

POTTSTOWN CITIZENS FOR Enlightened LEADERSHIP

Redolent Christmas ads

On Tuesday, I reminisced about the cornucopia of stores on High Street 50 years ago, my first year as a staff writer for *The Mercury*.

Something else I miss is the dozens of small ads for the locally-owned stores and businesses that festooned the newspaper's pages.

Here is just a small sample from Christmas 1971:

New Shipment!
Lionel Trains
AND ACCESSORIES
Town Toy
DISCOUNT
363 High St. — Downtown Pottstown

IT'S LATE
SHOP TODAY
9:30 TO 9 TONIGHT
FRIDAY
9:30 TO 5:30
MILTON'S
YOUTH CENTER
221 High St.

HOTEL SHULER
Christmas Eve Dinners
Till 8 O'Clock
RESERVATIONS 322-1800

DANCE AT SUNNYBROOK POTTSTOWN
NEW YEAR'S PARTY
PRIME RIB OF BEEF DINNER
Champagne with Meal
GUY GRECO & The FOUR SAINTS
— ALSO —
ARLEN SAYLOR & His 15-pc. Orchestra
HATS, FAVORS, NOISEMAKERS
\$15 PER PERSON
RESERVATIONS ONLY
CALL 326-6543

LEVITZ
SINCE 1920
T.M.
212 HIGH ST., POTTSTOWN
CLOSED FRIDAY
DECEMBER 24th
For The Christmas Holiday
Reopening Monday
December 27 At 9 a.m.

OPEN DAILY 6 A.M. to 8 P.M.
CLOSED TUESDAYS
CRYSTAL RESTAURANT
149 HIGH ST.

Last-Minute Santas!

We have made every effort to make your last minute shopping just as much fun as the first... We still have a full selection of wonderful gifts and the same efficient friendly service.
ressler's
314 HIGH ST.

Just Think
Pictures in 15 Seconds

POLAROID AUTOMATIC AND CAMERA
ARROW CAMERA SHOP, INC.
23 N. Chestnut Street 1400 N. Hanover Street

— OUR CHRISTMAS STORE HOURS —
Open Today 7:30 A.M. to 5:30 P.M.
Closing 2 P.M. Friday, Dec. 24th
Closed Monday, Dec. 27th
DON SANDS INC.
Quality Paints & Fine Wallpaper
21 N. Hanover St.
326-0959
Free Delivery

Christmas Greetings!
We sincerely hope the light of candles everywhere will reflect...
Peace on earth,
Good will toward
all men, and...
JOY
To The
WORLD
the New York STORE
WHERE POTTSTOWN SHOPS WITH CONFIDENCE
8 Hours to Shop!
201 Plenty of Time to Enjoy Christmas Shopping at the Store. Many Particulars Show With Confidence! Every Day on Every Floor you'll find loads of Jewels, Gifts for Everyone. Come to Shop and let us help you select your Gifts and fill your list!
Store Hours
9:30 to 5:30
TODAY
If in Doubt
New York Store
Gift Certificates
Please Everyone!
Have to Shop on Christmas Shopping with a New Year's Tryout Give a New Year's Best Gift. Always the Right Gift. Color it all Right. What there is always wanted.
It's Nice to say, on Christmas Day...
"It came from the New York Store!"
CLOSED TOMORROW