



'Tis the Season for Shopping

The Christmas holidays have always been a season of giving – which means they are also a season of shopping. For many years in Glynn County, the best place to shop for gifts was downtown Brunswick.

The December 14, 1928, edition of *The Brunswick Pilot* contained a variety of advertisements for holiday gifts. Vienna Bakery assured customers that “The Christmas fruit cake will be no problem this year!” because its products were “made in Brunswick and made right . . . direct from oven to consumer.”

An advertisement for Hawkins-O’Quinn, Inc., “The Ladies Shoppe,” listed “Gifts for Her Appearance.” Although some

items like gloves and scarves are still on 21st century shopping lists, others such as handkerchiefs and hosiery remind us of the changes in women’s fashion.

Yet another advertisement was for a store still in business today – Cunningham Jewelers. Selections from its inventory of mantel and hall clocks, sterling silver table wares, and (of course) jewelry surely made their way under many a local Christmas tree in the 1920s.

This month’s images include a colorized postcard showing Newcastle Street in Brunswick, circa 1934, and an advertisement from the December 14, 1928, edition of *The Brunswick Pilot*.

Gifts FOR HER APPEARANCE

CHOOSE:

- Negligees
- Lingerie
- Hosiery
- Gloves
- Scarfs
- Handkerchiefs

Costume Jewelry
—Costume Flowers
—Hand Embroidered Linens

A CHOICE SELECTION OF DINNER AND EVENING GOWNS

Dresses AND Coats

ELEVEN MORE SHOPPING DAYS

Hawkins-O'Quinn, Inc.
The Ladies Shoppe

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