

AT DAVIS JEWELERS IN MURPHY

The Most Daring Offer In China Today!

BEAUTIFUL IROQUOIS TRUE CHINA

NOW GUARANTEED **3** FULL YEARS

Against Breaking, Cracking or Chipping

Famous Iroquois True China now carries this fabulous guarantee: If any piece of your Iroquois service chips, cracks or breaks within 3 years of purchase, it's replaced*—free! Only American-made Iroquois offers so much dinnerware value: Cook, bake, broil—even fry!—then serve in this beautiful translucent china created by world-famous designers to set your loveliest tables—yet so ruggedly durable it's the first and only true china guaranteed* for 3 years...and dishwashers or detergents can't harm it! Select your Iroquois service today—in a wide choice of patterns or solid colors at amazingly low prices. See the famous Iroquois China Collections at Davis Jewelers now

Iroquois Informal—\$5.95 the place setting (if purchased separately \$9.30)

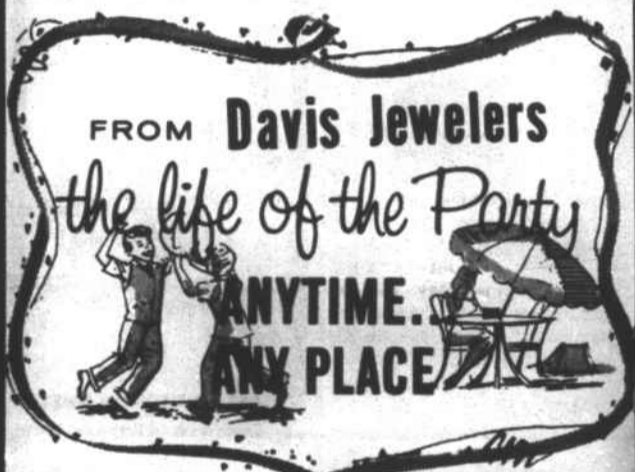
Russel Wright Casual—the only true china available in solid colors—\$3.95 the place setting (if purchased separately \$7.40)

Iroquois Impromptu—Bridal White—\$4.95 the place setting (if purchased separately \$7.70)
Decorated—\$5.95 the place setting (if purchased separately \$9.20)

Place setting consists of dinner plate, salad/dessert plate, cup and saucer



No Need Ever Again To Compromise With China Substitutes
Now You Can Use Genuine China Every Day.



FROM Davis Jewelers

the life of the Party
ANYTIME.
ANY PLACE

ELGIN portable RADIOS
Our Latest Big Value Buy



Ten transistors give this pocket-sized package of pleasure the big sound of the best... the greater range, better reception you'd expect only at twice our low price.

- 10 transistor power
- Two diodes and thermistor
- Precision Vernier tuning
- Slide-rule station selector
- Extra length antenna
- Oversize speaker

\$19.95



\$39.95

Full bodied, rich-toned listening enjoyment possible only with ELGIN ten transistor power. Here's the finest AM transistor radio buy 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
- Disc-springing spring loaded handle



\$65.00

- 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

Just out!

THE GREATEST WATCH VALUE EVER OFFERED AT THIS PRICE!

CARAVELLE®

THE ECONOMY PRICED QUALITY WATCH

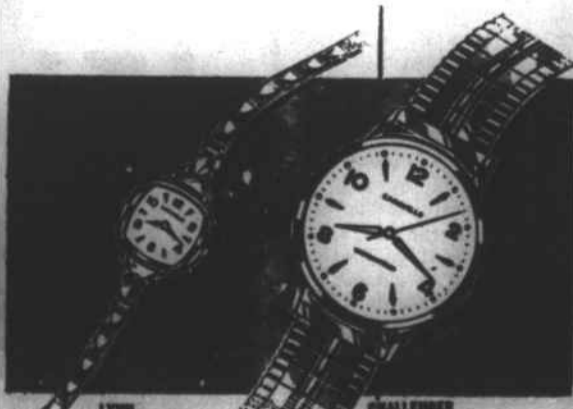
A PRODUCT OF BULOVA



HERCULES
Jeweled quality movement, unbreakable mainpring, shock-resistant and WATERPROOF™ too. Brilliant chrome finished case with stainless steel back. \$12.95 (Also available with charcoal dial)

Now you can own a fine jeweled timepiece—with precision accuracy and long life quality craftsmanship — at the price you ordinarily pay for a pin lever watch. Only the world's largest manufacturer of fine jeweled watches could introduce such an amazing value.

FROM \$10.95



LYNN
An exquisite timepiece with a quality jeweled movement. Unbreakable mainpring. Beautifully matched 10K gold filled expansion bracelet. In Yellow or White. Only \$16.95

CHALLENGER
17 jewel precision movement. Water-proof, shock-resistant, unbreakable mainpring. Case is chrome finished with stainless steel back. Complete with handsome expansion band only \$16.95



THE INSIDE LOOK PROVES IT!
Ordinary low-cost watch does not have jeweled movement, just cheap machine stamped parts.

Caravelle has fine jeweled movement, polished precision-fitted parts to assure long lasting accurate service.

See our complete selection of superbly styled Caravelle fine jeweled watches.

Samsonite Streamlite Luggage
NOW AT LOW, LOW PRICES!



Top of the Class! 7 styles for gals, 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
Beauty Case \$14.95
Hot Bag \$14.95
Ladies' O'Bliss \$16.95
Ladies' Wardrobe \$24.95
Men's Companion Case \$16.95
Men's Two-Sorter \$24.95

Unbelievable Low Price!

Easy Terms

Encore
by the makers of STARBUCK Diamond Rings

FIERY 1 1/2 CARAT OF DIAMONDS \$79.50
2 CARAT \$107.50
2 CARAT \$144.50



FREE 30 Day Inspection

Magnificent size and value at unbelievably low price... thanks to D D S BAYBROS direct imports. Every diamond gem in a stunning 14K gold setting makes this wedding set a masterpiece!

LIMITED TIME ONLY SALE

TO INTRODUCE YOU TO

FAMOUS Iroquois True China
NOW GUARANTEED THREE FULL YEARS

ADVERTISED IN LIFE



"Harvest Time" Pattern. One of many to choose from.

Famous Iroquois True China now carries this fabulous guarantee: If any piece of your Iroquois service chips, cracks or breaks within 3 years of purchase, it's replaced*—free! Only American-made Iroquois offers so much dinnerware value: Cook, bake, broil—even fry—then serve in this beautiful translucent china created by world-famous designers to set your loveliest tables—yet so ruggedly durable it's the first and only true china guaranteed* for 3 full years... and dishwashers or detergents can't harm it! Select your Iroquois service today—from place settings in a wide choice of patterns or solid colors at amazingly low prices. *In accordance with warranty.

FAMOUS Iroquois Informal

PLACE SETTING 4.99

Consisting of: Dinner Plate, Salad/Breakfast Plate, Cup and Saucer (If Purchased Separately—\$9.30)

FAMOUS Iroquois Impromptu

PLACE SETTING "Bridal White" 3.99

Decorated—slightly higher. Consisting of: Dinner Plate, Salad/Dessert Plate, Cup and Saucer (If Purchased Separately—\$7.70)

FAMOUS Iroquois Russel Wright

PLACE SETTING 2.99

Consisting of: Dinner Plate, Salad/Dessert Plate, Cup and Saucer (If Purchased Separately—\$7.40)

An unprecedented opportunity to compare Iroquois with any other dinnerware for beauty, versatility, durability in your home... to own this famous true china at a wonderfully low price!

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

Phone 837-2816

DAVIS JEWELERS

Murphy, N. C.