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4 IMPORTANT REASONS

Why You Should Do All Your Christmas Shopping in Iowa City!

1. EXTRA CHRISTMAS NIGHT SHOPPING HOURS!

Iowa City retailers, through co-operation with the Chamber of Commerce, will be open for your Christmas shopping convenience on the following evenings: December 8, 11, 15, 18, 20, 22, and 23.

2. ENJOY EXTRA CHRISTMAS VACATION TIME!

Take advantage of these extra shopping hours . . . get all your Christmas shopping done early . . . save all your Christmas vacation time for fun!

3. COMPLETE GIFT OFFERINGS FOR THE WHOLE FAMILY!

Iowa City retailers offer you a complete selection of gift items . . . hundreds and hundreds of gift ideas from which you can fill your shopping list for the whole family!

4. TAKE ADVANTAGE OF MANY EXTRA CONVENIENCES!

The evening hours, particularly, allow you many extra conveniences: less parking problems, less crowded stores, more time for leisurely shopping; less waiting. No need to worry about making "last-minute" gift decisions — complete all your shopping early in Iowa City, and make this a merry Christmas for all!

Shop From 9 a.m. to 9 p.m. On The Following Days

1952 DECEMBER 1952						
Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
	1			11		
	8			18		20
	15					
	22	23				

Iowa City Merchants Will Be Open During Regular Shopping Hours on Other Days!

In Filling Your Christmas Gift List, Be Sure To Look Over The Selections Offered By These Iowa City Merchants!



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| <p>ALDENS
118 S. Clinton Phone 8-1101</p> | <p>IOWA-ILLINOIS GAS & ELECTRIC CO.
211 E. Washington Phone 2191</p> | <p>KIRWAN FURNITURE
6 S. Dubuque Phone 8-1151</p> | <p>ST. CLAIR-JOHNSON
124 E. Washington Phone 8-1881</p> |
| <p>BREMERS
120 E. Washington Phone 2240</p> | <p>IOWA SUPPLY CO.
8 S. Clinton Phone 4188</p> | <p>MORRIS FURNITURE CO.
217 S. Clinton Phone 7212</p> | <p>STEPHENS MEN'S APPAREL
Give Him A Gift He Would Choose for Himself</p> |
| <p>CONDON'S
Children's - Fur - Stork-Shop
130 S. Dubuque</p> | <p>SEARS ROEBUCK AND CO.
111 E. College Phone 2187</p> | <p>J. C. PENNEY & CO.
118 E. College Phone 6365</p> | <p>THE GORDON BOOKSHOP
114 E. Washington Phone 4648</p> |
| <p>GAMBLES STORE
203 N. Linn Phone 8-2222</p> | <p>WOODBURN SOUND SERVICE
8 E. College Phone 8-0151</p> | <p>SCOTT STORES
114 E. College Phone 4784</p> | <p>TOWNER'S
10 S. Clinton Phone 9686</p> |



