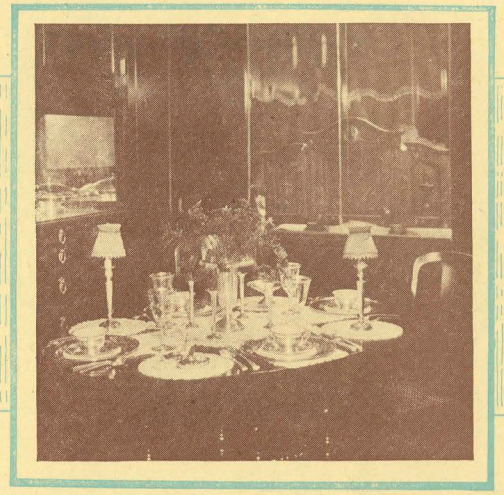


Miss CARL WILBANKS
Saleslady

E. T. COOK
Dept. Mgr. and Salesman

C. KUHLO
Shop Foreman and Designer

Mrs. W. D. SANKEY
Service Department

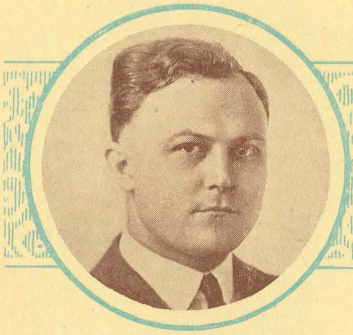


PRIVATE ROOM FOR DISPLAYING FLAT SILVER, CONNECTED WITH SILVERWARE DEPARTMENT AT FRONT ON MAIN FLOOR

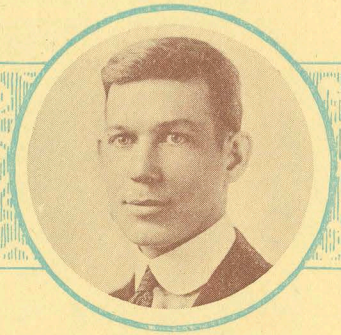
type of service and convenience, and everything possible has been done to make it complete in all its appointments.

So it is that the dream of a boy has been wonderfully fulfilled. Just what it has cost in untiring labor and eternal vigilance, he alone knows.

EFFICIENT, COURTEOUS SERVICE



G. F. PETERMAN
Watchmaker



J. K. McCOLLOUGH
Jeweler

Miss MARGARET YOUNG
Secretary

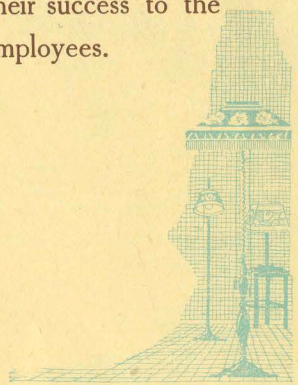
M. W. MAUND
Watchmaker

IS OUR EARNEST ENDEAVOR

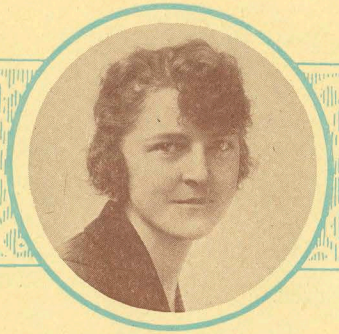
And it is only fitting to point to the fact that in the achievement of his long cherished ideal, Leo Klein manifested the same unselfish spirit that has gained for him so many loyal friends, and the new home of Klein & Son is his contribution to the beauty and progress of Montgomery and the vicinity which it serves.

Loyalty is a human element which cannot be bought, yet if loyalty cannot be inspired to management, success is doubtful.

Leo Klein inspires loyalty. It is one of the secrets of his success; and it permeates his entire organization. Thus Klein & Son attribute a large measure of their success to the unswevering loyalty of their employees.

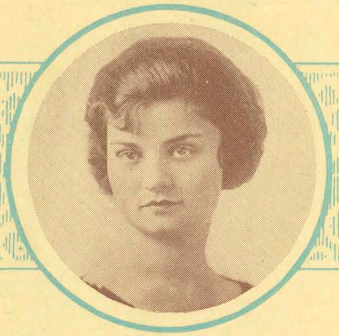


CO-OPERATION AND LOYALTY

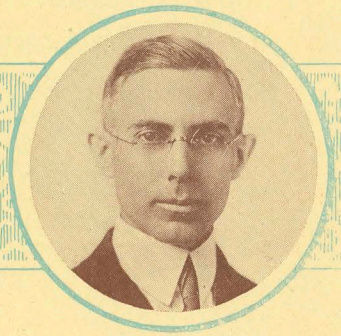


Miss ANNIE LUNDY
Bookkeeper

Miss MADGE BRAY
Cashier



Miss BERYL BRINSFIELD
Saleslady



W. H. PERRY
Accountant

IS OUR GREATEST ASSET

THE Golden Rule, tho regarded as a beautiful expression by millions is seldom adopted to business. But Leo Klein's first and foremost business principle was to put into practice this economic law, a divine law governing human relationship—The Golden Rule—the only infallible, workable, industrial and economic law in the universe to-day.

OUR CODE OF ETHICS

This store subscribes to the following declarations: To do our full share in promoting all things that are for the good of this community.

To deserve the patronage of this community by rendering service based upon the highest standards of truth and honor.

To earn, establish and maintain a reputation for giving maximum values and one price to all.

To adjust promptly any cause of dissatisfaction, and endeavor to make every purchaser a satisfied customer.

To avoid any exaggeration or misrepresentation in word or inference so that customers will never be led to expect more in goods, quality or service than we actually deliver.

To advise every customer in regard to each purchase as we would wish to be advised were we the purchaser.

To make every transaction a stone in the foundation of CONFIDENCE, without which no business can be permanently successful.

To endeavor to apply the principles of the GOLDEN RULE to our every day business transactions.