

GRAND OPENING

FRIDAY & SATURDAY MAY 5 & 6th.

9:00 A. M. Til 9:00 P. M.

SILVER DOLLARS FOR 75c

ONE TO THE FIRST 100 CUSTOMERS EACH DAY DURING OUR OPENING
(Minors Not Eligible)

DUPLIN COUNTY'S NEWEST HOME PLUMBING & APPLIANCE CO. WANTS YOU TO HELP THEM CELEBRATE THE OPENING OF THEIR NEW KENANSVILLE STORE. COME DOWN & SEE A COMPLETE DISPLAY OF

- BATH ROOM SETS
- NORGE FAMOUS APPLIANCES
- KITCHEN SETS

- WATER PUMPS
- MOTOROLA RADIO & TV

- HOT WATER HEATERS
- HEATING EQUIPMENT
- FEDDERS AIR CONDITIONERS

FREE 100 PRIZES
COME IN FOR YOURS
NO OBLIGATION

FREE REFRESHMENTS
For EVERYONE

NOW! A NORGE 2-SPEED, 2-CYCLE FULLY AUTOMATIC WASHER
with exclusive *Lint Filter Dispenser!*



| | |
|---|--|
| 2 AUTOMATIC CYCLES NORMAL CYCLE for all your regular wash. DELICATE CYCLE for special fabrics and Wash 'n Wears. | 3 wash, 3 rinse temperatures Hot, Warm or Cold wash Warm or Cold rinse |
| 2 SPEEDS Finger's selection of the right wash, rinse, and spin speeds for every fabric. | 10-LB. PORCELAIN TUB Smooth, rustproof, with extra capacity for tumbling, turning, flexing action that gets clothes clean. |

\$208.88 Each
Opening Special

SENSATIONAL DRYER VALUE!
SEE THIS **MATCHING NORGE DRYER** - ONLY DRYER WITH **2 NO-TUMBLE CYCLES!**



4 WAYS TO DRY

- 1 Tumble-dry with heat
- 2 Tumble-dry with air
- 3 Heat-dry, no tumbling
- 4 Air dry, no tumbling

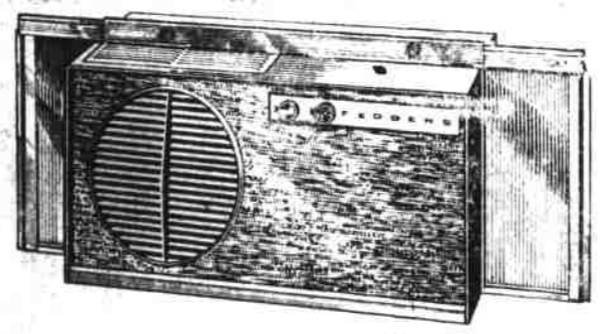
Plus: for delicate things you dare not tumble...

And, loaded with all of the most-wanted dryer features!

- ★ Wash 'n wears dry wrinkle-free!
- ★ Automatic 3-heat selection—High, Low, or Huff!
- ★ Exclusive 3-way venting!
- ★ Norge knee-action door latch!

only \$138.88
No Trade Needed

STOP AT Modern Plumbing TODAY FOR YOUR 1961 **FEDDERS AIR CONDITIONER**



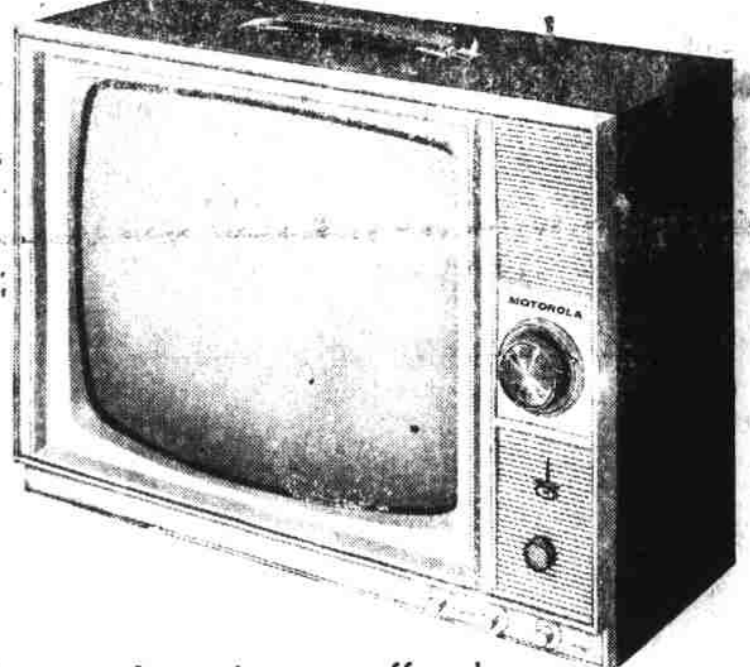
Start cooling off in less than 1 1/2 minutes after you carry it home

The world's finest air conditioning is only 77 seconds away when you bring this new family-size Fedders home with you. Save \$25-\$35 in less than 1 1/2 minutes by installing it yourself, following authorized instructions packed with the air conditioner. No kits to buy... no separate parts to assemble. Fits every standard window up to 39" wide. "One piece" construction and Weather Barrier on side panels seal out heat, wind, rain. So why wait for overworked installation crews... why pay installation charges?



CARTON TO COOLING ... IN 77 SECONDS!

NEW MOTOROLA 19' COMPACT TV
at only **\$178.88** Each

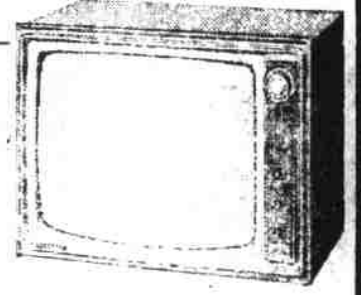


Biggest value we've ever offered — and on TV so reliable it's guaranteed* a full year!

New 19" Picture Frame Tube is up to 10 times more reliable than tubes without intrusion gun system. Hand-wired, Transformer-powered Chassis delivers 19,000 volts of picture power... plus 3 EE stages (two just 2) for super-stable pictures. With built-in Magic Mast antenna. In Charcoal color on metal, with Antique White front. Model 19F11U.

GREATEST VALUE ON BRAND-NEW 23" MOTOROLA TV

Exclusive Tube Sentry* protection ends warm-up power surge... a main cause of TV tube failure. New Hand-wired, Transformer-powered Chassis has 23,000 volts of picture power... the extra power needed for bright, sharp pictures. Guaranteed in writing* a full year. Model 23F1.



ALSO A COMPLETE SELECTION OF NORGE GAS & ELECTRIC RANGES - REFRIGERATORS FREEZERS - WRINGER WASHERS.

Register For Free 1961 Motorola TO BE GIVEN AWAY SATURDAY MAY 13th 6:00 P. M. EXACTLY AS PICTURED ABOVE - NO OBLIGATION TO BUY

Ask About Our All New Property Improvement Plan-Complete Sales & Service
No Money Down UP TO 5 Years To Pay
MODERN PLUMBING & HEATING COMPANY

Jacksonville 419 RAILROAD STREET PHONE 346-6478 YOUR FRIENDLY HOME IMPROVEMENT COMPANY Kenansville (Old M. B. Holt Store)