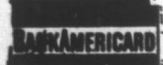


**THIS IS**



# Eckerd's

**DRUG STORES**  
CREATORS OF REASONABLE DRUG PRICES



**Filling Prescriptions is what we do best...**  
Last year alone Eckerd's pharmacists filled more than 6,000,000 prescriptions - dramatic testimonial that Eckerd's customers know they are receiving the finest prescription service at the lowest possible price.



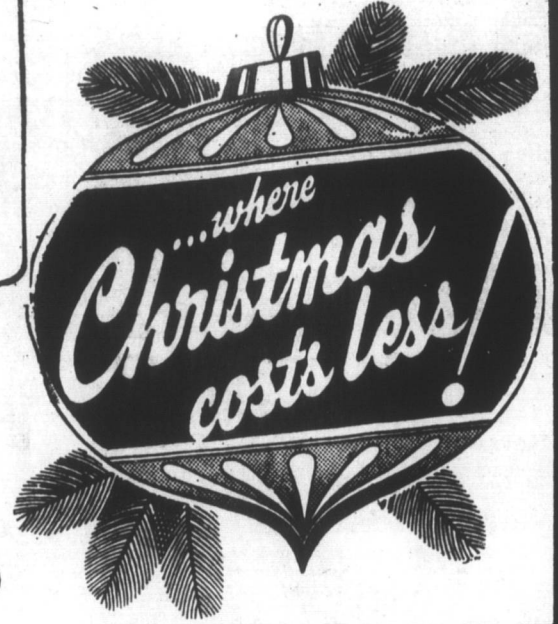
**Finest Quality Fast, Dependable Service On All FILM PROCESSING Plus A Big**

**25% DISCOUNT**  
Everyday at Eckerd's!

**SIX CONVENIENT LOCATIONS—Durham & Chapel Hill**

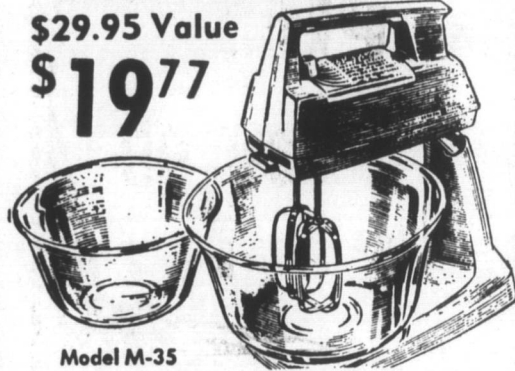
## ELECTRICAL GIFTS

...gifts you'd like to get!



**GENERAL ELECTRIC**  
**ALL-PURPOSE MIXER**  
IT'S TWO MIXERS IN ONE!  
MAKES A GREAT GIFT, TOO!

\$29.95 Value  
**\$19<sup>77</sup>**



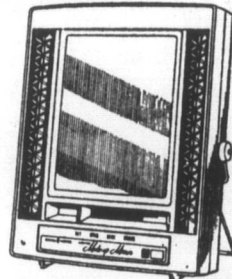
- Model M-35**
- Use as a portable or a stand mixer, depending on your time.
  - Features 12 kitchen tested mixing speeds covering all types of preparation.
  - Available in Avocado, Harvest, or White with 1½ and 3 quart bowls.
  - Comes with 2 position bowl table for center, or off-center mixing.

**LIGHT UP TO LOVELINESS!**



**LIGHTED MAKE-UP MIRROR IM-1**  
• 4 separate light settings—Day-Home-Evening-Office  
• Dual Swivel Mirror—regular or magnified  
• In off-white with gold color accent

\$22.98 Value **\$16<sup>88</sup>**



**AUTOMATIC IMMERSIBLE COFFEEMAKER**

**P-15**  
MAKES A GREAT GIFT, TOO!  
It's completely immersible—percolator gets cleaner, coffee tastes better

\$21.98 Value **\$15<sup>77</sup>**

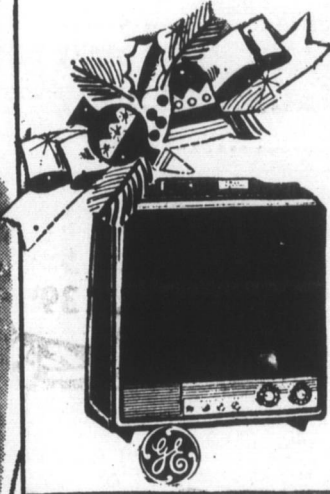


**All At LOW, LOW DISCOUNT PRICES!**

**12" General Electric PORTABLE TV SET**

- Up-Front Controls
- UHF Solid State Tuner
- Front Sound
- High Gain VHF Tuner

Special Only **\$66<sup>67</sup>**

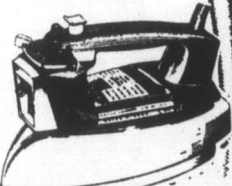


**SPRAY, STEAM & DRY IRON**

**F-92**  
Gives more steam coverage—Better ironing results

\$15.50 Value **\$11<sup>77</sup>**

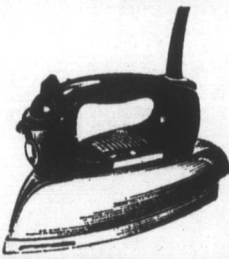
**Brand New! 25 Steam Vents!**



**STEAM & DRY IRON**

**MODEL F-62**  
• Switches from steam to dry at the push of a button.  
• Handy fabric dial assures correct ironing temperature.

\$12.98 Value **\$8<sup>77</sup>**



**DELUXE WILDCAT STEREO PHONOGRAPH**



The Newest Package of Entertainment You've Ever Seen!  
\$53.95 Value  
**\$39<sup>88</sup>**

- Solid State Performance
- 4-Speed Automatic Changer
- Stereophonic Ceramic Cartridge
- GE Man-Made Diamond Stylus
- Plays 12", 10", 7" Discs
- Automatic Shut-off, Rep-Repeat Play Option
- Two "Big Sound" 3½" Speakers
- Weighs Just 18 Lbs.

**SWINGMATE MONAURAL PORTABLE PHONOGRAPH**



**It's Better... Automatically**

A tiny portable record player with fully automatic operation and great big performance.

\$32.95 Value  
**\$24<sup>88</sup>**

- Solid State Performance
- 4-Speed Automatic Changer
- Crystal Cartridge with Sapphire Stylus
- Plays Stereo Records (monaurally, of course)
- Automatic Shut-Off, Repeat Play Option
- Plays 12", 10", 7" Discs
- 45 RPM Adaptor Included
- Powerful 2"x6" Oval Speaker

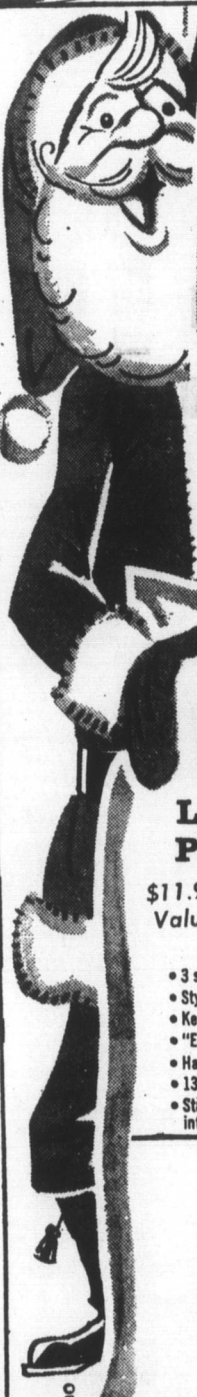
**CANISTER VACUUM CLEANER C-15**

\$54.95 Value **41<sup>88</sup>**

- Automatic Cord Reel—cord retracts at the touch of a toe.
- Swivel Top—rotates a full circle to allow freedom of movement.
- Slide Type Suction Regulator On Hose—lets you regulate the amount of suction power you need.
- Wrap-Around Vinyl Bumper—keeps cleaner from marring furniture
- Complete Set Of Attachments—double-action rug & floor tool, crevice tool, dusting brush, upholstery & fabric nozzle, two 18" positive locking chrome plated steel wands, 65" woven hose.



Automatic Cord Rewind Tray Caddy For Attachment Tools 360 Degree Swivel Top Wrap-Around Vinyl Bumper



**2-SLICE AUTOMATIC TOASTER T-17**

Toast to please every member of your family—Toast selector light to dark  
Makes a Great Gift Too!



\$9<sup>99</sup>

**DELUXE TOAST-R-OVEN T-93**

MAKES A GREAT GIFT, TOO!  
It's a toaster—for all kinds of bread—both sides toast evenly



\$34.98 Value **\$24<sup>88</sup> SAVE OVER \$10.00**

**RED HOT SPECIAL PORTABLE MIXER M-20**

**LIGHTWEIGHT—COMPACT—POWERFUL!**

\$11.98 Value **\$8<sup>99</sup>**

- 3 speed mixer—whip, mix, stir.
- Styled in white with black base.
- Keyhole slot for convenient wall mounting.
- "Easy-Grip" handle for a more comfortable feel.
- Handy beater ejector for quick, easy use.
- 130 watt motor.
- Stable heel rest is properly angled so beaters drain into bowl.



**"SPECIAL" Custom Electric G.E. SLICING KNIFE #EK14**

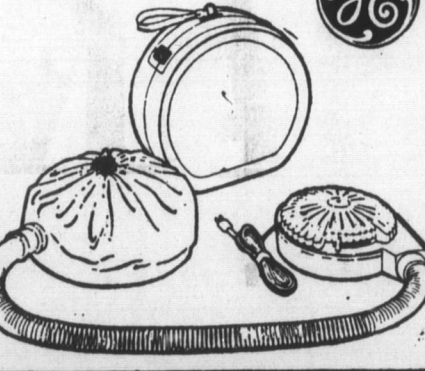
Now Only **\$9<sup>99</sup>**



- Compact Handle, Heat and Grease Resistant.
- 9" Hollow Ground Stainless Steel Slicing Blades.

**Mini-Priced Special! HAIR DRYER Model HD-11**

\$16.98 Value **\$12<sup>88</sup>**



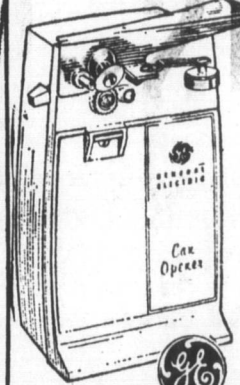
- Fast, comfortable drying
- Bouffant bonnet fits over largest rollers
- 3 heat selections plus "cool"
- Convenient "reach-in" top
- Draw strings allow bonnet adjustment to any head size—child or adult
- Color styled in pink and white
- Compact carry and storage case

**"Easy-Clean" CAN OPENER**

OPENS CANS IN SECONDS—NO MUSS—NO FUSS

Model No. EC24 **\$8<sup>99</sup> \$11.98 Value**

- Features "Easy-Clean" removable cutter and pierce lever assembly.
- Magnet prevents lid from falling into food.
- Designed to open all standard size cans.
- Handy Cord Storage in rear for neat appearance, on counter or shelf.



**CANISTER VACUUM CLEANER Model C-14**

You'll Actually Enjoy Cleaning Day With This Versatile Cleaner

• Does All Your Cleaning Chores!  
MAKES A GREAT GIFT  
\$39.95 Value

**\$31<sup>88</sup>**



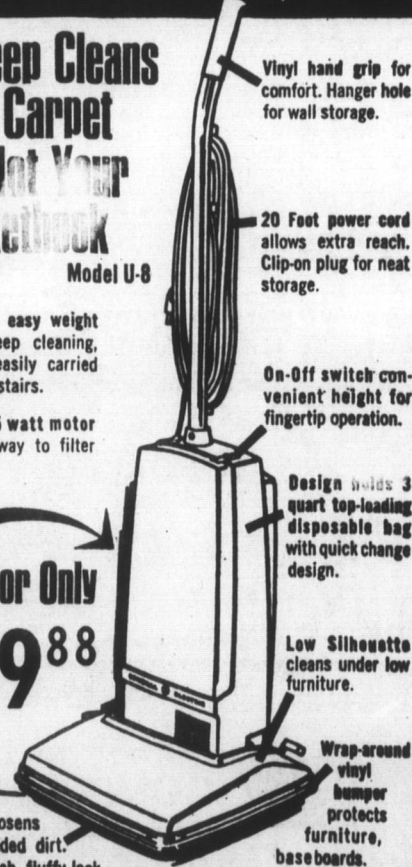
- Swivel Top—turns a full circle to help you clean.
- Wrap Around Vinyl Bumper—helps to protect furniture.
- 3 Tracking Casters—roll the cleaner smoothly behind you as you clean.
- Permanently Lubricated GE Motor—never needs oiling.
- Easy, Lock-In Attachments—floating action rug and floor tool—crevice tool—dusting brush—upholstery and fabric nozzle—two chrome plated steel wands—woven hose.

**FULL POWER UPRIGHT**

**Deep Cleans Your Carpet Not Your Pocketbook**  
Model U-8

Maneuverable easy weight—allows deep cleaning, yet can be easily carried upstairs-downstairs.  
Powerful 425 watt motor whisks dirt away to filter bag.

All For Only **\$39<sup>88</sup>**



- Vinyl hand grip for comfort. Hanger hole for wall storage.
- 20 Foot power cord allows extra reach. Clip-on plug for neat storage.
- On-Off switch convenient height for fingertip operation.
- Design holds 3 quart top-loading disposable bag with quick change design.
- Low Silhouette cleans under low furniture.
- Wrap-around vinyl bumper protects furniture, baseboards.
- Bristle brush loosens and lifts embedded dirt. Gives carpets fresh, fluffy look.