

Salisbury Merchants Are Ready For Holiday Rush

Gifts From Near And Far Assembled In Local Stores For Convenience Of Salisbury and Rowan Co. Gift Shoppers

Do Christmas Shopping Early
Salisbury Merchants Advise

Waiting Until Last Minute Places Extra Burden On Sales People And Makes It Difficult To Wait On Patrons.

"Across the shining fields of heaven" the natal star comes back once more. Again the angels softly brood above a sleeping earth, dropping one by one their priceless gifts of faith, hope and love. In days of old the Wise Men bowed before the beauty of this star, felt the warmth of its glorious rays penetrating the sternness of their hearts and, turning the one to the other, sought some expression for the new life, the fullness of the spring of love and hope that rose within them.

As in those far off days, so today, the star is rising in the East. As those who were first-blessed with its sight, so we today, respond to the magic of its golden beams. Perhaps we cannot find our expression in rich gifts, jewels and priceless gems—we have not the wealth of those men of the plains. But rich, poor, young or old there are gifts for all at the glad Christmas season, gifts within our means to give, gifts expressing in their appropriateness and taste the same spirit those rich eastern gifts conveyed when laid where the star beams led—the spirit of love, friendship and good will.

It is not what you give, practical, gay or frivolous presents, but it's the giving that counts and the spirit that goes with the gift. So in the age-old joy and festivity of the season, get your pencil and your list and get busy—Salisbury stores offer you their best, the time is short—look through the modern directory of these advertising pages make your selections and go out happy and full of courage to make this the biggest, brightest and best Christmas of them all.

Shop Early
Merchants are unanimous in urg-

ing the people to do their shopping early. In the first place, they are better able to wait on their customers, offerings are still complete and not picked over; and the clerks themselves will deeply appreciate early shopping, for the last minute rush just before Christmas usually leaves them exhausted and unable to enjoy Christmas as they might otherwise.

Stretching Dollars
The problem of making a dollar go farther is more important than ever this year. People are looking beyond mere cheapness and searching for real dollar values. This is not only necessary, it is praise worthy. It is cultivating thrift, which is a desirable characteristic in a citizen, a community, and in a nation.

One aspect of the question is sometimes overlooked. That is, that we should not only buy wisely but where it will do the most good. Nobody doubts that it is good for the community and good for the citizen to purchase at home. Patronage of local stores is economically sound.

Assuming basic values to be the same, there is no sense in going elsewhere to shop and in sending

away for things that you can obtain just as cheaply from local merchants. Yet many people do it, probably through habit but more often through thoughtlessness.

Now that the holiday season is here we may all expect to receive unsolicited boxes of greeting cards, neckties, stockings, and so forth, from some institution or individual which we may keep rather than go to the trouble of wrapping and returning. Money spent in these ways does not help local business at all. It does not in any way benefit our community.

On the other hand, local storekeepers can with this same money make donations to charity, hire extra help, improve their stocks and premises, and help raise the standard of our business sections. If the money is kept at home it benefits us and our community.

This year, of all years, is the time to make the dollar go farther. We can be assured of this if we spend it with our own store in our own local neighborhood.

Dana's Christmas Classic

CHARACTER WITNESS FOR SANTA CLAUS

In conformance with request, The Watchman reprints here an editorial by Charles A. Dana, of the New York Sun, now many years of age but certain of annual appearance in the press. The Dana editorial:

"We take pleasure in answering at once thus prominently the communication below, expressing at the same time our great gratification that its faithful author is numbered among the friends of The Sun:

Dear Editor—I am 8 years old. Some of my little friends say there is no Santa Claus. Papa says, "If you see it in The Sun, it's so." Please tell me the truth; is there a Santa Claus?"

VIRGINIA O'HANLON,
115 West Ninety-fifth Street.

"Virginia, your little friends are wrong. They have been affected by the scepticism of a sceptical age. They do not believe except what they see. They think that nothing can be which is not comprehensible by their little minds.

"All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

"Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know they abound and give to our life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance, to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

"Not believe in Santa Claus? You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign there is no Santa Claus.

"The most real things in the world are those that neither children nor men can see. Did you ever see fairies on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

"You may tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernatural beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

"No Santa Claus! Thank God! he lives, and he lives forever. A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood."



1,000,000,000 Miniatures of Their Portraits Will Aid Fight Against Tuberculosis

The portraits of little George Volkman, age 3, and his sister Carol, age 7, adorn the 1932 Christmas Seals which will be sold for a penny each during the holiday season to finance the work of the 2084 affiliated tuberculosis associations. The children are shown posing for their famous artist-father, Edward Volkman, of Weehawken, N. J., designer of the seal, as he puts the finishing touch to the poster that will advertise the campaign and which he also designed.

Christmas Is Traced Back To Ancients

It Is Probably The Only World Holiday—Season Of Goodwill

By Alice Gordon Bell

Christmas, rather the celebration of mid-winter—the top of the year—probably had an origin but the origin is further back in time than the memory or research of man has yet reached. It was observed as a time of festivity by the ancient Egyptians, Teutonic barbarians, pagan Greece and Rome. Our own holly and mistletoe are but a survival of ancient Druidical worship. These plants were venerated by the Druids because they grew in the oak groves in which their rites were held. The custom of caroling on Christmas probably harks back to the time when Roman children sang hymns at the time of the Saturnalia, festival of Saturn, a sort of harvest-home held in Rome at the same time of year we celebrate Christmas.

The Christmas banquet is reminiscent of feasts in honor of ancient gods and goddesses. The idea of the Child-God was foretold by sibyls and seers, and by the infant gods of the Greeks, Egyptians, Hindus and Buddhists. Nobody knows anything definite about the origin of the festival—or even if December twenty-fifth is the right anniversary of Christ's nativity. The Christians looked upon celebrations of birthdays as heathenish. For twelve years in the 17th century England discounted observance of Christmas and in the early Puritan days of America a person who celebrated was liable to arrest and punishment, because exhibitions of gaiety and happiness were considered sinful.

Only World Holiday
Today, though, Christmas is probably the only world holiday.

While each country has its individual manner of celebrating, the dominant spirit is one of goodwill and hospitality, and gifts are usual.

"Knecht Ruprecht" is the German equivalent of Santa Claus and "Kristine" is the Scandinavian. Spice and fruit cake are considered especially important in Germany and Italy. In Russia and Germany the Christmas tree is the center of festivities. In Italy medieval plaster toys delight the children and the Spanish children receive colored clay models of the Christ Child in the manger. Latin church ceremonies are observed in Spain. In Russia regular work is often stopped a whole month by laborers. On Christmas Eve the peasants sing carols beneath the noblemen's windows for coins. Later they masquerade as animals in memory of the birth in a stable. In Holland at the midnight hour men meet in the principal square of the town chanting "Gloria in Excelsis." Afterwards a supper is served beginning Christmas Day. In Norway the people exchange calls and good wishes serving refreshments to all comers. In Scandinavia it is the custom to take a bath on the afternoon of Christmas Eve, often the only thorough bath of the year, and the Yule-log is of special importance. Candles are kept in the windows in Austria so that the Christ Child may not stumble while passing through the streets. In South Austria there is no Christmas Day celebration but a church festival on the Eve of St. Nicholas' Day which is the twenty-fourth.

The Tree
In France Christmas trees are

becoming more popular. The dominant spirit is charity and the chief interest the church devotional services. In Southern France it is customary to bless the Christmas log and offer prayers for the unfortunate while it burns. Noels are chanted after dinner until midnight mass. The Christmas feast lasts three days. Christmas is a fete in Paris. There are festive midnight suppers on Christmas Eve. Latin quarter students often go dinnerless for a month before or after because of celebrating in a too expensive restaurants. In Peru a midnight mass is observed on Christmas Eve and a religious procession of priests, monks, soldiers and costumed people is held on Christmas night. Bull fighting is an important event of the day. In Mexico the "Pastores," called the Mexican passion play, is presented. The Christmas celebration lasts a week and is marked by brutal sports, gambling and revels. In South America on "Noche Buena" (Good Night) trade is lively till long after midnight. Colored people in fantastic disguises parade chanting accompaniments to catanets and guitars followed by Indian women with streaming black hair playing flutes or harps.

Christmas In Summer
In Australia the Summer season is at its height. Roast beef and plum pudding are served. The streets and houses are decorated with palm branches, ferns and mistletoe. In the Philippines Christmas bells ring over the islands for hours. The churches are decorated with palms and flowers, and wreaths of flowers are carried by the singing children to the churches in a parade led by bands, floats and banners. The afternoon and evening is devoted to dancing and music.

In Bethlehem the customary quiet is greatly disturbed the day before Christmas by the arrival of strangers. The services begin Christmas Eve in the Church of the Nativity. When the convent bell strikes the hour of midnight there is great rejoicing.

America dumps into her famous melting pot the silver, gold and dress of the customs of all the other countries and celebrates Christmas in almost any, or every way. The general family holiday, though, very much resembles the German one.

Teacher—Why do we use soap? Johnny (feelingly) — That's what I'd like to know.

DURING THE CHRISTMAS RUSH

PATRONIZE
**KETCHIE'S
7 BARBERS**
—NO WAITING—
* MANICURIST *
**KETCHIE
BARBER SHOP**
109 S. Main St. Phone 211

An Ideal CHRISTMAS GIFT

NEW!
PHILCO JR.
BALANCED
SUPERHETERODYNE

\$18.75 THE PAID
COMPLETE
With PHILCO
High Efficiency
Tubes
Hear it today. Enjoy radio reception of real quality and distance that will surprise you.

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OPEN EVENINGS

LOOK
**THREE
PHOTOS 10c**
Short Time Only
Regular 50c size
Studio open every nite till 8 o'clock.
STONE PHOTO CO.
W. Innes St. Near Postoffice

IT PAYS TO ADVERTISE!

Where Does She Get Her "Pep?"



SHE doesn't look seventy. Nor feel that old. The woman who stimulates her organs can have energy that women half her age will envy!

At middle-age your vital organs begin to slow down. You may not be sick, simply sluggish. But why endure a condition of half-health when there's a stimulant that will stir a stagnant system to new life and energy in a week's time?

This remarkable stimulant is perfectly harmless. It is, in fact, a family doctor's prescription. So, if you're tired of trying every patent medicine that comes along, tell the druggist you want a bottle of Dr. Caldwell's syrup pepsin. Take a bit of this delicious syrup every day or so, until you know by the

way you feel that your lazy liver is again active, and your bowels are poison-free.

Men, women, and children who are run-down, who tire easily, get bilious spells or have frequent headaches, are soon straightened out when they get this prescription preparation of pure pepsin, active senna, and fresh laxative herbs. (Syrup pepsin is all the help the bowels need, and you do not form the very bad habit of always taking cathartics.)

Keep a bottle of Dr. Caldwell's syrup pepsin in the house, and take a stimulating spoonful every now and then. It is all that a great many people ever take to keep strong and vigorous, and absolutely free from constipation.

MOST for your MONEY in a good laxative

Theford's BLACK-DRAUGHT has been highly regarded for a long, long time, but it is better appreciated now than ever before. People are buying everything more carefully today. They count every penny of the cost. In buying Black-Draught, they get the most for their money, in a good, effective, easy-to-take laxative, made of approved medicinal plants, dependable for the relief of ordinary constipation troubles.

25 or more doses of
Theford's Black-Draught
in a 25-cent package
For Children, get pleasant-tasting
SYRUP of Theford's Black-Draught.

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Salisbury, N. C.

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"The Good One"
Launderers and Dry Cleaners
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cost more than
SOLES!

Why worry about Christmas Shopping when you can get soles here at bargain prices.

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FALL DRESSES
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Scores of styles in silk and woolen materials
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V-Neck. Assorted sizes and colors
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