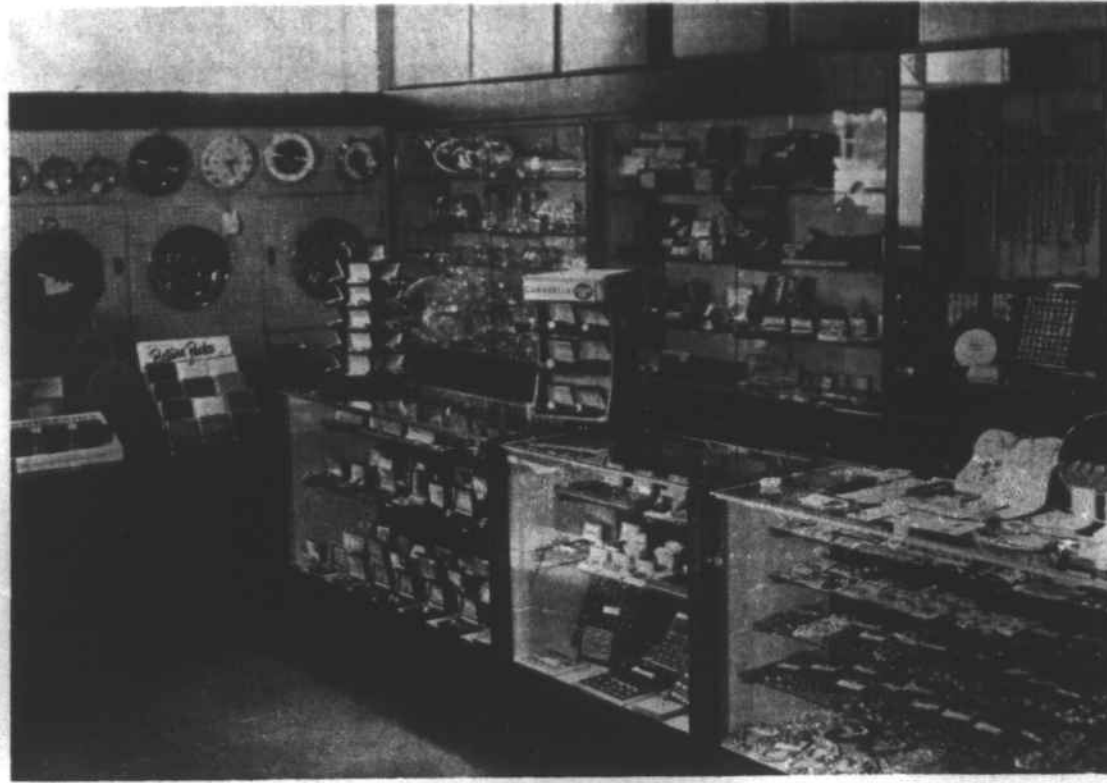


# For 19 Years, Murphy's Favorite Jewelers

*Congratulations To The  
Cherokee Scout  
On 75 Years Of Service  
To The People Of Cherokee  
County And The Surrounding  
Counties*



Davis' Modern Store On The Square

**OUR POLICY**  
Is based on the sound belief that Public confidence is worth more to a store than any other asset. Our hundreds of regular customers is proof that this policy is adhered to. The good name that this Store holds is further proof that our aim is to please you.

**HONEST QUALITY**  
We guarantee every item we sell to be the best value obtainable anywhere for the price. This is not an idle boast, but a true fact, proven hundreds of times. Honest Quality has been our paramount idea always.

**See Our Fine Selection  
Of  
Flatware , Sterling,  
China, And  
All Types Of Jewelry**

### HISTORY

Serving The People Of The Tri-State Area In The Same

Location For Nineteen Years

**Plus Honest Prices**

**And Service**

## 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**

**Don't Miss This Sugar- N-Cream  
Promotion**

**Russell Wright \$29.95 Reg. \$37.05**

**Sugar & Cream 99¢**

**Informal \$39.95 Reg. \$55.60**

**Sugar & Cream 99¢**

**See Our New Patterns Blue Vineyard Old Orchard**



# DAVIS JEWELERS

*On The Square In Murphy*