

CARTER'S The Family Jeweler

FORMAL

Grand Opening

COME!

BUY!

SAVE!

CARTER'S THE FAMILY JEWELRY STORE

... And North Wilkesboro's Finest, are proud to announce their FORMAL OPENING... THURSDAY, FRIDAY AND SATURDAY, March 16, 17 and 18. We want you to visit us and see an ENTIRELY NEW STORE... Fresh with stocks of Nationally Advertised Brands... Here at CARTER'S, we feature AMERICA'S BEST BRANDS and our Slogans are: "NO LOWER PRICES ANYWHERE—NO LARGER SELECTION ANYWHERE—NO EASIER TERMS ANYWHERE."... Come and visit us during our FORMAL OPENING and Register For Two Grand Prizes. We are giving absolutely free. Just Come in and Register during the 3 Days. Drawing will be held Saturday at 8:15 p. m. You MUST be present. FIRST... \$150.00 DIAMOND RING SECOND... \$71.50 BULOVA WATCH (Either Men's or Ladies) Also A Beautiful Carnation to First 200 Ladies Who Visit Us Friday-Saturday.

FREE! FREE! FREE
\$150.00 DIAMOND
\$71.50 BULOVA
 Your Choice of Ladies' or Man's RING or WATCH During Our Opening Date... Thursday, Friday, and Saturday. — Nothing To Buy...
 Drawing at 8:15 P. M. Saturday, March 18th
 You Must Be Present To Win
A BEAUTIFUL CARNATION To First 200 Ladies FRIDAY AND SATURDAY

BULOVA 17 JEWELS \$3375

BULOVA 21 JEWELS \$4950

ELGIN 17 JEWELS \$4900

ELGIN 17 JEWELS \$4750

GRUEN VERI-THIN \$3975

GRUEN CURVEV \$4975

OPEN AN ACCOUNT PAY WEEKLY

Fishtail Diamond \$119

Modern Beauty \$300.

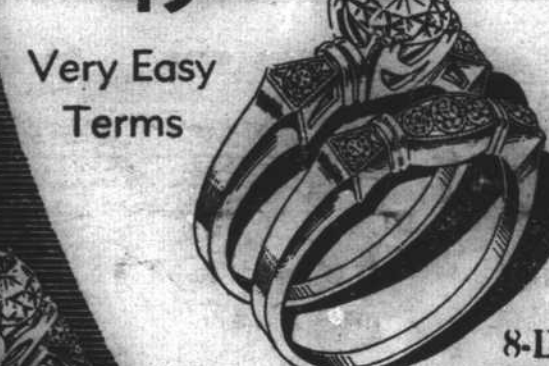
Diamond & 2 Rubies \$125

Unexcelled Quality \$250.

Diamond Ring \$2995



Lovely Diamond Duet \$4950



Very Easy Terms



8-Diamond Pair \$9500



\$42.50
Choice of 14K yellow or 18K white gold mounting.



We are proud to announce our appointment as distributors of 100 per cent fully polished Prim-Lite Diamonds.

We Invite Comparison

\$14950

12-Diamond Pair



\$12950

Fishtail Ensemble

LOOK AT THESE Opening Specials



SPARTUS FOLDING CAMERA
Regular 8.95
Special 3.95 Terms

RUBY GLASS FLOWER VASE
8c ea.

Wm. A. ROGERS Service For 8



Special 16.50 Terms

Sterling Silver CANDLE STICKS
3.95

Silver Plated Bread Tray
Beautiful \$4.50 Value 1.95

Sterling Salt and Pepper (Set 6)
4.95

Crystal Cigarette Box and Ash Trays
69c

Ladies' and Men's MEDANA WRIST WATCH
Special \$12.95
Easy Terms

SPECIAL! Birthstone Rings
Yellow gold rings for men and women with choice of sparkling stones... Special—
\$9.95

26-Piece Stainless Steel
Special \$7.95

CONVENIENT TERMS UP TO A YEAR TO PAY

COMPLETE STOCK OF	SPECIAL
1847 Roger Silver	\$6.00 Morrison
Homes & Einards	PEN SET
Community	14K Point
On Very Easy Terms	Now \$1.95

Automatic Toastmaster ONLY \$21.50
Easy Terms

Sunbeam Electric Iron
with cord and plug
\$12.95

Gilbert MODERN ALARM CLOCKS
Other Makes, Too.
\$1.49 up

Lovely Lustrous Double Strand Pearls NECKLACE \$3.88
OTHERS TO \$50

FAMOUS EVANS Lighter and CIGARETTE CASE \$5.00

Pay On Very Easy Weekly Terms

CARTER'S

THE FAMILY JEWELERS

908 'B' Street Phone 599

OPEN AN ACCOUNT

We especially invite you to visit our **GIFT DEPARTMENT** Gifts for all occasions at **\$1.00 to \$10.00** Guaranteed Values