



# THE SPIRIT OF SANTA CLAUS

How inspiring is the thought of Santa Claus, that ruddy, happy, affectionate bearer of gifts.

First on his beloved reindeer, now in that modern miracle known as the airplane, he spreads his beneficence over the entire world. He leaves no town or city without making it a better, gayer, more contented place because of his visit.

Catch the Santa Claus spirit! Become imbued with his unselfish ideal of SERVICE.

You, too, can spread good cheer. You, too, can add to the sum of human happiness.

You can do for YOUR OWN HOME TOWN what the spirit of Santa Claus and the strides of mechanical progress are doing for the whole world.

When you purchase some things in the city, some things by mail, and other things at home, you are dissipating the creative strength of your money.

WHEN YOU DO ALL YOUR BUYING AT HOME, YOU ARE DOING A GREAT THING FOR THIS TOWN. YOU ARE CONTRIBUTING TO ITS GROWTH. YOU ARE HELPING ITS MERCHANTS IMPROVE THEIR ESTABLISHMENTS. YOU ARE HELPING THEM IN THEIR PROMOTION OF COMMUNITY ACTIVITIES AND ASSOCIATIONS.

At the same time, you are helping yourself—the more fertile you make the soil of YOUR OWN HOME TOWN, the greater become your own opportunities for prosperity and success.

Don't carry your bag of good things elsewhere—concentrate your activities and purchases in this town—and you will make it a happier, more prosperous and more livable community because you have lived in it!

MARGOLIS BROTHERS <i>"The Shopping Place—After All"</i>	FARMERS SUPPLY COMPANY <i>Goods for the Whole Family</i>	BOWEN BROTHERS <i>General Merchandise</i>	WILLIAMSTON MOTOR CO. <i>Authorized FORD Dealers</i>
CLARK'S DRUG STORE <i>Presents for the Whole Family</i>	FARMERS & MERCHANTS BANK <i>Service With Safety</i>	MANNING GROCERY CO. <i>Staple and Fancy Groceries</i>	C. D. CARSTARPHEN & CO. <i>The Trading Center</i>
WHITES, INCORPORATED <i>Five-Cent To Five Dollar Store</i>	C. O. MOORE & COMPANY <i>Quality Groceries</i>	HARRISON BROTHERS & CO. <i>Everything for Everybody</i>	NORRIS ESSEY <i>Styles of Today with a Touch of Tomorrow</i>
O. S. ANDERSON & CO. <i>General Merchandise</i>	P. P. PEEL <i>Soda Fountain, Tobaccos, Novelties</i>	GEO. W. BLOUNT & CO. <i>Save Money At Blount's</i>	S. R. BIGGS DRUG COMPANY <i>In Business for Your Health</i>
PEEL MOTOR COMPANY <i>Wait for the New Chevrolet!</i>	BARNHILL BROS. & CO. <i>Everything for the Family</i>	B. S. COURTNEY <i>Furniture and Undertaker</i>	W. D. AMBERS <i>Pressing - Cleaning - Altering</i>