

# W-LAY-A-WAY SALE

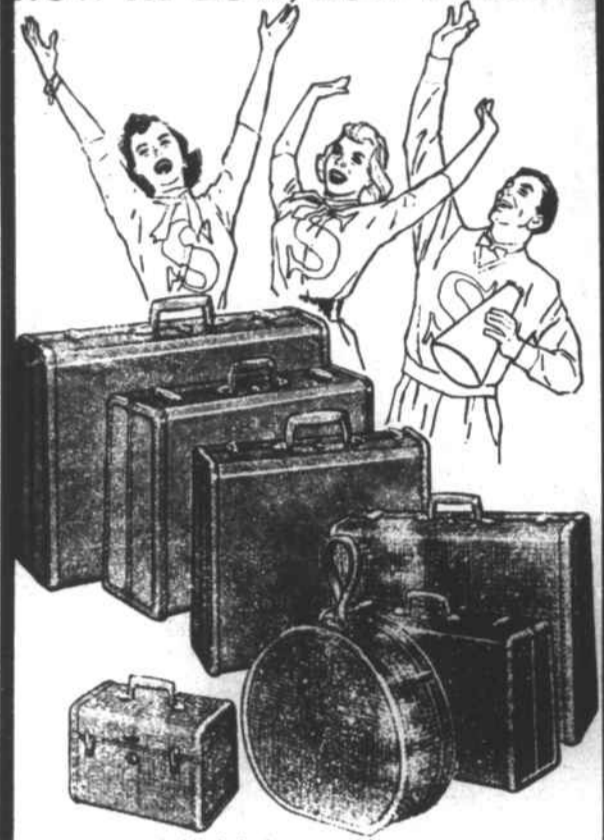
## Davis Jewelers



**HOLIDAY SPECIAL!**  
 ten most essential serving and accessory pieces in **GORHAM STERLING** 25% savings through November twenty-third\* only!

## Samsonite Streamlite Luggage

NOW AT LOW, LOW PRICES!



Top of the Class! 7 styles for girls, 4 styles for guys. Samsonite Streamlite works its way through college with its triple-strength construction and scuff-resistant vinyl covering that takes rough and tumble in its stride. Ebony Grey, Colorado Brown, Hawaiian Blue, Rawhide Finish and Saddle Tan in the classic design that never goes out of style!

**PRICES START AT \$14.95**

Beatty Case	\$14.95
Hot Box	\$14.95
Ladies' Office	\$18.95
Ladies' Wardrobe	\$24.95
Men's Companion Case	\$18.95
Men's Top Suter	\$24.95

## Davis Jewelers has the Perfect CHRISTMAS GIFT to give...or get!



**The big value pocket size ELGIN portable**

Imagine ten transistor power in a pocket-sized radio! Yesterday it would have been a bargain at twice our low price. But today Elgin's advanced engineering tucks all ten transistors into a trim, slim 5 1/4" x 3 3/4" x 1 1/2". The result? A powerhouse chassis with greater range, better reception than any other portables you can buy. Come in! Compare leading manufacturer's actual specifications and prices. See and hear why only ELGIN will do for you!

- 10 transistors, 2 diodes and thermistor
- Precision Vernier tuning, slide-rule scale
- Extra length antenna
- Oversize speaker

**10 TRANSISTORS ONLY \$19.95**

PRICE INCLUDES:  
 4 penlite batteries, earphone, top-grain leather carrying case—ready to play!

EVERY ELGIN PORTABLE GIVES YOU AN UNCONDITIONAL ONE YEAR GUARANTEE ON PARTS AND WORKMANSHIP.

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**\$39.95**

complete with batteries and earphone—ready to play!

Full bodied, rich-toned listening enjoyment possible only with ELGIN ten transistor power. Here's the finest AM transistor radio you have ever seen. See it...hear this amazing new ELGIN sound today.

- 10 transistors, two diodes
- Super-sensitive two-knob selection
- Precision Vernier tuning
- Added electrical micro fine tuning
- Full range tone control switch
- Top grain Brown leather cabinet
- Disappearing spring loaded handle



**\$65.00**

complete with batteries and earphone—ready to play!

ELEVEN Transistor, high fidelity quality of \$100-plus radios. This ELGIN is the most exciting, most superbly-toned AM-FM set available. Check its high performance...check its exceptional range...its bell-clear reception...then check the price. You'll see instantly why there's no need to pay more.

- 11 transistors, 4 diodes
- Two-knob selection, slide-rule scale station selector
- Precision vernier tuning
- Added electrical micro fine tuning
- Full range tone control
- Automatic frequency control locks-in stations
- Two telescoping FM antennas
- Luxurious black top grain leather cabinet with solid bar carrying handle

EVERY ELGIN PORTABLE GIVES YOU AN UNCONDITIONAL ONE YEAR GUARANTEE ON PARTS AND WORKMANSHIP.

COME IN... COMPARE any ELGIN portable against other manufacturer's actual specification sheets. When you see and hear the difference, you'll know why you want the BIG NEW SOUND OF ELGIN ALL AROUND!

Whoever gets one of these **CHRISTMAS ELGINS** will think you paid **100 dollars at least**

...so shhhhh!



Sweet sixteen and never had an **ELGIN?** ...you can fix that this Christmas!

**Special on all gift ELGINS**

- Eight Calendar (Day-Date II)** Automatically shows the day and the date. Self-winding with stainless steel, waterproof case. Luminous dial. 17 jewels. Shock resistant. 79.95
- American Maiden "20"** Looks like natural gold! Comes with stunning Scandal Trail-O-Flex band. 17 jewels. 49.95
- An Elgin Original.** New, uniquely smart design! 17 jewels. Shock resistant. Waterproof case with stainless steel back. 49.95
- Lady Elgin Suburban.** 100% conditioned case with 23 jewels, shock resistant movement. White or rose. 59.95
- Lady Elgin "25" A.** Precisely industrialistic in stainless steel! 25 jewels. Shock resistant. Self-winding. Waterproof with luminous dial. 59.95
- 3-Diamond Angelic.** Two very diamond bands dainty face. 17 jewels, shock resistant, with rose gold. 59.95
- Elgin Watchdog.** Trio, colorfasted styling with rose gold and gold back. 17 jewels, shock resistant with lifetime waterproofing. 49.95
- Diamond Stars.** Two-tone four diamonds in elegant white case. 17 jewels, shock resistant. 79.95

\*When case, crown, crystal, are kept intact. All prices plus Fed. tax.

**ELGIN RAINBOW.** Spectacular! Multicolor gold background dial and bracelet. 17 jewels. Shock resistant. 49.95

**GLAMOUR BRACE-LETTE.** Diamond shaped case with attached bracelet. 17 jewels. Shock resistant. Yellow or white. 39.95

17 JEWEL ELGIN STARLITE. Daintily styled with newest oval shaped case. Shock resistant. Yellow or white. 54.95

ELGIN AUDREY. 17 jewels. Shock resistant. Looks like natural gold! Matching expansion bracelet. 35.95

Watches enlarged to show detail.

**Don't forget Junior!**

**ELGIN SPORTSMAN.** Real 18-men's watch! 17 jewels. Waterproof. Shock resistant with luminous dial. 19.95

**EXPANSION BAND SPORTSMAN.** For dress or sports. 17 jewels. Waterproof. Shock resistant with luminous dial. 29.95

**17 JEWEL YACHTSMAN "T".** Waterproof case with stainless steel back, luminous dial. Shock resistant with lifetime mainspring. 35.95

**ACT RICH! GIVE ELGIN. THE ONLY PRESTIGE WATCHES PRICED THIS LOW:**

**\$19.95**

**ELGIN SPORTSMAN.** 17 jewels, shock resistant with lifetime mainspring. 19.95

**\$24.95**

**STARLITE EXCLUSIVE.** Charming new style! 17 jewels. Shock resistant. Looks like natural gold! 24.95

**SPORTSMAN DELUXE.** Sleek classic in yellow with expansion band. 17 jewels, shock resistant with lifetime mainspring. 24.95

**\$29.95**

**STARLITE WITH DIAMONDS.** Case features two diamonds, curved crystal. 17 jewels. Shock resistant. Yellow or white. 29.95

**SELF WINDING SPORTSMAN.** 17 jewels, shock resistant with lifetime mainspring. Has luminous dial. White. 29.95

# DAVIS JEWELERS

Phone 837-2816

Murphy, N. C.