



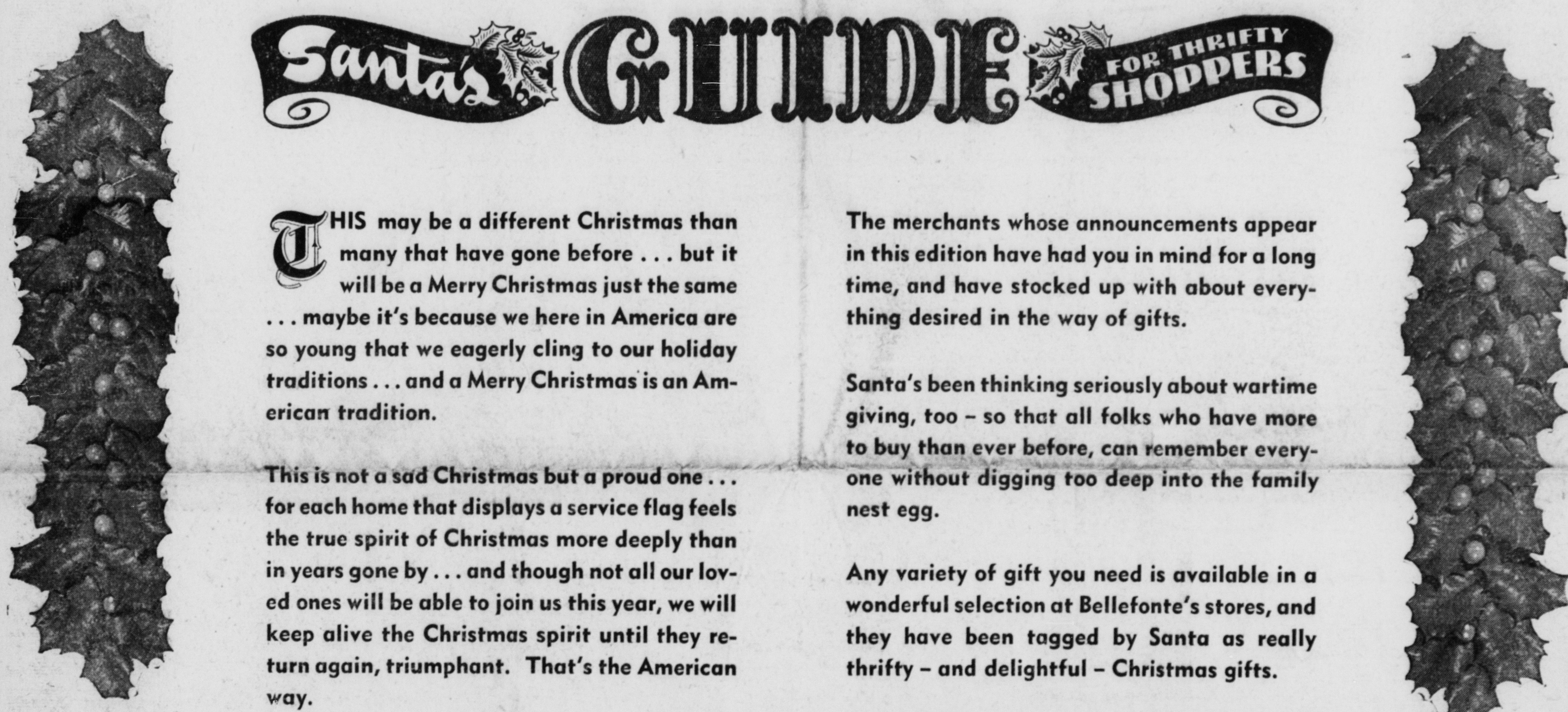
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Bellefonte's Progressive Merchants Present



Santa's **GUIDE** FOR THRIFTY SHOPPERS

THIS may be a different Christmas than many that have gone before . . . but it will be a Merry Christmas just the same . . . maybe it's because we here in America are so young that we eagerly cling to our holiday traditions . . . and a Merry Christmas is an American tradition.

This is not a sad Christmas but a proud one . . . for each home that displays a service flag feels the true spirit of Christmas more deeply than in years gone by . . . and though not all our loved ones will be able to join us this year, we will keep alive the Christmas spirit until they return again, triumphant. That's the American way.

So now Santa makes his official debut and the exciting, exhilarating spirit of the Yuletide is seen in the throngs of busy shoppers that are beginning to crowd the stores.

The merchants whose announcements appear in this edition have had you in mind for a long time, and have stocked up with about everything desired in the way of gifts.

Santa's been thinking seriously about wartime giving, too - so that all folks who have more to buy than ever before, can remember everyone without digging too deep into the family nest egg.

Any variety of gift you need is available in a wonderful selection at Bellefonte's stores, and they have been tagged by Santa as really thrifty - and delightful - Christmas gifts.

Do your Christmas shopping now. Shop early in the day. Do some Christmas shopping every day if possible. Fortunately, the available merchandise is plentiful, of excellent quality, and reasonable in price.

Your Government and the Stores Listed In This Newspaper Urge You to Carry Your Own Packages - Shop Early for Christmas - Mail Early for Christmas, and with Heartiest Good Wishes, Say . . .

CHRISTMAS GREETINGS to all OUR FRIENDS

