



**Philco
COLD
GUARD**
refridgerator
can save
you up to
45% in
electricity

over the average life of a refrigerator as compared to a similar model of a leading competitor.

**THIS AD WORTH 75c
toward a deluxe ice cube tray**

**Nikolaus
CO. INC.**

444 LOCUST STREET
COLUMBIA

A Location for
Fine Furniture Since 1888

A LOCATION FOR WIRING
and ELECTRICAL APPLIANCES
SINCE 1920

COLUMBIA SALES DAYS

THURSDAY,
FRIDAY,
SATURDAY

**JULY
15,
16, 17**

JACK HORNER SHOES

Great Semi-Annual Family

SUMMER SHOE CLEARANCE

IT'S THE SALE YOU WAIT FOR.
THOUSANDS of PAIRS of QUALITY SHOES
taken from our regular stock go on Sale

THURSDAY 9 AM to 8 PM
FRIDAY 9 to 9 SATURDAY 9 to 5

This is our biggest summer sale of the year!
Outstanding values for every member of your family!
Assortments include many of our Best-selling
styles...AT FANTASTIC SAVINGS!

Savings up to 50%

SHOP EARLY



JACK HORNER SHOES

COLUMBIA & MOUNT JOY

SALE STARTS THURSDAY 9 A.M.

Eichhorn's Store for Men JULY semi-annual CLEARANCE SALE

**BARGAINS GALORE
20% - 40% - 60% OFF**

- | | |
|---------------|-------------------|
| LEISURE SUITS | SHIRTS |
| DRESS SUITS | SPORT KNIT SHIRTS |
| SPORT COATS | SHORTS |
| SLACKS | UNDERWEAR |
| | SHOES |

EXTRA SPECIALS

	REGULAR	NOW
SPORT COATS	\$55 - \$125	1/2 PRICE
SUITS	\$95 - \$180	1/2 PRICE
LONDON FOG	\$60 - \$ 70	1/2 PRICE
RAINCOATS		
LEISURE SUITS	\$43 - \$105	20%-50% OFF



Eichhorn's Store for Men

13 N. Fourth Street, Columbia, PA

STORE HOURS Thursday 9 To 9
Friday 9 To 9 Saturday 9 To 5

CHARGE ACCOUNTS HONORED
BANKAMERICARD MASTERCHARGE EICHORN CHARGE



July Sales Days —
July 15, 16, 17

This is the Week to Shop in Columbia

STOP IN AND SEE THESE
PARTICIPATING MERCHANTS

Columbia Hardware

363-365 Locust St.
357 Locust St.
Exotic house plants

Hilt's Restaurant & Sub Shop

307 Locust St.
a shopper's lunch

Brubaker's Jewelry Store

361 Locust Street
Columbia's House
of Diamonds,
Bulova Watches,
Seiko Watches

The New

Heineman's

247 Locust St.
Clothing store

Jaymar Gift Shop

24 N. Fourth St.
Gifts for all occasions

C. A. Herr, Inc.

True Value Old Fashioned
One-stop Hardware Store
Third & Walnut Sts.
3 floors of Merchandise

Columbia Pizza & Restaurant

429 Locust St.
Call for quick pick-up
684-7910