

Our Christmas package to you is packed to overflowing with good wishes for a holiday of good cheer and happiness.

Johnson-Bradley

CHRISTMAS FOOD VALUES

GET OUR PRICES ON

FRUITS—Oranges, Apples, Tangerines

DEL MONTE OR LIBBY

FRUIT COCKTAIL No. 1 can 12½c

DOLE, LIBBY or DEL MONTE-Crushed or Sliced PINEAPPLE _ No. 2 can 15c

Duke's Relish or Mayonnaise Pt. Jar. 25c

SPECIAL!—Delicious FRUIT CAKE In Holiday Tin 5 lbs. \$1.89

Chocolate Covered Cherries 1b. box 23c

5 Pound Box Chocolates FOR GIFTS-IN A BEAUTIFUL CHRISTMAS BOX!

Pure Sugar Stick Candy 2 lb. box 25c

2 lbs. Seedless Cello Pkg., Oven Fresh Salted RAISINS 15c Soda Crackers __ 9c BRAZILS th. 19c Small Bottle Stuffed Olives 10c NO. 1 STUART'S PECANS 1b. 19c 2 Pound Jar. Mince Meat PILLSBURY'S NO-SHEEN Cake Flour Pkg. 25c Crisco 3 lb. can 53c

Argo Bartlett No. 2 can 2 cans 25c Pears___

Pimentos can 10c Argo No. 2 1-2 can Celery Peaches 2 for 27c GREEN GIANT 17 Oz. can Cranberries 1b. 19c

PEAS Old Fashioned No. 2 can Argo Corn

Brown Sugar lb. 5c , 10c Salad Dressing Corn on Cob 17c Quart Cocoa 2 lb. can 15c JELLO

HERSHEY'S KISSES 13 Oz. Pkg. 23c CAMPFIRE MARSHMALLOWS tb. 15c

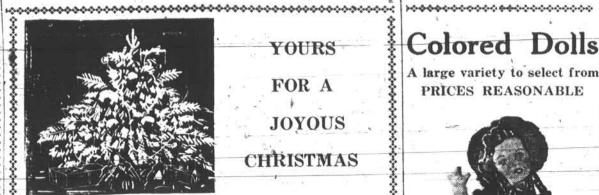
ADD TO HOLIDAY PLEASURES WITH &

SILVER CUP COFFEE

lb. Pkg. 15c 3 lbs. 43c Extra Fancy Blue Rose Rice 1b. 5c

Fresh Shipped EGGS dozen 33c

Where The Dollar Does Its Duty'



YOURS

FOR A **JOYOUS**

CHRISTMAS

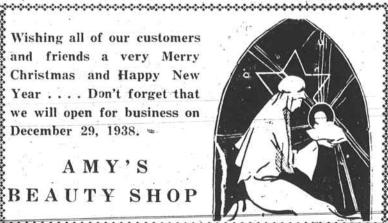
Our sincere hopes for your holiday-may it be one of pleasure and satisfaction-bringing joy to you and all of yours.

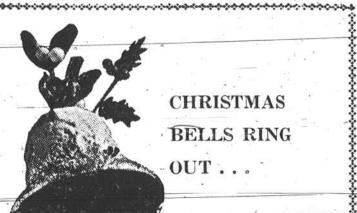


A "Snooty" Santa Claus We hope the Santa Claus who visit your house leaves such an abundance of really fine Christmas gifts and Christmas spirit. that you'll remember him as the most aristocratic Santa who ever came your way.

Wishing all of our customers and friends a very Merry Christmas and Happy New Year Don't forget that we will open for business on December 29, 1938. =

AMY'S BEAUTY SHOP





CHRISTMAS BELLS RING OUT ...

And the message they're carrying across the snowcovered landscape is one of holiday friendship. A Merry Christmas to all of you who have done so much this past year to make every day a pleasant one for us.

WILSON MOTOR CO.

LINCOLN



SNOW-FLAKED SENTIMENT

Each wish-like the cryst dear starriness of a ous snowflake -- carrying high hopes of a season full of joy for you.

> The R. L. Bryan Co. 1440 Main St.





YULE SYMBOL

This brightly burning Christmas candle symbolizes the warmth in our hearts for the loyal customers who have made the past year so pleasant. To all of you A Merry Christmas.

Counts Drug Store

Colored Dolls

A large variety to select from PRICES REASONABLE



Mailed Orders Filled Promptly. Address

I have a Full Supply of Dolls on hand. Orders can be filled until January 15, 1939. BERNICE BAXTER

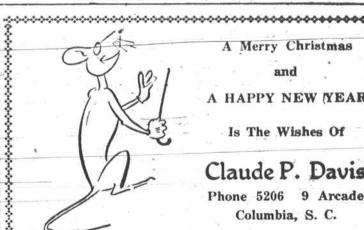
926 Short St. Columbia. S. C.

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Rev. H. A. Peterson, prircipal of East End graded school, Green wood addressed the group outlining the need for Trustee-Teacher cooperation for the comfort of the child. He related the facts that proved that the persons involved in the Educational develop ment paves the highway for the child to be or develop to be a beneficial citizen.

Mr. W. A. Armiwood presented Mrs. Simpkin who addressed the

Jessie T. Butler.



A Merry Christmas

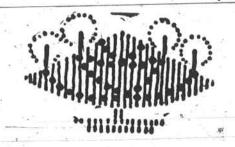
A HAPPY NEW YEAR

Is The Wishes Of

Claude P. Davis Phone 5206 9 Arcade Columbia, S. C.



A-MERRY CHRISTMAS AND A HAPPY NEW YEAR



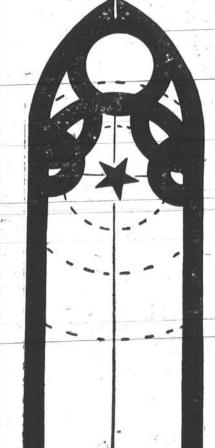
VICTORY SAVINGS BANI highest

SEASON'S GREETINGS



'Santa Claus is coming! And we've instructed him to deliver a special package of good cheer to your house, direct from the members of these organizations."

Carolina Engraving Co. R. C. Williams and Sons, Inc. Oak Street Drug Schulte United Dantzler Bros. Shoe Repair Shop Sturkie Furniture Owen and Paul, Tailors Green Leaf, J. J. Lawson, Mgr.



One Brightly Shining Christmas Star ...

As the star that guided the wise men toward the manger at Bethlehem twinkles brightly in the Christmas sky, we extend our heartiest wishes of the season to all of you who have made 1938 such a pleasant year for our firm. To each of you we extend our most heartfelt Christmas greetings and the hope that 1939 will be for you a year of great joy.

Coca-Cola **Bottling Company**