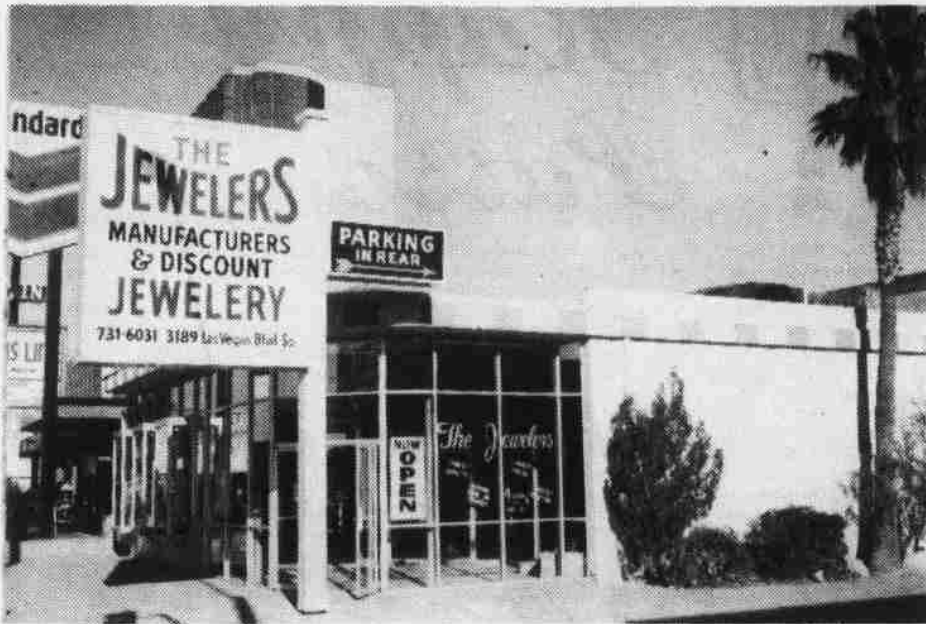


MORDECHAI'S JEWELERS: A SUCCESS STORY



MORDECHAI'S JEWELERS ON THE STRIP IS LOCATED AT 3189 LAS VEGAS BLVD. SOUTH, BETWEEN DESERT INN AND JOSEPH MAGNIN, ACROSS THE STREET FROM THE FASHION SHOW MALL. YEHUDA, MORDECHAI'S BROTHER, MANAGES THIS STORE. OTHER LOCATIONS INCLUDE THE JEWELERS SOUTH, (ACROSS FROM MGM), THE JEWELERS (2400 WESTERN), and MISSION JEWELERS (1350 E. FLAMINGO). ABOVE IS REPRINTED FROM "WHAT'S ON" IN LAS VEGAS.

on the Strip is at 3189 Las Vegas Blvd. South, between the Desert Inn and Joseph Magnin and right across the street from the new Fashion Show Mall.

Among the luxurious stores in the Fashion Show Mall are Neiman - Marcus, Bullock's, Sak's Fifth Avenue and Diamond's.

But here's one secret you may not hear about later: You can buy those same watches and jewelry that you see in the Fashion Show Mall right across the street at the Jewelers on the Strip at half the price!

The Jewelers on the Strip has about 5,000 square feet of floor space and the largest display of fashionable and inexpensive jewelry in Las Vegas.

The Jewelers have built a business on high quality at reasonable prices, and those conditions will prevail at the Jewelers on the Strip as well.

The Jewelers has been a part of the retail jewelry scene in Las Vegas since 1976 and is owned by Mor-

dechai Yerushalmi. His brothers Yehuda and Yossi have operated Mission Jewelers and the Jewelers South, and the store on the Strip is under the managership of Yehuda.

There's nothing very complicated about the philosophy of doing business that had led Mordechai Yerushalmi to the top. "We give our customers the best value at the best price," he says, "And we stand behind everything we sell."

The philosophy apparently must work, since after the Jewelers opened their first store, they opened a second. After they opened the second, they opened a third. After they opened a third, they opened a fourth. Then the Strip location became available to them, so they closed the fourth and opened the one on the Strip.

Mordechai is a native of Israel. He started there in the wholesale diamond cutting and polishing business. Israel is the number one diamond cutting and polishing center in the world, and a huge percentage of all the finished diamonds in the world come from there.

Yerushalmi moved to Canada in 1967 and continued in the wholesale end of the diamond business

there. Finally he moved to Las Vegas in 1973, but spent his first three years here still in the wholesale end of the business and in custom designing.

Two of Mordechai's custom design works are pretty famous. One was a ram's head necklace worn by Elvis Presley and the other was a piano ring made for Liberace. The piano ring was Mordechai's "first real retail sale." Not bad for a start.

That convinced Mordechai to "go public" as it were, and he opened his first retail store in 1975 at 2400 S. Western. The location is terrible. Mordechai would be the first to admit it. There is no walk in traffic at all. But the store is always busy. There must be a good reason for that, and the good reason is word of mouth and recommendation from satisfied customers.

(EDITOR'S NOTE: One of the most successful ventures in Las Vegas is the "Jewelers," owned by prominent businessman, Mordechai Yerushalmi. The "Jewelers" is com-

prised of four different locations. Most Las Vegans know if you want quality jewelry at bargain prices, you see Mordechai or his brothers, Yehuda and Yossi. Not bad for an

Israeli guy who moved to Las Vegas in 1973. The following is the whole story reprinted in part from What's On in Las Vegas.)

The newest of four locations, the Jewelers

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