Cambridge Sees Shoppers Busy

Parade, Children's Party Stir Holiday Trade

In the wake of a successful parade and children's party held Friday evening, the Cambridge Retail Merchants' Association anticipates one of the busiest Christmas shopping seasons in the history of Cambridge.

The children's party drew a huge crowd of youngsters and grownups to the business center of Cambridge, the chief attraction being Santa Claus who distributed bags of candy as a Christmas token.

The celebration stimulated the holiday spirit, merchants attributing their increased volume of business that evening and the next day to the success of the party.

Cambridge is all lighted up for the holiday season, Christmas decorations and colored bulbs being strung on Race Street and merchants featuring similar waves of color in store windows.

Now in the midst of a building and business boom Cambridge is stepping out among the fast growing cities of the State. The volume of building has remained at a high level chiefly because of civic improvements, includ ng a new high school and additions to elementary schools.

Among the major private structures erected have been stores, warehouses and a theatre.

Book Of Adventures Presented By Sunoco

A new departure in Christmas presents was announced today by the Sun Oil Company, when it was learned that the dealers in Sunoco products were ready to give to each of their customers as a Christmas present, a handsomely arranged book o fshort stories written by Lowell Thomas. This novel idea of a present for every customer was revealed by M. H. Leister, sales and advertising director of the Company.

"The book" is an entirely new volume of true stories written by Lowell Thomas and consists of the most adventuresome moments in the lives of men who are world famous for their exploits. These tales were told at various times to Lowell Thomas by such famous men as Lawrence of Arabia, Count Luckner and other adventurers.

Mr. Thomas has assembled these stories in a book he has called 'Thrilling Moments in Thrilling Lives' and through special arrangements with him, arrangements have been made to give a copy of the book to every motorist who requests it while calling upon a dealer in Sunoco products. No mailed requests can be filled as we have sent every available copy out to the dealers.

NEVER BEFORE

—have we been able to offer an all whiskey blend so high in quality—so low in price! OK'd by taste testers of lifetime integrity as the ace of all whiskies at

99c Pint 50c Half Pint

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. . . . extends sincere wishes to Queen Anne's County

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Importers and Dealers in Fine Wines Brandies, Whiskies and other Spirits

BUSINESS ESTABLISHED 1830

We congratulate our many hundreds of friends on the Eastern Shore, and in Queen Anne's County in particular, on the liberalizing of their wines and spirts regulations, and trust that our choice products will soon be available locally for their regular use.

Since the establishment of our firm in 1830, it has been our belief that America will always provides an ample market for those who unfalteringly supply the best and do so at fair prices. A scrupulous observance of these principles has resulted in our leadership in the quality wine and spirits field.

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